

CANADIAN GROCER

VOLUME XXXI
No. 17

APRIL 27
1917

ANNUAL SPRING AND
SUMMER NUMBER

Going After Summer Business

□

The Branch Store on a Boat

□

Standard Remedies as the
Backbone of a Business

□

Prohibition and the Sale of
Light Beverages

□

The Successful Handling of
Eggs in Summer

Catch Up With Catsup



Sterling

The People Will Buy It

The appeal of catsup is constant, insistent, irresistible. Put the bottles where their color hits the eye.

Put them where they can be handled. Let their redness appeal and you'll sell bottle after bottle—and every bottle sold pays some debt—or helps to.

STERLING TOMATO CATSUP—helps you catch up on sales—helps you get ahead in your turnover—and it is more profitable to you than sugar.

Get your stocks in order now. Our men will be out in couple of months looking for Fall delivery.

READY SOON—a brand new Sterling line. Worthy in every way of the Sterling quality reputation.

Sterling Brand Salad Dressing

This delicious and high grade product will appeal and appeal strongly to every lover of quality and purity. This will be ready for the trade in a short time and big selling is assured. A display will add impetus to your summer trade. Get one working for you.

The T. A. LYTLE CO., Ltd.

STERLING ROAD

TORONTO

Borden's

Summer-time and Borden Selling are inseparably linked

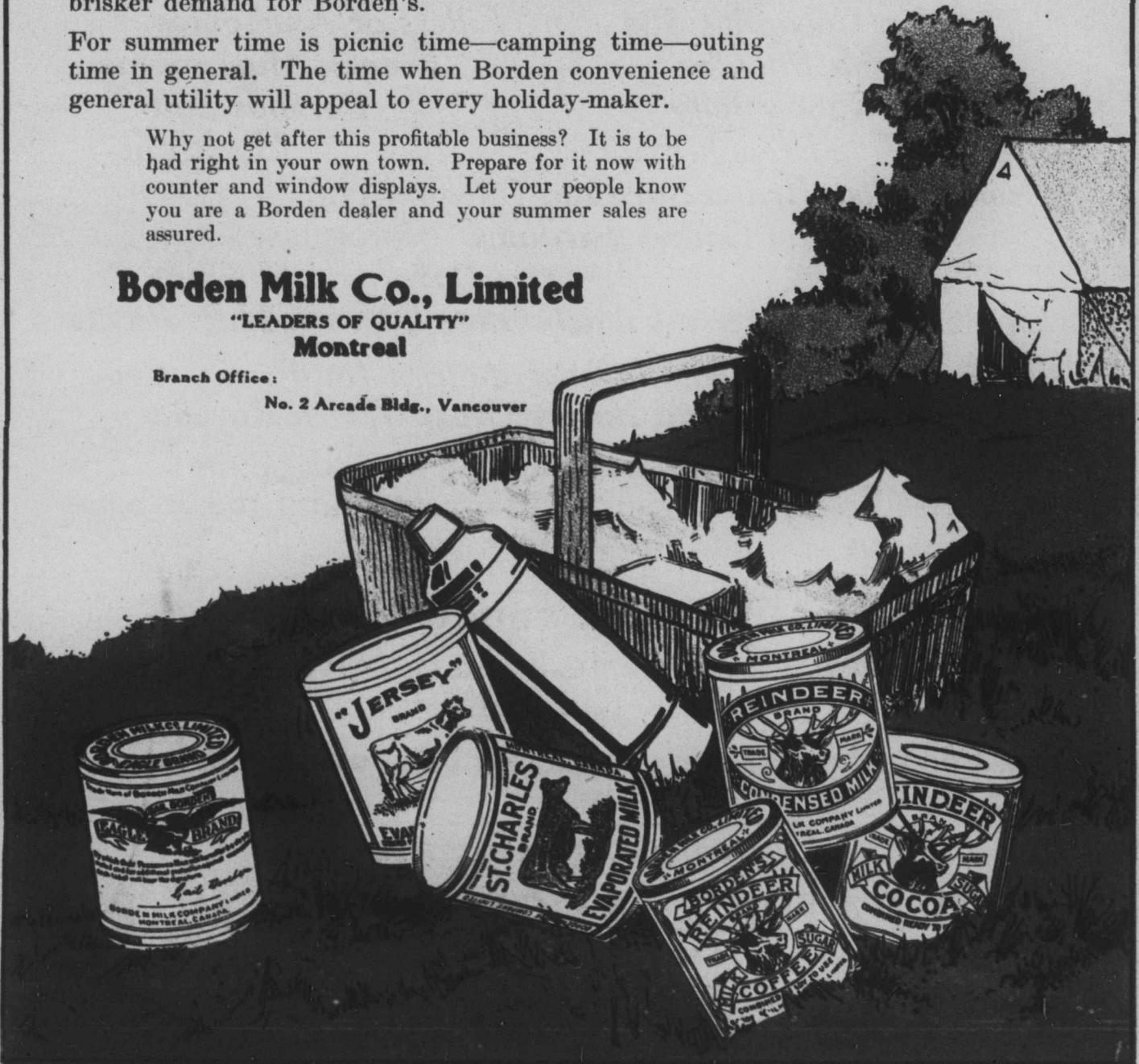
Any dealer handling these popular Milk Products will tell you that the warm summer days bring with them a bigger, brisker demand for Borden's.

For summer time is picnic time—camping time—outing time in general. The time when Borden convenience and general utility will appeal to every holiday-maker.

Why not get after this profitable business? It is to be had right in your own town. Prepare for it now with counter and window displays. Let your people know you are a Borden dealer and your summer sales are assured.

Borden Milk Co., Limited
"LEADERS OF QUALITY"
Montreal

Branch Office:
No. 2 Arcade Bldg., Vancouver



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

Special Spring Announcement

Although the Exportation of many foreign food products has been prohibited, we are still able to offer the Fancy Grocery Trade a selection of Imported **Seasonable Lines for Summer Trade.**

<i>Bar-le-Duc</i>	<i>Florida Orange Marmalade</i>
<i>Ceylon Coconut 30s</i>	<i>Fillets of Anchovies</i>
<i>Cocoa Powder</i>	<i>French Mushrooms</i>
<i>Guava Jelly</i>	<i>Cerebos Salt</i>
<i>French Fruits</i>	<i>Macaroni</i>
<i>Crossed Fish Brand Sardines (Norwegian)</i>	
<i>Brandao Gomes Sardines (Portuguese)</i>	
<i>Barataria Shrimps</i>	
<i>La Perle Brand Pure French Olive Oil</i>	<i>H.P. Pickle</i>

We are also All-Canada-Distributors for Purity Cross Chicken a la King and Purity Cross Welsh Rarebit.

These are new lines for the Canadian Market being widely advertised thru the Leading Magazines and mean New Business for you and show a nice profit.

California Canned Fruits

We have a well assorted stock and can give you interesting prices for prompt or Fall Delivery.

All Food Markets are advancing, look over your stocks and place your orders early.

WRITE FOR FURTHER PARTICULARS.

W. G. PATRICK & COMPANY, LIMITED

IMPORTERS

Toronto

Montreal

Winnipeg

New York

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



Get hold of this quick selling profit maker

Busy housewives are keenly appreciative of the splendid service, the unequalled all-round labor-saving qualities of

Babbitt's Cleanser

And Babbitt dealers are equally enthusiastic regarding its selling merits—they know from experience that every sale means customer-satisfaction and profitable "repeats."

There is an all-year-round demand for Babbitts, and steady year-round profits for the dealer pushing it. Sales are always brisk because the housewife recognizes the unusual value it gives her—a regular 10c can retailing at 5c.

To further enhance its popularity, we offer valuable premiums for Babbitt trade-marks. A trial supply will demonstrate what this selling combination can do for you.

Get it in hand right now and prove our claims to your entire satisfaction.

Agents:

Wm. H. Dunn, Ltd., Montreal
Dunn-Hortop, Ltd., Toronto

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

Make Your Customers buy more Salt

The surest way to increase your sales of Windsor Salt is to make your present customers BUY MORE OF IT. You know, yourself, that most people think of Salt just as a seasoner. They probably would never consider it, for instance, to stop neuralgia, clean enamelware, kill beetles, and thaw out frozen drain pipes.

To help you sell more Windsor Salt by educating your customers to use *more of it*, we give below

Some of the things Windsor Salt will do

- Salt will remove tea stains from delicate china cups.
- Salt spread in black beetle haunts, will kill the pests.
- Salt and warm water will stop itching chilblains.
- Salt thrown on a fire, will put out burning chimney.
- A handful of Salt in rinsing water will prevent bluing from streaking the clothes.
- Obnoxious weeds may be killed by covering stalks with Salt.
- A pinch of Salt will cause cream to whip more easily.
- Salt under baking tin in oven, prevents burning.
- Salt cleans discolored bath and enameled utensils.
- Salt, placed in sink, will keep drain wholesome.
- Salt, placed first in frying pan, prevents grease from sputtering.
- Salt and water, rubbed into the scalp, is good for falling hair after illness.
- Salt, added to potatoes when nearly done, ensures flouriness and prevents them falling to pieces.
- Salt, sprinkled over carpets before sweeping, preserves colors and keeps away moths.
- Salt and water removes lime in new curtains and makes washing easier.
- Salt, added to water in which glassware is washed, removes discolorations and brightens the glass.
- A little Salt sprinkled in the bottom of the oven, will prevent cakes from burning.

Cut out this list and post it in a conspicuous place in the store. Better still, print it and hand to your customers, or send a copy with each order delivered. A little judicious "pushing" on your part, will show your customers how to use Windsor Salt in many different ways. And each way means a bigger demand, and more profit for you.

**The Canadian Salt
Co., Limited**

Windsor - Ontario

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



"Just Dandy—Beats Candy"

Krackley-Nut sells on sight

It is the very biggest 5 cents worth of confection you can give. And it's good—real wholesome and unspeakably delicious.

JUST look at the package above. Isn't it a dandy? Big, attractive,—the kind to make telling displays and get the nickels coming in. Scores of your people will buy Krackley-Nut once they get acquainted with its toothsome deliciousness. And the profits are, to say the least, worth planning for.

KRACKLEY-NUT (Made-in-Canada) from Pop Corn and Nuts. Packages are air-tight, hence it is always crisp and fresh, right down to the last morsel. It beats candy absolutely as a seller and is far more wholesome.

A SUPPLY of this confection will bring you new business, lots of it, and without any extra expense. The Krackley-Nut show card will enable you to push your sales right along.

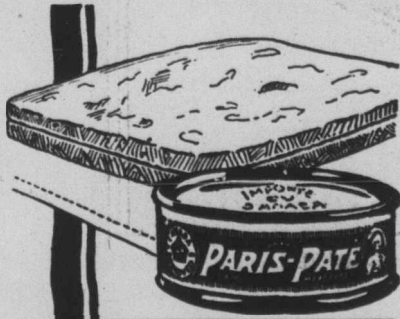
Your jobber will supply you.

Made in Canada by

O-Pee-Chee Gum Co.
Limited
LONDON CANADA

Paris Pate to the fore—

One of a series of advertisements
now appearing in leading papers.



A Real Sandwich

A most tempting morsel is just ordinary wholesome bread made (uncommonly appetizing) with—

PARIS PATE
PARIS MEAT PATTY

HERE is a product which has become a steady, year-round seller. But at *this Season* the sales of Paris Pate take a jump. Good as it sells at other times, the sales always increase in the Summer time. Paris Pate makes an ideal addition to every picnic, automobile hamper, lunch box, or cold snack—because—of its delicious taste, ready prepared, easy to use or carry.

"Paris Pate to the Fore."

STOCK UP—DISPLAY—RECOMMEND

MACLURE & LANGLEY, Limited
TORONTO WINNIPEG

We use only the very best milk in the manufacture of Malcolm Milk Products



Nothing whatever is left to chance. From the selecting of the milk down to the last part of the manufacturing process our every energy is directed towards making Malcolm's the standard of quality in Milk Products.

The fact that the demand for Malcolm's is always growing is pretty good proof of their superiority. More and more Grocers are realizing that it pays to push these Canadian-made lines—a trial convinced them as it will convince you.

Try out a sample supply. See for yourself what real good profits Malcolm Milk Products offer you. And remember, too, that we are the **only Canadian Milk Co. in Canada.**

We deliver 5-case lots to any part of Ontario, Quebec, Maritime Provinces, paying freight charges up to 50c per 100 lbs.

THE ONLY CANADIAN MILK COMPANY IN CANADA

THE MALCOLM CONDENSING CO., LIMITED

ST. GEORGE, ONTARIO



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

The maximum of Marmalade perfection has been reached in "Curling" brand. Seville Oranges and pure cane sugar combine to create a flavor and a deliciousness unequalled. For your particular trade.

It's the "Want More" taste that pulls the profitable repeat sales

and this want-more taste is a marked characteristic of **ST. WILLIAMS JAMS** and **MARMALADE**.

Made from sound, choice, sun-ripened fruits and Pure Cane Sugar, these attractively labelled lines are always worthy of a prominent place in your window trims and interior displays.

Keep them before your customers' notice. If you are not yet acquainted, send for a trial shipment of Marmalade, Raspberry and Strawberry Jam.

Do it to-day — now — before it slips your mind. It will profit you.

MACLURE AND LANGLEY, LIMITED

12 FRONT STREET EAST, TORONTO

Ontario Distributors for

St. Williams Preservers, Limited



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

Be Prepared

1917

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 (Cake and Liquid).

Our big 1917 advertising campaign, including newspapers, painted signs and street cars is now in full swing.



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

F. F. DALLEY CO. OF CANADA LIMITED

Hamilton

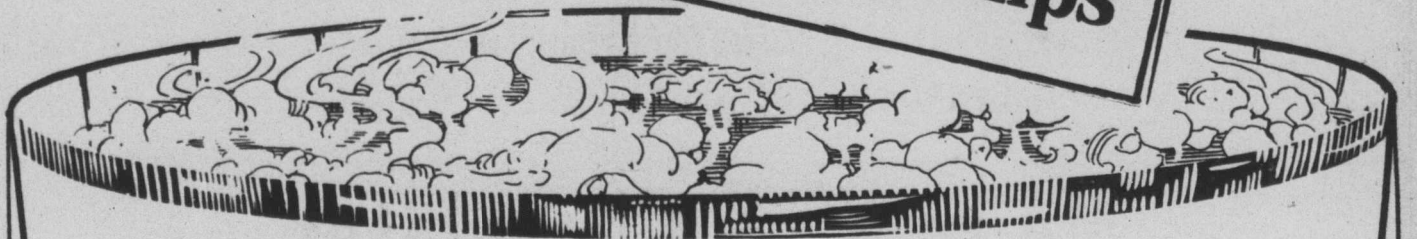
Canada

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



Attractive Red Labels make effective displays

Two Winners for your Washday Displays



—two lines that mean satisfied customers

Unqualified customer satisfaction is the record back of

**WONDERFUL
SOAP**

AND

**CRYSTAL
SOAP CHIPS**

No matter how soft or delicate the fabric may be, these two cleansers will not injure it in the least, a fact that immediately appeals to every good housewife. Consequently repeat sales are assured.

Get a trial supply to-day. You'll like the profit on these lines.

**GUELPH SOAP COMPANY
GUELPH, ONTARIO**

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

Build up your Candy Profits

Stock lines of quality. Stock lines that your customers know of, whose quality they appreciate.

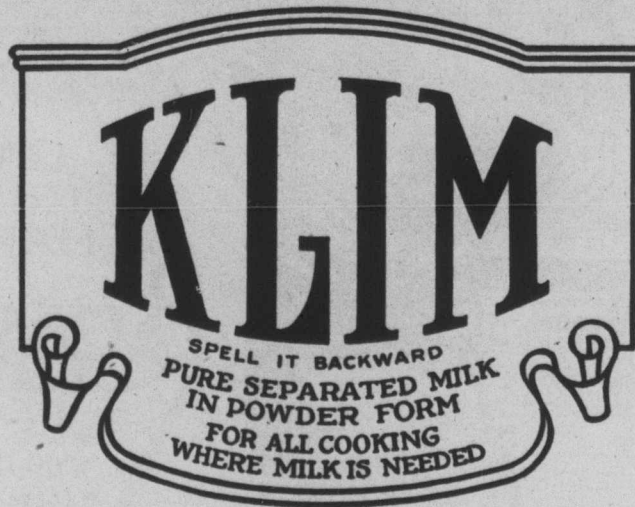
Moirs XXX Chocolates

are delicious confections of exceptional merit. And your customers know Moirs. Persistent consumer advertising is ever adding to an already large following, creating and maintaining a steady demand for Moirs that no good grocer can afford to ignore.

Give Moirs Chocolates a trial. You will quickly note a decided improvement in the turnover of your candy department. It pays to push quality.

Moirs Limited

Halifax, Canada



A NEW PROFIT-MAKER

As liquid milk is high in price and is becoming scarce, house-keepers everywhere are looking for some means of reducing their milk bill.

KLIM used in place of liquid milk is cheaper and better. It reduces the cost of living by giving your customers a steady supply of it in a form which will not sour or spoil. It is fresh and always ready for use in home or camp, at a moment's notice.



KLIM is purchased in small tins, making about one quart; in larger tins making about a gallon; and in ten pound tins for hotel use.

ASK YOUR WHOLESALE GROCER.

*We want you to try it in your own kitchen.
A free sample with printed matter is
yours for the asking.*

Canadian Milk Products Limited

TORONTO

Quebec Office—Montreal, P.Q.

**Stocked by: W. H. Escott Co., Ltd., Winnipeg, Regina, Edmonton, Calgary,
Kirkland and Rose, Vancouver, B.C.**

Plants: Brownsville, Belmont, Burford, Hickson, Ontario

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



**MAPLE SYRUP.. HONEY.....
 PEANUT BUTTER.....
 WORCESTERSHIRE SAUCE**

WITH the advent of warmer weather, the above lines will be in bigger demand than ever. Get your stock of *Bowes* brands in good shape to meet this demand.

Put up in neat, attractive, handy-sized packages. Send us your inquiries.

THE BOWES COMPANY LIMITED
 Winnipeg TORONTO St. John, N.B.

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

BRUNSWICK BRAND



a superior sea-food

That's what it stands for, this well known "Brunswick Brand." And more and more people are realizing the fact that the words "Brunswick Brand" are an absolute guarantee of dependability in high-grade sea foods.

What scientific effort, intelligently directed, can do has been done to perfect these tasty and delicious products of Old Atlantic. Every part of the work in our up-to-the-minute plant is carried out by men who are experts at their business.

Our reputation for satisfaction-giving means much to you. It's a guarantee of that perfect customer satisfaction that spells bigger sales and better profits.

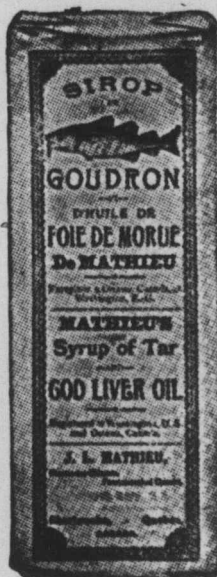
Prepare now for a big year-round fish business by stocking up with Brunswick Brand Sea Foods.

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

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

In big demand everywhere—

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



A better selling pair of year-round necessities than these two Mathieu Products it would be hard to find.

Did you ever stop to consider the number of people coming into your store day after day who would be benefited by one or both of these health restorers and builders?

For the coughs and the colds so prevalent during the Winter days **MATHIEU'S SYRUP OF TAR AND COD LIVER OIL** is a well-known and reliable remedy. Don't hesitate to recommend it for coughs and colds in any stage.

There are some among your customers suffering from nervous troubles — headache, neuralgia, sleeplessness, etc. Tell them about the curative properties of **MATHIEU'S NERVINE POWDERS**. You can confidently guarantee results with these well-proven nerve "straighteners."

A little corner of your counter devoted to the display of the Mathieu lines will prove very profitable. Why not try them out?

J. L. Mathieu Company

PROPRIETORS

SHERBROOKE, - QUEBEC



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

Build Up Your Business

*Do it with goods that represent
Extra Sales and Big Profits.*

Do it with

Furnivall's
FINE
FRUIT
PURE JAM



You can sell this jam because it is a jam of the finest quality—made from fresh-gathered fruits of perfect quality, made with pure cane sugar in a factory at once sanitary, hygienically and perfectly equipped, and up to a standard above which there is no higher.

**Push Furnivall's pure fine
fruit Jam right now
in between seasons.**

Your customers have probably used up all their winter's provision of home-made jams, preserves, etc., and fresh fruits are too expensive. Suggest to them jams. Serve them with a make or grade of jam that will satisfy the most exacting.

Order through the wholesale trade, but write us for list of varieties, sizes and prices.

FURNIVALL-NEW, LIMITED
HAMILTON, CANADA

Agents: Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto. Montreal—Geo. Hodge & Son, Ltd. St. John, N.B.—MacLaren Imperial Cheese Co. Halifax, N.S.—MacLaren Imperial Cheese Co. Sydney, N.S.—A. E. Sheppard. Hamilton—R. M. Griffin. Calgary, Alta.—MacLaren Imperial Cheese Co., Ltd. Edmonton, Alta.—MacLaren Imperial Cheese Co., Ltd. Saskatoon—Mowatt & McGeachy.

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

Bluenose Butter in Tins

Everywhere and always in Canada there is and should be a demand for "Bluenose" Butter in Tins. For sea voyages, camping parties, construction gang camps, exploring and mining expeditions, and in all cases where the customer is likely to be far removed from sources of supply, "Bluenose" Butter in Tins fills the bill.



"Bluenose" Butter has a

WORLD-WIDE REPUTATION

—and a reputation that has endured the test of climates and time. It always opens up in the best of condition and is always of fine flavor and quality, and so far as you, a retail grocer, are concerned, there is a good profit margin in "Bluenose" Butter.

Communicate with us on this subject. Wire your order if you are in a hurry.

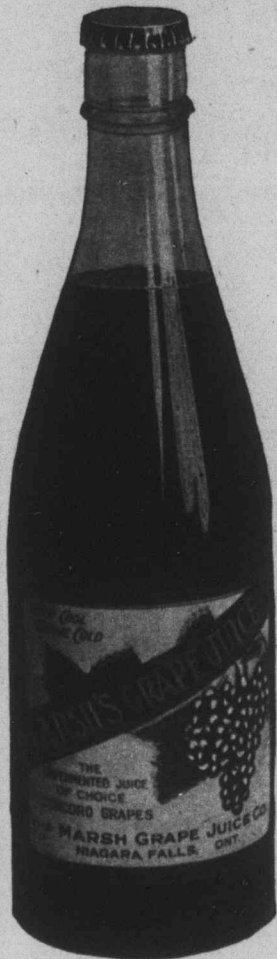
SMITH AND PROCTOR

(Sole Packers)

HALIFAX

N. S.

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



SUMMER is coming
and with it a bigger
demand than ever for

MARSH'S GRAPE JUICE

This summer, as never before, the grocer well stocked with popular temperance beverages is going to reap handsome profits on his investment. Prohibition, plus old Sol, is going to give such drinks a very decided boost during the warm weather months, and grocers should plan accordingly.

A stock of Marsh's Grape Juice is the surest line to bank on for this profitable business. There is always a demand for Marsh's, it's the favorite of the connoisseur. Even in the cooler months, Marsh's is worth featuring but the summer demand is particularly worth while.

Every drop of this delicious beverage is tip-top quality. Pure, unfermented juice of selected Concord Grapes, unspoiled and unadulterated. Don't hesitate to recommend Marsh's. It will live up to your very best recommendation and add extensively to your clientele of satisfied customers.

Our pennants and store signs will keep your stock always on the move. Ask for particulars. Postcard will do.

The Marsh Grape Juice Company

Niagara Falls, Ontario

Agents for Ontario: THE MACLAREN IMPERIAL CHEESE CO., Limited, TORONTO

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. We are open to represent lines that do not compete with the following:

Arbuckle Bros., New York. Green Coffees.	W. K. Kellogg Cereal Co., Toronto and Battle Creek. Dominion Corn Flakes, Krumbles, Rice Flakes, etc.
Bailey Broom Co., Kingston. Brooms.	Kelly Confection Co., Vancouver. Molasses.
The Borden Milk Co., Montreal. Evaporated and Condensed Milk.	King Beach Mfg. Co., Mission City, B.C. Jams and Jellies.
Canada Starch Co., Montreal and Brant- ford. Starch, Syrup and Glucose.	W. S. Loggie & Co., Ltd., Chatham, N.B. Lobsters and Blueberries.
Creamette Co., Minneapolis. Macaroni, Vermicelli, Spaghetti, Creamettes, etc.	Manford Schier, Dunnville. Evaporated Apples.
Crescent Mfg. Co., Seattle. Mapleine.	National Licorice Co., Montreal. Licorice.
The Dominion Sugar Co., Wallaceburg, Chatham, Kitchener. Sugar.	Nicholson & Brock, Toronto. Bird Seed and Bird Gravel.
Essex Canning & Preserving Company, Essex, Ont. Canned Goods.	Procter & Gamble Distributing Co. of Canada, Ltd., Hamilton, Ont. Crisco, Soaps, Soap Powders, Oils and Flakewhite.
Foster & Holtermann, Brantford. Honey.	William Rogers & Co., Denia, Spain, Valencia Raisins.
Gorman, Eckert & Co., London. Olives, Spices and Extracts.	W. A. Taylor & Co., Winnipeg. Horse Radish and Relishes.
Griffin & Skelley, San Francisco. Dried Fruits and Canned Goods.	Thornton & Co., Malaga. Blue Fruits and Almonds.
Harper-Presnail Cigar Co., Hamilton. Cigars.	D. Urquhart, Hensall, Ont. White Beans.
Ingersoll Packing Co., Ingersoll. Cheese and Smoked Meats.	J. H. Wethey, Ltd., St. Catharines., Mince Meat, Jams and Jellies.

Mason & Hickey

287 STANLEY STREET

WINNIPEG, CANADA

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

JAPAN TEA



WEIGHING TEA

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

The Japanese Government prohibits adulteration and coloring of Tea

ON SALE AT ALL GROCERS

ONE OF OUR CONSUMER ADS.

That critical tea users approve of the captivating deliciousness of Japan Tea is a fact well known to Grocers who sell this quality blend.

From the moment you introduce it to your trade you will find the demand worth while and ever increasing. We co-operate with the retailer by means of a strong consumer advertising campaign.

Japan Tea will help you build up a bigger, better tea business. Try it.

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

Get ready for a bigger-than-ever Summer demand

With the advent of the hot, thirsty summer days comes the big demand for the best of all temperance drinks—

BARNES GRAPE JUICE



And it is going to be a really worthwhile demand this year. Popular at all times, Prohibition has given this delightful Canadian-made Product an added boost. To taste it once is to admire it always, hence, first sales are always followed by steady repeats.

You can count on the quality of Barnes. It is good right through. Pure—Concord—sparkling—wholesome—delicious.

Wide-awake Grocers are going to profit well by displaying and suggesting Barnes during the coming Summer. The demand is already here. Cultivate it. Turn it to good account by getting in your supplies early. Let your customers know you handle this matchless hot weather beverage. They will buy it and keep on buying it, and your cash register will show you how worth-while it is.

The Ontario Grape Growing and Wine Manufacturing Co.

St. Catharines, Ont.

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

The Oversea Export Co., Limited, Norway

“Norse Crown”

NORWEGIAN SARDINES

(In Pure Olive Oil)



Special Brands in different grades to suit individual buyers. Send a card for full particulars and prices

In this brand only the very choicest fish are packed; not only is each individual fish in perfect condition, but the curing and preparation are as near perfection as care and cleanliness can make them. The oil used is the finest olive that can be obtained, and the tins are of guaranteed quality. The lids are put on by machinery and no solder is used.

Because we know that once you begin to sell these delicious little sardines from Norway's seas, you will sell them regularly, we want you to write to-day for a trial shipment. Get acquainted—see for yourself what a splendid line it is. Note the unusually attractive container—outside evidence of inner quality. Every one has a patented opening device attached—another customer-pleasing point.

Get that trial supply right now. Sales of *Norwegian Sardines* are quick and easy and the profits are good.

Stewart Menzies & Company

70 Lombard Street, Toronto

Sole Agents for Canada

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

Don't Forget

the 62½% Profit You
Make On

LIQUID VENEER

This is *just the* season to push it to
the front.

Display it in your windows and on
your counters.

Send for display material.

*Tie up with our tremen-
dous Canadian Adver-
tising Campaign.*

Buffalo Specialty Company

Buffalo, N.Y., U.S.A. Bridgeburg, Ont., Canada



Sell the

GORGON FLY CATCHER

*Help your customers combat the fly nuis-
ance in a sanitary and effective way.*

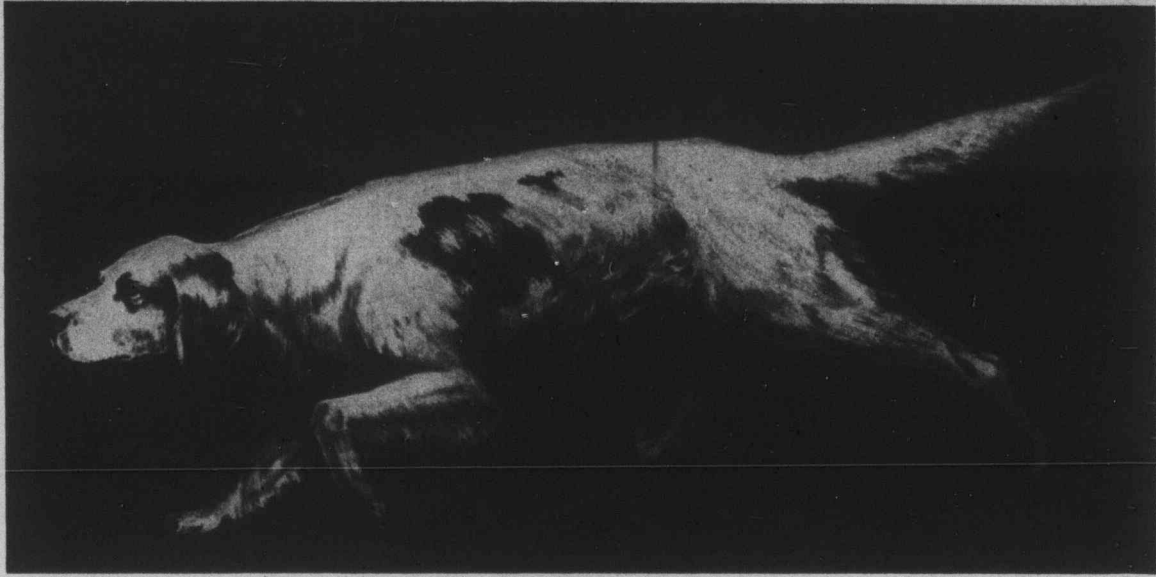
Last summer retailers every-
where made rattling good pro-
fits and increased their clien-
tele of satisfied customers by
displaying and recommending
the GORGON FLY CATCH-
ER. Will you be numbered
among them this year?

Place your order as soon as
possible now, and so make
sure of your requirements.
Your jobber is ready to book
your order to-day to be deliv-
ered when required.

Sole Canadian Agents:

TOMLINSON & O'BRIEN
WINNIPEG.

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



**SELL
PRESNAIL'S
PATHFINDER CIGARS**

PURITY Canada's most dependable and most popular salt

For unstinted satisfaction-giving, Purity Salt is absolutely unequalled. No other salt is so dependable, whether for table or dairy use.

Packed in sanitary cotton bags and handy, free-running packages — additional selling helps where Purity Salt is concerned. Try out a sample shipment. You'll like it from the start.



**The
Western Salt Co., Limited**
COURTRIGHT, ONT.

Making a "Dollar Customer" Out of a "Ten Cent One."

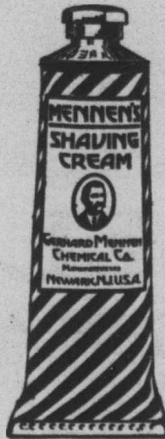
A cake of shaving soap costs five cents and the average man uses two cakes in the year \$.10
 A tube of Mennen's costs twenty-five cents and the average man uses four tubes a year 1.00

By recommending and selling Mennen's Shaving Cream, you not only increase your own profits tenfold, but you do your men customers a real service as well; because Mennen's has shown, millions of men, that shaving can be made as pleasant an operation as washing the face.

This year Mennen's is co-operating with you more than ever before. A

MENNEN'S

Canadian Agents
HAROLD F. RITCHIE & CO., LTD.
 TORONTO, ONT.



large, new, advertising campaign has just begun in the newspapers and advertisements are steadily appearing in the leading magazines; all bringing customers to your store, helping you sell Mennen's Shaving Cream, and increase your profits.

Keep well stocked to meet the growing demand. Write for attractive window display to Harold F. Ritchie & Co., Toronto.

SHAVING CREAM

Made in Canada by
G. MENNEN CHEMICAL CO., LTD.
 MONTREAL, QUE.



GOLD DUST A STEADY SELLER



You don't have to argue for Gold Dust.

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

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



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



"Let the GOLD DUST TWINS do your work."

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



Go Get It

A.B.C.
Chewing Gum

Made in Canada
by the
Canadian Chicle Co.,
Limited
at Peterboro

56

FOR SALE ONLY THROUGH LEGITIMATE
JOBBER

Let your customers know that you carry Chase & Sanborn's coffees and you will quickly see what a hold they have on the public. A life-long policy of fresh goods and quality that never goes backward is responsible for this.

CHASE & SANBORN - Montreal

LARGEST MAKERS IN THE WORLD

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.



First buyers of Gleba Polish become come-back customers

That's a straight fact. From the first day you introduce it to your trade you will find come-back sales the daily rule.

For Gleba satisfies. It's the most satisfactory cleaner and polisher for gold, silver, copper, brass, nickel, cutlery, bathroom fixtures, etc. Excellent for windows, glassware and autos.

Watch your profits grow when Gleba is displayed. Sample cake and particulars on application. Write.

Gleba Polish Co.
Oshawa, Ont.



These quality flours will bring you a bigger and better flour business

You can confidently count on the two McLeod Products—"Special" and "Our Chief"—giving your most particular customer results that will more than satisfy.

The two brands represent the highest achievement in scientific wheat blending. The demand is growing. Home baking is becoming more general. Stock McLeod's Flours and add to your profits.

The McLeod Milling Company - Stratford, Ontario

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

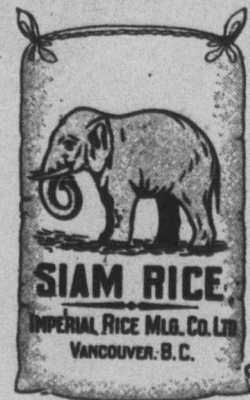
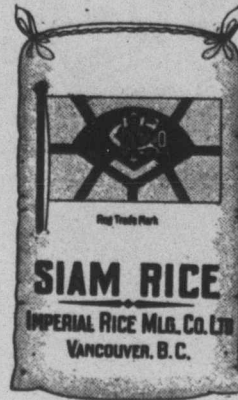
Century Salt

The Salt
the house-
wife will
appreciate

The scrupulous care taken in refining this high-grade salt is responsible for its ever-growing popularity. A quick-seller and a repeater. Sell it.

THE DOMINION SALT CO. Limited
SARNIA, ONTARIO

**Imperial Rice Milling
Co., Ltd.**
VANCOUVER, B. C.



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

**Do you require Fancy
Dressed Poultry of any
kind?**

We'll fill your order promptly and satisfactorily.

Send us your orders for ROASTING CHICKENS, BOILING CHICKENS, DUCKS, GEESE, TURKEYS. We stock nothing but the very best quality, the kind of goods that give unstinted satisfaction.

Let us quote you prices on Fresh Eggs and Creamery Butter. Call us up or write. Our service and our prices will surely interest you.

C. A. Mann & Company

Phone 1577

78 King St., London, Can.



Lively Polly Soap Powder

Lively Polly Soap Powder gives the housewife a service that brings her in again for a further supply. The demand is continuous and the profits are good. Make a daily display of "Lively Polly."

J. HARGREAVES AND SONS

LIVERPOOL, ENGLAND

Canadian Agents: McLellan Import Co., 301 Read Bldg.
MONTREAL

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



Tell every customer this—

"Here is your chance to do something practical for your friends at the front. It means a lot to the men in the trenches. They will enjoy the change from service rations—in fact they are writing home every day expressing their delight at receiving Pascall's Chocolates and Candies."

Tell them that—and you will get the order.

Forward it to our agents and the parcel will be sent from England. If you are not already running this Scheme, send to our representative for circulars and full particulars.

For Canadians In the Fighting Line

Messrs. James Pascall, Ltd., the Manufacturers, have made special arrangements to send direct to Canadians serving at the Front

Special Parcels of Candies

on which they will pay the postage without any extra charge. The following are suitable for posting and every article is handy for the pocket.

SPECIAL \$1.25 PARCEL contains:

Solid Block of Vanilla Chocolate. Large Tin each of Acid Drops, Mint Bulls' Eyes, British Toffee and Pine Lozenges.

SPECIAL \$2.25 PARCEL contains:

Solid Blocks of Milk and Vanilla Chocolate, Large Tin each of Acid Drops, Mixed Fruit Drops, British Toffee, Broadway Toffee. Also Pine Lozenges and Freshettes.

Ask to see them at the Store. Pascall's pays the Postage.

PASCALL'S London, England

REPRESENTATIVES FOR CANADA:

Angevine & McLaughlin, St. John, N.B., and Truro, N.S.; W. H. Escott Co., Ltd., 181-183 Bannatyne Avenue, Winnipeg; The Harry Horne Co., Ltd., 309-311 King St. West, Toronto; P. E. Outerbridge, 180 Water St., St. John's, Newfoundland; Davies, Irwin, Limited, 84 Wellington Street and 501 Read Bldg., Montreal, Que.

Steady Sale, Steady Profit

When your customer makes a meal of Shredded Wheat she saves money and gets lots of nourishment. That's a worth while accomplishment in these days of high cost of living.

Shredded Wheat



is a perfect substitute for eggs or meat in food value, as it contains all the rich nutriment in the whole wheat in an easily digested form. The sale established on such a firm foundation is naturally a steady sale.

The Biscuit is packed in odorless spruce wood cases which may be easily sold for 10 or 15 cents, thereby adding to the grocer's profits.

"Made in Canada"

The Canadian Shredded Wheat Co., Limited
Niagara Falls, Ont.

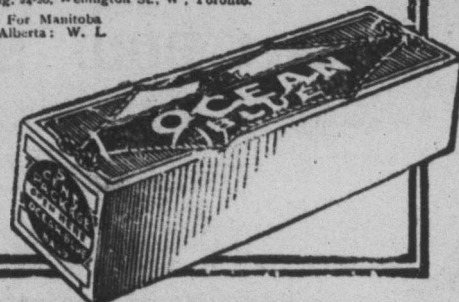
Toronto Office: 49 Wellington Street East 907.

Very many Canadian Grocers sell Ocean Blue because they are glad to do so. They know that it does credit to their judgment and enhances their reputation. They know that every sale leaves a living profit, that every packet which goes across the counter will give entire satisfaction, and that every recommendation of OCEAN BLUE adds to the goodwill of their business.

OCEAN BLUE

Order from your Wholesaler.

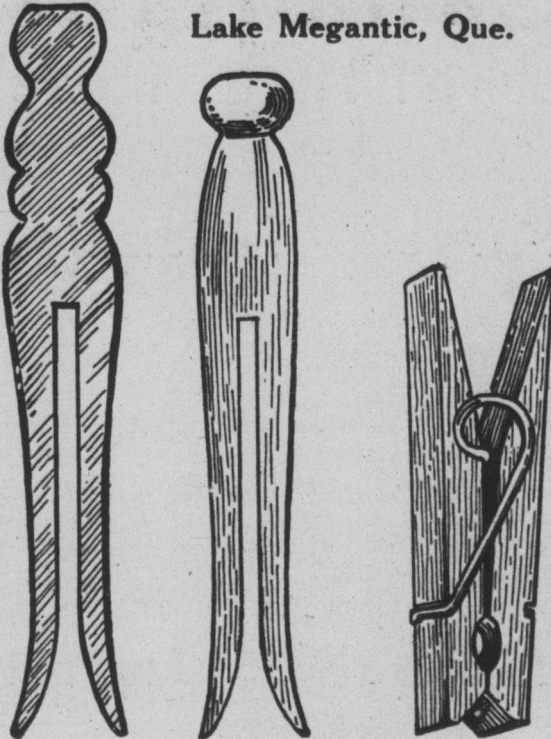
HARGREAVES (CANADA) LTD.
The Gray Building, 24-26, Wellington St., W., Toronto.
Western Agents: For Manitoba
Saskatchewan & Alberta: W. L. Mackenzie & Co.
111, Winnipeg.
Regina, Saskatoon, Calgary & Edmonton.
For British Col. and Yukon:
Creighton & Avery
Rooms 5 and 6,
Jones Block 407,
Hastings Street,
West, Vancouver.



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

The Megantic Broom Mfg., Co., Ltd.
Manufacturers of Brooms and Clothes Pins

Lake Megantic, Que.



Write to us when in need of
Clothes Pins.

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

In your Locality
are many

Dogs and Cage Birds

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

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

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

SPRATT'S Depôts in CANADA are:—
MONTREAL—F. HUGHES & Co., 109, Place d'Youville.
VANCOUVER, B.C.—LONDON GROCERY Co., Ltd., Granville Street.

Direct Correspondence invited:—
SPRATT'S PATENT Ltd., 24-25, Fenchurch Street, London, England.



Something
every customer needs

A reliable high quality shoe dress-
ing satisfactory in every way.

The demand for Regent Shoe Dress-
ings is in evidence the year round,
and dealers would be well advised
to stock these superior quick sellers.
Sold through wholesale grocery
houses at 75c per dozen.


How about a first order?

Chas. Tilley & Son

MANUFACTURERS

90 Richmond Street West, Toronto

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



**ENO'S
"FRUIT SALT"**

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

Order a bottle TO-DAY from your dealer.

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

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

The pleasant-to-take ounce *of* prevention

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

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

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

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

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

*There's a purity, high quality
and delightful flavor about*

Da Costa and Company's Barbados Extra Fancy MOLASSES

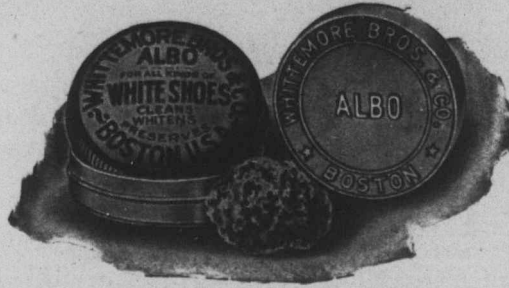
that satisfy the expectations of the most particular customer. This line is none of the "just as good" variety—it's a high-class purity product, immeasurably ahead of ordinary, every-day molasses.

See that your next order calls for **Da Costa's**. Remember the price is no higher and satisfaction is assured.

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

Mr. Dealer

Here are the Season's Leaders in Shoe Polishes



- "SHUCLEAN." White kid and white leather cleaner.
- "ALBO." White round cake, canvas cleaner and whitener, in lacquered metal box (2 sizes).
- "CAHILL'S" French Bronze Dressing. Bronzes any color shoe.
- "BOSTONIAN CREAMS." Put up in all the popular colors and shades. Most perfect cleaner and polishing cream for the finest grade of colored kid and calf leathers.
- "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.

Ask Your Jobber for Prices and Complete Catalog
or write us (WHITTEMORE BROS. CORP.) at Boston, Mass.

He'll come back for some more "Orlandos"

Every smoker appreciates the wonderful value of this splendid three-for-a-quarter cigar line.

Grocers looking for a sure thing, one that will swing a goodly share of the tobacco trade to their stores, should connect with the Orlando (Invincible) line.

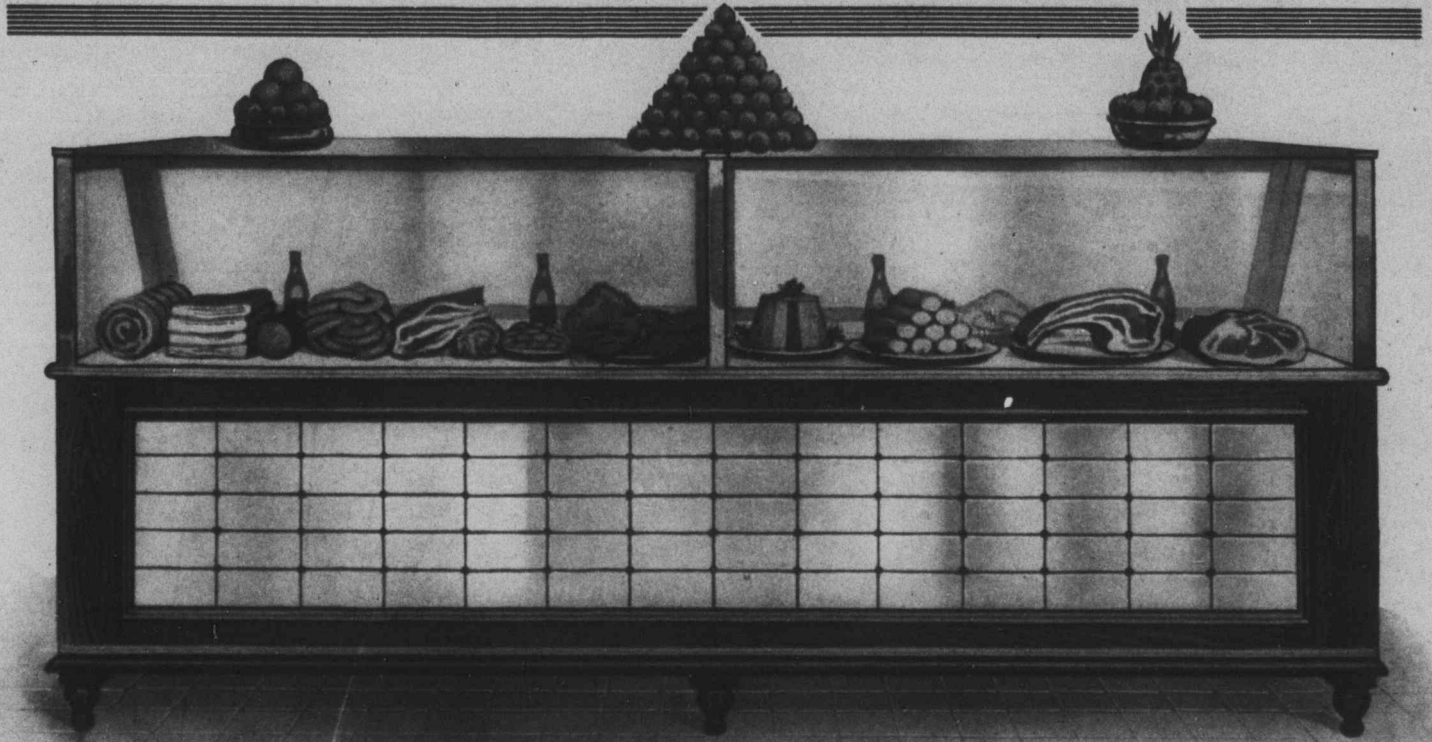
It is a big, cool, man's-sized smoke, sure to be appreciated by the men of your community. Try it out. There's profit in it.



W. R. Webster and Co., Ltd., Sherbrooke, Que.

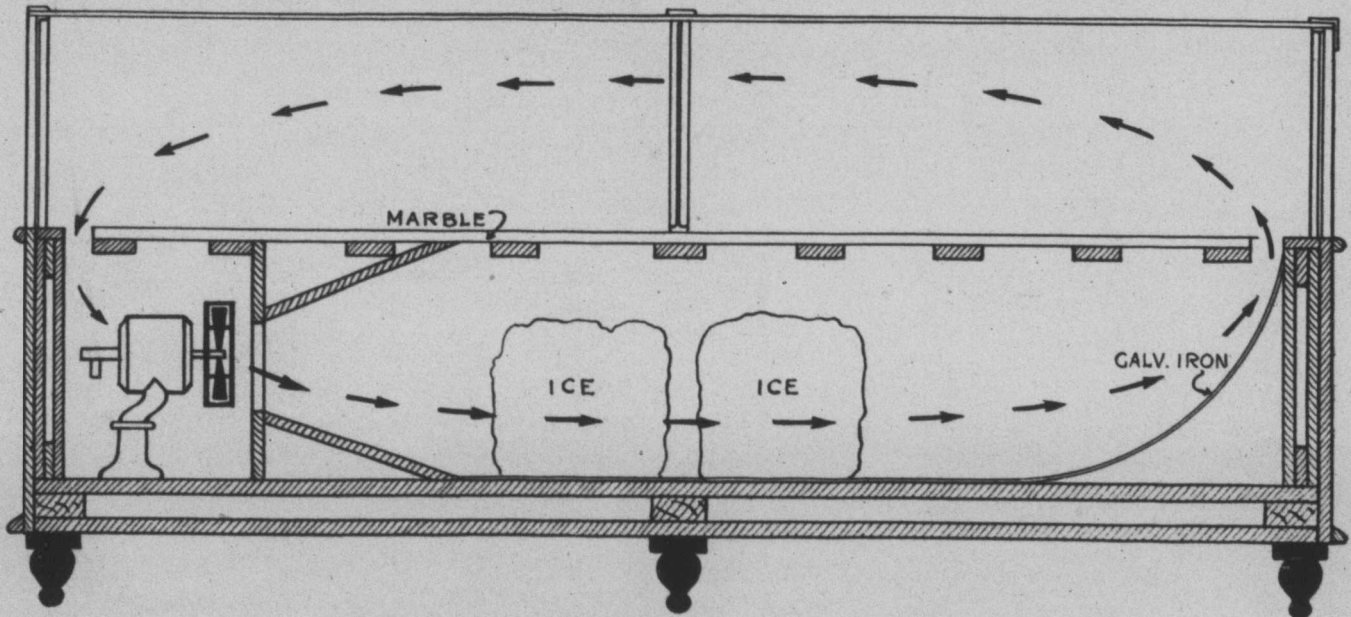
If any advertisement interests you, tear it out now and place with letters to be answered.

Why hide your Perishables?



DISPLAY THEM IN The "Sayer" Automatic Refrigerator Display Case

Mr. Grocer: We offer you here, something **ENTIRELY NEW** in the way of a Refrigerator Display Case and Silent Salesman. It will help you sell the **very goods you want to sell** because it keeps them fresh and appetizing by this **new method of cold air circulation**.



A few turns of the fan now and then will keep your case cool and dry.
For full Information and Prices write direct to the Manufacturers.

Wolf Sayer and Heller, (INC.)

76 St. Paul St., East

Montreal

Classified Directory of Store Equipment Advertisers

Account Registers

Champion Register Co.,
Cleveland, Ohio.
McCasky Systems, Ltd.,
Toronto, Canada.
International Safe & Reg-
ister Co., Fort Erie, Ont.

Account Register Systems

International Safe & Reg-
ister Co., Fort Erie, Ont.

Aprons

Toronto Butchers Supply
Co., 49 Dundas Street,
Toronto.

Barrels

The Sarnia Barrel Works,
Sarnia, Ont.

Bins, Patented

Walker Bin & Store Fix-
ture Co., Kitchener, Ont.

Biscuit Cabinets

Walker Bin & Store Fix-
ture Co., Kitchener, Ont.

Bone Grinders

Hobart Mfg. Co., Toronto.

Broom Racks

Walker Woods & Co., Ham-
ilton, Ont.

Butter Dishes

H. P. Eckardt & Co., Tor-
onto.
Oval Wood Dish Company,
Delta, Ohio.
Walker Woods & Co., Ham-
ilton, Ont.

Butter Tubs

Walker Woods & Co., Ham-
ilton, Ont.

Butter Paper

Walker Woods & Co., Ham-
ilton, Ont.

Cake Mixers

Hobart Mfg. Co., Toronto.

Cash Registers

National Cash Register
Co., Toronto, Ont.

Cheese Cutters

American Computing Co.,
Hamilton, Ont.
Brantford Computing Scale
Co., Brantford, Ont.
W. A. Freeman Co., Ham-
ilton, Ont.
Walker Woods & Co., Ham-
ilton, Ont.

Cheese Cutter Cabinets

Brantford Computing Scale
Co., Brantford, Ont.

Coffee Mills

W. A. Freeman Co., Ham-
ilton, Ont.
Hobart Mfg. Co., Toronto.
Woodruff & Edwards Co.,
Elgin, Ill.

Coffee Refiners (Electric)

Hobart Mfg. Co., Toronto.

Cold Storage Doors

Eureka Refrigerator Co.,
Toronto, Ont.

Computing Scales

Brantford Computing Scale
Co., Brantford, Ont.

Counter Scales

The Canadian Fairbanks-
Morse Co., Montreal.

Containers for Oysters

Connecticut Oyster Co.,
Toronto, Ont.

Counter Check Books

J. E. & J. N. Somerville
(Independent Brand)
70 Howard Park, Toro'to.
Walker Woods & Co., Ham-
ilton, Ont.

Display Counters

Eureka Refrigerator Co.,
Toronto, Ont.
John Hillock & Co., Tor-
onto.
Sherer-Gillett Co., Guelph.
Walker Bin & Store Fix-
ture Co., Kitchener, Ont.

Display Tables

Walker Bin & Store Fix-
ture Co., Kitchener, Ont.

Egg Carriers

H. P. Eckardt & Co., Tor-
onto.
Star Egg Carrier & Tray
Mfg. Co., Roch'ster, N.Y.
Walker Woods & Co., Ham-
ilton, Ont.

Egg Trays

Star Egg Carrier & Tray
Mfg. Co., Rochester, N.Y.

Egg Carrier Divisions

Star Egg Carrier & Tray
Mfg. Co., Roch'ster, N.Y.

Egg Case Fillers

Trent Manufacturing Co.,
Trenton, Ont.

Egg Carton Fillers

Trent Manufacturing Co.,
Trenton, Ont.

Egg Case Cushion Fillers

Trent Manufacturing Co.,
Trenton, Ont.

Egg Case Corrugated Flats

Trent Manufacturing Co.,
Trenton, Ont.

Fish Boxes

Eureka Refrigerator Co.,
Toronto, Ont.

Fruit Stands

Walker Bin & Store Fix-
ture Co., Kitchener, Ont.

Ice Cream Cabinets

Eureka Refrigerator Co.,
Toronto, Ont.

Ice Machines

W. A. Freeman Co., Ham-
ilton, Ont.

Meat Grinders

Brantford Computing Scale
Co., Brantford, Ont.
W. A. Freeman Co., Ham-
ilton, Ont.
Hobart Mfg. Co., Toronto.
Walker Woods & Co., Ham-
ilton, Ont.

Meat Slicers

Brantford Computing Scale
Co., Brantford, Ont.
W. A. Freeman Co., Ham-
ilton, Ont.
Hobart Mfg. Co., Toronto.
Walker Woods & Co., Ham-
ilton, Ont.

Paper

E. B. Eddy Co., Hull, Que.
Walker Woods & Co., Ham-
ilton, Ont.

Paper Balers

H. P. Eckardt & Co., Tor-
onto.
Walker Woods & Co., Ham-
ilton, Ont.
Climax Baler Co., Hamil-
ton.
General Sales Co., Toronto.
Stephenson, Blake & Co.,
Toronto, Ont.
H. G. Smith, Ltd., Re-
gina, Sask.

Paper Bags

Specialty Bag Co.

Peanut Butter Machines

Hobart Mfg. Co., Toronto.

Pumps for Gasoline

S. F. Bowser & Co., Tor-
onto.

Pumps for Molasses

Walker Woods & Co., Ham-
ilton, Ont.

Pumps for Oil

S. F. Bowser & Co., Tor-
onto.

Pumps for Vinegar

Walker Woods & Co., Ham-
ilton, Ont.

Refrigerators

Eureka Refrigerator Co.,
Toronto, Ont.
W. A. Freeman Co., Ham-
ilton, Ont.
John Hillock & Co., Tor-
onto.
Walker Woods & Co., Ham-
ilton, Ont.
Wolf, Sayer & Heller,
Montreal, Que.

Refrigerator Counters

Eureka Refrigerator Co.,
Toronto, Ont.
W. A. Freeman Co., Ham-
ilton, Ont.
Walker Bin & Store Fix-
ture Co., Kitchener, Ont.
Wolf, Sayer & Heller,
Montreal, Que.

Refrigeration Systems

Eureka Refrigerator Co.,
Toronto, Ont.
W. A. Freeman Co., Hamil-
ton, Ont.
Wolf, Sayer & Heller,
Montreal, Que.

Safes

International Safe & Reg-
ister Co., Ltd., Fort Erie.

Shipping Boxes

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

Silent Salesmen

Western Manufacturing
Co., Regina, Sask.

Show Cases

W. A. Freeman Co., Hamil-
ton, Ont.
John Hillock & Co., Tor-
onto.
Walker Bin & Store Fix-
ture Co., Kitchener, Ont.
Walker Woods & Co., Ham-
ilton, Ont.
Western Manufacturing
Co., Regina, Sask.

Store Counters

Sherer-Gillett Co., Guelph,
Ont.

Store Equipment

Sherer-Gillett Co., Guelph,
Ont.

Store Fixtures

Sherer-Gillett Co., Guelph,
Ont.

Tanks for Oil

S. F. Bowser & Co., Tor-
onto.

Telephones

Bell Telephone Co., Mont-
real and Toronto.
Can. Independent Tele-
phone Co., Toronto, Ont.

Telephone Supplies

Can. Independent Tele-
phone Co., Toronto, Ont.

Tool Grinders

Hobart Mfg. Co., Toronto.

Twine

Walker Woods & Co., Ham-
ilton, Ont.

Vegetable Slicing Machines

Hobart Mfg. Co., Toronto.

Vinegar Measures

Walker Woods & Co., Ham-
ilton, Ont.

Waste Paper Buyers

E. Pullan, Toronto.

Window Backs

Walker Bin & Store Fix-
ture Co., Kitchener, Ont.

Window Panelling

Walker Bin & Store Fix-
ture Co., Kitchener, Ont.



Extra Profit for You!

ISN'T IT WORTH REACHING FOR?

LET us put it within your reach. Let us show you how those daily accumulations of waste paper and cardboard can be turned into good, honest profits by means of a **CLIMAX STEEL BALER**—the most serviceable paper baler on the market.

An annual dividend of over 80% on a saving of 5c. a day. That's what The Climax Steel Baler gives you, and every year without reinvesting your capital.

ALL STEEL
CLIMAX
FIREPROOF

Paper Baler

acts as a fireproof receptacle for your waste paper as it accumulates, thus reducing your fire risks. It is better to pay the price of a good Baler than the penalty of a poor one. Profit by the experience of others and avoid first cost pitfalls.

Climax Steel Balers are made in twelve sizes—\$22.50 up. We have a size to meet your requirements. Just mail us this coupon and receive full particulars of this money-making investment. Write plainly.



Boy or Girl can operate it.

Climax Baler Co.

Burton Street

HAMILTON

ONTARIO

Climax Baler Co., Hamilton, Ont.
Send me your Free circulars about profit in waste paper and full particulars of The Climax Steel Fireproof Baler.
Name and Address:

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

N. C. R.

—A system that makes money by saving money

3—By saving loss of customers

The merchant's customers are his most valuable asset. The new National Cash Registers bring profit to the merchant by keeping the patronage of his customers.

The New National Cash Registers furnish an unchangeable receipt and make an accurate, unperishable record of every transaction.

The printed receipt shows the amount, nature and date of the transaction, and also the initials of the clerk concerned.

Thus they win the confidence of your customers. They also prevent disputes between customers and your store.

They force a record of all money paid on account—your customers are not asked to pay bills twice when you are equipped with a new model National Cash Register.

The printed receipt is of added value to customers who send servants or children shopping.

It is a mark of accuracy and establishes a bond of good feeling between the merchant and customer.

Now is a good time to install one of our machines that makes money by preventing disputes between customers and your store.

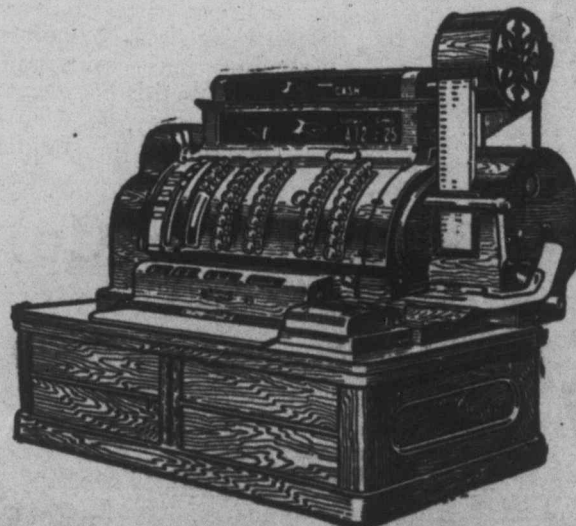
This is but an incidental part of the service rendered by National Cash Registers.

Write us to-day. We will gladly give you full information.

The National Cash Register Co.
of Canada, Limited

Christie St.,

Toronto, Ontario



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

Perfection Computing Cheese Cutter

(IT IS ALL MADE IN CANADA)

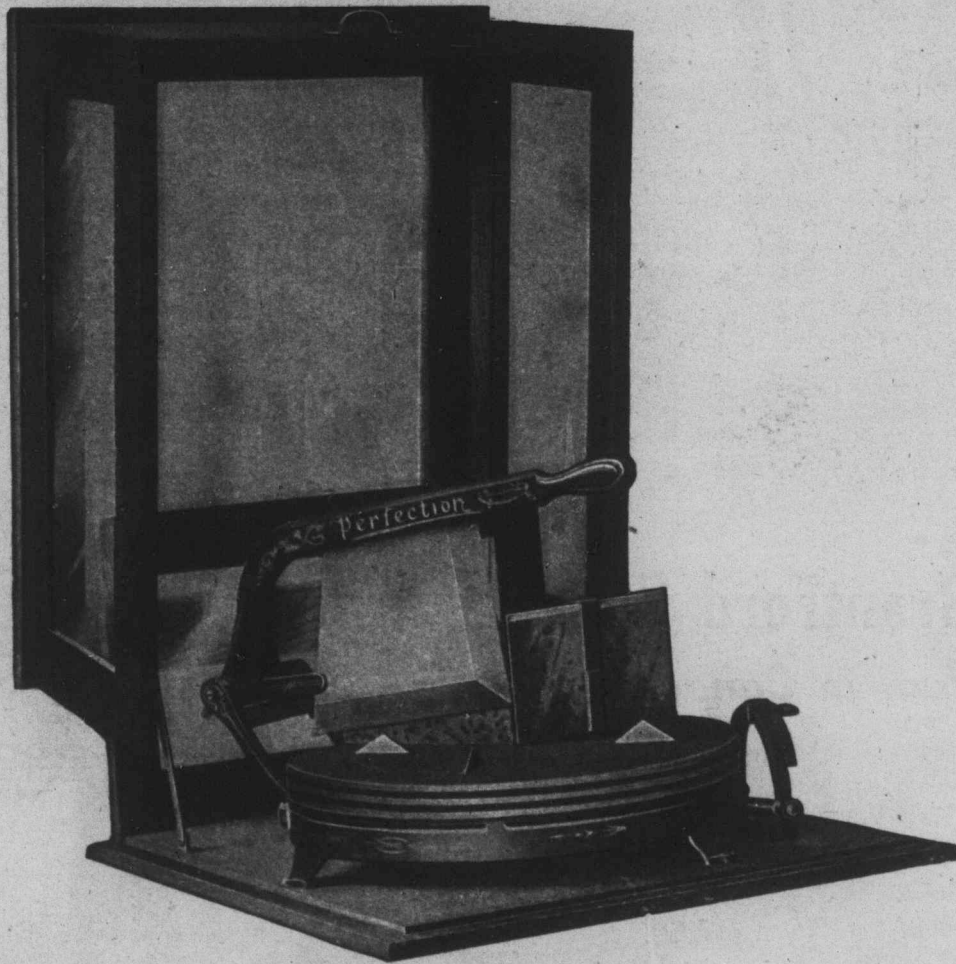
IT IS A CHEESE CUTTER WORTH HAVING

A REAL COMPUTER

AND YET SIMPLER THAN ALL OTHERS IN CONSTRUCTION AND OPERATION.

ABSOLUTELY NO FIGURING TO DO.

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



A REAL PROFIT-SAVER

Write for Prices and Terms.

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

American Computing Company

HAMILTON, ONTARIO

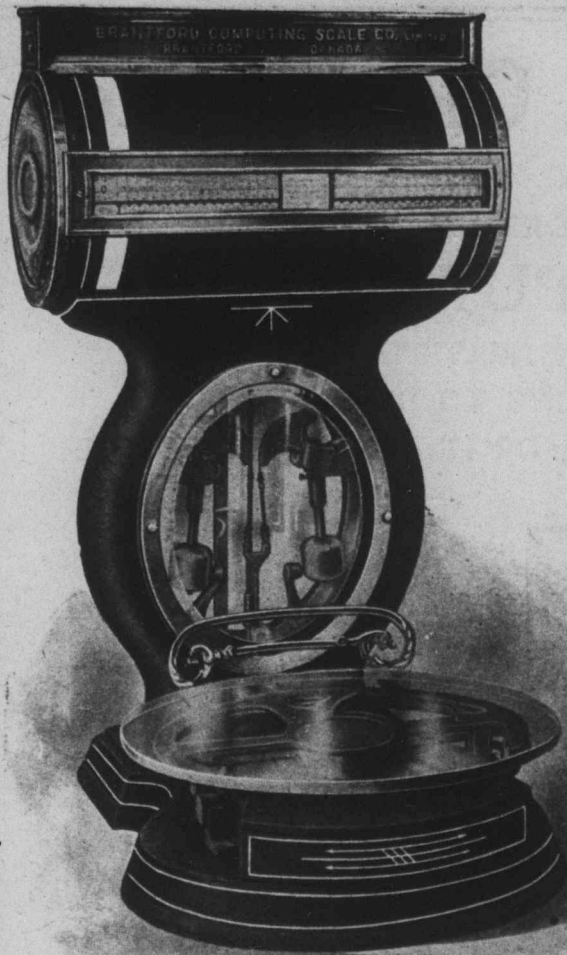
IT
SAVES ITS
COST in a
few months and
lasts a lifetime.

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.



Brantford

Scales and Meat Slicers

MADE IN CANADA

They'll pay for themselves in the service they give and the profits they'll produce.

The Brantford Cylinder Scale, accurate and reliable. The most efficient Cylinder Scale ever built.

We also make Fan Scales from 2 lbs. to 40 lbs., agate bearing, no springs.

The finest line of Computing Scales made to-day.

The Robt. Simpson Co.'s Store and hundreds of other up-to-date merchants are exclusively equipped with Brantford Scales and Slicers.

Keep your money in Canada.
All our goods are guaranteed.

The Brantford Slicer

(Made in Canada)

will increase your sales and prevent waste. Cuts all cooked meats and bacon to the last slice.

Equipped with many new money-saving attachments.

FULLY GUARANTEED

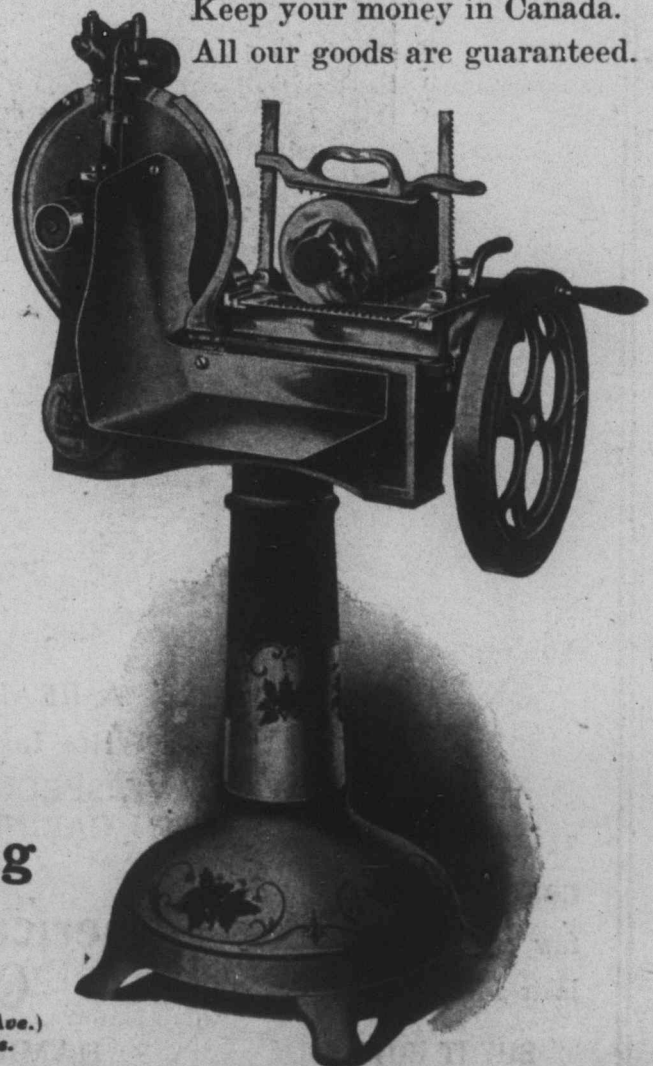
Used exclusively in all the stores of The William Davies Co., Limited.

Write for particulars of our easy payment plan.

The Brantford Computing Scale Co., Limited

BRANTFORD, - - - ONTARIO

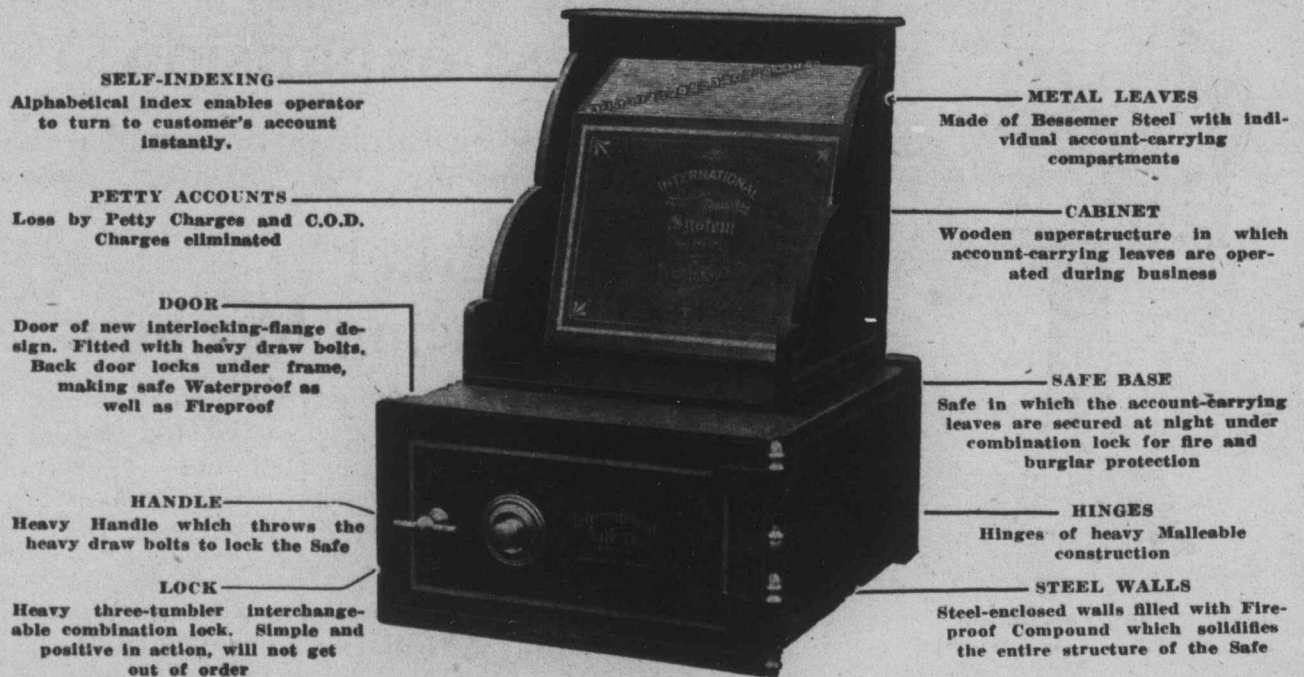
See the Wm. Forster and the Donald McLean stores (both on Roncesvalles Ave.) in reading matter section of this issue. Both are using Brantford Scales.



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

"FIREPROOF" SAFE-ACCOUNT REGISTER

SIMPLEST—SUREST—SAFEST



SELF-INDEXING
Alphabetical index enables operator to turn to customer's account instantly.

PETTY ACCOUNTS
Loss by Petty Charges and C.O.D. Charges eliminated

DOOR
Door of new interlocking-flange design. Fitted with heavy draw bolts. Back door locks under frame, making safe Waterproof as well as Fireproof

HANDLE
Heavy Handle which throws the heavy draw bolts to lock the Safe

LOCK
Heavy three-tumbler interchangeable combination lock. Simple and positive in action, will not get out of order

METAL LEAVES
Made of Bessemer Steel with individual account-carrying compartments

CABINET
Wooden superstructure in which account-carrying leaves are operated during business

SAFE BASE
Safe in which the account-carrying leaves are secured at night under combination lock for fire and burglar protection

HINGES
Hinges of heavy Malleable construction

STEEL WALLS
Steel-enclosed walls filled with Fireproof Compound which solidifies the entire structure of the Safe

Sizes: 60 to 5,000 Accounts

FIREPROOF—BUILT to meet the DEMAND for a REAL "FIREPROOF" ACCOUNT REGISTER SYSTEM.

BUSINESS should be exact; IT should be methodical. Be interested enough in YOURSELF to safeguard yourself from constant drains and losses.

The INTERNATIONAL ACCOUNT REGISTER and SYSTEM has been PROVED by USE. It is the SYSTEM you want—and the thing for you to do is to *CUT OUT* the COUPON and mail to us—*TO-DAY*, asking for the facts.

It costs nothing to investigate.

Manitoba, Alberta and Saskatchewan
Modern Office Appliances Co.
251 Notre Dame, West,
WINNIPEG, Man.

Representatives:
Quebec
G. D. Pequegnat,
113 Bleury St.,
MONTREAL, P.Q.

Maritime Provinces
E. L. Stalling, 16 Roy Bldg.
Barrington St.,
P.O. Box 423, Halifax,
N.S.

MANUFACTURED BY

The International Safe Co.
FORT ERIE, ONTARIO LIMITED

"FOR SAFETY'S SAKE MAIL COUPON NOW"

Name

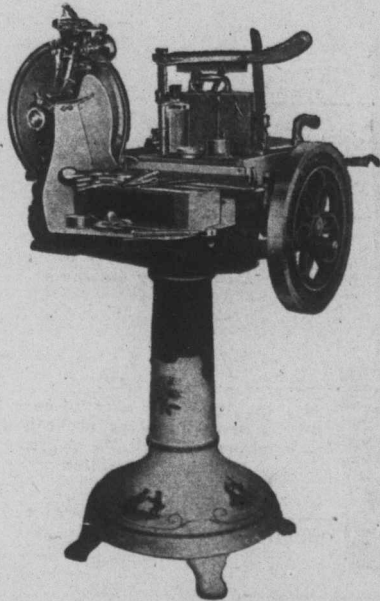
Town

THE INTERNATIONAL SAFE CO., Ltd.,
FORT ERIE, ONTARIO, Prov.
Please send full information about
your new Fireproof SAFE
Account Register SYSTEM

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

Good Equipment

is essential to sound
business expansion



The "Van Berkel"
(A British made leader)

That's a fact that can hardly be over-emphasized. Take, for instance,

The Van Berkel Slicing Machine

Here's a handsome appearing time and waste saving machine that no progressive dealer can afford to go without. The better customer service that this slicer makes possible, the trouble it saves and the waste it eliminates, quickly cover the cost of its installation.

Don't confound inferior meat slicers with the Van Berkel. Read full particulars in our free illustrated price list.

How about your perishables when it's 90 in the shade?

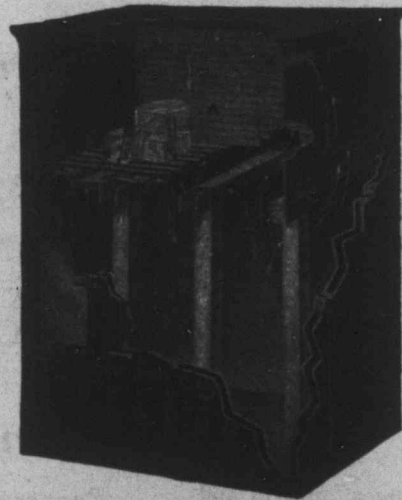
Is your refrigeration system thoroughly dependable? You can't afford to take chances here. Inefficient refrigeration principles mean heavy wastage in perishable products—a big money loss.

Freeman's Dry Air Refrigerator

is a guarantee of sweet, fresh, saleable, perishable goods, let the temperature be what it may. For ice-saving and large air circulating capacity it is without peer.

Note the sectional view to the right showing our warm air flue arranged along the ceiling where the largest volume of warm air rises to in all cold rooms. It is placed where warm air flues are most needed. These flues form a hollow recess for receiving warm air; they discharge the air from both ends and convey it above the ice.

Send for full particulars. Detailed information gladly given.



Freeman's Dry Air Refrigerator
(The acme of efficiency)

Mr. Geo. Simonds
334 Markham St.
Toronto, Ont.

Phone:—College 8794

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

REPRESENTATIVES

Mr. James Rutledge
2608 Waverley St.
Montreal, Que.

Phone:—St. Louis 876

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



Show Case, Refrigerator, and Van Berkel Slicing Machine in Brown Bros. store, St. Clarens Ave., Toronto, installed by the W. A. Freeman Co.

The Last Word in Store Refrigerators

LOOK at it how you will, from the standpoint of appearance as well as of practical utility, you will be forced to admit that the Freeman-Brunswick Refrigerator Systems as installed by us are the last word in scientific, up-to-the-minute refrigeration.

YOU get an idea of the elegant appearance of our fixtures from a glance at the illustration at top of this page. A store equipped like this is bound to attract more trade and to consolidate that already acquired.

Freeman-Brunswick Refrigerators are economical, safe and sure, require but little space and practically no attention. Then, too, the splendid display facilities they afford are a direct means of promoting better sales and bigger business.

The cost of installing will be quickly and easily covered, over and above, by the increased revenue acquired, not to mention the added dignity such handsome equipment will give to your store, no matter how well appointed it may be.

Are you interested in better and more economical refrigeration? We can show you the easiest way to realize your fondest hopes in this respect. Drop us a card to-day for full particulars of the Freeman-Brunswick Refrigerator Systems.

THE W. A. FREEMAN CO., Limited

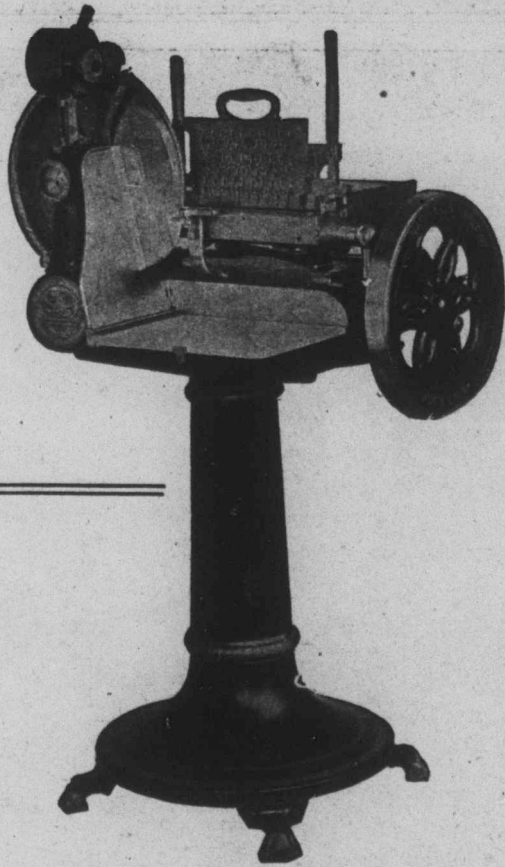
HAMILTON, CANADA

MR. GEORGE SIMONDS
334 Markham St., TORONTO, ONT.
PHONE COLLEGE 8794

—: REPRESENTATIVES :—

MR. JAMES RUTLEDGE
2608 Waverley St., MONTREAL, QUE.
PHONE ST. LOUIS 876

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



Hobart

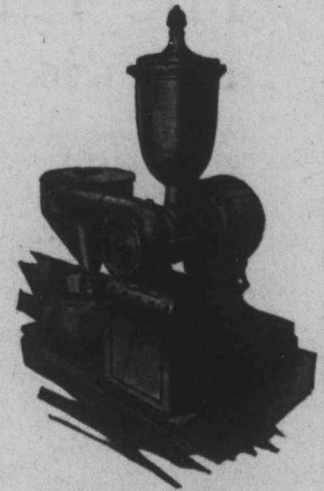
**ELECTRIC
COFFEE MILLS
PEANUT BUTTER MAKERS
MEAT CHOPPERS
BONE GRINDERS
CAKE MIXERS
AND ACCESSORIES
ALL SIZES AND MODELS**

Install a **Hobart Peanut Butter Machine** and increase your sales and profits. Just pour the salted peanuts in hopper and turn on the switch. The Hobart man will show you how. Write for particulars.

THE WORLDS BEST MEAT SLICER IS THE NEW MODEL VAN BERKEL

The Old Model Van Berkel was a good slicer—ask the grocer who has used one for more than ten years—but the New Model is a better and more efficient machine. It is to your interest to investigate this new model before placing your order. You can buy a cheaper machine than a Van Berkel, but most people know that cheap machinery is a bad investment. Beware of the salesman who says he has a slicer “just as good” as a Van Berkel. Buy the original—not an imitation.

Let our salesman show you how to get more profit out of your bacon and cooked meats. We saved an average Toronto grocer eighty cents a day last month with a Van Berkel. We can do as well for you.



No. 4 Electric Coffee Mill with Refiner Attachment.

The No. 4 is one of our many models. It grinds any grade and removes the chaff, leaving only the pure heat of the bean. It is certainly a trade-winner. The price of tea is rising—now is the time to push coffee sales.

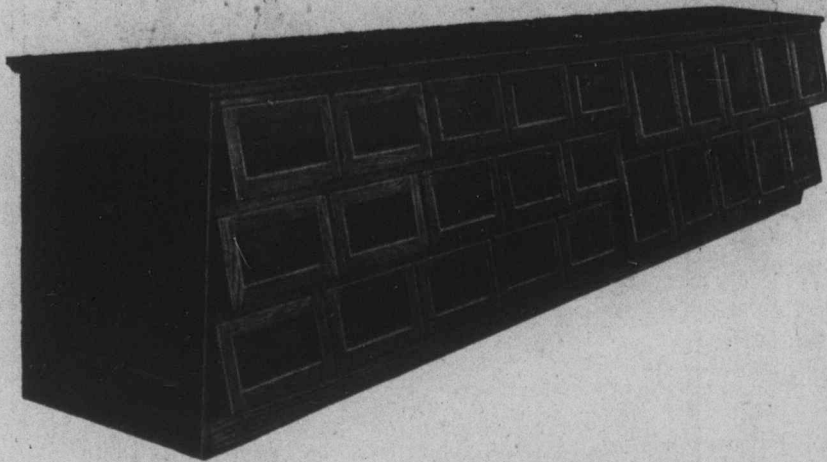
THE HOBART MANUFACTURING COMPANY

149 CHURCH STREET, TORONTO

CANADIAN DISTRIBUTORS

Showrooms: LONDON, ONT., 298 Dundas St., E. A. Andre, Agent; WINNIPEG, Ryan Bros., Agents; MONTREAL, 4 St. Lawrence Blvd., Blackwell & Landry, Agents; ST. JOHN, N.B., 94 Prince William St., H. N. Cockburn, Agent; VANCOUVER, 424 Cordova St., E. S. Chambers, Agent.

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

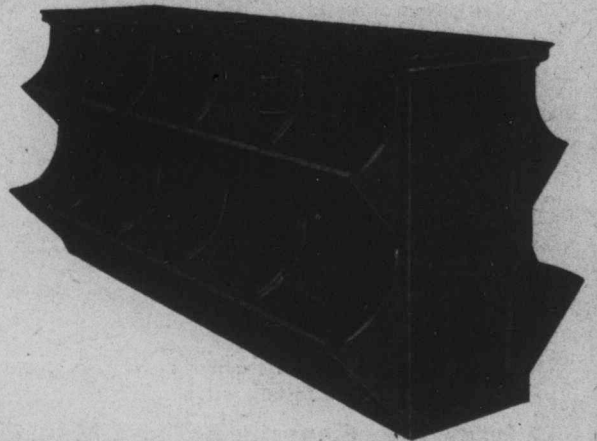


No. 1 Fruit and Vegetable Counter

The only way to show bulk stock to advantage and keep floor clear of boxes and baskets.

No. 3. 'Combination' Counter

All bevel display fronts, right in line of vision, 14' long, \$155.00, with all self-closing bins and drawers in rear. Larger bins are 60-qt. dry measure capacity.



**Counters
like these
mean better
Store Service**



No. 10. Panel Counter

Fitted with sack bins for cereals, etc., \$7.50 ft.

AND Service is what counts in these days of keen competition. You'll begin to make bigger money right from the first day you get fitted up with such time-saving equipment.

WHATEVER your requirements may be or whatever the size of your store, Walker-Bin fixtures will positively improve your capacities for bigger business. We have counters for all purposes and make special designs to suit special positions.

Our special illustrated circular showing complete styles mailed on request.

The Walker Bin and Store Fixture Co., Ltd.
KITCHENER, ONTARIO

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

EGGS PAY A BIG PROFIT

When graded according to the *Star System*. It costs in time not over 5c per case and nets you approximately \$1.00. How many eggs do you handle yearly? Can you afford not to grade? Don't say it can't be done for right now thousands of your Brother Grocers are doing it.

There are other features of the *Star System* equally interesting.

If you are in business for profit write us for our booklet No. 210. It tells all about it.

STAR EGG CARRIER & TRAY MFG. CO.
1620 JAY STREET ROCHESTER, N. Y.



PATENTED

The extra sales made by displaying your bulk goods attractively—

The saving in time by having all these goods within two steps of the scales—

The saving from having them properly protected from evaporation and contamination—

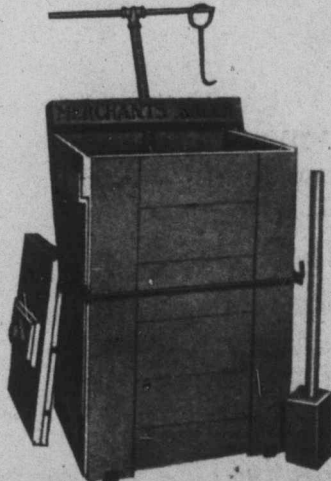
The making of new customers because of handling merchandise in a clean, sanitary manner—

Will pay for a Sherer Counter in a few months' time and we will give you a few months in which to pay for it. Ask for catalog No. 31, showing Sherer Counters made in Canada.

Sherer-Gillett Co., Limited
GUELPH, ONT.

Merchants Baler

MADE IN CANADA



No.	Bale	Weight	Price
2	17x18x31	140 lbs.	\$21.00
3	18x24x33	160 "	25.50
4	18x26x36	175 "	27.75

"f.o.b. Toronto."

Stephenson, Blake & Co.
Manufacturers
60 Front St. West, - Toronto

Write us for samples of

S.P.B. BAGS

and CENTRE SEAM open end

ENVELOPES

for mailing Catalogues

Confection-
ery Bags

Spice Bags

Peanut Bags

Jelly Bags

Lard Bags



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

Heavy Kraft Bags with Centre Seam

We make Bags to line any size Carton

SPECIALTY PAPER BAG CO., Ltd.

Department G

12-14-16 JOHNSON STREET TORONTO, CAN.

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



ANNOUNCE YOURSELF —Don't Say "Hello"

Why not say "Blank & Co., Mr. Smith speaking," instead of "Hello," when you answer the telephone.

Customers are your source of income. You desire their patronage. Then why leave them in doubt when they telephone you and have them ask needless questions? "Hello" wastes time. The caller must inquire, "Is that Blank & Co?" and then wait for your answer.



Answering with the firm name gives the customer the opportunity of stating his business without loss of time. It speeds up your service, freeing your line quickly for the next caller.

Good service . . . our true intent.

The Bell Telephone Co. of Canada

Canada's Most Popular Coffee Mill is

THE ELGIN NATIONAL

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.

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.

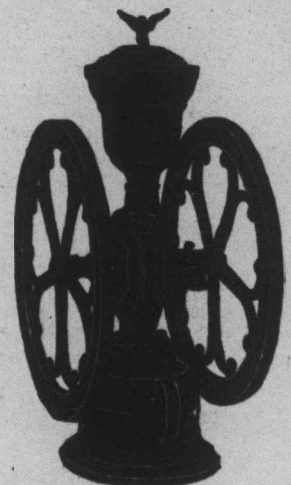
Write any of the following Canadian Jobbers TO-DAY for illustrated Catalog and Prices

ST. JOHN, N.B.—G. E. Barbour & Co.; Dearborn & Co.
 MONTREAL—L. Chaput, Fils & Cie, Limitee; The Canadian Fairbanks Co. (and branches).
 TORONTO—Eby, Blain, Ltd.; B. B. Hayhoe & Co.; Minto Bros.; Medland Bros., Ltd.; Todhunter, Mitchell Co., Ltd.; McLarens, Limited; Geo. E. Bristol & Co.
 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.; H. G. Smith, Ltd.
 SASKATOON—Campbell, Wilson & Millar, Ltd.; A. Macdonald & Co., Ltd.
 EDMONTON, ALTA.—The A. MacDonald Co.; Revillon Wholesale, Ltd.
 CALGARY—Campbell, Wilson & Horne, Ltd.; P. D. McLaren, Ltd.; L. T. Mewburn & Co., Ltd.
 VANCOUVER—The W. H. Halkin Co., Ltd.; Wm. Braid & Co.; Kelly, Douglas Co., Ltd.; Empress Manufacturing Co.



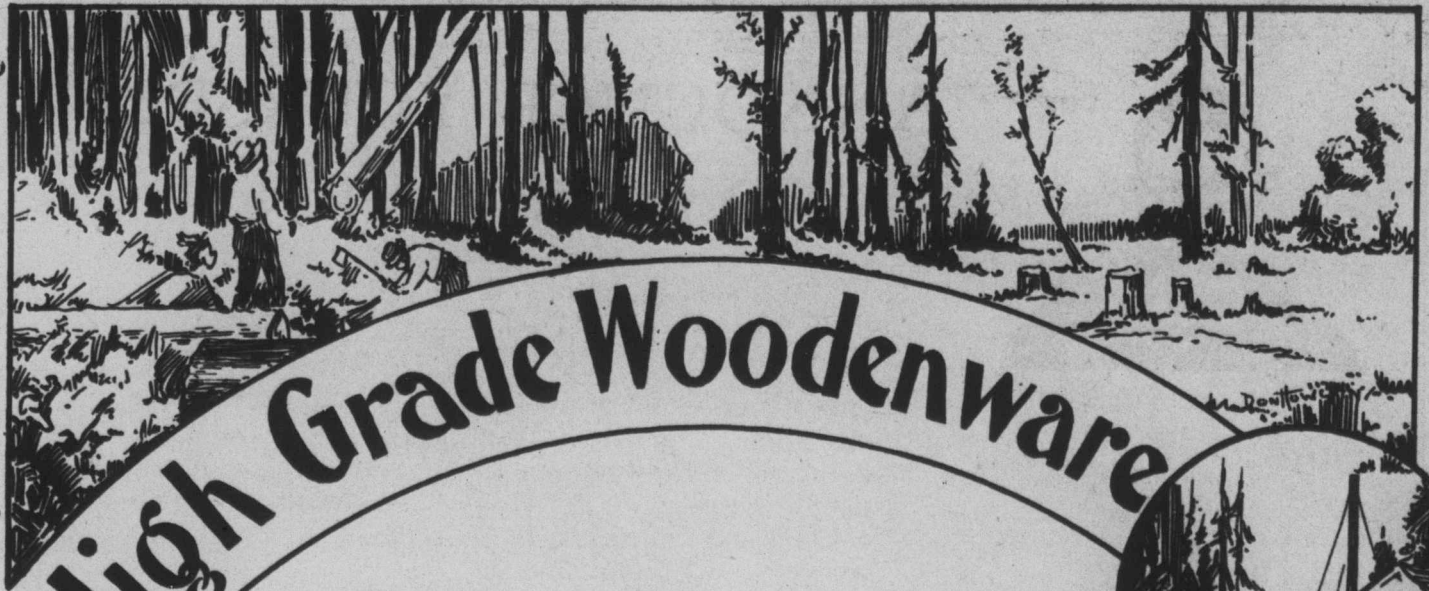
No. 35



No. 40

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

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



High Grade Woodenware

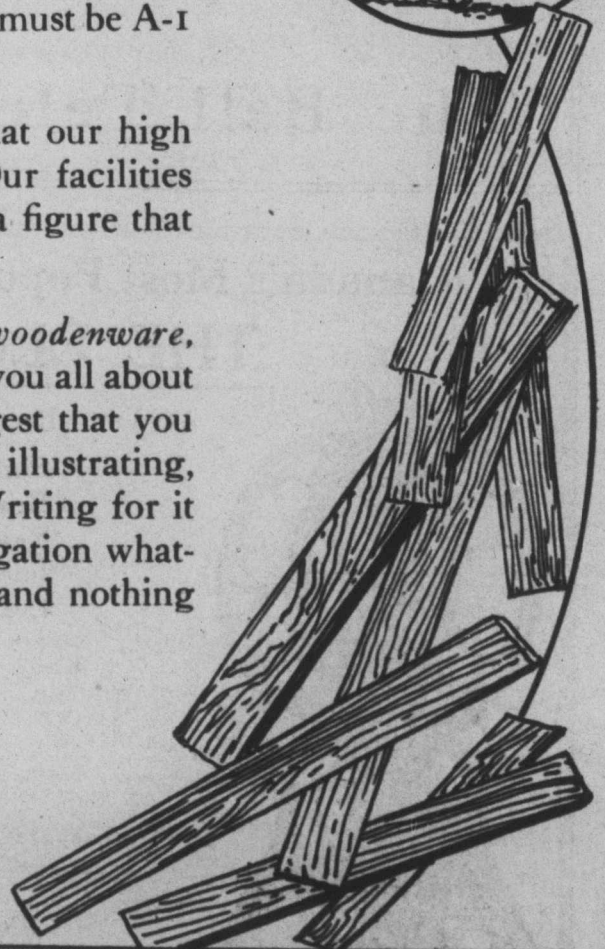
OUR lines bear the "earmarks" of long experience, viz: many years in the business has taught us that to maintain a consistent and increasing demand the goods must be A-1 in quality and service.

But don't think for a moment that our high quality means a high price. Our facilities enable us to offer our goods at a figure that appeals to the consumer.

We have a very large variety of woodenware, and it would be impossible to tell you all about it on this page. We would suggest that you SEND FOR OUR CATALOG, illustrating, describing our complete line. Writing for it places you under no cost or obligation whatsoever—you have much to gain and nothing to lose.

Walter Woods & Co.

Hamilton and Winnipeg



Brooms, Brushes, Baskets, Paper and Twine, Egg Cases, Butter Tubs, Butter Dishes, Paprus Egg Carriers, Paper Balers and Broom Racks, etc.

April 27, 1917.

CANADIAN GROCER—Equipment Section

47



Don't envy the Gasoline Seller, but be that man

Literally hundreds—perhaps thousands—of motorists pass your store every month—and often they are looking for a BOWSER

Red Sentry Gasoline Outfit

This Red Sentry Halts them, they want gasoline. They pay cash—and you make your profit—extra profit. The Red Sentry did the selling.

He is a salesman always on the job—looking both ways all the time, and being looked for. He is a sort of toll-gate—one that motorists bless.

Here is a new business for you—a real maker from the word go—Winter, Summer and Holidays.

Put a Red Sentry in front of your store.

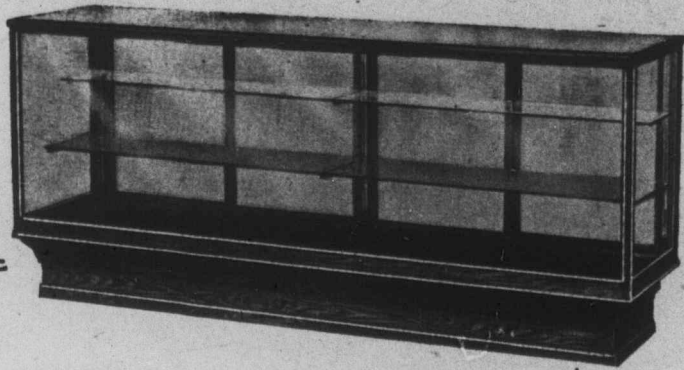
He'll earn his cost in no time, and always after that it is "velvet" for you—every day and all day.

Do you know how much a Red Sentry costs and how he works? Find out from us—postcard will do.



S. F. Bowser & Company, Inc.
66-68 Fraser Avenue - Toronto, Canada



*The Western Display*

Our Show Cases are real bargains

And you know how very necessary good show cases are to the welfare of your business.

HAVE you hesitated heretofore in the matter of installing them because of their high cost? If so, we don't blame you. Not a bit of it. Rather we regard you as just the type of dealer who will readily appreciate the real Show Case value we are now offering the Canadian trade.

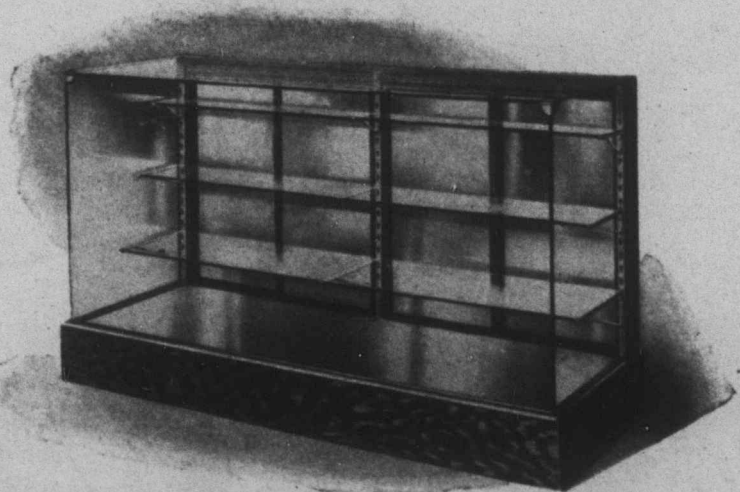
OUR Show Cases were made with the object of giving the retailer, at a moderate price, a Show Case with the display and selling efficiency of the higher-priced equipment. We believe there is a need for such Show Cases in the grocery stores of Canada—that's why we address this message to you.

Just note this brief description of our "Western Display":

Solid Oak Woodwork, Stained, Filled, Varnished Three Coats, Polished Oak Shelves and Bottom, Corners Dovetailed together, rendering it absolutely dust-proof.

Our other models are equally attractive and equally sales creative. A postcard will bring you all particulars. See the Western Crystal all-glass case below.

Simplicity in erection
— a screw-driver is
the only tool neces-
sary and the case can
be set up in less than
a half hour by the
grocer or his clerk.

*The Western Crystal*

The Western Mfg. Co., Limited

REGINA, SASK.

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

Serve Your Customers Right in "Riteshape"



"Riteshapes" shine in Spring store windows.

All the Spring specials look better in "Riteshapes."

New potatoes, mushrooms, tomatoes, beans, peas, all the fresh green summer stuff should be displayed and sold in "Riteshapes."

The ten pound "Riteshape" will display these foods better than any tray, bowl or pan you can buy.

You can sell the whole batch or parcel it out in smaller "Riteshapes" just as your customers may order.

You can put up packages of any size put a price on them and sell them right out of the window.

The "Riteshape" will stand any amount of soaking. Put fresh vegetables in "Riteshapes" and sprinkle them as often as you please. The "Riteshape" prevents drying and wilting which spoils the looks of so many fresh foods which are wrapped in paper or put into a bag.

These foods are usually moist. It takes all the profit out of the sale to use paper enough to contain them properly. Use the "Riteshape" and save money.

The looks of the package is not the least important. The "Riteshape" full of fresh Spring stuff looks just as good as it is.

Get "Riteshapes" from all Canada jobbers, or ask

The Victoria Paper & Twine Company

Limited

Toronto Montreal

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.

THEIR MONEY-SAVING PARTNER



An Army of Merchants Use the "Champion"

and while using it they SMILE—and grow PROSPEROUS. There's a REASON, several in fact. No more book-keeping drudgery or the necessity of spending evening hours in straightening out tangled accounts. No more losses due to forgotten charges. No more annoying disputes with customers over amount owed because with the "CHAMPION" system they know from day to day the exact amount of their indebtedness.

The "CHAMPION" is more than an account register. It is a COMPLETE SYSTEM that takes care of EVERY TRANSACTION in a merchant's business—CASH SALES—MONEY RECEIVED ON ACCOUNT—CREDIT SALES and MONEY PAID OUT. The "CHAMPION" accountant does it BETTER, QUICKER and in a more satisfactory manner than is possible with the old method of keeping books, or with ordinary account registers. Nothing complicated about the "CHAMPION." So simple a child can grasp its details.

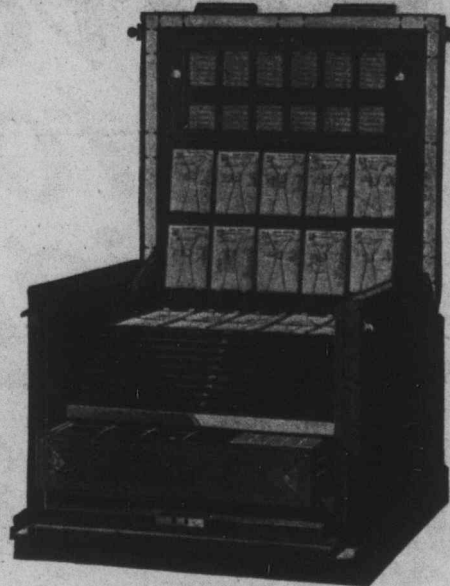
METAL CONSTRUCTION—FIREPROOF—HANDSOME IN APPEARANCE.

Fill out coupon—return to us and we will give you complete information regarding the style "CHAMPION" ACCOUNTANT best suited to your business.

CHAMPION REGISTER CO., CLEVELAND, OHIO.

CHAMPION COMPLETE ACCOUNTANT

New Double Wall Fireproof Construction



Model "C"—Single Section
With File and Cash Drawer

RETURN THIS COUPON

CHAMPION REGISTER CO., Cleveland, O.
Gentlemen:—Without any obligation on my part send me full information about THE CHAMPION COMPLETE ACCOUNTANT.

NAME

BUSINESS

ADDRESS

System in use

No. of Accounts

HELP YOURSELF TO A REPUTATION

by buying a copy of

THE GROCER'S ENCYCLOPEDIA

BY ARTEMAS WARD

YOU will enjoy reading it, because you will find it the most interesting and entertaining book you ever saw—and the result will be that:

YOUR BANK ACCOUNT will profit, for the information acquired will save you money—and

YOUR REPUTATION will be strengthened, because you will know so much more about foods, etc., than any of your competitors who do not possess the book. Your customers will be quick to notice the difference and will look up to you as an authority. *Such a reputation is very valuable and brings business.*

SOME PRESS COMMENTS

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

MAKE YOURSELF A PRESENT OF A COPY.

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

ONLY \$10.50, DELIVERY PREPAID.

Send your order to Book Department

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



California's finest canned fruits and vegetables are packed under the Del Monte Brand.

Handled everywhere by leading grocers who cater to the taste of people who want the best.

If your Jobber does not handle, send us his name and we will communicate with him.

CALIFORNIA PACKING CORPORATION

San Francisco, California







One side of Wm. Rowntree & Sons' Store at West Toronto, showing the new Eureka Vitrolite Refrigeration Counters.

The Perfection of Scientific Refrigeration and Display

No other words could so adequately describe this magnificent installation, combining beauty of construction with security of contents and sales-creating display.

No wood whatever is visible in its construction. Cold Storage Doors are fitted in rear. Base is of Verdi Antique Marble, and Tops and Front are of snow white Vitrolite, giving this Eureka model an exceptionally rich and attractive appearance. This is, without doubt, the most complete system

of refrigeration in Canada to-day. There is nothing lacking that would make it a sales-creating fixture in any provision store.

Write for full particulars, or better still, call when in town and let us show you the real superiority of this EUREKA system.

Wm. Rowntree:—"I am more than satisfied with this splendid outfit and in the thorough way that same has been handled by The EUREKA REFRIGERATOR CO. This old established firm has been doing work for me for the last 25 years."

EUREKA REFRIGERATOR CO., LIMITED

BROCK AVENUE

NOBLE STREET

EARNBRIDGE STREET

Head Office and Showrooms: 27-31 Brock Avenue, Toronto

Phone: Park. 513

See description in editorial section of the provision store of Wm. Rowntree & Son, Dundas Street, Toronto, recently fitted with Eureka refrigeration.

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

The Two Royals

Royal Salad Dressing

Made-in-Canada

Royal Mayonnaise

This is a dressing that has favor with the housewife all the year round. It will be in good demand during the summer months for dishes to take the place of meat, which is out-of-reach to the average household.

Fruit Salads are no longer confined to any particular season of the year. The tendency to have fruit salads for the evening meal in all seasons is on the increase and *Royal Mayonnaise* has that right flavor which the housewife desires to make her salads successful.

**The Two Royals will keep
to the very last drop**

Keep these displayed for steady sales the year round.

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.

Put your Product in good company

For years we have
successfully handled
the lines listed here

We can do the same for you

OUR twenty-seven years' success record in the Brokerage and Grocery Commission world is our best guarantee that we are capable of giving you the real live Selling service that every progressive Manufacturer requires.

WE are handling some of the leading lines in the Canadian grocery trade, the sale of which has been builded through our efforts in co-operation with the Manufacturers. Our representatives are constantly in touch with the trade from coast to coast.

THE character of service we give is unusual. We have developed a Sales system with a scope that extends beyond the usual prescribed limits, unique in efficiency, and capable of producing the best of results.

ANY of the firms here listed will attest to our integrity and selling ability. Bradstreet's, Dun's or any Bank will furnish evidence of our financial responsibility.

BORDEN'S
Condensed Milk

BENS DORP'S
Royal Dutch Cocoa

CARR'S
English Biscuits

E. D. SMITH'S
Pure Food Products

PURE GOLD
Jellies, Spices, etc.

MELROSE'S
Famous Teas

EDWARD'S
Desiccated Soups

POSTUM
Cereal Foods, etc.

ROBIN HOOD MILLS
Rolled Oats

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

Wm. H. Dunn Limited

Sales Specialists

180 ST. PAUL ST. W. MONTREAL, Since 1890

Front Street, Toronto, Since 1900

Associated with DUNN-HORTOP Limited, TORONTO

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

Wholesale and Retail Grocers

Some reasons for handling Jams, Jellies and Pickles in glass under Anchor Caps.

First, APPEARANCE. Anchor Caps present a clean-cut, neat and attractive appearance to your customers. Second, QUALITY. Anchor Caps are absolutely air and liquid-tight—they prevent leakers (there are no dirty packages with spoiled labels where Anchor Caps are used). They are the most perfect protection against mold and contamination that has ever been presented to the consumer. Third, FLAVOR. Products packed under Anchor Caps retain their natural flavor and color from the time of packing until they are consumed.

It is for these three reasons and others that we will bring before you again, that housewives are demanding goods packed under Anchor Caps.

Insist on glass packages being packed under Anchor Caps if you will increase your business and reduce your yearly loss on returned goods to zero.

Anchor Cap & Closure Corporation

OF CANADA, LIMITED

FACTORY AND
GENERAL OFFICES



50 DOvercourt Road
TORONTO, ONTARIO

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

LIVE FOREVER

Says DR. WILEY

In a recent lecture, Dr. Harvey W. Wiley, the noted chemist and food expert, said:

“If you mix whole wheat products with milk you can live forever.”

What Dr. Wiley undoubtedly means by “Live forever” is the fact that whole wheat with milk contains the proper elements for sustaining life without the addition of other foods.

Krumbles is the whole of the wheat, thoroughly toasted, and has a delicious flavor.

10¢

Look for this Signature

W.K. Kellogg



© 1917 - K.T.C.F. Co.

TORONTO, CANADA

The first of a series of advertisements which will appear in the daily papers throughout the Dominion commencing immediately. KRUMBLES are made in our new factory in Toronto. Trade supplied by W. K. KELLOGG CEREAL CO., McKinnon Bldg., Toronto

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

Tees & Persse Limited

ESTABLISHED 1884

Manufacturers' Agents and Warehousemen

Port Arthur Fort William
Winnipeg Regina
Saskatoon Moose Jaw
Calgary Edmonton

Resident Salesmen calling on
EVERY jobber EVERY day.

Solid brick and stone ware-
houses of approved mill con-
struction, located on private
spurs, low insurance rates.

Handling and storage faci-
lities the very best.

Flats to Rent in our new
Edmonton, Moose Jaw and
Saskatoon Warehouses.

Tees & Persse Ltd.

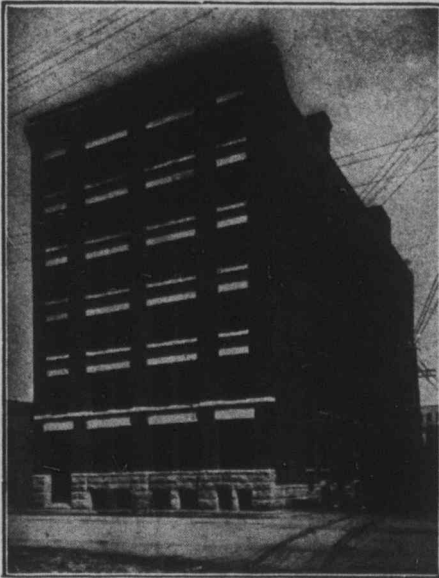
WINNIPEG PORT ARTHUR
FORT WILLIAM REGINA
SASKATOON MOOSE JAW

Tees & Persse of Alberta Limited

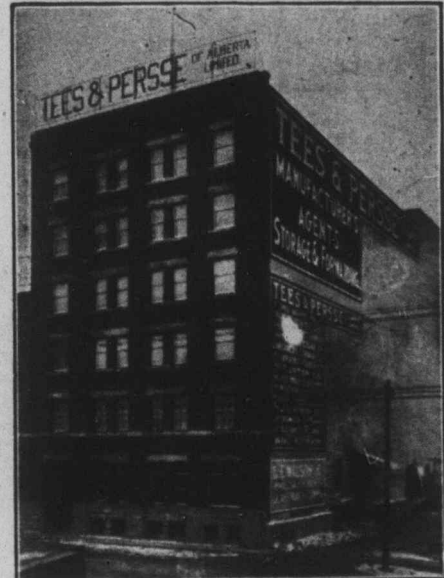
CALGARY EDMONTON

Agencies and Consignments
Solicited.

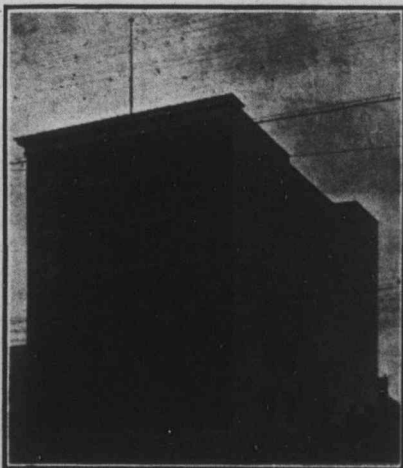
"From the Great Lakes to
the Rockies"



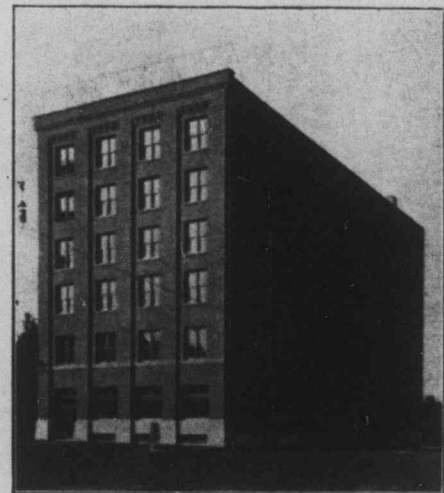
WINNIPEG WAREHOUSE.



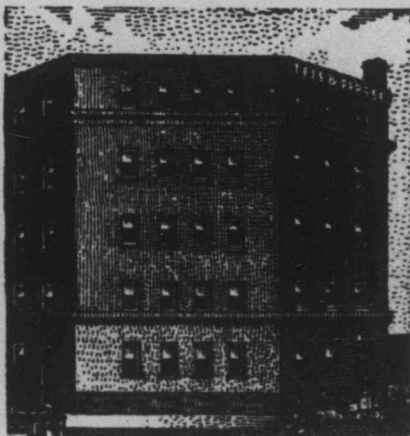
CALGARY WAREHOUSE.



SASKATOON WAREHOUSE.



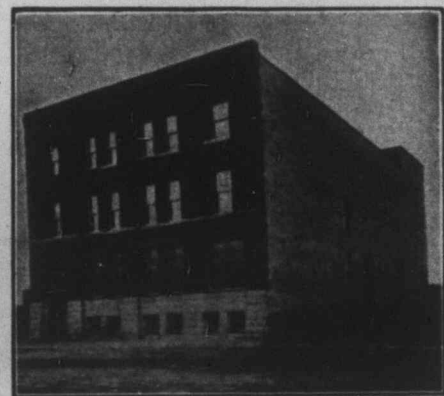
EDMONTON WAREHOUSE.



REGINA WAREHOUSE.



FORT WILLIAM WAREHOUSE.



MOOSE JAW WAREHOUSE.

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

HIGH-CLASS GOODS FOR ALL TRADE

QUALITY—THEN PRICE

WE ARE MILLERS OF
 GOLD DUST
 CORN MEAL
 WHITE CORN FLOUR
 PEARL HOMINY
 HOMINY GRITS
 BULK ROLLED OATS
 ALL GRADES OF OATMEAL
 WE ALSO MAKE
PURINA
 POULTRY
 CATTLE AND
 HORSE FEED



NEW PRICE LIST

The
 Chisholm Milling Co.
 Limited
 Toronto, Ont.

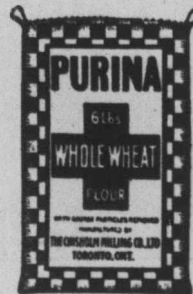
Package Cereals

	Price
Ralston's Wheat Food 18-1½s	- - \$2.70
" " " 9-1½s	- - 1.40
Purina Whole Wheat Flour 10-5s	- 3.00

Freight prepaid, direct from factory in five case lots or upwards, to any regular railway or boat point in Ontario or Quebec.

Make no concessions directly or indirectly. Meet no alleged cut in prices, but notify us at once, giving all possible particulars.

ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE



WRITE, PHONE
 OR
 WIRE US
 WHEN YOU
 ARE IN THE
 MARKET FOR
 ANYTHING
 IN THE
 CEREAL LINE
 WE
 GUARANTEE
 HIGHEST
 QUALITY

Order Through Your Jobber.

THE CHISHOLM MILLING CO., LIMITED

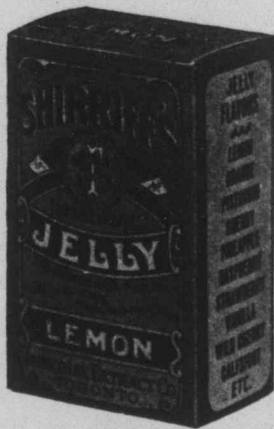
TORONTO

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

Shirriff's

Products are acceptable always,

particularly to the customer with a preference for goods of unquestioned purity. And Shirriff's are all that and more. Take, for example,



Shirriff's True Vanilla

—the purest essence of the Mexican Bean. Uniform quality and maximum strength. 50% above the Government Standard. The favorite of Canadian households for years and years. It is selling every day in the best grocery stores in the country, and dealers find it always worth featuring.

Shirriff's Scotch Marmalade

is a product superior in every way, so good and so delicious that particular people find in it their true ideal of all a marmalade should be.

Shirriff's Jelly Powders

—admittedly the very best powders of their class in Canada. The wide variety of pleasing desserts within the scope of this Shirriff line has popularized it to a marked degree.

*Put up a Shirriff display to-day
and watch how well they sell.*



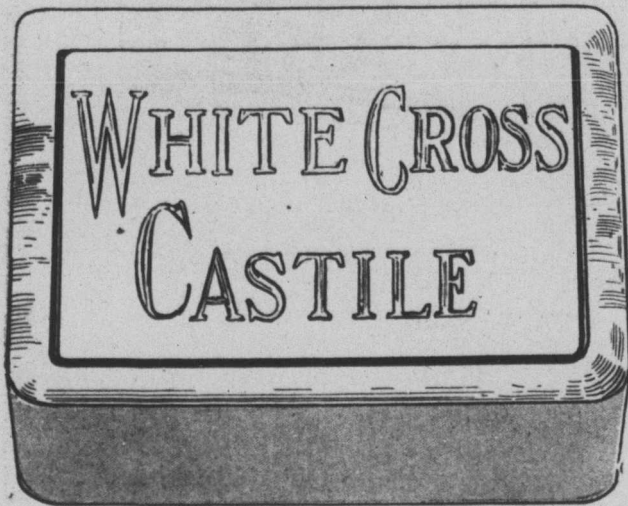
Imperial Extract Company, Toronto

Western Representatives: H. F. RITCHIE & CO., Limited, Toronto. Montreal: W. S. SILCOCK. Quebec City: ALBERT DUNN. Maritime Provinces: H. F. RITCHIE & CO., Limited (W. H. L. USHER, Halifax)

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

Three peerless sellers for your soap displays

Three first quality soaps whose goodness appeals to every woman of sound judgment. There is no danger of customer-disappointment in any one of them, on the contrary they will justify your strongest recommendation.



Actual Size

Let your cash register tell what selling possibilities these soaps offer you. Get your jobber to ship you a trial supply. Get it working for you, and watch the repeats it will pull—satisfaction in every sale.

Richards "White Cross" Castile

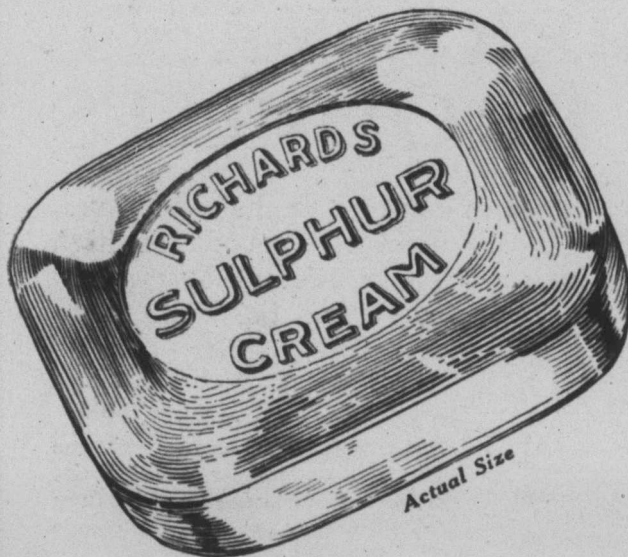
known to the trade as an excellent line of pure castile. Equal to the finest imported brands. Trade price \$3.75 per case.

Richards Fine Transparent Glycerine Soaps

Trade price 80c per dozen. Sells well everywhere. A beautiful transparency suggests the winning quality of this popular line.

Richards Fine Transparent Glycerine Soaps

Trade price 45c per dozen. Always worthy of a place in your displays. First sales bring many others.



Actual Size



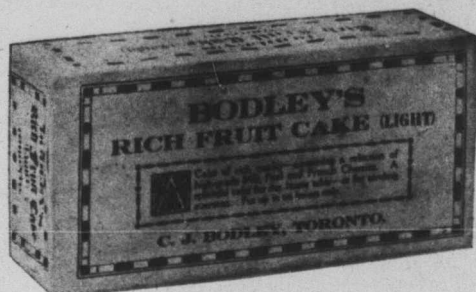
Actual Size

Richards Pure Soap Co.
LIMITED

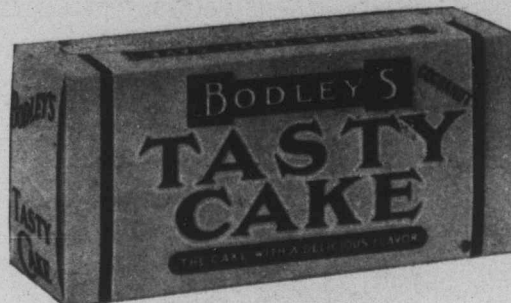
Woodstock, Ont.

BODLEY'S CAKES

SHIPPED TO ALL POINTS



1 lb. Overseas Cake in Tin Boxes.
\$3.60 per Dozen.



A High-grade Box Cake in 5 Flavors.
Price \$1.44 per Dozen.

All lines of Fruit Cake in 5-lb. and 6-lb. slabs to retail at 25c, 30c, 35c and 40c

Quality absolutely right—Profits good

Thousands of Bodley's Overseas Cakes are being sold for shipment to the front. The best stores in Toronto carry the line. Charges prepaid. Write for price list and terms.

C. J. BODLEY

95 Ontario St.

TORONTO

YOUR CUSTOMERS WANT BIRD PRODUCTS



Bird Products are known to housewives the world over, and furthermore, they are known as goods of high quality. Some of Bird's goods now offered you are new to Canada, but they are bound to find the same favor here as elsewhere.

"You can bank on Bird's."

Now sold in 5c packets as well as the regular 15c size.

Bird's Custard Powder is also sold in an attractive lithographed tin at 35c, which makes a very handsome package.

Bird's Spongie makes a very fine jelly roll (sometimes called Swiss Roll), a very beneficial article. Once your customers know Bird's Spongie they will buy it often.

STOCK UP NOW.

MADE BY

**ALFRED BIRD
& SON**

Birmingham, Eng.

Sales Agents for Canada :

Harold F. Ritchie & Co.

10 McCaul Street

Toronto, Ont.



Directions for Use.—Out of a tin of New Bird's Cream take one tablespoon to make the contents of one of the enclosed packets into a thin smooth paste when well mixed in a bowl; then add the remainder of the Milk or Cream with five or six drops of sugar, and whip well thoroughly beating your tin all at once into the foam. Give the whole one or two whips, and whip quite cold, fill the Custard Glasses.

DEVONSHIRE WORKS, BIRMINGHAM.

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

Are your molasses sales satisfactory?



ARE you giving your customers that satisfaction in molasses which inevitably leads to a better turnover and bigger profits?

TO do so it is essential that you stock molasses of proven superiority.

QUANTITY grocers, recognizing this fact, are featuring Leacock's Extra Fancy, pure, high-grade molasses.

PROFIT by this popularity. Stock Leacock's Molasses, recommend it to the housewife who wants something unusually good.

Leacock and 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.

CHAMBERLAIN'S TABLETS

A Profitable Line

A line that is persistently and consistently advertised.

A line that gives satisfaction to both buyer and seller, and brings customers to your store.

A line that does not depreciate, does not tie up a lot of money, that can be obtained from jobbers everywhere.

A line that every grocer should handle.

Sell the year round in ever-increasing quantities, owing to the generous newspaper space used and the uniform and satisfactory quality of the goods.

Read elsewhere in this issue what other grocers have done with Standard Remedies and make a beginning on this line yourself by stocking Chamberlain's Tablets.

You can have any quantity from a dozen up, at \$2.00 per dozen, delivered at your store.

Attractive store advertising for the asking.

CHAMBERLAIN'S REMEDIES

CHAMBERLAIN MEDICINE CO., LTD.

TORONTO, ONT.

S. DAVIS & SONS, LTD.

MAKERS OF GOOD CIGARS

MONTREAL

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

Davis Boite Nature Naturals:	Retails at 2 for 25c.
“ Noblemen Superiores	2 for 25c.
“ La Plaza	2 for 25c.
“ Panetelas	10 cents.
“ Promoter (3 sizes)	3 for 25c.
“ Perfection (2 sizes)	3 for 25c.
“ Grand Master (2 sizes)	4 for 25c.
“ Lord Tennyson	5 cents

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

S. DAVIS & SONS, LIMITED - MONTREAL

The Largest Cigar Manufacturers in Canada

Makers of good cigars for over 70 years.

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

1917 PACK CANNED GOODS

PRIMUS BRAND FRUITS AND VEGETABLES

Do you remember the treatment we gave our customers last year?
You had better book your order with us this year, if you want to get

FULL DELIVERY

CALIFORNIA CANNED FRUITS

Just received into store:

900 Cases, GRIFFIN & SKELLY

Peaches, Pears, Apricots, Sliced Pineapples,
Green Tips Asparagus.

Prices still reasonable.

PRIMUS TEAS

Have you tried our Black and Green teas in packages. The quality is unsurpassed and prices *still* low. Don't wait.

DRIED FRUITS AND RAISINS

Market is very much excited in California. We have a good assortment:

PRUNES, all sizes.

THOMPSON SEEDLESS, SULPHUR BLEACHED,
LOOSE MUSCATELS.

FIGS, EVAPORATED PEACHES, PEARS AND APRICOTS

RICE

We have a full assortment.

We have a nice line

100-lb. bags, at 4½¢ lb.

First call - - - First served.

WE HAVE THE BEST ASSORTED STOCK:

GROCERIES, TEAS, WINES and LIQUORS.

SATISFACTION GUARANTEED.

L. CHAPUT, FILS & CIE, LIMITEE

2, 4, 6, 8, 12 and 15 DeBresoles Street,

MONTREAL

Established in 1842

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

No Advance Yet in the Price of *G. Washington's* REFINED Coffee

Here is something that will interest you!

Three family size cans of G. Washington's Refined Coffee gives you a profit of 75c, and makes 240 to 300 cups of delicious coffee. If your profit on tea is 20c per pound, you must sell 3½ pounds of tea to equal the profit on three family size cans of G. Washington's Refined Coffee.

Recently we had a call from a Red Cross nurse just before she was leaving for France, where she had been for two years close to the firing line. She stated, "G. Washington's Refined Coffee was a real blessing to those of the boys who were fortunate enough to have had it sent to them."

It will pay you to feature G. Washington's Refined Coffee for home and for overseas use.

CANADIAN SALES AGENTS:

Mr. Edmund Littler, 169 William St., Montreal
Mr. W. G. Kyle, 261 Stanley St., Winnipeg
Mr. E. J. Roberts, 215 Tenth Ave. W., Calgary
Mr. T. J. Johnson, 842 Cambie Street, Vancouver
Mr. W. G. Varty, 29 Melinda Street, Toronto



EVERY HOME NEEDS **KEATING'S**

To have Keating's is to sell Keating's. It is the universal insecticide: fatal to every form of insect life, but harmless to human or animal life:

Flies **Ants** **Bugs**
Fleas **Wasps** **Roaches**
Mosquitoes **Beetles** **Moths**

No insect can live once it comes into proper contact with Keating's, and as even the most tidy home cannot escape the unwelcome visit of some member of the bug family, so the careful housewife will keep a tin of Keating's constantly on hand for immediate use.

Made by **THOMAS KEATING**, London, England
Established 1788

Sole Agents for Canada

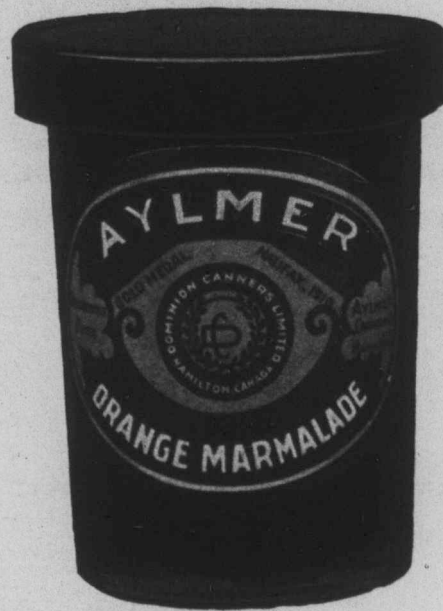
Harold Ritchie & Company, Limited
McCaul Street, TORONTO

BUY **WETHEY'S ORANGE MARMALADE**

**BOTH
QUALITY AND
PRICES ARE
RIGHT**

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

They continue to please
Aylmer Brand
Pure Jams and Marmalade



DOMINION CANNERS
LIMITED
HAMILTON CANADA

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

The New Breakfast Food



Dutch Tea Rusks

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

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

Packed 36 15c packages to the case.

The Robert Gillespie Co.
WINNIPEG, MAN.

Agents for Canada

Bacon

"Star" Brand English Breakfast Bacon as sent out by us is the result of over sixty years of experience in the Curing of Good Bacon. It has no superior for delicious quality. Just try it yourself and you will be able to tell your customers so. Made under Government Inspection.

*Let us have your inquiries
and your orders.*

F. W. FEARMAN CO.
LIMITED
HAMILTON

**KEYSTONE
BRAND**

Push

"KEYSTONE"

Hose and Stable Brushes

Is the line you are handling helping or hindering your business as a whole?

A poor line will give dissatisfaction you may never hear of—you only know the line is a "sticker."

But with the Keystone line—how different? Your customers are enthusiastic—come back for more, recommend you to their friends, and you feel like pushing the line. What's your choice?

Write for prices, etc., to

STEVENS-HEPNER CO., Limited

Port Elgin, Ontario

Get prices and information about the "Nugget" Broom and the rest of the famous Keystone Brand Brooms and Brushes.

FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINES

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

SOLE AGENTS FOR CANADA

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

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

Lively Selling

*Is a characteristic of the two
Robinson's Cereals*

"Patent" Groats and "Patent" Barley

The amount you sell is largely determined by the display you give them.

A reminder in window or interior will start brisk, profitable sales of these popular cereals.

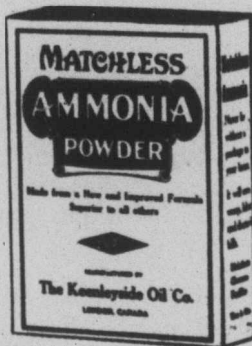
And every sale means a "repeat," a satisfied customer and bigger, better profits.

Keep your stock displayed.



Magor Son & Co. Limited

191 St. Paul St. W. Montreal 30 Church St. Toronto



Matchless in selling and customer satisfaction

A trial supply of Matchless Ammonia Powder brings results more than sufficient to convince the dealer of its true selling value.

And because Matchless Ammonia is non-injurious to the most sensitive skin you can unhesitatingly recommend it. Tell your customers about

this important point and the all-round satisfaction that Matchless Ammonia gives.

Best Corn Starch, Karo Corn Syrup, and Best and Liberty Gloss Starch are excellent sellers. Supplied in bulk or package and freight paid on 5-case lots.

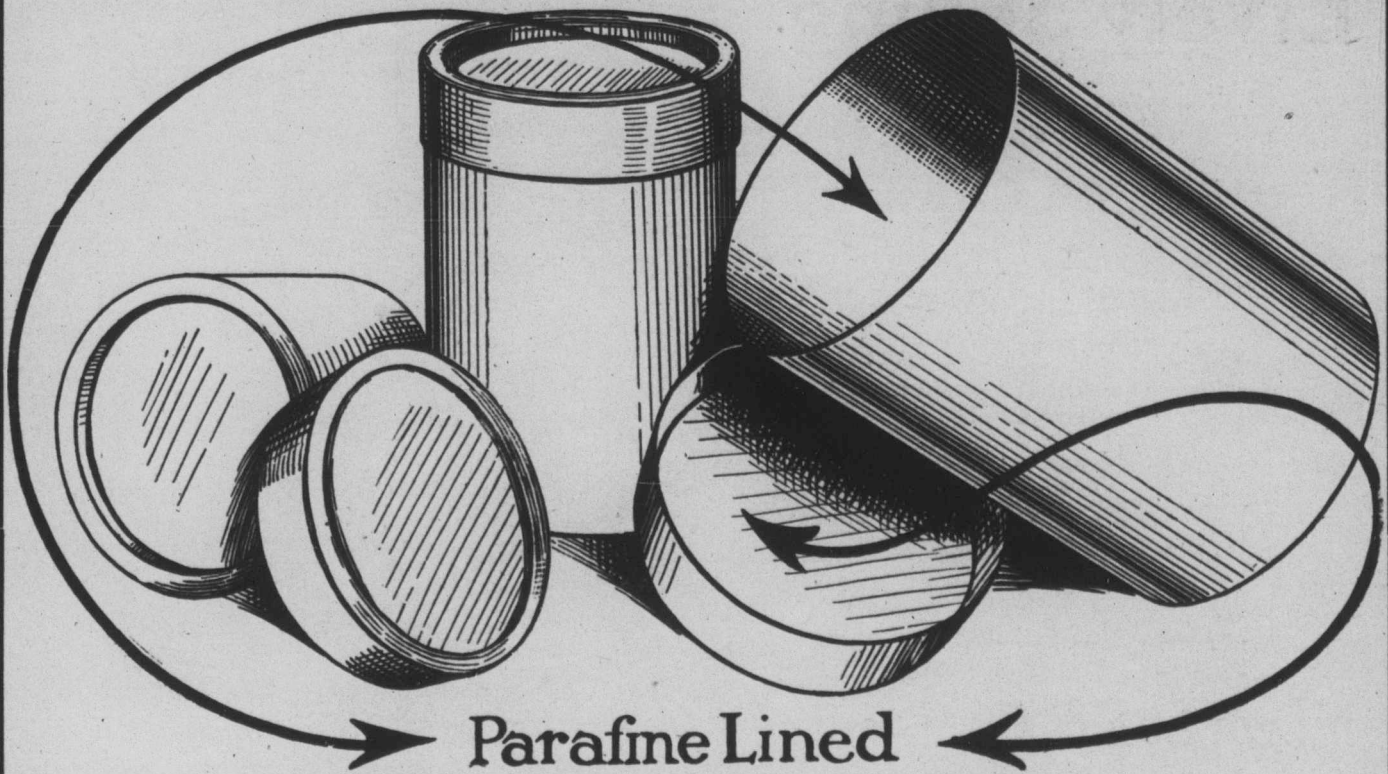
Car of Corn Syrup just received. We can ship orders promptly. Order now — possibility of shortage.

The Keenleyside Oil Co., London, Ontario

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



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



EFFICIENT ECONOMY

The eliminating of waste is not only good business, but a necessity. In the light of increased costs and the narrowing of your margins, the importance of stopping your leaks is a compelling force that must be reckoned with.

The majority of paper pails hold over-measure. Almost invariably a pint paper pail is filled when the order is for a pint. If the housewife receives a pint pail not full, she does not take the trouble to measure it but concludes that she is short measured; whether she regards the incident as wilful or the result of carelessness matters but little so far as the dealer is concerned. Your loss in waste from this source far exceeds your paper pail expense.

The Empire Container holds measure and no more. It is parafined inside and out, will not spill its contents on the clothes of the customer carrying it nor on other merchandise accompanying it when delivery is made.

The output of this factory has been increased by five times and in the near future the present output will be doubled, so we are now in a position to give you service and supply the best package we have ever made.

The Empire Container will deliver any liquid. You can wrap it up like a can of salmon.

Each size is packed in cartons of 100. Prices F.O.B. Factory, Sombra, Ont., are as follows:

Half-pints	\$17.00 Per M.
Pints	19.00 Per M.
Quarts	24.00 Per M.

CONNECTICUT OYSTER COMPANY, LIMITED

"Exclusive Selling Agents"

50 JARVIS STREET

TORONTO, CANADA

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



Picking Tea in Assam

The Famous Teas of Assam

are grown on the hillside gardens of Nature's most favored tea-growing region, as Assam in Northern India is declared by scientists to have been the original home of the tea plant.

It just naturally follows that Assam teas excel in flavor, fragrance and rich strength. It is their nature to do so.

And it is these famous teas, skillfully blended with choice Ceylons, that give Red Rose Tea its splendid quality—that make it the BIG seller it is to-day.

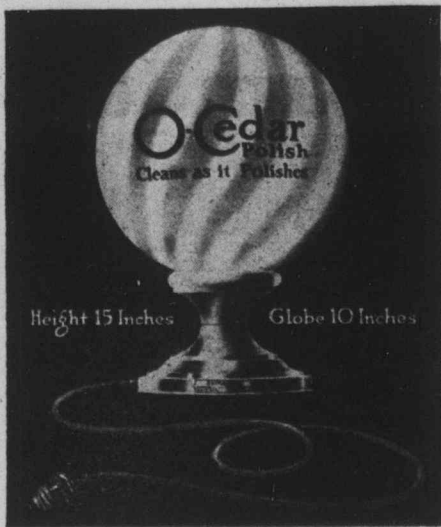
The real outstanding QUALITY of Red Rose Tea is a sure foundation on which to build a successful tea trade.



T. H. Estabrooks Co.
LIMITED

St. John Montreal Toronto
Winnipeg Calgary

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



FREE WITH DEALS
No. 63-64.

Display Deal No. 63.

3½ doz. 4-oz. O-Cedar Polish.	\$10.50
7 " 12 " " " "	42.00
½ doz. qts. " " "	7.50
1 only O-Cedar Electric Sign	free
	<hr/> \$60.00

Display Deal No. 64.

10¾ doz. 4-oz. O-Cedar Polish.	\$32.25
4 " 12 " " " "	24.00
¼ doz. qts. " " "	3.75
1 only O-Cedar Electric Sign	free
	<hr/> \$60.00

Subject to usual discount.



FREE WITH DEALS
No. 61-62.

Display Deal No. 61.

7½ doz. 4-oz. O-Cedar Polish.	\$22.50
3 " 12 " " " "	18.00
1 only Counter Display Stand	free
	<hr/> \$40.50

Display Deal No. 62.

2½ doz. 4-oz. O-Cedar Polish.	\$ 7.50
5½ " 12 " " " "	33.00
1 only Counter Display Stand	free
	<hr/> \$40.50

Subject to usual discount.

Let the Power of Suggestion Work for You

The merchant cannot display all the goods he would like. Profitable merchandise is often forced to a secondary place.

Even so profitable a line as O-Cedar Polish and O-Cedar Mop will sometimes be placed in the rear of the store—for lack of a convenient way of displaying it in the front. Now, one of the many ways we help our O-Cedar dealers to sell our goods and get *all* the sales, and all the profits possible, is by supplying "display helps," which act as buying reminders for their customers.

O-Cedar Polish and the O-Cedar Polish Mop are represented by some of the very finest display helps. Among them are the O-Cedar Electric Light Sign and the O-Cedar Counter Display and

Floor Display Stand. These help wonderfully to increase the dealer's sales of O-Cedar products.

The O-Cedar Electric Light Sign not only suggests O-Cedar Polish, but also draws attention to whatever may be displayed along with the Sign, thus making a merchant's window even more valuable an asset than formerly.

After you have taken advantage of one of these "Helps" which suggest O-Cedar to the customers, then take advantage of our Profit Deals which contain Free Goods equivalent to an extra discount.

Advertising matter in the form of Window Trims, Signs, Circulars and Newspaper Advertisements supplied free upon request.

Keep Your Shelves Well Stocked.

Order from your jobber. Our advertising will sell it for you if you will display it and thereby let your customers know you have it

CHANNELL CHEMICAL COMPANY, LIMITED
TORONTO, CANADA

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

CANADIAN GROCER

Vol. XXXI.

TORONTO, APRIL 27, 1917

No. 17



The Kent & Brown, of Moose Jaw, window display, winner of first prize in Class A.

The Bulk Argument in Fruit Sales

Featuring Quantity as a Selling Argument—The Influence of Crowds in Aiding Sales
— The Drawing and Selling Force of Bulk, Illustrated by
One Merchant's Experience.

THERE are some lines of goods that just naturally fall into the category of spring and summer goods. You may sell them all winter long, but you know all the time that the warm months are the months for them, and the days when their sale is assured.

The most outstanding example of this kind of goods is fresh fruit. From the time when the grocery door is allowed to remain open for the first time this line seems to take on new life and generally forges to the front. For, well handled, there is no line in all the grocer's list of commodities that will sell so readily and show so handsome a profit as will fruit. You don't have to cultivate a market in

this particular line, and the demand is always at hand. All that the merchant has to do is to see that the goods are attractively displayed to attract customers.

By attractively displayed, let it not be understood that the attractive display is merely a little matter of pyramids of oranges. The olive-skinned gentlemen from Italy and Greece have pretty well demonstrated all the possibilities that lie in this form of decoration, and it behooves the merchant to discover some other method of making his fruit display attractive. In the early spring, of course, there is not a great deal in the way of novelties to offer, but the days are not far distant when the luscious Klondyke

and Missionary strawberries will be coming in from the Carolinas and Delaware, and from that time on the grocery store can be made a veritable fruit garden; and the more it is made so the more will sales be encouraged. And strangely enough this display of fresh fruits, of fresh vegetables, does not encourage the sale of these lines alone, but is felt throughout every department of the store. The attractive displays stimulate people's appetites, and along with their purchase of fruit will probably go several other articles that might otherwise have lain on the shelves.

The Argument of Quantity
One of the most successful methods of

The first prize window in Class A of our Fruit Window Contest. The window is that of Kent and Brown Company, Moose Jaw, Saskatchewan, and was dressed by Harold Crone. The award was made on the basis of the general attractiveness and selling power of the window. The first row consists of Bananas and Tangarines, The second row has grape fruit at the ends and Lemons in the centre. The third row is of oranges and the fourth of oranges and apples. On the floor of the window are oranges arranged in fancy baskets.

The circles are obtained by the use of the top of cheese boxes, and make a very attractive design with a comparatively limited display of fruit, which is a point of importance, considering the perishable nature of the display.

Note the display cards that call attention to the fruit, especially the one that announces Bananas 10 cents a pound. Mr. Crone states that the window proved a remarkable selling force.

selling fruit, as the experience of many grocers has taught them, is to display it in quantity. This is a good advertising practice in any line of goods, but particularly so in fruit. There is a drawing power in fruit that can hardly be overlooked.

As an instance of the effect of this method of selling fruit might be noted the experience of F. McDougall, of Ingersoll. Mr. McDougall goes after the fruit business all the year round and all the time. He has tried about every method that there is for selling fruit, but the best argument he has yet discovered is the argument of quantity. For instance, on one occasion he had ten boxes of oranges just dumped into his window in one large pile. The response to this appeal of quantity was instantaneous, and before the night came there was hardly

purchase does not involve any great outlay for the merchant, nor does the individual purchase amount to much for the careful housewife. That makes about as happy a combination for the getting of results as the heart of the most ambitious merchant could well desire.

But to return to the idea of bulk display. Mr. McDougall is rather a plunger in this line. At least so anyone might imagine who heard of him purchasing straight cars of peaches in a town the size of Ingersoll. It is more than many merchants in larger places would dare to do. But Mr. McDougall realized the advantage of the fact that the very bigness of the purchase was a drawing card in itself. There is always the feeling that quantity must mean lower prices, and right or wrong this feeling had its effect. Moreover, quantities always attract the

daring enough to express a preference, it is an even bet that at least half of the others will get over the difficulty by saying "Give me the same." That applies equally well to selling. If a person drops into a store happens to see several persons purchasing a pot of honey, it is a pretty even gamble that this person's wife will be surprised to see her better half strolling in at night with a pot of honey under his arm. In this much at least we all of us resemble the innocent and foolish sheep.

Well, if there is this trait in human nature, where is the harm in making the most of it?

That is the way that Mr. McDougall feels about it anyway, and that has been the reason he believes for the fact that fruit sales have been one of the most effective lines that he has.

Crowds Draw Crowds

Of course, he does not depend entirely on this idea. He goes after the trade to the best of his ability, and a very fair proportion of the fruit received is actually sold from the car door. Take one special instance. He had one day 1,000 baskets of grapes. Instead of hiding them away, he made with them an immense pile on the sidewalk in front of his store. Everyone had to pass beside this pile, and hardly a person passed without inquiring the price. Many of them came out of mere curiosity, and these were encouraged to stay. Having plenty of people around is an effective way of stimulating sales. Mr. McDougall believed in doing everything possible to make people come, and, having come, to induce them to stay. People coming up town seeing the crowd in front of the door, would steer straight for that locality, probably passing on their way other places with grapes to sell—grapes just as good and just as cheaply priced, but lacking only the appeal of quantity. But, lacking this appeal, they lack much of the selling force that might be theirs.

In that one day's selling the whole of those 1,000 baskets of grapes were disposed of merely because they caught the fickle public fancy.

Of course, there are other very effective methods of selling fruit. Some merchants have used the rural mails to drum up trade. Some have made a diligent canvass on the telephone of their customers. Some have arranged artistic displays, and all these methods have proved effective to a degree. But there has been no argument yet discovered for

(Continued on page 77.)



Interior view of F. McDougall Store, Ingersoll, Ont.

an orange left. The only argument used in that particular advertising campaign, if such it could be called, was that of quantity.

Basket Fruit Particularly Suitable to Bulk Display

With the coming of the summer months and the season of basket fruit, the opportunities for this manner of display still further increased. For one thing, basket fruit—a home product—is not generally expensive; even a very formidable display need not of necessity mount up into any particular sum of money. Moreover, that is another selling argument for this kind of goods. The

interest of the majority of people. There are some stolid ones that wouldn't stop to watch the building of a skyscraper, but they do not bulk very heavily in the world's population.

Curiosity as a Trade Bringer

Now, if you can arouse people's curiosity and get them coming around, the battle, according to Mr. McDougall, is half won; the only other strategic point to be remembered is that it is well to keep them around. There is nothing to draw crowds like a crowd, and there is no selling argument quite equal to example. Have you ever noticed in an ice cream parlor that if one of a party is

Something Different that Makes Sales

Few Families but Have Some Friends in France — There is the Constant Impulse to Send Some Little Reminder—Is the Grocer Aiding His Customers, and Incidentally Encouraging Business by Catering to This Need?

SECOND PRIZE FRUIT WINDOW IN CLASS A.

The winners of the second prize in Class A of the Fruit Window Contest.

It is the window of J. MacTaggart and Sons, Vancouver, and was submitted by E. R. MacTaggart. The award was made because of the novelty of the idea of the display and its consequent selling value. The accompanying article deals with this more fully.

The first row of the window consisted of 7 pound boxes of apples for sending overseas. The second and third of Grapefruit, and jumbo navel oranges on glass stands. Large oranges as a ground work, and red apples on long strings framing the window completed the display.

AMONG the entries in the Canadian Grocer Fruit Window contest was a window display from the J. MacTaggart Co., Vancouver, B.C. It was noted that in this picture this firm was featuring special boxes of apples for shipment to the boys in the trenches in France. Here was a new idea, the something a little different that is the great encourager of trade. It seemed a simple idea, one that might readily be used by many stores, both for their own good and to suggest some added pleasure for the boys in France. There are so many people anxious to send some little thing, who do not know what to send, or how to send it. Here is a firm that has originated a package of their own. It is merely a matter of catching the attention of the people with friends in France. And that means practically every person. Here is a great almost untouched field for many grocers.

In reply to the Canadian Grocers enquiries as to the details of the scheme E. R. MacTaggart answered as follows:

There never was a time when business of almost every kind required stimulation and enterprise so much as it does to-day. The war has eliminated quite an appreciable section of our buying public and the tendency with these at home is toward economy and thrift; with the result that the grocer, although his sales may be as large or larger in the aggregate, due to increased prices, finds a good many of his fancy lines not moving rapidly.

With this in mind the merchant must ever be on the alert for something new in goods and novelty in display.

The point that has been uppermost in our mind in preparing these small boxes



Window of J. MacTaggart & Sons, Vancouver, Winner of Second Prize, Class A.

of apples for the front is briefly to send something to the boys that would be "different" and incidentally something that has been grown, packed and shipped right from their own province.

When Mrs. Jones came down town she thought that list of hers, tucked away in her shopping bag, was complete, but she saw something here—just the thing for her boy in Flanders and a complete novelty.

She at once made a purchase of goods that she had no idea she wanted and the result was a possible new customer and a satisfied one.

Letters are arriving continually from the boys telling of the arrival of their

box of apples and of their excellent condition and quality.

Great care is taken in selecting fruit that will carry successfully—while packing and parcelling must be just right.

We get a special box made here at our local factory at small cost and no pains are spared in seeing that the fruit is packed scientifically and properly. Ventilation is important and the fruit must not move about in transit otherwise it bruises and eventually spoils. Plenty of paper shavings in the corners and each apple carefully wrapped.

Inside and on the top of each box we place our same name and business address and this gives the recipient an idea as to where the package came from—and he may be a customer when he returns. The box is then securely nailed and wrapped over all with heavy brown paper. After roping three ways around and labelling it is ready for mailing.

If the customer wishes us to mail the box for her we do so willingly — for courtesy costs nothing and is a great business getter.

The sale of this article has been remarkable but the other business that it has brought our way is the best feature of the whole idea.

Winners in The Fruit Window Contest:

CLASS A

1. Kent, Brown & Co., Moose Jaw, Sask.
2. Jos. MacTaggart, Vancouver, B.C.
3. T. W. Collins, Ottawa.

CLASS B.

- W. V. Webster, Trenton, Ont.
J. O. Wisdom & Co., Allandale, Ont.



On left is the store of W. Hanna & Son, Port Carling, Ont.—a popular summer resort.

RUNNING retail stores in boats seems a rather unusual way of doing business, that is, when applied to groceries, hardware and dry goods. And still there are communities in Canada which can only be served efficiently in this manner. For upwards of 25 years W. Hanna & Sons, Port Carling, Ont., have been catering to the needs of settlers, tourists and summer cottagers in the Muskoka Lakes district, by means of supply boats fitted up as small general stores.

On the right of the upper illustration accompanying the article, two boats are shown. These boat-stores, conducted by W. Hanna & Son, sail on Lakes Rosseau, Joseph and Muskoka. They carry stocks of groceries, hardware and dry goods. The groceries are displayed on shelves, after the same manner as in an ordinary grocery store. Dry goods and hardware are likewise displayed. There is also a butcher on each boat, but the butcher shop is not exactly a branch of the Hanna business. The butcher rents space on the boats, and has a commission arrangement with the firm regarding sales. Fresh meat is carried on each boat.

During the summer months Hanna & Son conduct a bakery and fresh confectionery is also carried on the boats.

How Trade is Secured

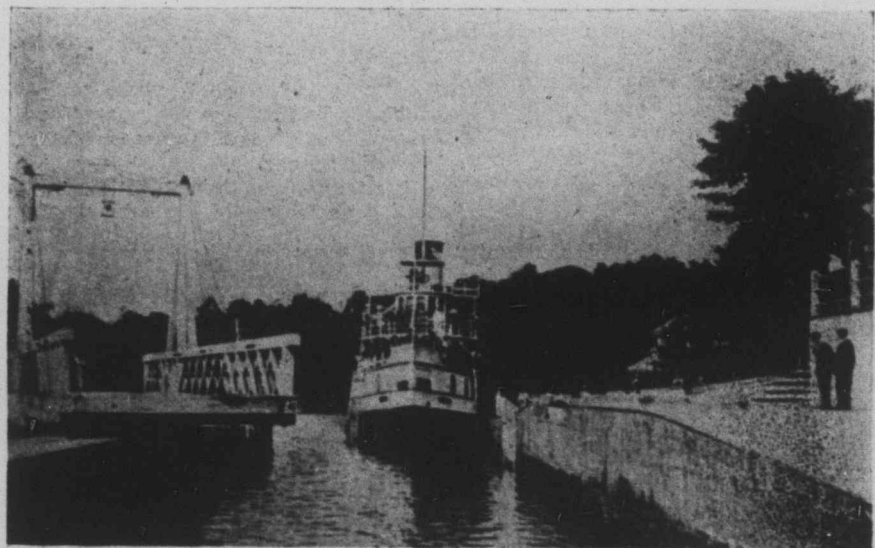
In order to keep two boats such as these on a paying basis, a considerable amount of trade is necessary. In the first place there are a fairly large number of settlers or permanent residents in the districts served from the grocery store. The population of the district, however, is greatly augmented during the summer months by the arrival of hundreds of tourists, some of whom live at hotels scattered through the lake's district, and many others who take up residence during the summer in their summer residences, large numbers of which are located on the many beautiful islands in the lakes district.

Two Branch Stores Success-

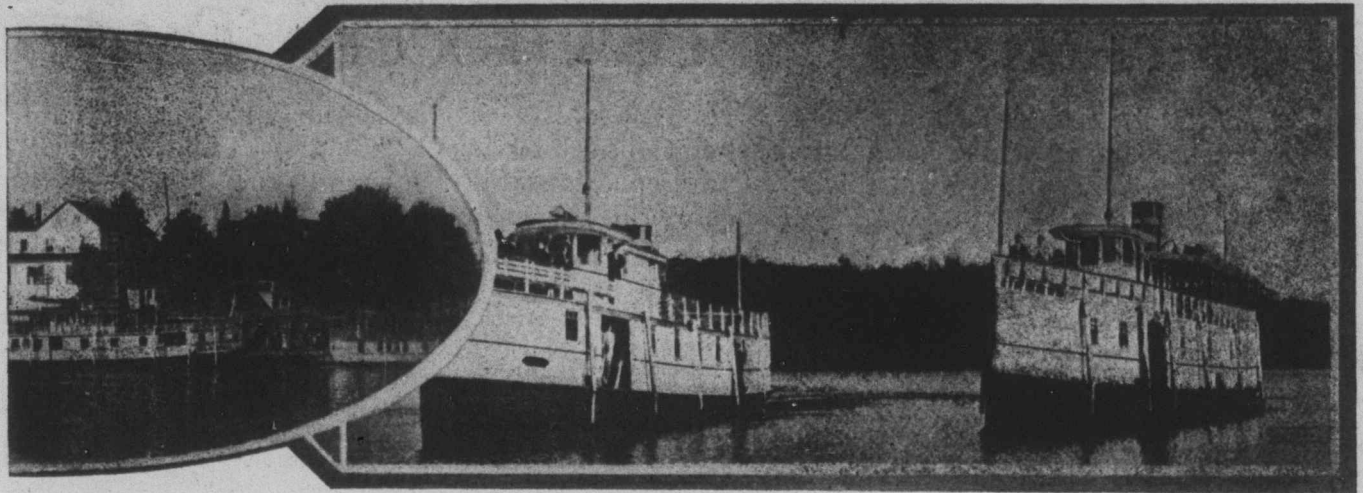
W. Hanna & Son, Port Carling(Ont., Run Two Supply Different Points—Boats Fitted up as General Customers Await Arrival of Boats and —Groceries, Hardware and

With the influx during the early summer of hundreds of people, there is a big increase in the demands for goods such as would be found in the average general store. As might be expected there is a big increase in the demand for foodstuffs. Those owning summer homes purchase paint, gardening tools, lawn and flower gardening tools, and dozens of articles used in brightening up the summer home and in improving the grounds surrounding it. A great many of these people own canoes, rowboats or motor boats, and visit the Hanna store at Port Carling for supplies. The Hanna store during the summer is always a busy one. At the store, which by the way may be seen at the left

of the large upper illustration shown with this article, everything is carried from picture post cards to hardware. An attempt is made to carry a complete stock of all the settler, camper or summer cottager is likely to need. Fishing tackle is a good selling line. There is a good demand for ammunition. Sporting goods such as tennis goods, etc., are also in good demand during the summer months. A great many people of wealth who own splendid summer houses on the islands take great pride in having modern conveniences and in improving their summer homes and surroundings. The result is a good demand for many lines of hardware.



Locks at Port Carling, near the Hanna store.



Views at Port Carling. On the right are two supply boats run by W. Hanna & Son, Port Carling, Ont.

fully Conducted on Boats

Boats During the Summer—Two Trips Weekly to Forty Stores—Each Boat Carries Three Clerks — Make Purchases Same as in Land Store Dry Goods Carried.

How the Boats Run

The floating stores or supply boats have a good many ports of call. There are three routes, with 40 places to be called upon. Two trips are made per week to each place. On each boat there is a captain, engineer and 3 clerks. The length of the visit to each part depends largely upon the requirements of the customers. In some cases a half hour is sufficient, while in others it takes an hour or more to wait on the customers and supply their needs. The customers know the day and hour at which the supply boat will call. A boat that calls say at 1 o'clock on Wednesday will call again at the same time on Saturday of the same week. By

having all customers well-informed as to the time of arrivals of the boats very little time is lost unnecessarily. Owing to the regularity of the boat's visits customers are generally awaiting its arrival. They then go aboard and are waited upon by the clerks in the same manner that they would be served if visiting at the firm's store. Orders for groceries, dry goods, hardware, meat, or confectionery, are taken in the usual way and customers carry their purchase away with them.

Mostly Cash Trade

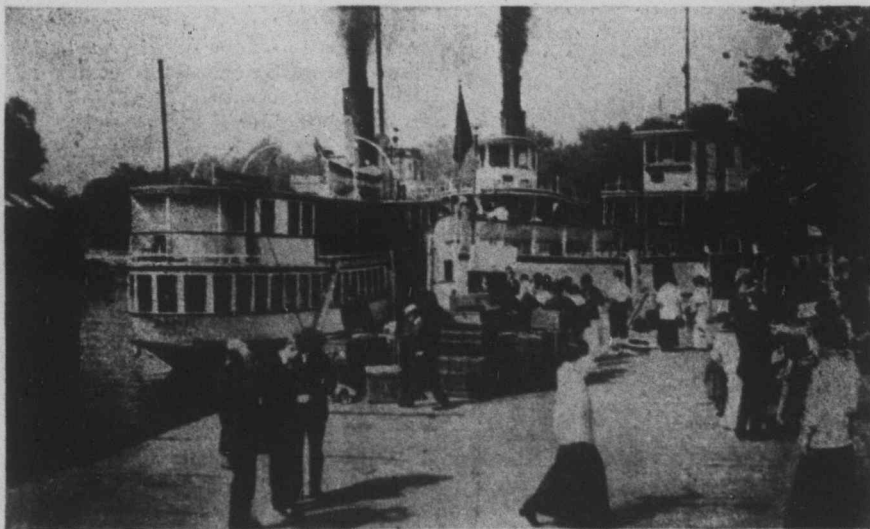
Most of the customers pay cash for their orders, and this system of doing business is encouraged by the firm. There are, of course, a number of credit ac-

counts, but these are allowed only to customers of approved credit standing.

Quite frequently special orders are taken on the boats for goods not ordinarily carried in stock. The order is turned in to the store at Port Carling. From there the order is sent on to the wholesaler or manufacturer. Delivery is then made by boat on the first trip following the arrival of the goods at the store.

Hanna & Son have always endeavored to give their customers the best possible service and this is no doubt responsible to some extent at least, for the splendid connection they have formed, and for the good measure of success which it is theirs to enjoy. They try as far as is practicable, to give a city store service to the summer cottager, or the settler who is located far from the large cities or towns. They try to give high grade service not only in the quality of the goods sold, but also in expediency of delivery.

The town of Port Carling has a population of about 390. It is about 20 miles from Gravenhurst and the same distance from Bracebridge.



Wharf at Port Carling, Ont.

THE BULK ARGUMENT IN FRUIT SALES

(Continued from page 74.)

the selling of fruit equal to the argument of quantity. It is the easiest and most effective method yet devised of encouraging fruit sales.

When planning your summer campaign in fruit it is well to keep this idea in mind. If where you are located there are civic by-laws that prevent the use of the convenient space in front of the store, it is always possible to find some place inside where the goods may be attractively displayed in bulk. There is only one word of caution to be added. In displaying basket fruit in bulk, keep an orderly display. To let customers drag baskets from here and there and everywhere is not only ruinous to the attractive appearance of the bulk display, but it is fatal to the proper care of the fruit itself.

Summer Residence Grocery Trade

Merchants in Montreal Have Their Problems to Meet in Connection with the Annual Exodus of Well-to-do Customers to Country Resorts—The Way of the Innocent Wagon-Pirate—Practical Plans For Improving the Disadvantages of the Situation.

Article based on interviews with managers of large grocery stores, including Fraser Viger & Co., Dionne & Sons, and E. J. Quinn, Montreal.

SUMMER'S advent brings many problems for the grocer in Canada's great cities, and one of the problems which summer brings to Montreal grocers is the business of serving their customers who migrate from the cultry street scenes and take up their residence in the country resorts within easy range of the city, and farther distant.

Many considerable household regimes are transferred holus-bolus to the country residences, and the city homes closed for the season. The grocer's delivery wagon or auto no longer whirls up to the trades-entrance. The grocer's books show blanks where the steady daily and weekly orders appeared. The question is how to maintain this business at something like normal without losses due the extra expense of delivering to distant places.

Is It Worth While ?

That the trouble and expense of this business of delivering goods to summer residences is very considerable is certain. The fact is proved by the serious consideration being given by leading grocers to the question of deliberately letting summer residence business go for the season. Managers of several establishments in Montreal have when independently interviewed by CANADIAN GROCER quite frankly admitted that this summer residence delivery of groceries is carried on with difficulty and sometimes without profit.

"I shouldn't mind seeing it dropped altogether," said some. "I am seriously considering dropping it," said another.

Bridge Tolls Precipitate Idea

Some of the summer residences to which delivery of goods is expected as a matter of course by customers taking up abode there, are across the river accessible by the Victoria Bridge, and as tolls for wheeled vehicles, especially motor propelled vehicles, have been increased this spring, the result has been to precipitate criticism of the worth of the summer residence delivery business. Whether any firm or several firms will abandon it altogether and replace it by concentration on city business remains to be seen. In spite of the objection to this business the probabilities are that the old system may be adhered to for another season.

"I don't think we should lose customers by not cultivating their summer residence business," said one experienced grocer in a well known residential district of Montreal. "My own experience has been that they will always come back when they return to the city."

The same feeling pervaded the minds of other grocery store managers, but in every case considerable effort is always made to meet the situation by various methods of delivery.

Not All Automobile

By no means entirely automobile delivery is attempted. The old "wind-jammer" is coming back (they say) into her own on the seas, and the old horse-drawn vehicle is still holding its own in the matter of grocery delivery even for considerable distances into the country. Possibly an entirely automobile delivery system might make the problems of this business easier, but for across bridge traffic this year horse-drawn wagons are actually being used by great department stores which formerly sent autos, because the tolls are lighter for horse-drawn vehicles.

Deliveries to country residences are made once, twice, or three times a week by the wagons of the various firms, and there is, of course, a certain amount of overlapping, and uneconomical delivery where customers of various firms cluster in particular districts or are scattered here and there.

A Sort of "Piracy"

There is also in connection with this delivery business a sort of piracy which works rather a hardship on the grocers. That is the system of sending out by way of the grocery delivery wagon goods from the florist, or the shoemaker, or the stationer. Customers in their country residences will write or telephone their city residential district haunts of buying for all kinds of little things, and say, "Just send them over to the grocer's. He has a delivery coming out for us this week, and he'll put my order from you in the parcel."

Through this mild form of piracy the grocer's delivery wagon does a lot of free service for business concerns which don't dream of attempting a delivery system to the country. This also has helped make grocers consider abandon-

ing the delivery system altogether as far as country residences are concerned.

Getting Over the Difficulties

Some firms, however, are striving to cope with the difficulties, and where a large business is being done with the various country clubs, there may be profit in the system of delivery to country residences also. Fraser, Viger & Co. find this so.

But even with the advantage of having large club orders to take care of certain points of extra attention are found necessary to avoid losses in deliveries to country residences.

Small and frequent orders are the bane of the out-of-town delivery business. Large comprehensive orders which can be handled at one delivery are the ideal orders to make the business profitable.

Persuading the Customer

In order to secure the results required in this direction, it is necessary to use a little tactful persuasion upon the customer, and Fraser, Viger & Co. do this very nicely by a simple suggestion plan. The plan has the merit of the personal touch about it which makes for pleasant relationship between firm and customer. This is how it is done.

A list is kept of the customers of the firm who go out to their country residences each season in June, July and August, or for a period embracing these months, and perhaps a week or so earlier or later also.

On the books of the firm there appear clearly the orders given by these customers in past periods of country residence. The amounts of the goods ordered during the whole term of residence in the country are easily discoverable by reference to all the orders received from any one customer. Now comes in the wisdom of the plan.

A personal letter—typewritten, not a circular affair—is sent out to each customer at around the date which the books reveal, and which the firm's experience shows to be the time for contemplation of the start for the country home in each particular case. This letter refers pleasantly to the approaching sojourn in the country, and tactfully brings up the idea of securing provisions and groceries during the period of absence from the city.

The Practical Idea

Then with a practical "punch" to it that must appeal to every business man, there comes along the pith of the whole plan. With the letter is enclosed a note showing exactly how much, and what



sort of goods formed the total grocery supplies during the previous summer season for this particular family. The goods ordered and the dates of ordering are shown so that at a glance the house-keeper or the man who pays the bills can see how often certain things—prunes, say, or olives—were ordered, and can realize instantly about how much will be needed for the coming season, and the advantage of ordering the whole consignment at one swoop. This plan is a very powerful way of persuading business the way of the firm anxious to encourage it, and possesses self-evident merits.

Prices Not Quoted

An important point is the fact that prices are not quoted in connection with the preliminary letter suggesting the country residence bulk order. Prices have jumped so seriously since this time

last year in many lines that it is held to be inadvisable to quote for the total quantities required, as then the startling advances in cost of some articles might cause timidity and reduction of the really necessary supplies, thus defeating entirely the purpose of the approach which is to secure the advantage of getting the country residence orders in as large a way as possible for each delivery. The aim is to avoid "snippets" or orders which don't pay to deliver, and which eventually mount up to more cost for the customer than if the holder plan of stocking up early in the season and replenishing as boldly half-way through the season were employed.

A Little in Advertising

Circular letters or handbill advertising are not recommended by experienced business authorities in the cultivation of

country residence business. The class of people who can afford to spend the summer season in the country are not likely to respond to the circular form of advertising. But a little advantage can be secured by adroit use of the newspaper columns. For instance, when the fishing season commences advertisements topically worded, and reminding anglers of the need for supplies are resultful, and the newspaper may be used in other ways in this connection, for it is believed to be a good medium of approach on the subject of summer residence business. In regard to deliveries, also, it may be added that where railway delivery for goods is possible this means is as far as possible used in preference to sending out wagons, and freight charges are paid by leading firms on orders of \$25 or over.

Push the Small Garden Scheme

A Special Feature for the Spring Campaign—Seed Selling a Profitable Idea — Where Patriotism and Profit Go Hand in Hand—Some Practical Suggestions

IT is not often that patriotism and profit go hand in hand. It is not often that the merchant has a ready-made handle to use in launching a bigger-than-ever spring campaign.

The retail grocer is in this enviable position at the present time.

Everyone knows of the campaign that has been launched by the various legislative bodies to induce people, city people particularly, to go in for what is generally termed "backyard gardening." It is felt to be a national need for the production of foodstuffs in Canada to be increased. For two reasons: To enable Canada to send larger supplies to the Mother Country; and to mitigate conditions and help bring down food prices in Canada. The objects of the move are well outlined in the introduction to a pamphlet of hints issued by S. C. Johnston, of the Ontario Department of Agriculture, in which he says:—

"At no time in many years has the necessity and importance of the home vegetable garden been so clearly demonstrated as this year. Our country is face to face with a situation which necessitates the increasing of our food supplies by every means at our command. Vegetables as well as other foodstuffs must be given careful consideration as they form an important part in the every day diet of most individuals. Every city and town dweller has the opportunity to help in this great work, in that there are hundreds of available plots now practically unproductive, which could grow vegetables. To be able to secure fresh, crisp vegetables should in itself be reason enough to make us help along this movement, but in addition the saving makes it of the greatest importance.

"Vegetables should form a more important position in the daily food of the



The men who formerly spent the spring evenings with pipe and evening paper are going to be out in the backyard, wielding the spade

average human being for they possess qualities which should ensure their use of much larger quantities than is the custom at the present time. In these times of stress when the energies of all people are being devoted to further the cause of justice and right, the securing of a supply of vegetables should commend itself to the average householder in our towns and cities. A more instructive pursuit than growing vegetables in the backyard cannot be found, for by commencing with a small plot devoted to their culture a wonder lesson unfolds itself before our eyes as we watch the vagaries of nature in her work, and a broader and more intelligent view of the simple phases of life appear before us."

A Big Response

It can be taken for granted that there

will be a general response. Already, in fact, there are proofs of this: Men who never before thought of turning a sod on their property are talking in terms of seeds and potato bugs. Mr. Cityman is literally preparing to peel off his coat and get busy as soon as the weather permits.

The reason for this is not hard to determine. Every Canadian man, be he ever so old, and fat, and weighed down with responsibility, has a guilty feeling that he is not at the front. No matter how good his reason is for not being in uniform—age, physical disability, responsibility, what you will—he yet feels keenly at the back of his mind the fact that the greatest crisis, the most terrible tragedy in the world's history, finds him a spectator. He cannot go to the front, but any chance to do something, to



It is felt to be a national need for production of food stuffs to be increased

stand sacrifice of some kind, finds him doubly eager.

Well, here is one opportunity. More foods is needed. The Government suggests that the city man turn in and raise vegetables in his back yard. It is a comparatively small thing, but it savors of patriotism. Consequently, the lawyer, the office man, the mechanic, are ready to take the suggestion up to the utmost of their power.

What it Means

It means this: In every city and town of the Dominion this spring the spaces formerly sacred to the tomato can and the broken hoop are going to be turned into productive plots. The men who formerly spent the spring evenings with pipe and evening paper are going to be out in the backyard wielding the spade. It means that there is going to be a most remarkable demand for everything that goes with gardening.

The Campaign

And now for a few suggestions as to the campaign.

In the first place, it should start at once. The householder is making up his mind right now as to the part he is going to play in this backyard production scheme. Now, then, is the time to get him interested in garden seeds.

It goes without saying that newspaper advertising is a necessary part of this campaign. It is probable that the local paper is carrying an advertisement from the Government urging the gardening plan. Go to the publisher and find when this ad. is to appear. Then contract with him for space in that issue on the same page as the Government ad.; if possible, get space immediately under it.

Result: John Stayathome reads the Government appeal and gets worked up into a regular white heat of enthusiasm on the question of gardening; decides to do his "bit" out in the backyard, to help crush the Kaiser by creating cabbages; lets his eye descend the column and sees the "Busy Store" offering all lines of garden seeds, the outcome is too obvious to mention.

Send Out Circulars

It would also be good business, for some merchants at least, to circularize the locality on this same question. A neat folder, giving full description of lines carried and prices—don't forget the prices—would be the means of creating a wide demand.

Here is a suggestion: The pamphlet referred to above is "A Vegetable Garden for Every Home," and is issued by the Ontario Department of Agriculture. It contains a great amount of informa-

tion designed to help the amateur gardener who, as is well known, require a great amount of help if he is going to raise anything worth while. The instructions given cover soil preparation, planting, thinning, cultivation, watering, transplanting, securing extra crops, and a wide range of information on each vegetable, its peculiarities and possibilities. The pamphlet, in other words, is a very valuable one for the plodding amateur.

It is probable that an enterprising merchant could induce the department to supply him with a certain number of these. Then he could send them out to a select list of prospects with a folder of his own attached, giving additional information on seeds and their handling.

Once again—Patriotism and Profit going hand in hand.

And the Windows Also

A very important point also in connection with the campaign will be the use of the store windows. The advantages to be derived from this source of publicity are so obvious that it is not necessary to feature the point. Every progressive grocer will, as a matter of course, arrange a number of seed displays.

It would be advisable to link the displays up with the Government campaign to some extent at least. This might be done by the use of cards, something after this order—"Do Your Bit," "Help Feed the Country," "You Can't Use a Rifle—Use a Spade."

Summer Delicacies for the Trenches

Send the Boys in France Something New—The Army Stew Will be Made All the More Palatable by the Addition of a Few Appetizers From Home.

IN the spring and summer time as at other times of the year, there is a great demand for things to send to the boys in France. All hearts are now turned in that direction, and almost everyone is eager to send some little remembrance overseas, or would be if their attention were called to the matter. Many people do not send things simply because they do not know what to send, or how to send it. Here is a field for the merchant, not only to promote a kindly action toward the Canadian boys at the front, but at the same time to aid a customer in a matter where many require aid, and incidentally to help his own business.

It is not always that there are satisfactory reasons for aggressive merchandizing, and when they do present themselves, it is a great pity for the merchant to let them slip by.

Why not take a little time to consider this matter, and select from the store stock some articles that would be an attractive addition to the monotonous fare of the boys who are fighting in the mud of France. Every store presents a wide range of goods suitable for this purpose, some lines especially so for the spring and summer time. Take canned fruit

for instance. That would be a pleasant change from army fare, canned vegetables, pickles, condensed milk, to enumerate only a very few of the items that might be thought of. There is plenty of wholesome food, of course, over there, but an army in action cannot naturally supply the men with the little delicacies, and these should indeed prove a welcome gift.

Why not suggest some of these things, to your customers whom you know have friends or relatives across seas. Make a counter display of goods that might be sent. Where possible, arrange to provide for the careful packing of these goods, even if you have to charge a few cents for this work, it would free the customer from a good deal of uncertainty as to how the goods could be safely packed and shipped. Many firms have been doing this. Some have provided special tin boxes for the use of those desiring to send goods, and wherever this has been done it has resulted in a very considerable increase in trade. People appreciate such little services as these, and as it has proved in other cases, the people whom you have thus served will probably prove the very best advertising medium that you could have.



View of the refrigerator counters in the Wm. Rowntree & Son store, Dundas Street, Toronto. These counters are on three sides of the store.

Protecting Food Products in Summer

The Splendid New Equipment of the Rowntree Store of West Toronto, for the Protection and Display of Food Products—A Modern Plant for Handling Meats and Produce.

THE establishment of Rowntree and Son is about the oldest establishment of its kind in the Western part of the city. William Rowntree opened his first store on Davenport Road in 1887. This store is still in operation though the store 1701-1705 Dundas St., now holds the premier place.

In the last few weeks improvements have been under way in this store, which will it is hoped bring it up to a very high measure of modern efficiency.

The store carries a meat provision and grocery line, but lays unusual stress on the provision end of the business. This first department is one that requires infinite care to keep it up to the highest pitch. The human element in such a business is of course a great factor, and great stress has always been laid on the careful handling of goods. But it is felt also that there are precautionary measures provided by modern science that can make assurance doubly sure, and so a thoroughly modern equipment has been installed. These new improvements are of a very sweeping character and have revolutionized the appearance of the store, and needless to say, for the better.

The tops and facings of all counters are of white vitrolite, a substance that could hardly be distinguished from white marble. This hard, white, easily cleaned substance is also used everywhere through the store. This is the first time that such a universal use has been made of his substance. In this store it not only

is used for counters, but in every case where formerly wood was used. The easily cleaned and sanitary nature of this substance makes its wide use not only a novelty, but a great advance in the art of store equipment and refrigeration. Everywhere the eye sees only white vitrolite and glass. White is the dominant note throughout the whole store, and lends to it an appearance of freshness and cleanliness that it would be hard to equal.

Down both sides of the store which is of considerable depth run refrigerated counters. The coils that provide the refrigeration are hidden, and there is nothing there to interfere with the most effective display of goods, these display cases that are also the serving counters are glass faced, and there is a novel feature in that these lower display cases are electrically lighted which doubles their display force.

These display cases are intended for the display of cooked meats and other goods of that nature. They are always under refrigeration, yet also always on display, and are right at the hand of the clerk.

Curbing the Inquisitive Customer, Pleasantly

Above these serving counters again are glass faced display bins. Everyone knows how the customer is inclined to handle goods to their decided detriment. Yet to keep them at a distance is to

lose a good deal of their selling force. These display bins are glass faced, and have a half top, that not only serves to keep the inquisitive customer out but also provided display space for non perishable goods. These bins are readily reached by the clerk behind the counter but by no one else. Moreover these too are refrigerated by coils running at the back of the bins.

The greatly increased demands on the refrigerating plant owing to these new improvements have been met by an enlargement of the refrigerating machinery, two six ton ice machines provide all that is necessary to ensure thorough refrigeration.

Of course at the back of the store running right across the store is the large refrigerator for handling large cuts of meat. But it is not here but in the store proper that the great improvements have been noted. For no one can deny that such modern equipment is not an improvement. Every effort has been used not only to give the store an exceedingly attractive appearance, but to put it in a position to handle the goods in which it particularly prides itself in the very best way.

With the new equipment completed as illustrated in the accompanying photo the Rowntree store takes its place among the most modernly equipped stores of the city. It is a store of which its owners may well be proud.

CANADIAN GROCER

MEMBER OF THE ASSOCIATED BUSINESS PAPERS.
ESTABLISHED 1886.

The Only Weekly Grocer 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.

OFFICES:

CANADA—Montreal—Rooms 701-702 Eastern Townships Bank Building; Telephone Main 1255. Toronto—143-153 University Ave.; Telephone Main 7324. Winnipeg—22 Royal Bank Building; Phone Garry 2313.

UNITED STATES—New York—R. R. Huestis, 115 Broadway, New York; Telephone 8971 Rector. Chicago—A. H. Byrne, 1104-5-6-7 Fort Dearborne Bldg., 105 West Monroe St., Phone Randolph 3234. Boston—C. L. Morton, Room 73, 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 12960. Cable Address, Atabek, London, England.

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PUBLISHED EVERY FRIDAY.

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulation. Copy of report will be sent to anyone interested.

Vol. XXXI. TORONTO, APRIL 27, 1917 No. 17

THERE is going to be some grand work done this year in selling seeds. There is hardly a householder to be met with nowadays who isn't planning to grow a little bit of something.

* * *

REPORTS from Cuba state that every mill on the island is running full force every day. It is generally conceded, however, that there will be a very material decrease in production from the output of last year.

* * *

FOOD prices have come to such a pass in the United States that there is a constantly growing demand for a Food Directorship, to conserve the available supply of food, and do something toward meeting the ever increasing food price situation.

* * *

A FIRE in the Dominion Cannery's can-making plant at Simcoe, Ont., is reported to have destroyed a very considerable quantity of tin plate. Might just about as well burn gold bricks at the present price of tin plate.

* * *

MUFFINS, crumpets and light pastry are no more to be had in England. Lord Devonport has trodden rather firmly on all the luxury lines. But curtailing these indispensable adjuncts to tea will cut deepest of all.

* * *

THE great question across the line at the present is whether Teddy is going to get a look in at this war. There doesn't seem to be any great eagerness to take up his offer, which is rather hard seeing that Teddy has been rooting for the Allies throughout, while plenty of others have only just made up their minds.

GENERAL VON BISSING is reported to have died in Belgium. Von Bissing has been responsible for most of the bloody history of that unfortunate country during this war. Belgium and the world at large cannot fail to be a happier place because of the taking off of the murderer of Edith Cavell.

* * *

J. OGDEN ARMOUR, who certainly should know something about meat, having potted so much of it, is getting most remarkably dispirited about the meat conditions that are facing the United States. One is constrained to wonder whether Ogden is giving us inside information, or merely paving the way for increased dividends for J. O. A.

* * *

ONLY victory can save the Kaiser, says the irrepresible Count Von Reventlow. Why waste good victories? At this writing, throughout the whole world there seems hardly a nation or party or person who would lift a finger to save the Kaiser. The judgment of the world has scrapped the Kaiser and his system.

THE FRUIT WINDOW CONTEST

WE are sure that our readers will agree with us that the successful windows in our Fruit Window contest leave little to be desired. We regret that the window display of T. W. Collins and of J. O. Wisdom & Co., were not suitable for reproduction, as both of these windows maintained the very high standard of the windows illustrated. We hope, however, that the windows that we have been able to reproduce, will prove an incentive to others to take advantage of this very attractive material for window decoration.

THE SPRING NUMBER

WITH the present issue there comes to your hands another of a long series of special numbers. It has been the aim of the staff of THE CANADIAN GROCER, to maintain throughout its pages as far as is possible the Spring and Summer spirit. The idea behind these Specials, is that they shall become to the Grocer a book of reference to which he may turn for information and inspiration in his activities during these months. It is our ambition that this issue will be found to measure up to this high hope, and that many Grocers will be impelled to keep this number by them, because of the aid they feel it may be to them.

As this is also our General Merchants' number there are some articles included that we hope will be of especial benefit to these merchants. There are we believe in these articles, ideas that may well be carefully considered, and that we hope will prove an incentive to other merchants to step out into these widening fields of opportunity.

WHAT ABOUT YOUR PRINTING?

PROBABLY somewhere about this time, you will be contemplating a new supply of bill-heads and letterheads. Of course we don't know anything about your particular case but we hazard the guess that you will probably ring up the local printer and tell him to send over another thousand, "same as last." That's all very well and satisfying provided that the last job was the best that the local printer could do. But was it? Did you take the trouble to find out if his work could have been better done, or did you just let the matter slide and take what was given you?

Perhaps you have noticed in some of the popular magazines some interesting advertisements on the value of stationery that represents the best side of the business. "Used by paper makers," you say, "who have an axe to grind." Quite true, but that does not affect the truth of the advertising. For a firm's stationery has a considerable effect on what people think of the firm. The local printer may not be able to equal the effort of a great city establishment. We are not suggesting that you should expect it. We are not suggesting that you should take your business elsewhere. All that we are urging is that the job should be the best that your local printing shop can do, and that you should make yourself positively sure that this is the case.

SPRING HOUSECLEANING FOR THE STORE

IN this issue, and in other issues of the past weeks, we have been urging the merchant to go after the trade that lies in housecleaning lines. Let us for a moment point the moral to ourselves. The man who urges the sale of cleaning lines from a bedraggled, and not too spotless store, is arguing at a disadvantage. More than that he is at an actual disadvantage in all the various activities of the store.

Dingy surroundings are disadvantageous advertising. The most successful stores are those who lay the greatest emphasis on cleanliness and attractive surroundings. Many merchants are spending large sums of money in installing equipment that is the last word in cleanliness and sanitary improvement. Hard headed business men are not doing this without the sure knowledge that it will be to their profit. The bright cleanly store, where goods are properly handled is the store that is not going to lack for customers.

Far be it from us to suggest extravagant investments in this sort of equipment. The merchant is himself the best judge, of whether or no he is in a position to undertake such improvements. But desirable as they may be these are not a necessity for an attractive appearing store. Cleanliness however is a necessity, and it is cheap. A little extra cleaning about the premises now is surely not wasted time, even a little painting and general fixing is not an extravagance. It behooves the merchant to put the best face he can on his business, and a

scrupulous cleanliness and tidiness is the best way to achieve this end. It is good business too, both for its influence on the customer, and more than that, for its influence on his clerks and himself. Take the Spring cleaning advertising to yourself. Brighten up.

CATERING TO THE CUSTOMER

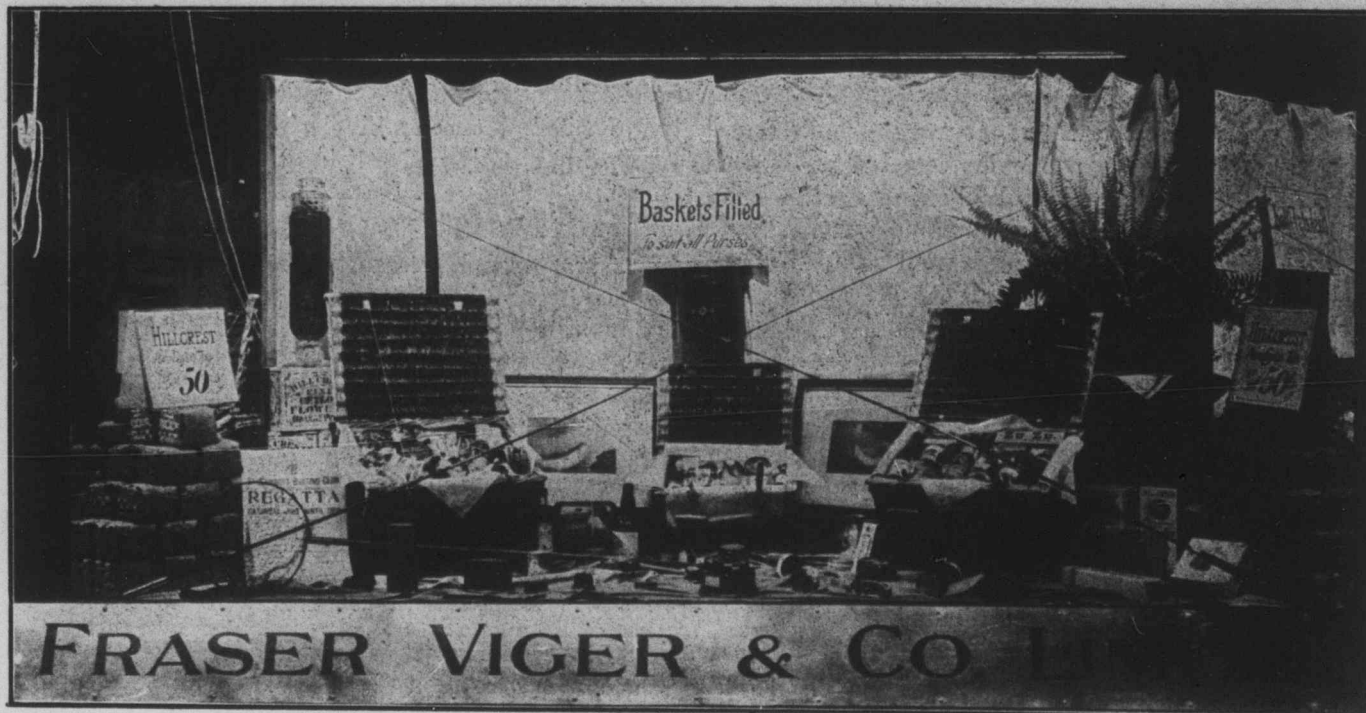
THE personal element in salesmanship is the greatest selling force. The salesman who in a few moments' conversation can establish friendly relations between himself and the Customer is a selling force whose value can hardly be over-estimated. This ability to make friends on short notice is a gift which some men are born with, others not having been born with it to the same degree, have cultivated it so successfully that they have become outstanding salesmen in their line.

There is a line of course to be drawn between friendliness and familiarity. There may be occasions when familiarity is permissible, there may be people who are most effectively met on this basis. There are others, however, upon whom this familiar note will jar, and a jar is a sign of something wrong somewhere. Therefore in this matter of catering to customers, a very considerable knowledge of human nature is required. To be able to detect the coming jar before it has materialized and to avert it, is another of the gifts of the first-class salesman.

There is one safe form of flattery that many merchants have capitalized. An interest in the hobbies of the customer. We mainly like people because they like the things we like. Community of interest is one of the greatest human ties known. Why should the grocer neglect the opportunities it suggests. It is comparatively easy to discover the little foibles of a customer, and it is comparatively simple matter to get enough information on the subject to be able to speak intelligently upon it. To speak unintelligently is worse, far worse, than not to speak at all. Even a slight reference, with its subtle suggestion of a common interest is an effective groundwork of friendship.

Many merchants too, have found it of value to keep a list of anniversaries, especially of children, and send some little remembrance on the important day. This is a little attention that has made many a good friend for a store. Because it shows a desire to make the business dealings pleasant.

In the good old days before competition had brought courtesy into business, when a firm wished to engage in foreign trade they just sent out anyone available. The purchasers were put to all the trouble of making their wishes known, and of bearing with the arrogance of the visitors. Nowadays a firm going after such business makes it a point to send a man conversant with the language and customs of the country. It means for one thing a better service, it means also a more courteous consideration of the customers' viewpoint. This is the essence of good business.



The Picnic Basket Display Window of Fraser Viger & Co., Montreal.

The Picnic Basket Idea

How the Picnic Basket May Become a Selling Force for many Lines of the Grocer's Stock—Make New Customers for Certain Lines, by Timely Urging—How One Firm Has Used a Picnic Basket Display to the Benefit of the Store's Trade.

THE summer time is the season when even the stay-at-home folks who do not go away on long vacations are on the move. Little week-end parties, days at the lake shore or in the woods are the order of the day. These picnic folk are steady customers of the store for probably twelve months of the year. There is not a long period in the summer time when this trade practically ceases to exist as far as the merchant is concerned, as is the case with the regular summer vacationist. For this reason, perhaps, the grocer has been content to take this trade for granted without endeavoring to stimulate it in every way possible. Yet this is the picnic class, a class that opens up a new avenue of trade for the wideawake grocer.

Encouraging the Little Extravagances

People whose tastes are simple almost to austerity in their actual home fare, are given to quite a considerable degree of extravagance on these excursions, and therein is a field of profitable activity that many a grocer overlooks. You might not, for instance, be able to sell Mrs. Smith a bottle of fancy olives for home consumption, but she would jump at the suggestion to take one in the picnic basket. In this way many a line that the grocer calls specialties, and that he expects to sell to only a limited number of his trade may be materially enlarged in their score. In this list of goods might be included such articles as canned salmon, the indispensable ingredient

of the summer sandwich, sardines, canned lobster, tuna, herring, to say nothing of salad dressings, olive oil, and things of that nature.

Of course, there is always a sale for these lines in the regular course of trade, but why should not the grocer do his best to see that these goods move still more rapidly, and there are no lines of goods that with a little encouragement on the part of the merchant will find a more ready entrance into the average picnic basket.

Suggestions Greatly Needed

In the average case, however, they will need to be suggested. The average picnicker shows a wonderful paucity of ideas when thinking up his picnic menu. There will be the same old things that they have always used, but in the majority of cases a suggestion from the grocer of some new line, some tasty novelty, will be hailed with enthusiasm.

Most women when they drop into a store to make purchases for such an event will mention the fact in a more or less spirited fashion, for arranging the same old picnic fare offers no great vista of pleasure to the housewife. This information, however, should be sufficient to put the grocer on his mettle, and should afford a loophole for suggesting novelties in the food line that the purchaser very probably never knew that the store carried. Novelties that she very certainly would never in the world have thought of purchasing on her own initiative.

There is another method, too, that may be very effectively used. It is a method suggested by the illustration that heads this article, the actual visualizing of the picnic basket. The Fraser Viger Company, of Montreal, have made this a very effective means of fostering just such a trade. The attractive basket filled with a variety of tempting viands has proved a very effective method of advertising these lines, and the practice has been so successful that the idea is used every year.

This idea, or some variation of this idea, could be very effectively used by other merchants. Even without the picnic basket windows could be dressed with these goods, with timely cards, calling attention to the suitability of these lines to any person who had such a jaunt in mind.

Keep the Special Lines Moving

The people who are the largest consumers of these special lines, are as a rule, the people who go away during the summer months, and whose trade is therefore lost to the store for the time being. Many merchants have come to look upon the summer months as a time when such goods may be safely sidetracked. That is a decided strategical blunder. There is a wide field for the sale of these goods, right in the summer months, if the grocer will only give them his attention. Point out their suitability for picnic fare. Point out their desirability as labor saving and appetite stimulating food for the torrid months of summer.

A PAGE OF ADVERTISING SUGGESTIONS

The accompanying advertisements have been taken from a large assortment of such advertisements. Not because they are preeminently good as advertising, though they are unquestionably, attractive and forceful appeals that should prove of interest to the reader, and consequently of benefit to the merchant.

These illustrations are used more to show what effective use may be made of comparatively small space. Many dealers do not go in for advertising, because they claim that it is too costly a practice for them. But space rates for small spaces such as these, do not prove a very serious outlay. Others claim that it is useless to advertise unless it is done in a spread fashion. Many merchants on the other hand are finding that these small displays appearing regularly are awaited with a good deal of interest, and certainly contribute very materially to the store's trade.

These advertisements might be considered by many merchants, who in the past have not thought advertising worth while. These stores are regular advertisers. It is presumed therefore that they find advertising, and this particular form, and this particular amount of advertising of value to them.

What applies to one store in this regard applies practically to all. A judicious advertising campaign cannot help but to be of service to the store.

You Can Get Fish Here in the Warmer Weather

in just as perfect condition as you have been getting during the past months. Our storage refrigerator, in which the fish is packed, right in cracked ice, and our display Refrigerator, full of ice, on which the fish are put, keeps them perfectly fresh. The fact of getting them fresh, and keeping them in such perfect condition, is what gives our fish such splendid flavor. About every second day we have some kinds of fish come, so you always have a choice.

Prices are very reasonable—about half the price of meat—15c, 18c, 25c a pound.

OUR VEGETABLE DEPARTMENT

—has expanded until now we have the appearance of real spring. Every day we get Fresh Lettuce and Radishes, and other nice things. Every day of the week we have these nice green things, and you can buy your supply from day to day, strictly fresh.

COOKED MEATS

—are a great convenience. You get just what you want, there is no waste, and it is ready to use. It is often real economy to buy this Cooked Meat as you do not need to buy more than you want.

OUR DELIVERY SERVICE

—is sure. Four times each day our wagon goes down your street. It leaves here at 9:15 and 11 in the morning, and 2:15 and 5:00 in the afternoon.

We appreciate your orders.

H. MALCOLMSON

BUY SUNKIST ORANGES NOW!

We have them at 50c per doz. up

SPECIAL 1 doz. Sunkist Oranges and 1 pkg. Royal Crown soap for	50c	SPECIAL 1 doz. Sunkist Oranges and 3 Large Jumbo Grape Fruits for	50c
SPECIAL 1 doz. Sunkist Oranges and 3 lbs. Fancy No. 1 Apples for	50c	SPECIAL 1 doz. largest Sunkist Oranges and 1 tin Clam Nectar for	50c
SPECIAL 1 doz. Sunkist Oranges and 1 doz. Lemons for	50c	SPECIAL 1 doz. Sunkist Oranges and 1-2 doz. Bananas for	50c

Let me figure on your spring order for the ranch or homestead. I have the goods you want in stock right here. More than 10,000 Dollars worth. Sure as day follows night I will fill your order for less money if you will give me the chance.

S. E. GUST

626 Third St. The Champion Grocer Phone 2502

Mophee's—Home of Quality Groceries

SEEDS

Our Spring Stock of Seeds has arrived and we would like you to come and look them over as this year is going to be a year of planting. Everybody ought to put in a garden and help cut down the high cost of living.

All good reliable seed companies represented at our store:

NEIL MCPHEE, Grocer

Highest Market Prices for Butter and Eggs. Phone 15B

Special Oranges

FRIDAY AND SATURDAY

Oranges are an excellent food. They will keep you healthy. We offer good, ripe juicy oranges as a special. Be sure and order some of these. Regular 40c value, for 33c. On sale

Friday and Saturday only **33c** PER DOZ.

ORDER EARLY.

CREAMED CHICKEN A La King

PURITY CROSS CREAMED CHICKEN, A LA KING, is an appetizing and delicious delicacy. Made with skill and care in a model kitchen, and from only the finest ingredients. Ready to serve on toast or patty shells. Try it.

ROWAT'S COFFEE

The supreme value in coffee. If we could buy better coffee we would have it for our special. Buy it when you want the best. 50c per pound.

SOLDIERS' COMFORTS

Are you puzzled as to what to send the boys at the front? See our window display. We suggest: Ayrton's Tea Tablets, Horlick's Malted Milk, Reindeer Coffee, Reindeer Cocoa, G. Washington Coffee, Chocolatta, Peter's Milk Chocolate, Chocolate in cakes, Powdered Milk, Riley's Toffee, Bovril, Oxo Cubes, Canned Chicken, Chewing Gum, (Overseas Package)

PHONE ORDERS Receive the same care and attention as though personally given. Order early.

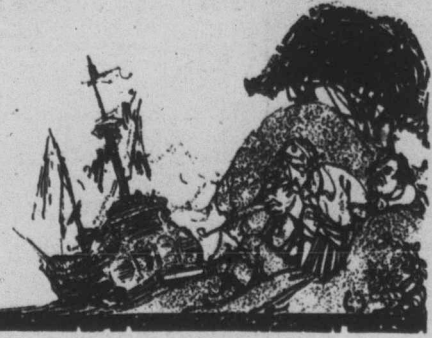
T. A. ROWAT & CO.

250 Dundas St. Phone 3051-3052.

Above are illustrated some advertisements that have been used effectively in the daily press. They are forceful without being extravagant in display. They are worth some consideration.

Rice as a Summer Food

Romantic History of Industry's Growth on this Con- tinent



WITH the bulk of the world actually sustaining themselves on rice, Canadians are still considering it merely as a pudding. That snow white pudding, flecked with a few raisins has come to be the accepted idea of rice on this continent. But as there is a generally accepted feeling that man cannot live entirely on puddings, on this continent, the demand for rice has been comparatively light.

It was well enough to turn up an aristocratic nose at this humble dish in the days of plenty before the war. But food grows continually scarcer. America, according to Ogden Armour, the great meat packer, is facing a calamity in the ever growing scarcity of her meat supply. Everyone knows now that the humble shoat is practically the equal in value of the pedigreed Perkinese pup. Potatoes, the staple dish of the nation, are becoming a curiosity, but rice remains one of the greatest of foods, one of the easiest in preparation, and the one food that has not increased in value to any appreciable extent in the late soaring years.

Rice as a Summer Food

Now, rice, as a general food, possesses a great many advantages for summer use. What housekeeper wants to be cooped up indoors any more than necessary arranging dishes for the dinner. There is an argument that should be of telling force. Only a little boiling required and there you have it, the finest and cheapest vegetable imaginable. Eat it with gravy, eat it with pickles, eat it as a kind of entree as they do in the South. Why a Southerner would as soon think of sitting down to dinner without his grits as an Italian would without his garlic, or an Englishman without his tea. In a few Southern States rice has come into its own, but elsewhere on the continent it is almost an unknown quantity. What is the reason? Why it has proved itself just the dish suitable to warm weather conditions.

Some Astounding Figures

What do you know about rice? What is the history of these little polished oblong grains? First of all in considering this interesting subject, let us drift into a perfect sea of figures, and try to get some idea.

The United States, while large producers of rice, are far away in the background as actual users. The annual consumption across the line being about 600,000,000 lbs., or about six pounds per head. Canadians do not rank high as rice eaters, but they almost double this per capita consumption. The fifty millions of British people before the war consumed 750,000,000 lbs. of rice per year. Germany, with only a slightly larger population, consumed before the war 1,052,917,000 lbs., and yet we have been brought up to think that the China-

enormous extent of 3,000,000,000 bushels every year.

The Romantic Story of Rice

But turning from this mathematical method of endearing this interesting product to you, let us take a glimpse of its romantic side. To begin with, while we use annually large quantities of rice imported from abroad, we also buy much of it from our neighbor to the south, for in the States of Louisiana, Texas, Arkansas, and California, there is produced every year something like 38,-



Rice is the only important food that hasn't risen enormously since the beginning of the war.

man and the Jap were the original rice users. Well, they are great rice eaters; in fact, with the bulk of the people rice is the staple and almost sole food. Twenty-four centuries go, a distinctly rice eating country gave to the world Confucius, a thinker whose doctrines remain to the present day. Twenty-four centuries after Confucius, Kuroki's almond eyed, rice eating legions humbled a world power in the dust in the bloody rice fields about Liao-Yang.

There is no discounting rice, a food product that ranks with wheat and corn in crop kinship that is produced to the

400,000 bushels. Strange to say, it was not in any of these four states that rice was first propagated. It was in the year 1694, far enough away, you will note, to be quite interesting and romantic. A Portugese bark, manned by swarthy, ear-ringed Portugese mariners, driven from its course, was compelled to seek shelter in the port of Charleston, Carolina colony. The simple folk gazed with wonder at these voyagers from afar, and told one another of the dangers of the strange lands of Madagascar and the Orient, from which the strangers hailed. They looked and marvelled while Gov-

ernor Langrave Smith entertained their captain with the best the modest colony afforded. When the Portugese sailed away they left with the governor a bag of seed rice. The parent seeds of the thirty-eight million yearly bushels of today.

Carefully this rice was planted along a grassy lane near the Old Battery, to grow into the premier product of that colony for the next two hundred years. Till, in fact, the tragedy of the civil war had laid its hand upon the South.

The Heyday of the California Rice Industry

The splendid days of the Carolina rice culture were all before the war. It was an occupation that suited well the then existent system—the lazy, indolent life of the great plantation, manned by its multitude of slaves.

The tidal system, as it is known, was used in its cultivation. The system was the outcome of these conditions of labor and could not meet the competition of the intensive cultivation that grew up around the northern migrators to the Gulf States. After the war, Carolins was wrecked, ruined, and it was many years before this great industry began to revive, only to find that it was too late, that conditions were changed, that modern machinery was required to meet the competition of the states further south. The old conditions would have had to be entirely changed, and there was no money for this work. So the South Carolina crop continued to be harvested by hand. Heavy storms of a few years ago completed the work that competition had begun. The old levees were swept away, and the most of the land has reverted to its original swamp. But if the romance stops here in a scene of desolation, it begins again in another scene.

The Acadians and the Providence Rice

Still many years back, in the year 1755, the Acadians were driven from their peaceful Nova Scotian valley, to find a refuge in the old French colony of Louisiana. There they settled on the prairie districts of that immense state and longed for their northern home.

They were not energetic folk, and they were not fitted for the role of pioneers. The level land, usually half flooded with rain, looked like a desolation to them. They despaired of the future. But with a childlike faith they trusted in Providence, and Providence did not fail them, Providence gave them rice.

Rice cannot grow without water, and some happy chance led the "Cajans" as the exiles and their descendants are known even to the present day, to sow rice in the standing pools of water. When the crop matured they thanked Providence, and to this day the name has clung to this sort of cultivation. It is an accepted idea that in a wet year

"providence rice" makes a crop; if the rain fails there is no rice.

In this way Fate set these people, who were in no wise cast for pioneers, into the role of the pioneer rice growers of the Gulf States.

It must be admitted, however, that theirs was only the germ of an idea. Year after year they planted their rice, prospered if the rain fell, knew pentury if it failed, but never got far beyond the first simple idea. A century passed and the South was swept with the flame of war. Ben Butler made a desolation of Louisiana, and Sherman marched to the sea across a land that he left a wilderness. The South was ruined, slavery was ended, the great sugar plantations along the Mississippi fell into ruin, because the negro appeared necessary for their success, and the negroes' liberty had developed into license, and he was of no further use. Therefore, the Southerner turned to rice planting as a means of gaining a possible livelihood. Through troughs cut into the levees the lands were flooded, until the disastrous floods caused the United States Government to handle the levee problem and forbid this practice. After this the water was lifted over the dykes by siphons.

The Rice Industry Follows the Railway

It was early in 1880 that the railway was extended into Louisiana and Texas. In its wake came the forces of progress to settle there. The "Providence rice" of the Acadians sealed the fate of the country. These pioneers of progress saw the "Providence rice" growing, but were not so ready to trust in Providence. Man's ingenuity was brought to bear; veritable rivers were lifted out of their course, a new Venice was built on the banks of the Mississippi, modern machinery was evolved, so that the lean years of the "Providence rice" were a thing of the past.

How Rice is Grown

Under the new system the rice is seeded in dry ground by machinery and given its first sprouting with only the moisture of the natural rainfall. When the shots have reached a few inches in height the water is let in an inch in

depth at a time so as never to submerge the growing crop. In this way the crop grows to maturity, after which the fields are drained and when sufficiently dry, the harvesting machines, reapers and threshers go into the fields just as they do in the wheat country. The grain comes from the threshers as Paddy rice, still in the brown outer husks; a further milling process removes this husk, leaving a product known as brown rice, a cheap and wholesome product. The polished white rice of the general market is a still further refining of this brown rice.

On this continent there is a painful lack of interest in this most wholesome and economical food, almost the only food that has not materially increased owing to the war. This is due mainly to the fact that it is the chief crop of the Orient, where labor is the cheapest. Cheap as it is, it might well be cheaper. The planter gets around three cents a pound for it, while the consumer pays eight to ten.

Eat More Rice and Lower the Price

It seems a paradox to suggest that it would be still cheaper if people on this continent would eat more of it. Yet this is an opinion generally held by the trade. The sale of rice is now so uncertain and so much capital is tied up in the industry from the planter to the consumer, with no certainty of an actual demand, that prices are bolstered up to provide against a probable loss. If this element were removed, it would be both possible and profitable to handle the product at a much narrower margin.

In these war time days, it behooves the grocer as well as others, to foster provident habits. This may well be done by urging the people to eat more rice. By teaching them that it is not necessarily the sticky mass they have become accustomed to, that it should if properly prepared be flaky and dry. To achieve this end two points must be remembered: That rice should never be stirred while cooking, and that it should be drained at least once while cooking to remove the excess starch. If the grocer will pay a little attention to explaining the facts pertaining to rice he may very readily double his sales in this valuable commodity.

THE RIGHT APPROACH

The manner of approach to a customer is important. Cultivate the right approach. "What do you want?" "What's on your mind?" "How can I do you?" are some of the methods of approach the writer has heard from clerks and bosses, too. Wrong! Cultivate charm of manner. How much better it would be to say, "How can I serve you?" Your personality is an asset to you and to the store. Make it a plus, not a minus quantity.





Effective display methods used in the B. G. Crabtree Store, Ottawa. Note the display provision counter and fruit bins.

The Epitome of Store Equipment

A New Store That Displays Many of the Newest Ideas in Store Equipment—A Bright and Attractive Interior Provided With Many Labor-saving Devices and Attractive Display Fixtures—A Store That Advertises Itself

Springtime is the clean-up time for the grocery store as it is for the homes. It is the time for little improvements. Little novelty ideas in the way of equipment service that will lend an added attractiveness to the store during the hot Summer months.

It isn't possible for everyone to move into a new store. It isn't possible for everyone to add new equipment, but it is possible for practically every store to, in some measure at least, to signalize the Spring season by brightening up the store.

In the article presented herewith and the photos accompanying, there may be some things that will suggest improvements in equipment for other grocers. It is with this end in view that this article appears in our Spring Number.

EVERYONE has his ambitions and dreams, and even a shrewd business man may be presumed to give way to this weakness, if weakness it is. In any event, this is the story of a practical business man who had a dream that came true. Being a practical man, the dream of A. B. Crabtree, of Ottawa, ran along practical lines. It was to have the best grocery store in Ottawa. For many years Mr. Crabtree had this ambition in mind when it seemed far enough away in all conscience to be the veriest figment of a dream. But even dreams, if they are held to long enough, and pursued with untiring assiduity, have a way at times of coming true in a way that surprises even the dreamer.

So while friend Crabtree was earning his weekly salary serving other men's customer's, he was holding firmly to the idea of some time having his own fine store and serving his own customers, in the attractive surroundings that his mind had pictured.

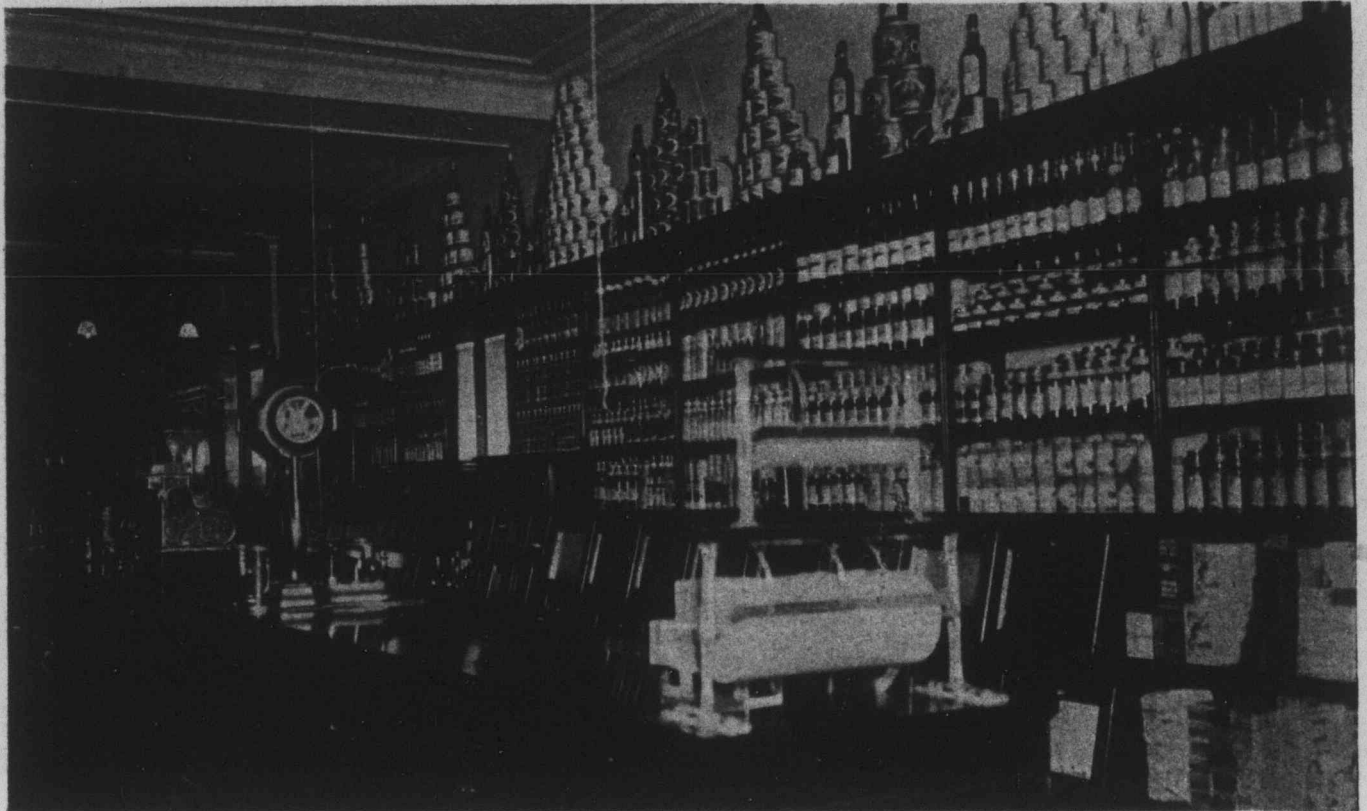
A Dream Come True

In February last Mr. Crabtree moved into his new store on Elgin Street, Ottawa—the store of his ambitions and dreams. If it is not the finest store in

Ottawa, it at least comes high enough up in the ranks, in a city whose stores generally need take off their hats to no city, large or small, to satisfy even the most exacting dreamer.

Now let us take a look at the inside machinery of this dream for a moment, for even dreams need something to get themselves started. In this instance, the thing that brought this ambition to a head was a matured insurance policy for \$1,000. That windfall, if you can describe a long-paid-for thing like life insurance with such a glowing word, took place while Mr. Crabtree was still a clerk behind the counter of the R. E. Powell store, Ottawa. That was about seven years ago. And it was that which finally crystallized his ambition into a tangible idea. He figured it that with this insurance money and what savings he had, plus the knowledge of the business he had gained while behind the counter there was a fair sporting chance for him to start in business for himself. It might be noted, too, perhaps that a good wife was partially responsible. She provided fully 50 per cent. of the faith in the new venture. And that is no mean asset to have in any business.

With this backing, in conjunction with



The left-hand side of the new B. G. Crabtree store, showing attractive fixtures and display.

Taking Customers' Side as a Principle

Making Friends as the Best of Advertising—The Head of the Store as the Adjuster—
A Plan That Has Proved Satisfactory—Featuring "The Customer is
Always Right" Idea—The Store That Grew From a Dream.

two partners, Mr. Baxter and Mr. Trowbridge, the new business was started under the firm name of Crabtree & Trowbridge. They occupied a store only a short distance from the present stand. There was not a great deal of money invested in the firm, but as Mr. Crabtree stated, he had started out for himself and simply had to make good. The thousand odd dollars unquestionably helped and the faith and training did the rest.

In February of this year the old partnership ceased to exist and Mr. Crabtree ventured still farther into the business world, this time by himself.

The New Store Opened

The opening of the new store was something in the nature of a gala event. For three nights the store was open to receive its friends; moreover, the friends came to the neighborhood of about six hundred each evening. Even the Mayor and city councillors were present; a dainty lunch was served, and little gifts, samples of the goods sold in the store, were presented to each visitor.

Certainly the store is one that anyone might well feel proud of. On the right as one enters the store, which is roomy and bright, lighted with two large dis-

play windows, is a long array of patented display counters, backed by modern shelving, where staple lines of goods are attractively arranged. On the one side of the store are glass display counters and modern pivot bins. Behind this again is a roomy glass-faced office. Down the centre of the store is a double row of bins for the display of fruit and vegetables, that thus do away with the all too usual scrambled display cluttering up the floor space.

Well Arranged Provision Department

At the rear of the store is the provision department, with a glass-faced counter, where this class of goods can be attractively displayed without becoming contaminated. Just at the rear of this is a large refrigerator, conveniently arranged so that there shall be the minimum waste of time in serving customers. On either side of this refrigerator the store stretches back into a sort of alcove. This space is entirely away from the serving counters of the store, and here orders may be put up and got ready for delivery without in any way encroaching on the actual store space. In this way the store has always a roomy, orderly, attractive appearance. Indeed, it would

It is not difficult to note the Spring features in these new store features that many merchants might do well to emulate.

Note, for instance, the effective combination of the provision department and refrigerator. Note particularly the glass display front of the refrigerator that makes such an effective display force. Note also the display counter for the care of provisions, one of the great Summer selling lines.

More than all it will pay the average grocer to observe the fruit display bins. One of the most effective means of displaying these goods. These and other things are well worth the serious consideration of the merchant, who is planning some little innovation through the Spring and Summer months.

be hard to conceive a more attractive store, large, airy, bright, the handsome oak fixtures lending a note of distinction to the attractively arranged goods.

It is not particularly easy to describe a store such as this, because in general design it follows the plan of many other stores. But there is a breadth, a brightness, an orderliness, that is far too often lacking in many grocery stores. This idea will, however, be more readily conveyed by the pictures accompanying this article, so the words may well be spared.

In the years that have passed since he first ventured out into business for himself, Mr. Crabtree modestly states that things have not gone too badly with him. He has built up a flourishing business, and a business that he expects will be materially increased under the increased effectiveness and added attractiveness of the new surroundings.

Using the Telephone as a Business Ally

This business has not come to him unearned either. It has been built up on hard work, a careful system, and a courteous service. The telephone has been a most effective agent in adding to this business, and it has been used to the full. Every effort is used to make the ordering at this store as simple and pleasant a matter as may well be. That there may be no long delays, none of the annoying "line busy" responses that are so annoying to the housekeeper, who always feels that she is in a desperate hurry, whether she is or no, there are four phones installed in the new store, a number that ought to be sufficient to take care of a very considerable amount of business.

But the new store does not have to depend on the telephone. It is situated in the very heart of a fine residential section of the city, with a number of large apartment houses within easy walking distance. As a result, the store has enjoyed the trade of an unusually large number of customers, who actually visit the store. Of course, it is natural enough that the first little while that a store is open there should be a certain added number of customers, but the aim is to make the store so attractive that people will enjoy visiting it, and will thus be brought more directly under the influence of the goods there displayed.

The Business of Keeping Friends With Customers

It is one of Mr. Crabtree's ideas to have his store make many friends and no enemies. With that idea in view he has adopted the policy that the customer is always right. He believes that in this end a policy such as this will result in benefit to the store. He realizes that there are people who will take advantage of such a feeling, but he contends that the number is limited enough to be almost negligible. He believes that the people who complain of a store's service really believe that they have a grievance, though this grievance may really only exist in their own imagination. But whether the dissatisfaction is justified or not it needs the same diplomatic handling. Now a clerk has not as much at stake in losing a customer, and so he



Exterior of the B. G. Crabtree store, Elgin Street, Ottawa

may not be as ready to stand what he considers unjust charges as the owner of the store. For that reason Mr. Crabtree has assigned himself to the arduous duties of an adjuster: the head of the trouble department. When there is any complaint registered with any member of the store's staff Mr. Crabtree is called upon. He does not attempt to argue with the customer, no matter what the complaint may be. All his energies are devoted to re-establishing friendly relations. And as this is most readily done by assuming the blame, whether blame is due or not, this system is adopted. The customer is always right, and the customer will probably leave the store with a kindly feeling, because the matter has been rectified without any fuss.

The store in some instances, of course, is to blame. It is not possible always to guard against the vagaries of clerks and delivery boys, but when carefully overseen these difficulties are reduced to a minimum, and by far the largest number of complaints, though even here the number is not large, is due to mistakes of the customer.

The customer may not be generally of a complaining disposition, and the one instance may not amount to much, and a customer is sent away pleased rather than with a feeling of annoyance against the store. Then, too, Mr. Crabtree has on several occasions had customers come in at a later date and admit that they were in fault.

Friends a Store's Best Advertising

This sort of treatment Mr. Crabtree believes has been the means of making many solid friends for the store. And in these days of keen competition it is friends that actually count. Friends are a very effective form of advertising for a grocery store.

They are one of the means at any rate that cannot be overlooked. Appearances are another. The appearance of success has in many instances been a very effective way of encouraging that success.

An attractive store and a carefully kept delivery, bright, clean rigs, have also proved a successful method. Mr. Crabtree has always believed in the effectiveness of his window display, and with the increased opportunity provided in the new store he expects to make it a still more effective advertiser.

It will not be Mr. Crabtree's fault if the new venture does not measure up to the full stature of the dream.

A NEW FRUIT ORIGINATED

A new citrus fruit, known as the Tangelo, has been originated in Florida and is gradually being introduced on the market. The fruit is a cross pollination of the grapefruit and the tangerine, and originated at Homestead, Florida.

The new fruit is somewhat difficult to raise, as the thinness and softness of the skin makes it an easy prey to diseases that attack these fruits, as well as being very sensitive to rough handling, which quickly results in the fruit going dry. The fruit is ready to market in February, and according to its originator it surpasses any fruit yet conceived as a breakfast delicacy. It is a very handsome fruit, heavy and juicy, and despite its thin skin carries well. Doubtless with further cultivation the disadvantageous features of this newest among fruits will disappear.

NEW BREAD BY-LAW

A new bread by-law has been introduced in Montreal providing stringent regulations for the periodical inspection of local bakeries. A penalty of \$40 fine or two months' imprisonment, is provided for bakers resisting the bread inspectors in the performance of their duties, which will consist of an inspection of all equipment connected with the manufacture of bread not less than once in each month.

Summer and the Cigar Trade

Going After Father's Dime—Featuring the Buy-by-the-Box Campaign for the Vacationist—The Telephone and Selling Cigars, Both Sides of the Question—Proper Handling of Cigars the Best Selling Argument.

THERE are a lot of people who are prophesying that the curtailment of the liquor business in the country is going to add considerably to the number of persons who are going to solace themselves with the friendly weed.

Whether that be true or not, and it seems a reasonable supposition, there is always a very considerable trade in these goods during the summer months. The father of the family going away for his summer vacation, provided he is properly encouraged, is going to make sure that his favorite cigar is with him as an added zest for his idle moments, by laying in a respectable stock in advance. Tucked away there among the outing shirts and soft collars, the symbols of outdoor freedom, there is pretty sure to be a box of the old favorite brand.

This being the case, why should the grocer who handles cigars and tobacco let father travel down town to lay in his supply, to father's inconvenience and their own monetary loss, when a little encouragement would bring that profitable business to the store?

Why Not Go After Summer Trade in Cigars?

The merchant goes after other lines of summer trade, and there is no good and sufficient reason why he should not go after this line also. Of course, there are many merchants who hold that this line is not one suited to the grocery store. There are decidedly two opinions on this matter and there is no reason to quarrel with the merchant who adopts this attitude. There are, however, a great number of merchants who have branched out into this line of trade, and their number is increasing daily. Yet in many cases they are contented to let the business look after itself, and as every wide-awake merchant knows, business isn't accustomed to do that. If it is worth going into it is worth going into hard.

Display an Argument for Sale

In this line of goods as in every other it is difficult to sell goods that the customer does not know you have. The best selling argument is display. No matter what the line may be, and this applies as well to tobacco and cigars as to any other line.

In one of the illustrations appearing in connection with the story of the Barnesdale store in Stratford, will be noticed a silent salesman given over to the display of cigars, pipes, and tobaccos. This display case occupies a prominent position right near the front of the store. It is near to the standard remedy department that is an outstanding feature of this store, and there is a

reason for that location. More men drop into a grocery store to purchase medicines than would naturally patronize a grocery department. Therefore the salesman is placed where it cannot fail to attract the attention of every man entering the store.

There has been no particular campaign to favor this line, but the mere fact that it is prominently displayed has proved a forceful selling argument, and has built up a nice little item of trade that is not to be despised. More and more the stores that are featuring this line are coming to see the value of this display factor and are in this way going after the trade.

Some Montreal Stores Featuring This Trade

In the Park Provision Store, St. Viateur street, Montreal, there is a very well stocked cigar department. It occupies the whole of a large display case, and is equipped to not only display the goods but to preserve them in the very best condition. Mr. Boutellier, the manager of the store, has made quite a feature of this line, and carries a stock that would be likely to catch the fancy of the most fastidious smoker. If you are addicted to cheap cigars, why they are to be had, but there is also a very complete line of the very good grades. The store is located at a busy corner of a populous section, and though there are tobacconist shops not far distant, the store has been able to meet that competition, and has been able to build up a very satisfactory business in this line by the simple methods of carrying the brands that are in demand and by always having them in good condition.

Telephone Trade in Cigars

J. A. Debien, on Park avenue, Montreal, also has gone quite extensively into these goods and has found them a paying venture. Moreover, here, too, a very fine grade of goods is carried, and a very considerable box trade is done with patrons who never enter the store. It is an easy thing for a man who finds that his stock has become depleted, and who is expecting a friend in for supper, to ring up the store and ask for a

box of his favorite brand to be sent over. To do this kind of trade it is essentially that the store should become known as one that handles the right kind of goods and also as one that knows how to handle these goods.

Why Grocery Stores Have Failed to Make Cigar Handling Profitable

That is where so many grocery stores have failed in building up this trade and that is why many grocers have not found this line the success they had anticipated. They have not given it the attention that it demanded, and unless the merchant is prepared to give it some little attention he is better without he business. There is quite a little outlay entailed in handling a fair sized assortment of good class cigars and tobacco, and there is no justification for this outlay unless the merchant is prepared to handle these goods as they should be handled.

The past few years has seen the growth of a great business specializing in these lines. This business has grown up largely because other agencies for disposing of these goods have not thought it worth their while to give them the attention they require. One man when spoken to on this subject claimed that the increasing use of the telephone had done away with the possibility of doing a large sale in this line. There is a certain semblance of reason to this contention, but it is based on a fallacy. Owing to the widening use of the telephone there are fewer people actually coming to the store, but that has not curtailed the store's trade, but materially increased it. The telephone business has not curtailed the purchase of cigars and tobacco in grocery stores, but it has added an element of change into this business. It means that the fact that the store is carrying these lines needs to be made manifest in every way possible. They won't sell themselves any more than any other line will. It is because merchants have expected to do so that these fallacies about the effect of the telephone on the trade have arisen. Anything can be sold in a grocery store if the grocer wants to take the trouble to sell it. This is made very manifest by the fact that almost everything is sold in one place or another in some grocery or general store.

Results of Some Investigations

The CANADIAN GROCER has made some investigation into this factor in the grocer's business. It might be found of interest to note some of the firms handling these lines, with some reference to their opinion on the matter.

Dionne and Dionne, St. Catherine street, Montreal, carry cigars. They do



not stock many lines, but carry a reasonably good stock of the better grade of cigars. They have not featured this trade, but have kept them to meet the demands of their customers. They have found that cigars in boxes ranging in price up to \$3.50 per box, have a fairly good sale. This firm, while not, as we have said, specializing on the line, counts on selling five or six boxes of cigars a month, selling in a small way.

R. Walsh, of Dorchester street, Montreal, expect to sell about the same quantity—five or six boxes a month on the average. Cigarettes, however, are found a still better line.

The same experience is noted by I. Gougeon, Dorchester street, Montreal. Tobacco and cigarettes are the best selling items, though Mr. Gougeon finds that there is a good sale for cigars, too, especially around Christmas time, the sale is very brisk.

Boxes of Cigars for the Trenches

M. Litman, Mount Royal avenue, Montreal, stocks a complete line of cigars and finds them profitable. He has laid stress on boxes to be sent to the front and has found this a very profitable line. This is an idea that other grocers handling these goods might well emulate.

But it is not only in the larger cities that these goods are found to be of advantage.

In Cardinal, Ont., J. T. McGarrell makes quite an item of the cigar and tobacco lines. He has a silent salesman

for displaying these goods set near the doorway of the store and finds a very good sale is thus encouraged.

Bulk of Sales in Better Class Goods

In Gananoque, Ont., McParland & Bro. do a very fair trade in cigars; probably 90 per cent. of this trade is in 10-cent lines. G. L. Johnston, of the same place, also handles this line and finds it a good money bringer. He sets his average quantity of better class cigars as 75 per cent. of his total sales.

Williams & Son, of Picton, do a splendid trade in cigars. Mr. Walsh takes special care in handling these goods and always keeps them in the best of condition. This, of course, is the secret of successful sales. He finds that the sale of better class cigars exceeds the cheaper varieties by five to one.

Grocers Considering Increasing Trade After the War

In this investigation a GROCER representative spoke to a large number of grocers. In some instances, it was reported that the stores had temporarily abandoned this business because so many of the men on whom they were wont to depend for this trade were away at the front. Without exception, however, where this condition prevailed, the investigators were given to understand that after the war these stores intended to get back into this line of business harder than ever.

Butler Bros., of St. Thomas, Ont. are another firm who do a considerable busi-

ness in cigars. Their business is to a great extent a matter of jobbing to smaller grocers. They find that the better and cheaper grades sell in about equal proportions.

H. L. Charleton, of Aylmer, Ont., notes the same proportion of sales. J. A. Trestain, of Tillsonburg, on the other hand, sells only 5-cent cigars.

F. McDougall, Ingersoll, Ont., also handles cigars, and finds that the 5-cent line, with the farming trade, has a little the edge on the more expensive goods.

His Own Best Customer. An Expert Sells Cigars

S. M. Fleet, of the same town, has stocked cigars ever since he has been in business. He states that he is his own best customer. But then with two or three customers as good as himself, Mr. Fleet might well consider his cigar department a very promising proposition. Mr. Fleet admits a modest total of 300 cigars smoked every week, and they have certainly not slowed down the energy displayed in the business. Mr. Fleet has a display case for these goods to the centre and rear of the store. Being a smoker himself, he knows how cigars should be treated, and consequently they are a very attractive display.

The cigar and tobacco business is a growing one, and one that many grocers have found of value. Where it has not so proved, is largely because the merchant has not had the time or inclination to give it the care it requires.



Prohibition and Sale of Light Beverages

General Opinion That Spread of Prohibition Has Encouraged the Consumption of Lighter Beverages—What Some Merchants Think of the Question — A Compilation of the Answers Received—What Are the Favorite Summer Drinks?

THERE has been a general wave of prohibition sweeping over the whole world of recent date, and its effect has been felt in the most of the Provinces of Canada and Newfoundland. Several of the Provinces have of very recent date been added to the list of those who have gained a seat on the Waggon. Ontario declared for prohibition some time ago though the bill did not come into effect till September last. Newfoundland began an era of prohibition on Jan. 1st, 1917. Manitoba in March, 1916. New Brunswick's new prohibition law comes into effect on May 1st, 1917, and that of British Columbia

on July 1st next. This means that when these provinces are added to those that have already gone dry, by far the greater portion of Canada will be turning a deaf ear to the "Have one on me" suggestion. Convivial souls will unquestionably still indulge, but the simple process of pushing the swing door and elevating one foot on to the brass rail, will have become so complicated that it is probable that the unwavering followers of John Barleycorn are likely to be largely decimated. At least that is the way that a good many people who rather pride themselves on being gifted with the nimble wits of the late Solomon

have been doping the question out. It looks too as though these local Solomons had fallen on a real idea, the spread of temperance does seem to have affected the light beverage market at least. Mankind in general seem to be thirsty souls, and deprived of one form of liquid refreshment they have taken with avidity to another. Is this fact capable of proof? We judge that it is. We have attempted to prove it in a measure at least by querying merchants in all parts of the country with reference to the matter.

Opportunity At the Door

In many instances it is true that these

replies proved nothing except if this opportunity had actually knocked at the door, there had been nobody home to receive the visitor. On the other hand there were those who had an eye peeled for the appearance of this stranger and actually saw, or missed him as the case might be, and from their observation it is possible to estimate just how hard this opportunity is actually knocking.

The Vote On the Question

Getting away from this lofty manner of speaking and adopting the argumentative methods of those mechanically minded gentlemen who compile the government statistics we would state the case in this wise. To the question as to whether the spread of the prohibition movement had a good effect on the sale of temperance beverages there were twenty-five hearty voices joyfully announcing that it had. The bass part was carried by eleven other voices chanting a gloomy "No." As a silent partner to this chorus there were a number who refused for one reason or another to vote at all. The second question put was in reference to the individual experience of merchants, and had to do with the cold hard facts of the case. "Did you notice any increase in your beverage sales in 1916 over the preceding year?" For the affirmative 20 votes were cast and only seven for the negative, a fairly convincing proof that the causes above suggested had influenced the situation. In both cases theoretically and practically the decision was over two to one in favor of the opinion that prohibition had been a stimulating element in the light beverage sale. Getting down to definite cases, D. C. McBride of the Okanagan Grocery Co., Vernon, B.C., writes as follows:

"The temperance wave which has swept our country has, no doubt, generally stimulated the sale of lighter beverages. While we in B.C., even at this late date, are not certain as to the outcome of the vote taken, yet we are sure if Prohibition wins and on July 1st next, the bars close, an impetus will be given to this line through the GROCER."

A good many of our correspondents living in districts where prohibition has only recently come into operation state that it is impossible yet to give a judicial opinion.

Pearlman and Co. of Magnetawan, note that the bulk of the sales in this line take place in the summer time, and that since the prohibition enactment came into force there has been comparatively little sale and consequently the question could not be considered as thoroughly tested until the next summer's trade had passed.

Fulton Bros., Chesterville, Ont., are of the opinion that sales of this line of goods should be much better than when whiskey was on sale.

Brief Opinion, Yes and No

D. J. Millan of Kingston replies to the question with emphatic brevity. "It certainly has had an effect," he states, "and our sales show a decided increase."

Summer drinks, in the order of their priority, as noted from an investigation made of the subject by CANADIAN GROCER:

- Grape Juice
- Orangeade
- Lemonade
- Ginger Ale
- Lime Juice
- Raspberry Vinegar
- Soda Fountain Drinks
- Birch Beer
- Cream Soda
- Lemon Sour
- Aerated Waters
- Sweet Cider
- Cherry Wine
- Unfermented Port Wine

P. Bowey and Sons, Brucefield, are still more brief and still more emphatic but their opinion is on the other side of the question they answer both question with a simple "No."

Dan Geddes of Dondesborough, Ont., is an even stauncher opponent of the opinion. "It has had a great effect," he states "in lessening the sale."

B. Connolly of Boyd, Ont., is of a somewhat similar opinion though he arrives at it by a different method. "I haven't handled any soft drinks of any kind for the past two years," he states, "but I was asked for them more often two years ago, than during this last year." I really think that very few wish for soft drinks in this part of the country and therefore I do not handle them." Doubtless Mr. Connolly is right in his assumption, though it is possible that the falling off in demand may be accounted for by the decision not to encourage that demand.

Doctors' Recommendation Increase

J. Clarke Bradley, Niagara Falls, Ont., also considered that the operation of the Ontario Prohibition Act had come into operation too late to make it possible to decide whether it would mean an increase in other lines or not. He noted however, an increase of 30 per cent. in his sales of light beverages during the past year. His method of achieving this very satisfactory result was by pushing the sale on his delivery routes and over the counter and by stating the value of Ginger Ale in the sick room, an argument that he backed by the opinions of some leading physicians. This is a hint that anyone reading this article might well consider.

Gain Brothers of Yarmouth, N.S., state, "Our customers are not generally users of alcoholic beverages, hence the increase in the sale of soft drinks that we note is accounted for rather in the increase in our general trade. The increase in our sale of grape juice is quite noticeable this last year and we believe this sale in this line will continue to increase."

Eastern Opinion Favors Affirmative
Turnbull and Co., Digby, N.S., while

stating that they do not handle light beverages very extensively are confident that the spread of prohibition will materially increase the sale.

P. E. Outerbridge, St. John's, Nfld., states that though the prohibition movement only came into operation Jan. 1st, his sales of grape juice increased 50 to 60 per cent. over the corresponding three weeks of last year. Mr. Outerbridge noted a steady growth in the sale of this line in view, he believed, of the coming prohibitive legislation. Steady advertising in the local papers, the use of slides at the local movie houses in conjunction with persistent personal canvass was largely responsible for the very satisfactory forward move in the business. Leaving these personal opinions, let us get back to figures again.

Most Popular Summer Drinks

Did you ever figure out which was the most popular among the summer beverages? It is a matter of interest as well as of moment. We propounded some queries relative to that matter. The three most popular summer drinks, at least from the standpoint of the grocery store, are grape juice, orangeade, and lemonade, these each obtained a total of nine votes. Ginger ale was a close second with seven. Lime juice came next with six followed by raspberry vinegar with five, from that there was a general slump in popularity; soda fountain drinks, Birch beer, cream soda, and lemon sour, each gathered in two votes following which there is a long list of drinks that are favored with only one vote. They are aerated water, sweet cider, cherry wine, unfermented port wine and root beer. Be it noted that these results were obtained in answer to an enquiry as to which was the most popular light beverage. There is a wide diversity of opinion, but the majority for some lines was very pronounced.

Is the case proved? It would seem that it is. We believe that when the summer comes again it will be still more emphatically proved. Keep your eyes open, opportunity is around somewhere. Try angling for him with a little more energetic pushing of these summer lines. It is doubtful if he will be able to resist the bait.

The Ad. Killer

The man who stops his little "ad." Is not so very wise, bedad!
Because his advertisements tell The public what he has to sell;
And if his "ad." is not on deck, The people pass him up, by heck!
And none of them will hesitate To trade with merchants up-to-date
To stop your "ad.," we would remark, Is just like winking in the dark;
You may know what it means, but gee! Nobody else can ever see.
So do not for a moment think That when you cut out printers' ink
Your're saving money on the side; 'Tis merely business suicide.

Featuring the Provision End.

A Department That in Actual Sales Value Stands at the Head of the List.—The Experiences of Some Merchants Noted—How Modern Equipment Aids Building Trade.

THE provision department of any store is a very important feature, and a feature that grows increasingly important during summer months. Take the item of cooked meats, for instance, always a good selling line, but a line whose sales increase materially with the coming of the warm months. Housekeepers do not like to tackle the proposition of a big dinner, and even the tired business man is not inclined to hanker after a heavy dinner in the blistering days of summer. So it is in this time that the provision section comes particularly into its own, and the cooked meats, the bacons, and similar prepared or easily prepared dishes reach their maximum sales.

A Separate Provision Department

H. L. Charlton, of Aylmer, has always done a very successful provision business, but he believes that with improved equipment that this business could be most materially increased. It is his intention also to add a butchering department to his establishment, and to generally make a most aggressive campaign for the improvement of this business. The provision department of this store now occupies a separate section, but it is proposed to greatly improve the equipment of this department at the same time that the meat department is installed. A new refrigerating system will be installed, and all the modern aids to a successful business. These modern inventions are the only way, Mr. Charlton believes, that the provision end of the business can be made to pay in these days of high prices.

Modern Methods Eliminate Wastage

For instance, the hand cutting of meats is not only slow and untidy, and not too scrupulously cleanly, but it is also enormously wasteful. In hand cutting of cooked meats there is an unnecessary wastage in the ends of cuts which with machine cutting is almost eliminated. Moreover, people have come to like these modern ways and unquestionably they serve the customer in a much more attractive way than by the old system. There is a vast difference in the appearance of machine cut meat as it appears on the housekeeper's table, from the old, haphazard hand cutting. It is a little additional attractiveness that has been an element in building trade in that line that is not to be overlooked.

Attractive Provision Dept. of D. McLean, Toronto

D. McLean, of Roncesvalles avenue, Toronto, is another merchant who believes in keeping his provision department separate from the other departments of his store. This system has proved with him to be a satisfactory method, and has been one of the reasons

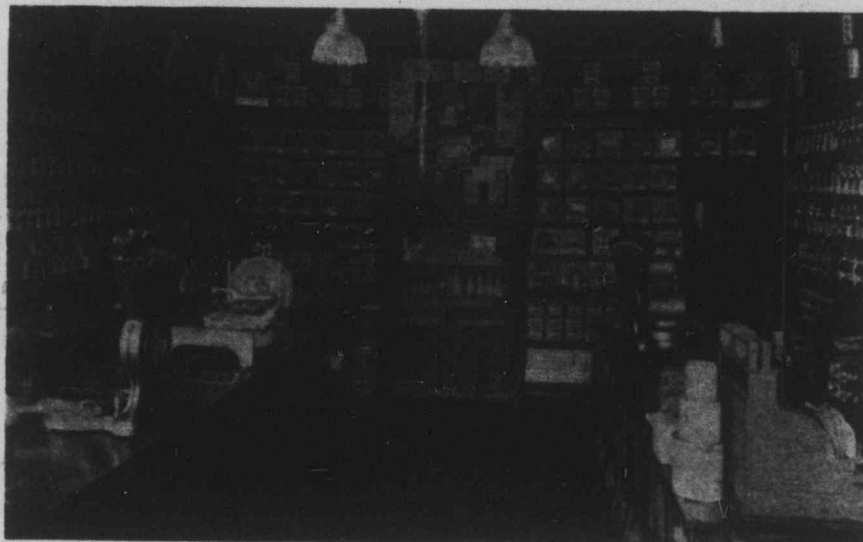
for the very substantial trade done in this line. Mr. McLean was asked if he noted any material increase in the sale of these lines during the summer months. He admitted that the summer time was one of the best times in which to sell goods of this character, though he found a very satisfactory trade for these goods all the year round. An interesting feature of Mr. McLean's experience with this line of goods was that, though these goods have some of them doubled and trebled in price, there has been no decline in the sale. Take cheese, said Mr. McLean, why a few years ago you could sell it at eight to ten cents a pound, and now look at the price of it; but despite that fact I am selling more cheese than I ever did. I have a glass case for it right on the counter there in my provision department, and leaving it so dis-

has any regrets over any little improvement in store equipment.

Effective Display Counters

Wm. Forester, also of Roncesvalles avenue, Toronto, is another store that has gone fairly extensively into modern equipped. On one side of the store is a glass faced counter for displaying goods. It has also another novel feature in that it is also glass topped and has display bins facing upward, so that they are always before the customer who is standing at the counter. It is a very effective form of display fixture.

The provision department of Mr. Forester's store is also an important element in the store's trade, and is thoroughly modern in its equipment. The interest indeed that most progressive merchants are taking in this department, is



Interior of D. McLean's store, Roncesvalles Ave., Toronto

played is the only actual effort that I make to try and sell this line, and yet it has proved a very rapid seller.

Mr. McLean is quite a believer in modern equipment in a grocery store. He has an electric coffee mill, a new and modern meat cutter, and modern scales. These last are quite a recent addition, as Mr. McLean had several scales that seemed quite satisfactory. In speaking of the change, however, he stated that it was hard for him to realize how much this modern equipment had simplified the work of the store. The time and labor of weighing and packaging goods has been more than cut in half. This is very generally the opinion of those who have discarded old equipment for something more consistent with present business methods. The CANADIAN GROCER representative, though he has talked with many grocers, has yet to find one who

a sure sign that they are awake to the possibilities that it offers, as well as to the advantages to be derived from a thoroughly up-to-date equipment.



AUSTRALIAN JAM FOR ALLIED ARMIES

Australian trade reports indicate an abnormally good season in the production of fruit in Victoria, Tasmania, and New South Wales. The production being far in excess of domestic requirements, large quantities of jams have been offered to the Imperial Government for supplies to the British and Allied armies. After some negotiations, it is announced that over forty million pounds of Australian jam has been sold on War Office account at an average rate of from 10 to 10½ cents per pound.



Note the effective display methods adopted by this store

Store With Some Summer Suggestions

A Miniature Ice Business for the Grocery—Making the Customers Demands for Ice an Advantage Rather Than a Nuisance—Some Store Conveniences Hinging on This Activity—A Description of Other Activities of an Old-Established Ottawa Store.

DID you ever, Mr. Grocer, have an imperative telephone call break in upon you when you were rushing against time to get your orders out, and hear the voice of one of your best customers asking you to send her a lump of ice at once? Why, of course, you have. It is one of the very pet annoyances that the housewife can think out for the long-suffering grocer.

Well, why let it be an annoyance? Why not arrange so that there may be a little profit in the business? Why not arrange a system that will not mean the robbing of your own refrigerator, with the accompanying danger to much perishable stuff?

There is no very great difficulty in the accomplishment of this satisfactory end. There is no very great cost attached, and the cost is more than compensated for by the convenience that may be added for the store itself.

Encouraging a Business in Ice

This, at least, is the experience of A. P. Johnson, of Bronson Avenue, Ottawa. They have had a commodious ice-house built behind the store. This was originally built without any thought of serving customers, but the usual calls came and were carefully attended to, and by degrees quite a respectable business

was built up in ice. Now this is not a thing greatly to be desired with the average grocery, because there is such a maximum of labor and such a minimum of returns attached to it. Even suppose the merchant does make a little gross profit on this business, by the time his delivery boy has hauled the ice out of the refrigerator, and it has dripped for a little while on the floor of the store, it has cost more trouble and labor than the business done under that system is worth. That, of course, is no argument against the business, but only against the system. Now with the system adopted by Mr. Johnson all this unnecessary labor and annoyance is avoided. The delivery rig can drive up beside the ice-house, and the necessary quantity of ice can be loaded without any loss of time or any disarrangement of the store. Then, too, there is the item of expense.

Mr. Johnson has this ice-house filled in winter, when the ice companies are filling their own storehouses. It is placed in big blocks and at a mere fraction of the amount that it would cost during the summer months. Thus it is possible to make a real profit on this activity, and yet not charge any more than the customer would have to pay from any other source. In this way this store has built up a very profitable item of trade out

of a line that is usually the grocer's pet antipathy.

Owning Your Own Cold Storage

But this innovation has been put to other uses as well. Right in the centre of this ice-house, so that the stored ice is bulked all round it, there has been built a cold storage room, not overly large in size, but sufficiently so to take care of a very fair quantity of goods. Sufficient ice remains all through the summer months to keep this storage room at a low enough temperature to make it a very satisfactory storage place, and this convenience is obtained, as will readily be seen without any outlay.

Saving the Wastage Spells Profit

The store specializes in fish in the winter, always handling a large stock of frozen fish, and this cold storage is of inestimable value in caring for this line, as it is possible, therefore, to keep it away from other products that it might contaminate. In the summer time this same room is used for fruit. Every grocer knows of the fruit wastage that occurs, owing to perishable California fruit having to remain in the store over the Sunday. It is looked upon by many merchants as a more or less necessary waste, and is covered by the cost of the

goods. That, of course, is true, but there is a fairly established price for this kind of goods, and the price charged by one grocer must be fairly close to that charged by his competitors. Therefore, it is easily seen that this item of waste must come directly out of the profits of the dealer. If this wastage can be prevented, it is evident that it will be quite a considerable item in the dealer's pocket.

As was stated earlier in the article, there is naturally some expense connected with the building of an ice storehouse, but when you set that expense against some of the items of saving mentioned here, it will be readily seen that there must be a very considerable margin of profit in favor of the store.

Some Other Timely Suggestions

But, despite the fact that the store goes into the handling of ice fairly extensively, none of it is wasted. Even the large store refrigerator is only supplied with ice during the warm months. In the cold weather the refrigerator has been adapted to get its refrigerating qualities from the cold air that nature supplies for nothing. A pipe connects the refrigerator with the outside and a current of air is provided for. This is governed by a damper in the pipe, so that the refrigerator, while being kept cold, shall not get too cold. This system not only

reduces the expense and trouble incident to ice refrigeration, but has also the beneficial effect of keeping fresh air constantly circulating through the refrigerator and helping to keep it fresh and clean.

Some Ideas on Handling Vegetables

There are some other things, too, about the store that are worthy of special attention on the approach of the spring and summer season. The cellar space, for instance, is divided off into separate sections. One is arranged to maintain a fairly moderate temperature, and the other part is kept at a considerably lower temperature. Currents of air help to achieve this result in the summer time, and in the winter time, of course, the manipulation of the outside air supplied. In this latter department are kept the vegetables for winter use. Each variety of vegetables is provided with a separate bin. When they are placed in their separate compartments they are covered with sand to protect them from the air. In this way they may be carried right through the winter months without any appreciable deterioration. In order to make this storage as commodious as possible, racks are put up some five feet above the ground, thus almost doubling the space, and giving still better storage for such commodities as Spanish onions, for with this system currents of air can circulate all around them.

A Store of a Ripe Old Age

These are a few of the suggestions afforded by this store that the average grocer, as he is considering plans for the opening summer trade, might consider with profit. These ideas are not the result of any snap judgment on methods that might prove satisfactory, but are the result of years of experience. The store in question has been in operation since 1874, and that is surely long enough to give the owner a very fair idea of what the real needs of his store may be.

In the illustrations accompanying this article there are some items of interest that might be noted. At the rear of the larger photo it will be noted that there is a glass-faced cabinet. This is used for bread and cakes, and has proved an effective method of making the most out of these lines. Not only by having them constantly under display, but also in its thorough protection from dust and dirt. The accessibility of the goods thus displayed is also a matter worthy of note.

In this picture, too, is displayed some modern display devices, as well as other conveniences, such as modern scales and electric coffee grinder.

At one side of the other photo is noted a glass-covered case; this was made especially for the store for displaying bulk dates. By keeping them covered at all times it was found that they would re-

(Continued on page 116.)



Interior of the A. P. Johnson store, Ottawa



Winner of First Prize in Class B Fruit Window Contest

Margins and Turnover

Get Away From Slipshod Computation—Some Un-noted Advantages of Reducing Stocks Carried—Some Astonishing Profit Figures.

By Henry Johnson, Jr.

PERHAPS we shall learn some very valuable things from present market conditions; though it's a cinch that most of us will pass through present experiences wearing grocers' blinders of well-known design, and thus see nothing worth while. But, after all, that will be just so much more to the advantage of those who do see.

No jobber to-day, no manufacturer either, has any surplus stock. None wants large orders; so there is no price concession to big buyers. Hence the single case man is about on a parity with the merchant who usually buys in quantity. Here is a ready-made illustrated lecture on speed of turnover and the value thereof the like of which has not been presented for years. For now we can see what it means to buy and sell one or two cases of tomatoes, and then do it over again indefinitely, instead of buying ten, twenty-five or fifty cases.

Lots has to be written about this, but I have not seen sufficient emphasis laid on the saving in labor-cost. In fact, I have seen nothing on this phase of the subject except what I have written myself. Yet the one biggest item in our expense account is the cost of manpower.

Now a total stock of one case of goods on your shelves, ready for daily sales, is just as good, just as efficient, representation of that line as the same case in the same place plus nine, or twenty four, or forty nine, in the cellar or back room. The one case can be picked up the minute it arrives and, with ONE HANDLING, can be put on sale. No re-handling except to get the goods out. But of the fifty cases, only one is put forward and forty nine have to be handled into storage, handled out again, and very often repiled or rearranged, more than once before they are sold.

If this example be multiplied by, say, 500, to get at all the lines which customarily are stocked in excess of actual requirements, may we not see where we should be able to dispense with some help and yet do the same amount of business?

Cost of Excess Handling Plus Deterioration.

The foregoing is a big item in any business. Perhaps it will be well for each of us to study its relation to his own individual store. Then he may find that always it will pay to buy daily, weekly, from hand to mouth.

But there is another factor the im-

portance of which is not appreciated. That is depreciation. And I think it is not unsafe to say that 99 per cent. of grocery merchandise suffers from storage and re-handling in the retail store. Soap gets hard—"seasons"—if long stored; but that is no advantage to the grocer, while wrappers become discolored and stock less presentable through keeping it. Cheese—certain kinds—appeals to a limited clientele when old more "strongly" than when new; but very little of that need be carried by you—better let the seller hold it and pay him a fractional monthly advance so you can buy it as you need it for sale.

All labels are injured by long storage or exposure on the shelves. That's why most packers of canned products hold their surplus unlabeled and finish it up only a little in advance of sales. What would hurt their business hurts yours.

These are things we all know; but strangely enough, we do not act on our knowledge. Let us see if we can get a little closer to what is good for us under pressure of present conditions.

Accurate Computation of Turnover

And let us get away from our present slipshod way of talking about turnover, rather the computation thereof.

Let us instance a merchant who carries \$6,000 stock and sells \$60,000 annually. He makes the broad general statement—somewhat cheery about it usually—that he turns his stock 10 times; but he does nothing like that. He turns his stock eight times, or two thirds as often as he should turn it. Let's demonstrate:

Goods sold for \$60,000 cost on the average, 20 per cent less; which makes \$48,000 at cost. Now, \$6,000 of stock is taken at cost, and that goes into \$48,000 just eight times. To make ten turns on a \$60,000 business the maximum average stock cannot be more than \$4,800. But any grocer, situated as the great majority are, can turn his stock twelve times; hence, the stock properly necessary for \$60,000 annual sales is \$4,000 worth.

Consider all the advantages of carrying \$4,000 stock in place of \$6,000. Some of these are: Releasing \$2,000 of capital. This may get you out of debt and thus save from \$120 to \$140 annual interest, say \$10 to \$11.66 per month. Or, if you own all your capital, you will have \$2,000 to put into some sound security—a neat little mortgage, say, to net you 5 per cent to 7 per cent depending on where you are located; which will mean \$9.16 to \$11.66 per month income about which you need worry and work not a particle. Also, that \$2,000 will then be all assets, 100 per cent pure; whereas your stock is never apt to be more than about 75 per cent true, convertible assets.

Many a merchant would be independent day if he would simply reduce his surplus stock the correct amount to bring his turnover to twelve times a year—to consider no other phase of the matter.

Here, too, we can bet back to the consideration of how much cheaper it is to handle \$4,000 worth of merchandise than \$6,000. You can think of some points yourself; but my hope is that we shall learn something from present shortage of supplies.

Astonishing Earnings

Do you know that the average of grocery net profit throughout the country is about 3 per cent. Does that look small to you? Well, it is big. For with a turnover of 8, this yields us 24 per cent on our stock-investment, which should mean around 12 per cent on our capital; if the turnover is 10, this makes 30 per cent on stock, or around 15 per cent on capital; if 12, it is 36 per cent, or 18 per cent on capital.

Maybe here and there is a grocer who actually realizes 5 per cent. on sales and turns his stock 12 times—he shows 60 per cent. on stocks, or around 30 per cent. on capital! Worth while to try to work up to some of these things?

Now, big enterprises bear the reputation of working on narrow margins of net earnings. For long it has been said that Armour & Co. works on about 2 per cent. net. But in 1916 Armour's sales were \$525,000,000. One per cent. thereon would be \$5,250,000; and that would provide just about 25 per cent. on Armour's old capitalisation of \$21,000,000 I think it was. Two per cent. would equal \$10,500,000 and provide 50 per cent. on capital. But the FACTS are

that the company earned nearly 4 per cent., and so provided about 100 per cent. on its old capital.

American sugar did \$200,000,000 of business. At one per cent. this would mean \$2,000,000; but it earned 4½, or \$9,000,000.

Let us think along these lines: Small stocks; small expense; rapid turnover. The first is entirely within our control. The second, as we have seen, is provided for in great part by the first. Then, let us strive for the point we do not control so intimately—quick sales.

Housecleaning Materials for the Summer Home

An Opportunity for Featuring These Goods Well Into the Summer Months—Keeping Track of the Family Movements From Year to Year Often Proves of Value—Making a Bid for the Summer Trade in These Lines of Goods.

THE bulk of the housecleaning activity is associated with the early spring and fall. But there is one phase of housecleaning that drifts over into later spring, and even into the sum-

mer months. This, of course, gives the housekeeper the pleasing feeling that her household has never been very far from the grocer's mind. Most people are amenable to this kind of flattery.

Then, too, this opens up another field for salesmanship. The grocer can figure out from his records of sales to this family just about what amount of these various goods they would likely be in need of. By this timely suggestion it would be possible to encourage the housekeeper to make one purchase for her summer needs.

It is a pretty safe proposition anyway, for the merchant to keep these lines on goods well to the fore during the summer months. They are lines that need advertising as well as others, and possibly often pay better in actual returns for the time spent upon them than many more showy lines of goods.

Lighten the Labor of Housecleaning, and Save Time

Housecleaning is a trying task, but many of your duties can be lightened considerably by the use of the following—

Old Dutch Cleanser, a pkg. 10	Don-Amf, a cake 13
Star Ammonia, 3 pgs. for 25	Brooms 60c to .80
Gillette's Lye, 3 tin for 25	Soap, a tin 15
Fearline, a pkg. 10	Soap, a cake 15
Lux, a pkg. 10	Liquid Veneer, a bottle 25c. 50

And those hurried meals during the strenuous season can be prepared in a very few minutes. The following will suggest the way:

Pork and Beans, Canned Soups, Corn, Peas, Tomatoes and Beans; Canned Fruits, Meats and Fish; Self-Rising Pancake Flour and others. Then there are Shredded Wheat Biscuits, Grape Nut, Corn Flakes, Rice Flakes, Puffed Wheat and Crumbles, ready to serve in a minute.

Call now—they'll save you time and labor

G. A. McDonald & Son
—He, Profits Most Who Serves Best—

A Timely Suggestion

mer months. This is the housecleaning that is incidental to the holiday resort movement. People start moving off to their summer cottages or summer homes in late June or early July, and there the old housecleaning activity has to commence again. Perhaps not on so large a scale, but still large enough for the housekeeper to need every aid available to help to make this trying day or days as light as possible.

Keeping Tab on the Family Movements

This is an opportunity that the grocer might well prepare for. He will, of course, know the time when the family is moving away to the country, and it behooves him to see that they go away armed with the whole battery of household artillery. That is a point that the merchant should provide for. He might very well keep a list as some merchants have done, noting down the dates of the fittings of the different families whom he serves. By looking over this list the subsequent year he is in a pretty good position to know just about the time that this year's migration may take place.

It is possible for him to refer to the matter by speaking of the day the fam-

BANANA BREAD IN SIGHT

If the price of wheat and flour continues to soar New Yorkers may soon be eating bread made out of banana flour or rice flour. Bakers throughout the city are seriously considering the adoption of substitutes for wheat flour, which are said to be cheaper and more nutritious.

Experts declare that bread made from either banana flour or rice flour is more nutritious than wheat bread. Banana flour bread, however, has a peculiar sweetish flavor. Rice flour makes a close-grained white bread, which is said to be especially appetizing and nutritious. It costs a little more than some of the other substitute breads, however.

BERMUDA'S ONION CROP

The crop of Bermuda onions that forms so large a part of the commerce of that island, is estimated at about 135,000 crates. The bulk of this crop is marketed in the United States and Canada. The potato crop of the island has suffered greatly from rains and is far below normal. It will probably only reach 35,000 barrels.



The Pick-up Train Loading Bananas, Costa Rica, Central America.

The Romance of Business

A World Business the Growth of Half a Century—The Dramatic Story of the Banana, Its Introduction—Its Development—Its Far-reaching Influence—The Care and Culture of the Banana From the Bulb and Sucker of the Jungle to the Retailer's Store

THE inside annals of trade are not the cut-and-dried, dismally, commonplace things that most outsiders think them. The outsider sees the product of trade brought to his door by a commonplace grocer's rig, and his mind, if it follows at all, follows no farther than the familiar grocery store on the corner, therefore he misses the world of romance that has haunted the pathway of this product from far away lands to his own modest doorstep.

For it is a romance, this romance of trade. Should the reader not believe it, let him follow this story of one of the most familiar foods known to the North American continent, and see if he may not find therein some hint of this romance.

The First Banana Fifty Years Ago

It was back in the year 1866 that the first banana was seen in America; it came from Columbia, Central America, to a New York importer named Franc. It was looked upon as a curiosity, nothing more, and after being a nine days' wonder, it was quickly forgotten.

Four years later, Lorenzo Baker, the captain of a Cape Cod fishing schooner, took a party of gold seekers some 300 miles up the Orinoco River in Venezuela.

History reveals nothing of the success or failure of this expedition, but it does go on to tell of the homeward voyage of Captain Baker; of the stop at Jamaica, and the freak of fancy or the gift of foresight that led him to load 70 or 80 bunches of bananas, on the off chance that he would be able to find a market for this novel fruit. Weather favored him and making a quick trip he landed at Boston where the cargo of bananas, if such it may be called, was unloaded, and sold at a fancy figure. This was the first commercial venture in a business that has grown into a business almost beyond the dreams of possibility.

A Dream of World Business

It was this venture that put the dream of a great business into the mind of two young men. The first of these was Andrew W. Preston, then a fruit merchant in Boston. He saw the possibilities, where other men saw only the novelty. He believed that if this fruit could be produced and sold at a low figure that it would revolutionize the fruit trade of the world. Therefore he formed a small company of business associates, with the avowed intention of making a business on the solid ground work of small prices on

enormous sales. The working out of this policy was no small matter. It had to do not alone with the marketing of the product. It had first to produce the product to be marketed. It meant the creation of one of the largest agricultural enterprises in the world. It meant changing the face of whole countries. It meant fighting the rank growth of the jungle, whose very breath was almost fatal to man. It meant building great lines of railroad, and the creation of a great mercantile fleet.

Side by side with Preston in this great fight, was a young American engineer, Minor C. Keith, then only twenty-three years of age. When the need for a railway through the Costa Rican wilderness was pointed out to him, he tackled the job, with the enthusiasm of a boy in search of adventure. If it was adventure, the meeting and facing of hardships that he and his brothers were looking for, they certainly found it. The first 25 miles of that railway cost 4,000 lives. Even the Jamaican negroes died like flies in those miasmatic swamps, but the Keiths fought on to force that railway through the unwilling wilderness. The work was only partially completed when the money failed. Keith called the negro workers around him and told them of his plight, offering them their passage

back to Jamaica, with full pay. But they had faith in their young leader and would not go, and for nine months they worked cheerfully and eagerly with never a cent of pay. At the end of that time the work was so well advanced that capital, that comes with certainty, came to his aid, and his faithful followers were paid. It took nineteen years to build the hundred miles of railway to the Costa Rican capital, San Jose, and every foot of that way was a record of the triumphs of man's skill over seemingly insurmountable obstacles.

Making a Business of the Railway

But the railway was built, and once built, Keith had to provide the business for the railway, so the swampy jungle was cleared and drained and planted with bananas.

Every merchant who handles fruit is familiar with the banana known to the trade as Port Limon; they come from the plantations cleared and planted and cared for in the first years of the trade by Minor C. Keith and his faithful band of dusky followers.

The Realization of the Dream

But the dream of Preston had come true, the banana sold at a reasonable price had proved itself, and the demand was far in advance of the supply still. Then, too, bitter experience had taught the folly of depending on one source of supply, so the activities were broadened. Immense tracts of land were put under cultivation in Jamaica and the banana known as "Gros Michel," which might be translated into common parlance as "Big Mike," became a feature of the trade. This industry grew like a fairy tale. In 1914, the annual export from that island alone amounted to 18,000,000 bunches.

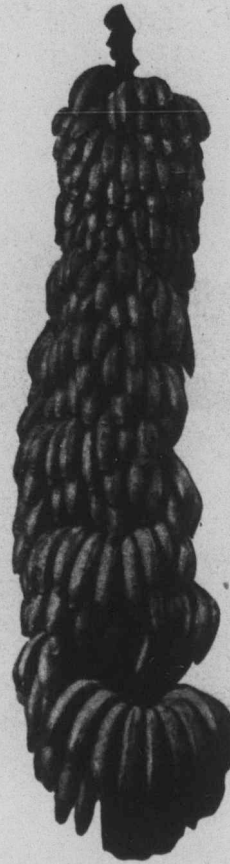
But even this was not enough to meet the daily growing demand, and great tracts of land were developed in Columbia, South America, where the banana known to the trade as the Santa Marta, taking its name from the shipping point, is grown, and in Guatemala, Central America, from whence the banana known as the Changuinola hails.

The extent of land now under cultivation in these countries is almost past imagining, and it all grew from the business dream of Andrew W. Preston and Minor C. Keith.

There has been indeed a wealth of romance in this commercial conquest of the tropics, fostered by men of large vision and untiring energy. The activities of this great industry has meant wealth and stability of Government that many of these countries never knew before.

The Care and Culture Needed

But to turn for a moment to consider the actual production of the banana that has grown into such an enormous business. There are many people who believe that in the tropics you can expect anything, and therefore that it is natural to suppose that bananas will go on generously producing themselves without any care from man. Well, so they will, just as the wild apple will grow by



A record bunch of bananas. It measured 22 hands and contained an even 300 fingers

itself without any care, but who but the small boy, who will eat anything, would think of eating a wild apple. Neither will the banana of commerce grow even in the tropics without the most watchful care. There are banana farmers just as there are wheat farmers, and the one is just as actively engaged in caring for his product as the other.

Bananas Never Ripened on the Tree

There is another widespread misapprehension in reference to the banana that might as well be corrected, and that is that the banana ripened on the tree would be so much better than those artificially matured. That sounds a rea-

sonable enough supposition, but it is not the fact. No one in a banana country would think of eating a tree-ripened banana. For one thing, the fruit expands in ripening on the tree and the protective yellow envelope, one of the great virtues of the banana is cracked and permits the admission of all manner of small insets, beside that the banana itself loses its flavor and becomes tough, stringy and flavorless. Strange as it may seem, the artificial method of ripening seems to have improved on nature's process.

Exit the Red Banana

The question is often asked as to why the red banana that used to be seen quite frequently some years ago, and which was fancied by many, has practically disappeared from the market. It is due to the fact that this variety has not proved itself satisfactory for transportation. The red banana will not cling to the stalk like its yellow brother, and even with the utmost care, it is impossible to deliver them in good condition; for this reason the effort to put them on the market has been largely discontinued.

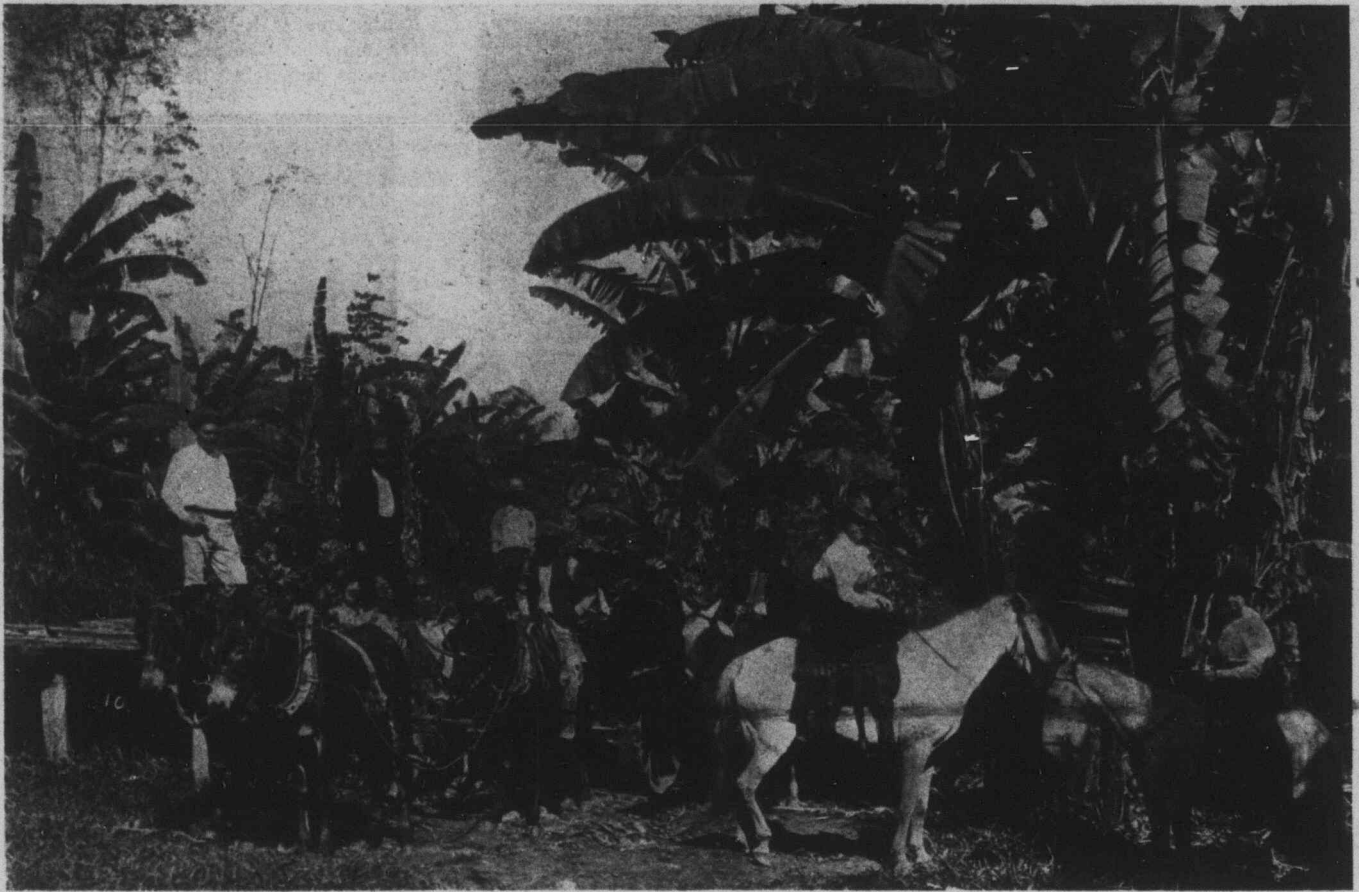
The Shores of the Spanish Main the Paradise of Bananas

All around the shores of the Caribbean Sea, the old Spanish Main of romance, there has grown up the myriad activities of this great commercial venture. Columbia, Costa Rica, Guatemala, Cuba, Honduras, Jamaica, and Panama, all of these countries bordering these historic shores, have a great interest in this undertaking. Because the low lying lands shielded by a backbone of mountain, with their hot days and humid nights, and their heavy annual rainfall have proved to be the perfect location for this great agricultural venture.

The modern banana plantation is carved out of the jungle, the land cleared of its luxuriant natural growth at the cost of immense labor, and planted with bulbs or shoots from parent stems. The banana tree is not in reality a tree at all, but a plant with the leaves growing up through the centre of the stem. One blow of a machette will easily go through a trunk 12 inches in thickness.



A bunch of Chaugindia bananas ready for cutting



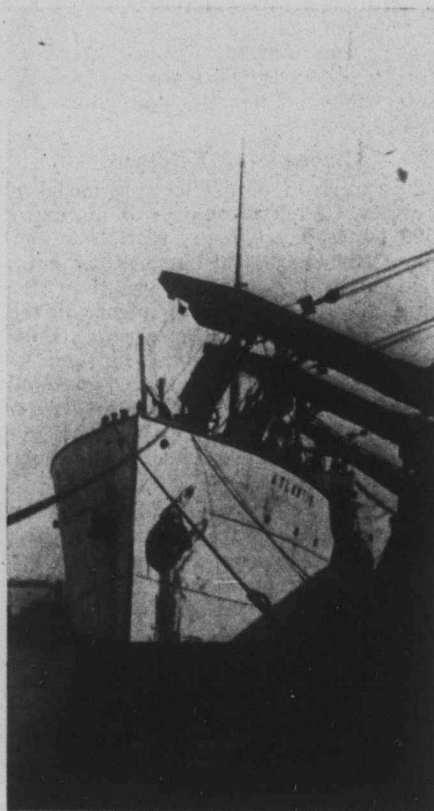
Scene in a Banana Plantation, Colombia, South America.

How the Young Plants Are Grown

The bulbs or young plants, called suckers, are set out at distances varying from 15 to 22 feet apart. In this way the young plantation is set. No fertilization is necessary, owing to the great fertility of the tropical soil. But there is the need for constant cultivation, for nature that is so benignant to the banana plant, is equally so to all vegetation, and this growth must be constantly cleared out to give room for the growing banana shoots. The banana tree, as it is called, is really an annual, though it will continue to produce fruiting shoots for a number of years. The fruit stalk bears a single large blossom of a dark red purple color. Some unimaginative person has likened it to a hunk of liver. Though unimaginative, the simile is exact. That is about what the blossoms look like. From the unfolding petals of this blossom the tiny "hands" of bananas are formed. In nine to eleven months the tree matures its single bunch of bananas, and its usefulness ceases. It is destroyed in gathering the bunch. If these plantations had to be set out anew every year, it would be an unprofitable operation, but fortunately from each parent stem there goes out stems, or suckers as they are called, that take root beside that parent tree, so that within the space of two years a plantation will be in full bearing with probably three plants to a hill, that will go on reseeding themselves as the matured plants are cut down.

Getting the Cargo Moving

Now for a brief description of the method of handling. The manager has in-



Unloading bananas at Mobile, Alabama. Note the conveyors in action

formed the plantation superintendent of the time of arrival of the ship and the number of bunches that will be required. With this information the superintendent figures out the number of bunches that shall be delivered by each farm or plantation. This decided upon, cutting gangs are sent out under the charge of foremen, who in these climes do their daily work under the magnificent name of Mandadores. This imposingly named gentleman goes through the plantation picking out the bunches of just the right maturity, then the cutter, a fine, swarthy Jamaican negro, comes along with his cutting equipment, which consists of a long pole with a spade-like blade at the end, a machette, or cutting knife, and a short piece of steel with a hook at each end. This steel hook is raised on the pole and hooked over the small end of the stalk, and the other end hooked to the tree stalk. Then the cutter jabs the trunk of the tree some distance below the bunch, cutting it half in two. The weight of the bunch bears the top over, and the bunch that stood about 20 feet from the ground, is brought within easy reach of the cutters. A blow of the machette cleanly cuts the large end of the stalk. The stalk is trimmed and it is laid on the ground to await the arrival of the mule carrier, who places it with three others on the mule pack, and delivers it to the pick-up pile at the side of the railway which runs through the plantation. These piles are covered deep with banana leaves to protect them from the sun and weather. After sundown, in



Fruit conveyor method of unloading bananas. Each machine handles 2,500 bunches per hour.

the comparative cool of the evening, the train comes along and the pick-up piles are loaded into cars carefully padded with thick layers of banana leaves. Thus it is conveyed down to the waiting steamer, where the carriers load it into the hold of the steamer, which comes pre-cooled, by a special system, so that the bananas may not ripen during their trip to the port of discharge.

Unloading 10,000 Bunches An Hour

Once the steamer is made fast to the wharf, three or four unloading machines are run up on a track facing the edge of the wharf. In outward appearance these great machines resemble the great battering rams that history tells destroyed the walls of Babylon. There the likeness ceases however. A long arm extends over the ship and from this arm there drops into the hold an endless chain of canvas pockets. A bell sounds somewhere and wheels begin to move and up come the green bunches each lying securely in its own protecting pocket, across and down the wharf where they are discharged on a horizontal belt conveyor a few yards in length. At each unloading machine stand a long row of sweating darkies. Two inspectors perched up on big platforms are on each side of the delivery shoot. In one hand there is a light cane and in the other the string of a recording machine.

The endless chain begins to move and the green bunches appear on the platform. The first of the line of negroes steps up and gets his shoulder under the bunch as it is discharged from the platform; the unloading has commenced, and until the last bunch is out of the hold there will be no stopping of that long snake-like line of sweating ebony humans starting off with the bright block of color on his shoulder, or returning for another load. And never for

a moment is there a cessation of the hoarse-voiced directions from the inspectors, calling out colors, for so the different cars are designated, and touching the passing negro lightly on the shoulder with the cane as he passes below, as a sign that he is the one referred to. With every banana the bell is rung, noting another banana one step farther on its journey to the consumer. Expert men these graders. They must be able to tell at a glance the number of hands in a bunch, the exact quality, and be awake every moment for a glint of appearing yellow in the green surface. All these ripening bananas are held for local shipment.

Example of Efficiency

This scene of unloading is a model of efficiency. Each machine will discharge 2,500 bunches per hour, with four conveyors running 10,000 bunches per hour, or a shipload in a little less than five hours. Consider what this means in the matter of efficient management. Each bunch must be put into the conveyor in the hold of the ship by an individual workman, each bunch of bananas must be handled separately into the car, yet the record of 10,000 bunches an hour is maintained.

The cars are re-weighed to get the gross weight and are shipped to their different destinations, coming often under the inspection during transit, so that they may be protected against too rapid ripening. From there to the wholesalers' ripening rooms, and out on the local delivery rig to the individual retailer, is the last familiar step on the journey.

Will anybody say that there is not romance in at least some of the products of trade?

Note.—The CANADIAN GROCER is indebted to George P. Spindler, of the

Fruit Despatch Company, New York, for much of the information and illustrations appearing in this article.



The final step of the banana's journey to the consumer

TO CULTIVATE HAYTIAN SUGAR

As an outcome of the treaty recently executed between the United States and the Republic of Haiti for the development of the resources of that island, a group of bankers in New York, Chicago and Cincinnati have taken the first step for the formation of the Haytian-American Corporation, under the laws of New York, and capitalized at \$6,000,000. The company has acquired control of the railroad, electric light plant, wharf and warehouses in Port au Prince, and the electric light property at Cape Haitien, and with these facilities proposes to cultivate and grind sugar cane principally in the fertile plains of Cul de Sac and Leogane. To that end the company has obtained control and ownership of more than 20,000 acres of land, and will at once install a centrale with a capacity of 2000 tons a day.



The circular counter that occupies the centre of the Barnsdale Trading Co. store.

Remedies the Backbone of Business

An Account of the Standard Remedy Department in the Store of the Barnsdale Trading Company, Stratford, Ont.—An Account of the Growth of This Business, With Some Suggestions as to the Methods Employed.

THERE is a feeling among some mercants that there is a line of demarcation between the grocery end of a business and any trade in standard remedies, that in a grocery business these are more or less out of place, and consequently that they cannot well become a factor in business.

This is a charge that is easily laid, but it is not easily proven. The Canadian Grocer acting for the defence, calls on the Barnsdale Trading Company of Stratford, Ont., as a witness. Now this is the story as outlined by A. C. Barnsdale the Secretary Treasurer of the company.

For some seventy-two years this business has been in existence under Mr. Barnsdale's father, and it was only his death last spring that removed him from active control. For sixteen years of that time the firm here occupied their present site, facing the Armouries, across the market where every farmer who comes to market must perforce pass their door and come under the influence of the fine broad extent of window that makes the front of the store. The store has always been

here or hereabouts and the name "The Hub" is not ill chosen.

A Store of Three Departments

Roughly speaking the store is divided into three departments. Confectionery and bread, for there is a bakery in connection with the store, the grocery department which is of course the pivot of the business, and the standard remedy department, that from a very small beginning has grown into one of the greatest elements in the stores business.

Standard Remedies the Backbone of Business.

It was some fifteen or sixteen years ago, that Mr. Barnsdale's father first ventured into the Standard remedy field. There was no particular reason for him adopting a new line, except that he was always keenly awake to any possible opportunity, and that this line seemed to have all the outward appearance of opportunity to his thinking. In other words he had the idea that the drug stores were making a very respectable profit on their line of goods, and that it was a profit of which he might very well have his share.

The result of this was that a few lines of saleable standard remedies were stocked, and a small place made for them among the other goods. It may be that Mr. Barnsdale was contended with a somewhat smaller profit on his goods than some of those in the regular drug trade, whose prices have been a stock subject for jest for many years past, at any rate the first little order was sold, and showed a comfortable profit. Not a fortune, you understand, but sufficient to show that there was some money to be made in that line. The success of this first venture, proved to Mr. Barnsdale's satisfaction, that he had not made a wrong guess when he considered this trade and saw in it the hand of opportunity.

From that day to this the stock has been steadily added to, till at present it embraces practically all the known standard remedies, as well as a complete line of toilet sundries.

Featuring Remedies as a Trade Bringer.

As will be seen in one of the accompanying photos, the department has long outgrown its first early quarters. It now

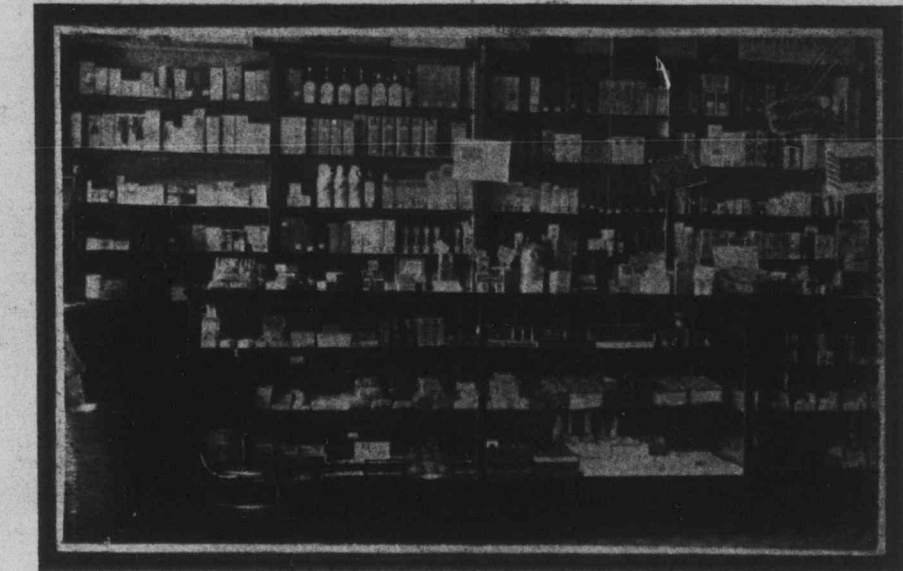
occupies a long section of the left hand side of the store as you enter, one of the most effective selling spots in the store.

Three silent salesmen ranged side by side serve as an attractive display for toilet necessities, brushes combs and similar lines of goods, while behind row on row rises a formidable array of standard remedies. This is the Standard remedy department, that from a small item of business has grown to be perhaps the greatest factor in the whole business.

Now it is to be remembered that this is not a drug store. Here are sold only such remedies and general sundries as can be sold without any knowledge of pharmacy, there is no infringement of the government legislation regarding the sale of dangerous drugs. None of these are sold, the business is entirely one of standard remedies, toilet preparations and sundries, the item of drugs as such is entirely lacking.

Building Sales in Medicine

How has this large business been built up, for the sales in this department are unquestionably large? The answer must be by judicious and persistent advertising both in the newspapers, and by means of window displays, and by selling these articles at a reasonable profit. The word reasonable is used advisedly for there is no murderous price cutting. Sometimes when for some reason or another a medicine has ceased to move it is sold at a low figure, but that is an accepted principle of unloading dead stock in operation in



A corner of the Standard Remedy Department. Note the neatly arranged shelves

practically every business, and it is to be noticed that the firm figures to get a good profit on practically everything they sell. In some instances they sell below the figures of the old fashioned drug store, but the old fashioned drug store is singing its swan song anyway and in its place is coming the cut rate drug store, the sure indication that the profits under the old regime were too high.

But this business has not been built up

on a basis of price cutting. The surest indication of this is that certain lines, that are sold under a hard and fast agreement forbidding any lowering of the established price are among the best sellers on the whole list.

How The Business is Handled

Now a few words about the actual handling of this business. There is no special clerk delegated to this department



Looking back from the Standard Remedy Department. Note the prominent position of the silent salesman featuring cigars.

because there is no particular necessity for trained drug salesmen in selling standard remedies, for that reason again the department is particularly applicable to the general store. One clerk however is in a measure responsible for the department, in that she, for it is a young lady is responsible for seeing that the stock is kept up. The spare stock is kept in a locked room on the second floor, and over this room this clerk holds sway. She suggests what is needed and how much, and generally keeps track of the department. Of course Mr. Barnsdale and his manager George Fulcher keep a general oversight of the buying end, for they have access to the buying book, that shows a complete record of every purchase made since the department was instituted. This record has proved invaluable on many occasions in gauging the probable demand.

But one of the greatest elements in the success of this department is the matter of advertising. That has always been a principle of the store, but has been accentuated since A. C. Barnsdale, became actively associated with the store. Mr. Barnsdale got his early training as a theatrical manager, and as everyone knows that is one of the best schools of advertising, and one where the value of good advertising is most thoroughly known. In the first place there is the advertising value of the inside display. And that is a very large element. Everything in the display device line is used to feature these drugs. And no line is ever permitted to become depleted on the

shelves. The very large reserve stock carried by the firm makes this an easy matter for the clerk in charge to attend to.

Same Ideas on Advertising.

Then there is the matter of window display. The firm can boast of three large display windows, these are equally apportioned between the different departments of the store. Mr. Barnsdale, believes that in window display work it is well to keep pounding at one idea. For that reason he is convinced that the way to get best results is not to permit the observers attention to be dissipated by too complicated a display. Use one item in the window he says, or at most two. The same contention holds with newspaper advertising. Limit the number of lines mentioned to get the best results. People will never remember a long list of things. If the idea is to put a punch in the advertising it is a good idea to punch in one or two places. Then these punches are liable to be remembered for themselves, and not merely leave one with a dazed black and blue feeling.

The firm has been so long in business, and has been associated with the same location in the town so long that it has become second nature on the part of the farmers to drop in for their needs. There is unquestionably a big farm business done, but strange to say despite its location, probably the greatest part of the store's trade is drawn from the town itself.

There are a variety of reasons that

might account for this. For one thing there is the bread business that is run in connection with the store. According to Mr. Barnsdale, the advertising this department gives him in the different parts of the town, is about the only thing that he gets out of it at this time with the cost of materials, climbing in on top of the very narrow margin that is allowed in this line. The confectionery too is a drawing line. And of course the old grocery business dating back almost three quarters of a century is a marvelous asset. All these elements pulling together, backed by up-to-date advertising and efficient service are sure builders of a large and successful business.

Some Store Machinery and Methods.

Now a word about the actual store machinery. There are three departments but they are run as one store. As it is always of advantage to have some sort of an idea as to how the different departments are paying, however, there is an effort to keep the sales somewhat separated. There is a cash register in each department where the sales of that department are rung in. This while it does not give a hard and fast distinction, does however show clearly enough to be of great service in the business just how things are going. Another system that the store adopts is to have all sales and disbursements stamped on the sales slips. The cash registers are arranged to do this work, and by this means mistakes are readily traceable.



Another view of the Standard Remedy Department. Note the orderly array of toilet and other articles on the show case.

Eat
Purecream
Home-Made
Bread



Eat
Purecream
Home-Made
Bread

The Morning Cup of Coffee

How the delicious brown nectar whets your appetite, tones up the system and puts the brain in condition to do good work.

There's lots of good coffee in the world, and you can get it every time—if you go to the right place. We have good coffee in abundance. We never buy any thing else. The way it is treated before it reaches you has a great deal to do with its goodness.

Try a pound-to-day.

40c Pound

GROCERY DEPARTMENT.

Big shipment of Pineapples just arrived. Prices are going to advance. Take advantage for preserving.

10c, 15c, 18c each

\$1.00 dozen, \$1.50 dozen, \$1.75 dozen.

AYLMER AND QUAKER BRAND CANNED GOODS.

Tomatoes, Corn, Peas, Beans
10c can; 3 for 25c.

Egg-O Baking Powder, full pound tin, regular 25c.
To clear at **20c**
Regular 10c can for 8c.

Cleveland Baking Powder. Regular 10c and 25c tin. To clear at
5c and 13c tin.

BONNIE BRIGHT, the new, cleaner.
8c tin; 2 for 15c.

Try us for your next grocery order. We save you money.

BARNSDALE TRADING COMPANY, LIMITED

The Quality of the Tea

A grocer has on sale is not to be gauged by the price he asks for it. Buying at hazard means paying a big price for the name, while buying here will ensure your getting just the Tea you want at a lower price than you imagine. Drinkable, healthful, fragrant tea can be bought for

30c Pound

A special blend of English Breakfast Tea for

40c Pound

PATENT MEDICINE DEPT.

This department has no bait, no trash, but quality and variety. We offer for sale only standard patent medicines and other sundries. We always keep the best of everything at the lowest possible price.

- Fruitatives
- Chases' Nerve Food
- Pink Pills
- Dodd's Pills
- Cin Pills

Regular 50c box

35c, 3 for \$1.00

Wampole's Beef Iron Wine
Regular \$1.00 for **67c**

Just received big shipment
Woodbury's Facial Soap, cake ... **25c**

Gibson's Beef Iron Wine.
Regular 75c for **45c**

Burdock Blood Bitters
Regular \$1.00 for **77c**

Klovah Health Salts.
10c tin; 3 for 25c.

ADVERTISING HELPS TO KEEP PRICES DOWN

Two prominent business men were talking things over not long ago. One of them asked the other, "What is the most common delusion in the business world to-day?" Instantly came the reply, "The idea that advertising adds to the price of goods."

Every now and then some manufacturer has the hardihood to say that he can sell his goods cheaper because he doesn't advertise. Every one who knows the A B C of business knows that this claim is impossible on its face. Yet it sounds plausible and such talk deceives millions of people.

Forget all these sophistries and listen now to the plain common-sense of the matter.

In the production and marketing of goods there are two inevitable costs. One is the manufacturing cost; the other is the selling cost. And no way has ever yet been found by which either of these costs can be eliminated. Mark that.

Whether you buy farm products at a grocery store, or mill products at a dry goods store, or laboratory products at a drug store—whatever you buy at any store, be sure of one thing: The price includes the selling cost. It must, else the manufacturer, the wholesaler, the retailer and the salesman could not live.

And just as surely as there are always two items of cost, the manufacturing and the selling, just so surely are there only two ways in which the price of goods can ever be reduced.

One is by economies in manufacturing cost. The other is by economies in selling cost.

Of course, it isn't easy to cut manufacturing cost without cutting the quality.

But in modern times a way has been found to cut selling cost—and its name is Advertising.

Advertising is like a straight line: the shortest distance between two points—the producer and the consumer. It cuts out the grades, curves and the angles. It makes a drop of ink do work of a salesman. Bear in mind that goods can never be sold unless there is a demand, and advertising, supplies that demand at the lowest possible cost.

—The Spice Mill.

A HINT

If you want to save some coin,
Cut out eating tenderloin,
Bacon, pork chops, veal and ham.
Chicken, porterhouse, and ham.
Almost time that you got wise,
Save your coin, economize!

Steaks and chops are awful dear,
Poverty is drawing near.
To the poorhouse we shall go
If we dine on cows, you know,
Also pigs and little calves—
Let us not do things by halves.
Heed the wise fishmonger's chatter,
Put a fish upon the platter.
Porterhouse costs "thirty-five"—
Cut it out! Gosh! Man Alive!
Eat Canned Salmon—get in line,
A tasty dish at any time.

—American Grocer.

An Advertising Scrap Book.

The methods of advertising that the store adopts has been outlined, and is still further emphasized by the illustration appearing herewith. One thing that has not been mentioned in this regard however is the fact that all these advertisements are preserved in a book prepared for that purpose. This is a practice that other merchants might do well to emulate. There are a world of lessons to be gleaned from former advertisements, and a world of suggestions as well. It is one very satisfactory way of keeping tab on a business.

Don't Buy Your Business.

Good service and right prices are the ideal of the store. In this latter connection it might be mentioned that the right price means one price. There are no pet

customers who can buy for a shade less than others, there are no favorites among the farmers who can get a cent or so more per dozen for their produce. These sort of prices always defeat their aim in the end. You don't even gain the confidence of the person who is favored. Uniform treatment is the surest way to gain the respect and confidence of a store's customers. There are better ways of drawing trade than these methods. Better and more successful ways. To quote Mr. Barnsdale, "I don't have to buy my business." That's the truth the man who gives good service and a uniform treatment is on the high road to success.

H. Chausse, of Port Arthur, is opening a grocery and provision store.



The Grocery Department of the William Biltcliffe store. Mr. Biltcliffe is seen in the centre.

Grocery and Hardware Business Hand in Hand

In the Business of William Biltcliffe, General Merchant, Victoria Avenue, Westmount, Montreal, There Are all the Indications of a Big Department Store in the Bud.

BIG department stores in the bud are found wherever there are thriving business in general merchandise, and in the management of a general store may be found the business mind-garden in which the genius that manages great department stores is grown. To look at small beginnings is perhaps to miss the realisation of the fully developed result, and not every general merchant's store shows on the surface the promise of big business for its future, though the germ of big business may be there all the same. But by noticing the further development of the general store idea, and its concentration into distinct departmental design on a scale larger than the earlier stages show, the truth instantly flashes into sight, and the developing general business becomes the department store in the bud, with the rosy promise of the blossom already shining through.

This fact is evidenced beyond doubt in the whole atmosphere of the premises on Victoria Avenue, Westmount, Montreal which bear above their entrances the sign of William Biltcliffe, dealer in fine groceries, hardware, crockery, and smallwares. After a very few minutes spent in the store the extent of the enterprise, and its possibilities due to location and to the nature of the business become apparent. In the ordinary course of business growth

here should develop eventually a department store. With rapid development of the surrounding community the Biltcliffe building would undoubtedly become a centre of retail business for its district. The building was in fact designed for the purpose, and the nature of the business carried on by Mr. Biltcliffe at present is the nucleus of department store merchandising. A considerable trade in hardware and groceries is carried on, and the business in small-wares is also important. The interlinking of these important lines of everyday business works exceedingly well, and economically, the principle of business economy being of course at the root of the department store idea. In a talk with Mr. Biltcliffe whose personality pervades the entire business, and who carries on its management in detail as well as on the broader lines, these impressions were gained, and Mr. Biltcliffe was kindly agreeable to sharing some of his business ideas with readers of this General Merchants' Number. Naturally the financial aspect of the business occupies a prominent place in its consideration.

Separate Accounting Systems

"I keep the accounting for the hardware and the grocery departments distinct" said Mr. Biltcliffe, "with separate

records of purchases and of sales. Cash sales in each department are known and recorded at the end of each day, and every day also by a simple system I know how the credit accounts stand, while statements are in the hands of our customers each month when payments are expected.

"I have a simple ticket system in use for keeping track of cash sales. Each clerk has a book of numbered tickets with carbon duplicating sheet, issued to him at the beginning of the day's business. The number of the ticket book issued to the clerk is recorded, so that the actual business done in cash by each clerk can be accurately calculated any day required. Besides receiving an invoice showing the purchases made, the customer receives a ticket showing the total amount to be paid, and pays this at the cashier's desk, getting the invoice marked "paid" if it is a cash transaction. For credit transactions the business of the day is duly entered on credit business sheets in the ledgers, and each invoice has a definite number which is important as this saves the recording of long lists of goods purchased at credit. The carbon copies of the sales invoices are filed, and these can be identified by the number in the ledger.

"Customers are asked to keep their invoices carefully if they are doing credit

business with us, as no customer receives a detailed account from us at the end of a month. Only the correct numbers of invoices and their totals appear on the accounts rendered. Any disputes can be settled by reference to the invoices themselves which should be kept as carefully as we keep the carbon copies of them. We seldom have any serious difficulty over such matters however. Some customers also note the number of their invoices which is as good as keeping the invoice as the transaction can be identified by the number.

A Easily Operated Ledger System.

"I have a system of ledger sheets designed to suit my requirements by the Hope Audit Co., of Montreal, and I find it exceedingly simple and clear to work. In fact at present with my book-keeper at the front with the C.E.F. I have been able to carry on the business and attend to the books myself with a girl cashier. With any less suitable system, I don't think it would have been possible for me to do as I have been able to without help of a book-keeper. But the system of entering credit invoices by number instead of by re-writing all the purchases is an immense help, and all that has to be done after the entries are made is to total up and balance at the end of each day.

Concentrating on Grocery and Hardware Business.

"We concentrate at present on hardware and grocery business "said Mr. Biltcliffe." Formerly we included stationery, but found that it did not pay. We do not encourage credit business in hardware, but all our regular grocery customers have the privilege of charging their hardware orders. Straight hardware business only, however, is not accepted on a credit basis. As a matter of fact, a great majority of our customers are customers for both hardware and grocery orders, whether they are cash customers or credit. The one need leads to the other, and thus both departments of the business help one another. Then the cost of delivery for hardware orders is practically eliminated since it is unnecessary for us to keep a separate delivery system for hardware, and all hardware deliveries are sent out with the grocery rounds. As the first hardware store in this district we have a good start in securing hardware business, and our nearest competitor is quite a long way off."

Spacious Quarters An Asset.

Mr. Biltcliffe's premises are very spacious. Each floor is thirty-five feet by ninety, and the combined floor space available is well over twelve thousand square feet. Basement and ground floor are actively in use for the hardware and grocery business. The two upper floors are at present in use as storage premises, and very good business is done by Mr. Biltcliffe in storing goods and furniture etc. for persons leaving the city or looking for residences. He has the space to use, and is making it earn in this way, but the floors so used now will in time be used for merchandising purposes as the department store idea develops.

At present Mr. Biltcliffe is contemplating new arrangements of the ground floor which is at present planned so that the grocery department occupies the front space, and very attractively features the goods and display devices. Patented fruit and vegetable racks are used, also counters of the same make with samples of the goods shown behind glass at the front of the counter where customers can easily see them. This device Mr. Biltcliffe has found exceedingly good as a business multiplier. The appearance of the whole store at present is inviting, but with Mr. Biltcliffe's new plan in effect it will look even better, for the idea is to bring out to more advantage the spaciousness of the premises by removing partition work, and to develop in the customers interest in the wide range of hardware and similar goods which are just a little obscured at present by the grocery displays. Nothing will be taken from the grocery display, but the hardware will be more easily brought to the attention of the customer coming into the store for the first time. Even the long accustomed regular customer will probably realise suddenly new advantages in shopping at Biltcliffe's when the full range of the store's merchandise is more directly visible from the front entrance and grocery department.

Careful System a Reason for Success.

Now a good deal has been said as to the system of selling and the simplifying of accounting within the store. Immense importance in a business of this kind, indeed in every kind of business, attaches to the method of buying and watching expenditures for the purposes of the business. Mr. Biltcliffe's methods in this respect are simple, and purposeful, with much to recommend them to the practical man. In his business with his customers Mr. Biltcliffe asks that customers keep

their invoices to check up accounts with if necessary and avoid difficulty. Mr. Biltcliffe practises what he preaches. His buying accounts are based on the system of keeping carefully the invoices received with the goods. Every purchase made for the store by himself or by an assistant is noted by Mr. Biltcliffe. The invoices as they come in are filed by a girl cashier. They receive the "O.K." of the employee responsible for the ordering of the goods, but they must receive Mr. Biltcliffe's own "O.K." also or they cannot go through the process of entry and re-filing, which keeps track of them until the accounts come in and are passed and paid when all is in order. Any error is almost instantly observed, and corrected by this system of basing, the book-keeping for the firm's buying upon the invoices, and doing the entering up from these long before the actual accounts are rendered. The entries are made on sheets similar to those used for the retail selling end of the business accounting, but lettered to suit the purchasing end of the business. And daily attention is given to this matter, daily indeed almost hourly attention. Careful buying is immensely important in a store of this description.

Mr. Biltcliffe's Business Career.

Mr. Biltcliffe's business career in this part of the world dates from 1893 when he started in the fruit and confectionery line on St. Catherine Street. He then went into the grocery business formerly owned by S. D. Vallieres (an ex-alderman of Montreal) at St. Antoine Street and Atwater Avenue where he did business for five years. Mr. Biltcliffe's next move was to premises on Victoria and Somerville where he soon doubled his former turnover, and about ten years ago he purchased the site of the present business

(Continued on page 110.)



The fine exterior of the Biltcliffe store, Victoria Avenue, Montreal

Display Space Made to Pay Dividends

How Merchants Have Made Money By Re-arranging Stock and Displays—Spring the Best Time to Make Profit Out of Displays—Good Advice From Manufacturer.

EARLY last June the writer entered a grocery store and asked to be shown a certain kind of mop that he had noted there the season previous. The clerk was sure they had one left, but showed a most manifest uncertainty as to where to find it. Finally, after much rummaging the back shop, the handle of the mop was discovered. It had been a warm day, and the clerk while outwardly courteous did not seem to be particularly eager to continue the search farther.

As he really had gone to a lot of trouble, I thanked him, mentioning something about dropping in later. Then I went further down the street and purchased one of those mops, that were carefully displayed in the front of the store. An example of making and losing sales.

Common Occurrence

The foregoing is not at all out of the ordinary. It is typical of happenings which take place almost daily in some stores. What is the reason for such apparent neglect? The chief reason is that many retailers do not make a study of the changes which should be made in stock displays to meet the needs of the changing seasons. Furthermore, the merchants very often do not stop to figure out which parts of the store are most suitable for the display of certain lines of goods. Very, very often whether or not a merchant makes a success of a line largely depends upon the position he gives it in the store.

Seasonable goods are frequently kept at the back of the store and have to be asked for. If the store is a long one, the majority of customers never get beyond the centre of it. On this account all goods shown at the rear, whether seasonable or not, are rarely seen by the bulk of the customers who visit the store.

The retailer who has made a study of modern merchandising, who has adopted the ideas suggested by the trade papers, and who has followed the methods of the large and successful department stores, is familiar, with certain principles which enable him to determine more or less scientifically where best to display goods in his store. In the first place rapid sellers should be in the front of the store. Goods which can be turned over quickly and carry a good margin of profit, should always be among those to receive first consideration.

Poor sellers and out-of-season goods should be given a less prominent place. But in giving these goods a less prominent place, care must be taken not to hide them altogether.

Clever merchandisers, such as the department and syndicate stores very often



Interior of Wm. Foster's store, Roncesvalles Avenue, Toronto. Note the modern equipment and effective display counters.

surprise their customers by shifting departments. In this way goods that have been shifted from their accustomed place are brought into renewed prominence.

A writer in a recent issue of *Printers' Ink* in referring to the methods of some of the most successful merchandisers stated that if a store is large, a favorite trick is to show the same line in various places in the building. If the thing moves slowly, this often stimulates the sale. If it is an item that turns quickly, this frequently increases the turnover. If a product sticks on the shelves, the good store manager will keep moving it around from place to place until it seems to meet with the favor of his patrons. Occasionally a thing that will not sell in one place will sell in another. Nearly all lines should be shown up in front at some time in the year.

Merchandise has news value. The weather, local events and dozens of other things influence its sale. The live dealer reads his newspaper for tips on what to feature. For instance, the fact that a fraternal order is about to convene in the city makes it advisable that certain items be shifted to the front.

Effective Use of Empty Windows

A hustling clothing merchant, in looking over the newspaper one evening, noticed that several stores in various parts of the city were for rent. The next day he went around to see them, and picked out five or six that were in suitable location. He then called on the owners and made them a proposition, wherein he was to pay for the use of the windows until the stores were rented. The clothier's next move was to put a display in each of the rented windows. In one was put hosiery; in another, raincoats, and so on. Some such sign as this was shown:

"We rented this window so as to give the people over on this street some idea of the elaborate stock of neckwear on sale in our store."

This stunt was the talk of the city, and how it did bring into prominence the merchandise displayed in these extra windows. The story is told here because it shows the possibilities in this subject.

These principles and many others similar to them are fairly well known, but they are not always put into practice. Thousands of retailers never think of moving a department. It occupies the same old position year after year, regardless of the season, the change in styles or the vogue of the merchandise. Go into a number of stores in January and note how many of them still have Christmas goods in the front ranks of the display. How many dealers let summer wares linger in the front of the store until well into the fall? How few take advantage of a rainy day to show umbrellas near the front door, or of a hot day to display appropriate merchandise on the most conspicuous counters. The live merchant is constantly changing his display to suit the weather, local events, the seasons, new stock arrivals and many other things. While making frequent, extensive changes in the arrangement of a store is not always advisable, the progressive dealer is making slight alterations almost daily.

Good Advice from One Manufacturer's Representative

This subject is of throbbing interest to manufacturers, but what can they do about it? Can they do anything to secure a better position for their goods in the dealer's store? The best answer to that question is to say that some concerns are doing it. Salesmen in their daily intimate contact with merchants

have a fine opportunity to show their customers how the stock could be arranged to better selling advantage. Many stories could be told of how salesmen are doing this very thing on their own initiative and often without the knowledge of their employers. The representative of a candy manufacturer had been trying to interest a druggist in his line. "Nothing doing, son," said the pill-dispenser. "Candy is a dead one. Look at all the space I'm giving it and my sales hardly ever amount to enough to be worth talking about. I'm thinking of throwing the stuff out entirely."

"Let me give you some advice," said the salesman. "Your candy case is in the darkest and most inaccessible corner of the store. You can't expect it to sell. Put it where everybody will see it. I would suggest beside the entrance as a good place. You have that museum of gift goods there now. I'll bet a hat you don't sell an article a week out of the collection. Candy sells on sight. At this time of the year a larger portion of your patrons are more interested in confections than in gift merchandise. Let's transpose the cases and I know you'll have an order for me the next time I get around."

The suggested change was made, and as a direct result of it the daily candy sales of that merchant leaped five hundred per cent.

The incident illustrates what salesmen can do in showing the retailer the value of scientific stock arrangement.

The proprietor of a restaurant stocked a small line of cigars. He had them displayed in an attractive case, but still sales did not amount to anything. He had about decided to discontinue this side line when he happened to mention his problem to the buyer of a department store, who had been in the habit of eating his lunches at the place. "Well, it is no wonder, Mike, you are not selling any," said the buyer. "Why you have got that case off there by itself? Move it over here next the cash register. Put a neat little tray on it, and have your cashier place all change in this tray. You will find that many of your men patrons will take cigars instead of their change."

There was nothing unusually clever about that man's suggestion. It was just selling sense, but why had not the concern that induced the restaurateur to put in cigars told him something about the methods that would enable him to do a satisfactory business?

When a certain retailer came to the city on a buying trip, he complained to the sales manager of one of the houses from whom he bought that his turnover was too small. "I suppose the merchandise in the front of your store turns eight or nine times a year, but the stuff in the back of the room only turns about once, or perhaps twice," he said. "I often thought of cutting down my stock proportionately. I believe I would do just as much business, and at a greatly reduced expense."

"I don't think it will be necessary for you to do that," said the sales manager. "I believe the thing for you to do is to

make the back of your store just as inviting as it is possible. Put it in apple-pie order. I'll wager anything within reason that right now the front of the store is three times as attractive as the rear. Thinking that not many customers go there, you have got into the habit of neglecting the store from the centre back. Be as particular about the appearance of the rear as of the front. Furthermore, I would suggest that you have 'something doing' in the back of your place of business all the time.

Fire Damages Canning Plant

Simcoe Factory of Dominion Cannery Scorched by Fire

A FIRE occurred in the upper storey of the Dominion Cannery Company can-making building, in Simcoe, Ont., on Wednesday last, and is reported to have done considerable damage. Early reports set the loss at somewhere about half a million dollars. Mr. Drynan and Mr. Nairne, officials of that company, who came from Simcoe to attend a directors' meeting of the Canadian Cannery on Thursday afternoon, were inclined to take a more optimistic view.

The upper storey of the four-storey building was pretty well gutted, and with it was destroyed a number of new machines for the making of sanitary cans. This loss while occasioning troublesome delays and a considerable financial outlay, is not the most serious aspect of the case. The lower floors of the building, are given over to storage purposes, and in the burned building was stored a very large quantity of tin plate which of course is subject to destruction from water. The actual loss sustained will

depend very largely on the question as to how seriously this tin plate has been injured. If it is destroyed, the loss would reach very close to the early estimated figures, besides entailing a shortage in raw material that at this time of year, under present conditions in the tin market, might prove a very difficult situation to meet.

The members of the company referred to above, who have visited Simcoe since the fire, are strongly of the opinion that the worst of this loss will be avoided. They claim that the tin plate is packed so tightly that the water may have only affected the edges. It will, of course be some time before it will be possible to state definitely just what the loss is.

In any event the fire is serious enough in a season when every effort is needed to supply sufficient cans for the trade. Fortunately the Dominion Cannery has very large supplies under contract from across the line and are not dependent on the operation of the burned factory.

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GROCERY AND HARDWARE BUSINESS HAND IN HAND

(Continued from page 108.)

which has fully justified the choice of location by its development.

Familiar with both English and French, having learned French as a business language since coming to Montreal district, Mr. Biltcliffe is able to cater to every development of the community either French Canadian or by growth of the English speaking population. This has proved a good business asset to him. A strong believer in advertising as well as in business efficiency, Mr. Biltcliffe has been content to carry his business to its present stage without the aid of publicity, but he may give full rein to his advertising ideas for the future development of the business which just at present is as large as he can comfortably carry without additional help. Three of his before the war staff are serving their King and Country. Two are at the front, and one is making munitions.

Limiting Credit Accounts

One final point worth nothing is the fact that in developing this business Mr. Biltcliffe has found that the allowing of limited credit accounts is satisfactory. On his

bill heads appears the phrase "All credit accounts limited." Explaining this, Mr. Biltcliffe mentioned that he uses his own judgement and the usual business methods of ascertaining the credit standing of new customers. The credit limits vary, some going to a hundred dollars a month, some less, some higher. In the event of slow payment a very small hint usually serves and Mr. Biltcliffe has seldom lost any worth while account through his system of limiting credits, while he has avoided opening many troublesome ones.

An important branch of the hardware business besides the great range of household utensils carried, is the paint department. In spring, and indeed at various times throughout the year very large amounts of paint, brushes, and household requisites in this line are sold by the Biltcliffe store. Another important branch of the business is the window glass supply and glazing department. This in the district served by Mr. Biltcliffe's organisation is well patronised, and found exceedingly useful. The development of the housefurnishing department seems to be but a matter of time, and probably a drygoods department will also eventuate in the Biltcliffe building in course.

Figuring Out Cost of Doing Business

Many Merchants Report Their Cost on Basis of Turnover—Delivery Costs Very High—Some Disregard Rent and Personal Salary—Dividing up Expenses Under Different Heads

Introductory article on the subject.

WITH the coming on of spring and summer, there is one subject apart from selling methods, that might profitably engage the attention of the grocer, figuring out the cost of doing this spring and summer business.

Some merchants started out to carry this into effect right after the annual inventory, while for others the importance is just beginning to dawn as constantly rising overhead expenses are adding to the high prices of merchandise. Every month now, until market and labor conditions become normal, the merchant will find it more and more to his advantage to know exactly how much it is costing him to sell each \$1,000 worth of merchandise. Only thus can he with any certainty steer a sure course through unprecedented times.

Replies from Many Merchants

In order to throw some light on the problem, not only of "How Much is it Costing You to do Business?" but "How Much Should it Cost a Merchant Under Average Conditions to Do Business?" CANADIAN GROCER sent out a few inquiries to subscribers in every province in Canada. In this introductory article we will not attempt to draw up any tabular form of average expenses under the various heads, but will consider rather some of the suggestions that have been offered by the merchants in their replies, or some points that are suggested to us by the form of the replies themselves.

First of all, it should be stated that the most approved form of figuring the cost of doing business is to base it on the turnover, rather than the cost. In other words, if it costs you \$165 for every \$1,000 worth of goods you sell, your cost of doing business is 16½ per cent. If it cost you \$190, the cost would be 19 per cent. This "cost," of course, should include every expense involved in your business—rent, salaries, delivery, advertising, light, and heat, insurance, taxes, and legal expenses; bad debts and depreciation, and other general store expenses.

Why Knowledge Is Important

There are two main reasons why it will pay the grocer to work out his cost of doing business on this basis: (1) In order that he may be able to decide how much to charge for the goods he sells; and (2) that he may be able to decide in what respects, perhaps, any of his items of expense are running higher than they should.

There are two ways of reducing cost: the obvious one of just "reducing" it; the other, of increasing the sales made by the same sized staff, so that the pro-

portion of cost to turnover figures out less than it did before.

For instance, if the "selling cost" is \$4,000 a year and the turnover is \$24,000, the cost of doing business is 16 2/3 per cent. But if the turnover jumps to \$28,000 with the same selling cost, the cost of doing business drops to 14 2/7 per cent.

In Two Cities of 10,000.

We will present here for the sake of illustration, one or two extracts from replies received from merchants. Here is one in a city of about 10,000 population, and the figures (for 1916) show, first, the actual cost of doing business under the various heads, and in the next column the percentage in each case this bears to the turnover.

	Cost in dollars
Salaries	5,970.50
Rent	\$ 1,544.50
Advertising	889.00
Delivery	2,100.00
Heat, light and water	176.65
Insurance, taxes	243.63
Bad debts, reserve, etc.	425.00
General store expenses	1,052.91
Fixture deprec'n, reserve	300.00

Total cost	\$12,696.29
Total turnover	84,268.55

While the question of the average of Canadian grocery stores will be taken up as returns are analyzed it will be interesting for merchants to learn how the results worked out by the Research Department of Harvard University after receiving figures from a number of United States stores. Based on the turnover the costs of doing business were—

Buying5%
Selling	7.0%
Delivery	3.0%
Managerial	1.7%
Rent and fixed charges	2.0%
General expenses5%
Bad debts5%
Total	15.2%

These figures apply to 1915. For 1916 the salary costs would run higher.

Here is a reply from a city of about the same size, giving some very instructive comparative figures covering the past seven years. These run as follows:

	Per Cent. of Turnover.		
	1910.	1913.	1916.
Rent	\$ 168	\$ 350	\$ 350
Salaries	1,040	1,560	1,575
Advertising	98	112	122
Delivery	36	48	32
Heat, light, current, insurance, taxes, legal, water	21	22	27
Bad debts, deprec.	78	105	115
General store exp'ses
Total	\$ 1,364	\$ 2,109	\$ 2,197
Turnover	10,107	12,645	15,640
Per cent.	13½	16 2-3	14

How Cost Rose, Then Fell

A study of the two returns shows a

fairly close percentage, the former being 15 and the latter 14 for the year 1916. The point made earlier, that the cost of doing business falls with the turnover (provided the staff does not have to be increased to any extent) is illustrated, in the second case. In 1913 it cost \$2,109 to sell goods worth \$12,645, while in 1916 with an increased cost of only \$88, the turnover was 15,640 or nearly \$3,000 more. In other words, in 1913, it cost this grocer \$16 2-3 to sell \$100 worth of good, and in 1916 only \$14 to sell the same quantity. Not that he reduced his staff—for his salaries were \$15 higher as seen in the table above, but his clerk or clerks sold more, and thus cut down the average expense.

While at this point note that the cost of selling each \$100 worth rose from \$13½ in 1910 to \$16 2-3 in 1913, a very common experience. In other words, if a grocer had at the end of 1910—after running over his costs of doing business—figured on a certain mark-up of his goods as necessary to bring him a certain net profit, he would require to add considerably more at the close of operations in 1913 in order to keep his net profit up. The mark-up figure should be scrutinized each year and brought up to date.

Analyzing these two records further, it will be seen that the turnover in one case is 5½ times what it is in the other.

Now, how do the percentages under each head compare?

Contrasts in expenses

As to rent. No. 1 shows a 1.83 per cent. cost, No. 2, 2.24 fairly close.

In salaries however, there is a big difference, No. 1 pays only \$7.05 per cent.; No. 2 it costs practically an even 10 per cent. of the turnover. The location of the former would tend to indicate that the wages were not lower, so the explanation must be that the larger sales of each clerk keeps the average cost down. The 10 per cent. however, is a trifle high for the average merchant, as will be seen.

In advertising the former store pays \$889 a year, while the second, apparently does not advertise at all. The cost of advertising for No. 1 is 1.05 per cent., not too high a figure, on the average.

Delivery is one of the most perplexing of problems so far as the cost goes. The one store pays \$2,100, or 2.49 per cent. of the sales; the other pays \$1.22, or .8 per cent., less than one-third. The former figure for delivery is a little high, the latter is far lower than the average, where any large proportion of parcels has to be delivered.

In briefer form we will give a digest

of some of the reports received, for purposes of comparison.

"A" is a village of 600.

Rent	\$ 150
Salaries	\$2,350
Advertising	Little
Delivery	No expense
Heat, light current	\$ 150
Insurance, taxes, legal	175
Bad debts, depreciation	60
General, (freight, carting, etc.)..	350
<hr/>	
Total	\$3,235
Turnover	\$23,000
P. C. Turnover	\$ 14

This is one of the lowest records of expenses we have received, in which all items would appear to be included.

Includes Own Salary

One of the most gratifying points is that the merchant included his own salary, as he says, in the \$2350. His small expense, comparatively, only 14 per cent. of the turnover, is due partly to the lack of delivery expense, which frequently runs 2, 3 or even 4 per cent. in cities.

No Allowance for Anything

Contrast the above with this reply that was received:

Do not pay anything for salary, rent, etc., as I own the store and do all the work myself.

But why not pay yourself a salary on your books, as well as in reality? If you were doing the same work for a "boss" he would pay you a salary. Moreover if you own the store, it is worth its market price. Then why not count yourself as the landlord and pay a rental to yourself? If you don't allow for all such items, how do you know what your profit is?

Surely your business is strong enough to stand on its own legs and not need the props CANADIAN GROCER has seen so often applied: "We don't pay rent—for we own the store ourselves."

Allow for Rental of Our Store

Just consider that if you were not in business you could rent the store to some one else and get the amount for yourself, in addition to what you earned for your work.

Charge Up Your Family

In the same reason, pay yourself a salary. And, once again when your family get a loaf of bread or a pound of butter, charge them up, for this is part of the salary the business is paying you.

Here is another far off in Western Canada.

Rent

Why not? Who supplies you with the store rent free Yourself, or some one else? And if either, why not charge the store rent, and pay it monthly, to yourself? Make it stand on its own rental legs.

Salaries

This he figures, as 6 per cent of the turnover of \$22,000. The total looks a little small, though it must be considered here that this store serves a

rural population and there are no delivery expenses.

The total is given as \$1940 or about 9 per cent. of the turnover. With rent, this total would approach 11 per cent. a very small figure, but one secured under exceptional circumstances.

A Big Town

The next comes from one of the largest towns in Canada, on the edge of cityhood (perhaps).

Rent	\$ 600
Total Expenses	\$12,760
Turnover	\$91,806
Cost of Selling	14 per cent.

There are special circumstances in this store that go to increase the turnover and keep down the selling cost to 14 per cent.

A place of 1100 population showed expenses of \$2410 on a turnover of \$18,000, a percentage of 13½.

Suggesting Central Delivery System

The Method of Reducing High Costs of Delivery Which Run to 4 or 5% in Some Places—Allowing 10% for Fixtures and for Depreciation in Rigs.

Among the comments received by CANADIAN GROCER as to how to reduce the costs of doing business, the most frequent suggestion was in regard to cutting down on delivery expenses and co-operation among local merchants on a central delivery system was the solution that was brought forward by several.

One merchant in a place of about 1,000, wrote: "Start a general delivery for the town is the only way in which I might cut any item of expense. I have put in the delivery, heat, etc., with general expenses. I have had the business only since 1913. My percentage of cost is always around 15."

Handling from a Centre

A large store in a town of over 7,000 writes somewhat similarly: "Delivery is a very heavy expense. If some arrangement could be made to have this handled from a centre or all the merchants form an independent company, it might cut down expenses considerably."

Allow for Depreciation on Rig

Another store in a town somewhat larger, in giving 14 per cent. as the cost of delivery, states that "this includes part payment on rig." This point we would urge on the merchant. Include more than 10 per cent. of the value of the rig in your delivery expenses each year for depreciation. Later we will refer to a similar amount for fixtures.

CANADIAN GROCER consulted a merchant in a downtown location in one of Canada's largest cities, and he set the cost of doing business at a little over 15 per cent. The extra expenses for salaries, etc., last year, made up for his larger turnover due to increased prices.

Limits Deliveries to Two Daily

Discussing delivery expenses he said:

In one of the most thriving towns of Ontario, rent is marked down by a merchant at 3 per cent., but next come salaries at 3.4, which amounts only to about \$680 on a turnover of \$20,619. This means the merchant does not allow for his own salary, and thus keeps down the total per cent. to 11.7.

The delivery be marks down at 1.4.

One of Larger Cities

One of the larger cities of Canada marks rent at 2 per cent. (or \$300); Salaries \$1045.50—6½ per cent.; delivery and repairs, \$408, or 2½ per cent.; heat, etc., ½ per cent., insurance, etc., ¼ per cent., bad debts and depreciation 1 per cent. The turnover is \$16,000.

A village of 290 people, marks "none" for the first four items, and costs as \$90 on a turnover of \$18,000. There are obvious omissions here.

"We have only two a day. Most of our business now comes in over the phone or by a canvasser who spends five days all over the city, along regular routes. We never let a rig go out unless it is pretty well filled; if we had to make special deliveries to distant points, the cost would put us out of business. As it is, our net profits last year were the lowest in many years, only 2¼ per cent. on our turnover. This, of course, allows for rent, and my salary."

Another grocer, who is in more of a residential district in the same city, was seen. His selling costs in 1916 were 20 per cent.

Ranged from 17 to 21 Per Cent.

"I have got down as low as 17 per cent. and as high as 21 per cent. The latter was one year when I bought some expensive motor cars for delivery purposes and lost thousands of dollars on extra cost of delivery and depreciation. Then I went back to horses, but have changed now to a cheaper line of motor cars, where the capital charges and operating expenses are less." His main items of expense are:

Salaries	10 per cent.
Delivery	4 per cent.
Advertising	1 per cent.

Wiping Out Fixtures as Asset

Just a point here about store fixtures. It is a fairly common—and estimable—practice for merchants to allow 10 per cent. for depreciation on these every year. This merchant has changed from this method and now charges up \$100 a month to fixtures, representing about 20 per cent. in the cost. He thus will soon "wipe them out" entirely as an asset, so that he will not have to take them in as an inventory at all. He does this for safety sake—an extreme course, but preferable far to the other extreme.

What profit he figures out he knows is a high grade one.

One Western Canada merchant suggested substituting "girls for clerks where possible," as a method of reducing costs.

Costs 16 % in Town of 5,000

Detailed List of Expenses Furnished by Grocer Who Has Just Begun to Keep Full Record—Turnover is Over \$27,000, With Delivery Costing Under 2%.

Below are given the contents of a letter and a financial statement from a grocer in a town of 5,000. This is a very promising statement, as while admitting that in 1913 no accurate record was kept of itemized expenses, this condition has been changed. (The cost of doing business is about 16 per cent., a very fair average these days. The salary costs figure out at 6.1 per cent., which is far below the average, and we hope include a salary for the head of the store. Delivery costs are, a little under 2 per cent., which must be considered satisfactory.

CANADIAN GROCER gives the list in full in order that it may supply suggestions to other merchants for divisions in their own expense list.

Dear Sir:

In reply to your enquiry re expenses we are having our young lady make out an itemized sheet taken from our expense book covering the year 1916, as to going back to 1913 we would be unable to do so as we are ashamed to confess that at that time we did not keep an accurate expense account, but now believe we have an accurate expense system.

As to your question as to how to reduce expenses we would say this is bothering us all; the public demand is pretty stiff service, whilst the purchases are inclined to run to small parcels not much money value. In our town a great many people buy from all the stores, that is a little here and a little there. This is pretty expensive business for the grocer and has a tendency to increase expenses beyond reason.

We enjoy these articles very much and trust you may receive a hearty response from the parties to whom you sent out slips. We will await with interest your article in the CANADIAN GROCER on this matter.

Expense Statement for Year 1916. Town About 5,000.

Express	\$ 197.52
Postage	67.71
Freight and cartage	215.38
Delivery	478.50
Salaries	1,659.25
Personal	171.05
Office supplies	20.41
Miscellaneous	52.82
Scavenger	16.00
Periodicals	8.50
Donations, mostly patriotic	119.02
Electric light and new lamps	75.23
Heat and light gas	94.75
Telephones and long distance calls	65.80
Advertising	47.63
Telegraph	3.95
Repairs and alterations	41.47

One merchant writes: "My big losses are in bad debts, as this is the worst city in Canada for the dead-beat, and where they get the best protection under the laws of the Province." (Guess what province that is.—Editor.)

Sundries not before itemized	226.43
Paper and twine	83.45
Counter check books	21.86
Water rates	13.66
Ice	55.85
Taxes	185.27
Insurance	17.00
Rent	400.00

Total	\$4,338.41
Per cent. of turnover	16
Amount of turnover for year	\$27,252.24

PP.S.—The items of expense and freight and cartage are something added to the cost of the goods but more often they are not.

Here is a Western city—a department store, whose figures may be taken as including all that is required:

	% of turnover
Rent	2.50
Salaries	8.50
Advertising	.15
Delivery	2.5
Heat, etc.	1.3

Insurance	.22
Bad debts (cash bus.)	None
General store expenses	.23

Total	15.4
Turnover	\$35,616.22

This is a store that does daily advertising and the cost of this figures out at a little more than the average. Salaries are a good average in 8½ per cent., and it is only the size of the turnover in this store that holds the cost down below 10 per cent. The department has been established less than three years.

Cost \$4,092 to Sell \$28,000

A merchant in a city between 20,000 and 30,000 sets down his expenses as follows:

	Month	Year
Rent	\$ 40	\$ 480
Light	3	36
Heat	3	36
Insurance on stock	6	72
Wages (his own included)	220	2,640
Int. on capital	20	240
Loss and deprec.	6	72
Advertising	4	48
Barn rent	4	48
Horsefeed, repairs	18	216
Stamps, stationery	7	84
Sundries — oil, brooms, lights, etc.	6	72
	\$341	\$4,092

Per cent. of turnover	14.6
Turnover	\$28,000

The salary costs figure at a little over 9 per cent. and rent at slightly over 1½ per cent.

Steady Reduction in Percentage Costs

Herewith is one of the most interesting and instructive replies of all sent, from a town of between 3,000 and 4,000. The report shows that the merchant is careful to keep track of costs, and that he tabulates these under their various heads as well. This report goes back to 1905. It reads as follows:—

	Per Cent. of Turnover.			
	1905.	1910.	1913.	1916.
Rent	1.15	1.08	.80	.98
Salaries	10.4	8.2	7.6	7.26
Advertising	.06	.04	.035	.032
Delivery	2.15	2.4	2.09	2.00
Heat, light, current	.06	.05	.042	.038
Insurance, taxes, legal	.03	.028	.027	.026
Bad debts, depreciation	.05	.05	.05	.05
General store expenses	.23	.22	.20	.21
Total per cent.	14.139	12.069	10.799	10.591
Turnover	\$10,467	\$16,691	\$20,321	\$22,204

The highly satisfactory feature about this record is that the percentage covering the cost of doing business shows a steady drop, from 1905 to 1910, 1910 to 1913, and 1913 to 1916. As one might expect, along with this has gone the increase in the turnover. In fact, the latter is the cause of the former, as it must be in these days of higher costs on every hand. Indeed, if the turnover had not grown, the percentage cost of doing business would have shown an increase year by year.

Let us test this, for it is the point, most of all we want to emphasize. For 1905 the rent was 1.15 per cent. of the turnover of \$10,467. This works out at \$119 rental.

In 1916 the rental was .98 per cent. of the turnover of \$22,204, or \$217, almost double, yet the cost, per \$100 of sales, is lower.

Actual Costs Up; Percentages Down
Take salaries. In 1905 these represented 10.4 per cent. of \$10,467, or \$1,088. In 1916 the salaries amounted to \$1,612, but figured out to only 7.26 per cent. of the turnover.

So with delivery. In 1905 it cost \$225 to deliver goods, with a turnover of \$10,467; in 1916, it cost \$444 to deliver goods on a turnover of \$22,204. But the per cent. cost in 1916 was less, although the total cost was double.

In other words, owing to the increased
(Continued on page 121)

Cardwriting Made Easy

By R.T.D. Edwards

SOMETHING NEW FOR THE CARDWRITER

THE main feature of this new cardwriting series is to give the cardwriter, experienced or inexperienced, new types of letter formations, and, while these lessons are of an advanced nature, we are endeavoring to make them as beneficial to the beginner as possible. The formations of these alphabets are new to all readers, but with diligent practice can be formed just as readily as the simpler ones of last year's lessons.

The construction of these alphabets is of the most practical nature, one stroke of the pen or brush being all that is necessary for their formation, and they are of the most readable and artistic types.

The chart of this lesson shows one of the most practical types for a good class of show card, though, of course, this formation is not to be used for sale purposes when a plainer formation is required.

The alphabet has no particular name, but is partly script and partly an italicized Roman alphabet. This will be noticed by a close study of the chart.

Before starting to practise this letter formation, one should study it thoroughly. There are many features and characteristics which appear and reappear throughout the whole alphabet, and when these have been recognized and carefully studied, it will assist one materially in the execution of the lesson. One feature of this alphabet which appears throughout the whole series is the upturned points of the lower ends of the down strokes (note the chart). This is really the feature of the alphabet, and is one which adds quiet speed to its execution, as it eliminates the finishing off of the ends of a stroke that is brought down

even with the guide line. Another notable feature is that many of the strokes commence pointed, instead of a heavy brush width, as in the previous alphabet. This also adds great speed to the work.

Practice Work

In order that the best results may be attained, it is desirous that tools and colors be in the best of condition. Here is a little review that will probably assist the cardwriter and also be of great value to the beginner.

Cardwriters' black, or color of any kind, is inclined to settle to the bottom, so, with a small wooden ladle, this should

be deep enough to touch the ferrule; then work it back and forth on a piece of waste cardboard or glass until the brush is the desired width and the color flows from it freely. Lay out the practice work minutely with a lead pencil and ruler, as shown in Fig. 1. Rule the guide lines about two inches apart, and the middle guide line about two-thirds the distance from the bottom line. In order to get a uniform slant to all the letters, angler lines should be drawn as indicated. These should always be used at first when practising slant letters, but as one becomes more proficient they can be discarded.

The top line of Fig. 1 shows four different sets of strokes, which appear frequently in the upper case alphabet shown in the chart. All the strokes in the alphabet should be practised in this manner as many times as is necessary to make them perfectly.

The lower line shows four strokes that appear frequently in the lower case alphabet, and which need much practice.

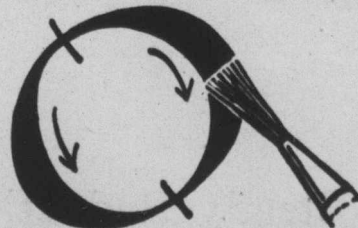
When all is ready for work, place the card on the slant top desk with the bottom of the card turned to the right. This assists one to make the slant letter easier. Work should be done with a free arm movement without cramping the fingers.

To get the best results in forming these letters hold the brush as indicated in Fig. 2, and keep the elbow more to the right. This turns the brush in such a position as to enable the placing of narrow and wide strokes in the desired position.

THE CHART

Upper Case

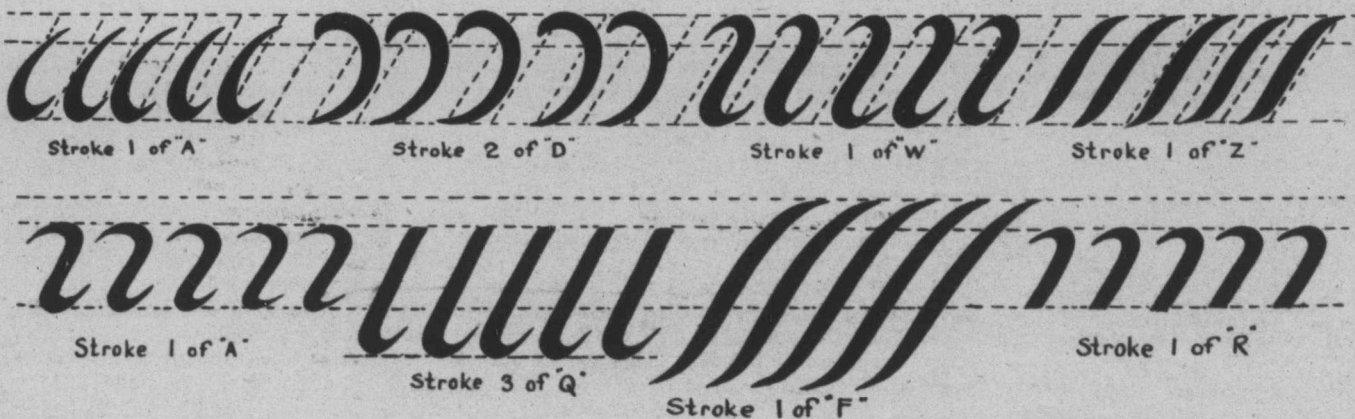
"A" shows much room for practice, as it contains four separate strokes, al-



Showing Correct Angle at which to hold brush to form Alphabets Illustrated Fig. 2.

be thoroughly mixed before using. If the color is too thick, add small portions of water until the proper flowing consistency is reached. It is best to keep all color covered to avoid evaporation. If one has been faithful in keeping brushes thoroughly clean, they should last a long time; but if the color is allowed to dry in them, it has a tendency to loosen the hair from the ferrule.

Do not dip the brush into the color





though strokes 2 and 4 are similar. Stroke 3 of the letter "B" will require a great deal of practice in order to make it easily.

Stroke 2 of "C" is similar to the same number in the previous letter. Practise the long sweeping stroke 1 often.

"D" shows a much different formation to any "D" we have previously shown. Stroke 2 is the hardest, and should be

practised many times. It starts at the top with the full width of the brush, and gradually narrows as it comes down.

It will be found that "E" needs much practice to get the effect required.

Strokes 2, 3, and 4 must be given special attention (note the relation they bear to one another).

"F" has one less stroke than the "E." Practise stroke 1 many times.

Strokes 2 and 4 of "G" are of similar formation. It will be found that this entire letter will need a lot of attention.

All the strokes in the "H" have been used in previous letters. Note that stroke 3 is nearer the top of the letter than the bottom.

"I"—This stroke is shown in the "H."

"J's" formation is a little different, as stroke 1 curves in the opposite direction. Much practice is required on this one.

Note that strokes 2 and 3 of "K" join stroke 1 nearer the top than the bottom. This entire letter should be practised many times.

"L" is the same formation as is found in "E." It is the 1 and 4 combination.

Strokes 1 and 4 of "M" are the same, while 2 and 3 are the wide and narrow variety. Practise many times.

"N" also shows the same two outside strokes as the "M." Both of these letters will require much attention. (Note where the narrow parts of this letter come.) This is unlike a Roman formation, where the two narrow sections come directly at the top and bottom.

Stroke 3 of "P" is the only new stroke in the letter, and it requires much practice in order to properly master its formation.

"Q" is just a repetition of the "O," with stroke 4 added. Practise often.

In "R" is shown the same letter as "P," with stroke 4 added. This combination of strokes requires a lot of practice, in order that it may be perfected.

"S" is a similar formation as we have shown in some previous alphabets, except that it is slanting to the right. Practise this letter often, as it is one that is used frequently.

Both the "T" strokes occur in other letters, and stroke 1 makes a good practice stroke.

*Newest
Styles
Latest
Models*

*Shown in our
Ready-to-wear
Dept.*

*Gardening
Time*

*We have a
Complete Assortment
of all Requisites
for the Gardener*



The two strokes which form the "U" are similar to those of the letter "H." Stroke 1 is made a little longer in order to join up with stroke 2.

Strokes 1 and 2 of "V" are entirely new ones, and need much practice, especially stroke 2.

"W" is the same as the "V," with stroke 1 added. Practise often.

The "X" is a three-stroke letter, stroke 1 being at a different angle to similar strokes throughout the alphabet.

Stroke 1 of "Y" appears often. For variety sake this stroke is brought down below the others, but this is not necessary. The letter can be made shorter with stroke 3 resting on the lower guide line.

"Z" shows many new lines which need a lot of practice.

The lower case alphabet shows several strokes which do not appear in the upper case formation, and which demand a lot of time in practice.

The more practice work given these the better; but as the majority of the strokes used are ones similar to those in the upper case alphabet, they do not require individual explanation.

The numerals are not difficult.

In last month's lesson we gave a good demonstration of the use of the tooth brush for decorating the show card, and this month we are continuing the work, as shown in Fig. 3. This work is known as spatter drawings, and is a quick way of obtaining a stippled effect. In all cases it is necessary to use stencils. First make the drawing on a heavy

Manila paper and then cut out the portion you wish to stipple with a sharp knife. This is then a stencil and should be laid flat on the card with small weights and pins. It is important that the stencil be kept tight to the surface to insure a clean cut outline. Holding the tooth brush in the left hand with a small stick in the other, dip the stick in your pen ink and draw it gently over the ends of the bristles of the tooth brush, making sure to hold the brush close to the card. Repeat this operation until the drawing is complete.

In Fig. 3 are shown a few illustrations which will assist in doing this work.

"A" shows the word "styles." This was done in the usual way with black ink and afterwards shaded with a black pen stroke. There are many other color combinations which can be used with good effect, such as blue ink with a black or dark blue shading, brown ink with a black or dark brown shade, or green ink with a black or dark green shade. The word styles is only given as a demonstration, and any other word or words can be made into a stencil in the same manner.

"B" shows a dainty scroll work, which can be used in many ways on the show card. Many different color combinations can be used to suit the card on which it is to be used.

"C" shows a two-tone drawing of a star. First make a drawing of a star as shown, marking it out plainly with a pencil. Make a stencil of half the star by cutting out only the portions which

are shown as dark on the drawing. When this is stippled on the card, the stencil can be turned over and made to fit on the other part of the star. This, as can be seen, gives the drawing an embossed effect, and many different color combinations can be used effectively.

"D" shows another two-tone spatter drawing, made with the tooth brush. This is only one of the many drawings which can be obtained from journals, which will be of great aid in this work. This drawing was simply pasted on stiff paper, and cut out with a sharp stencil knife, thus saving much time with an effect just as good. The round background stencil is first applied quite lightly and the tiger is put on much heavier.

"E"—This small floral drawing is exceptionally adaptable to this season of the year, and is very easily made, two small stencils being all that is required. The flower should be made pink and the leaf green, with a black outline and stem.

The accompanying cards give a fair idea of how the alphabet in this month's lesson appears when in use. These cards do not illustrate work which has taken hours to execute, but cards that were made in a very short time, and they illustrate how fancy cards can be made quickly and effectively.

STORE WITH SOME SUMMER SUGGESTIONS

(Continued from page 96.)

tain their fresh and inviting appearance for almost any length of time.

A Show Window Advocate

In the foreground of the picture is the cup donated by the Ottawa *Citizen* in a window display contest. This cup is at present held by Mr. Johnson, who, on a number of occasions, has succeeded in carrying off the premier honors. In fact, Mr. Johnson has made a name for himself in this regard, having on one occasion won the first prize in an American competition, for which practically all the American stores were eligible.

Mr. Johnson has achieved his success in this line by avoiding the stereotyped form of window dressing. His windows are pictures that suggest a story, and he gives a great deal of time and thought to this side of his business—a side, by the way, that he places at the head of the list of those means that a merchant may adopt to attract and hold trade.

IF YOU HAVE THESE DISEASES THIS MIGHT INTEREST YOU

One of the properties of coffee that is not generally known is that it has a bactericidal action. A one-half per cent. infusion of coffee will kill the anthrax bacilli in three hours, while the virulent cholera organism succumbs in four hours. Other bacteria are killed by this strength infusion in two to six days. This property seems to be possessed only by an infusion of roasted coffee.—F. H. F.



Methods of Preserving Eggs Without Cold Storage

Many Merchants Interested in This Point—Some Methods Vouched for by Government Experts—A Description of the Methods to be Employed.

THE CANADIAN GROCER has several times of late been questioned regarding some practical method of preserving eggs. There are a great many stores that are far from the facilities of the cold storage warehouse, and yet not knowing how eggs may be treated in the months of plenty, they make no provision for the winter months, or have to draw their supply from the storage house at enormously enhanced prices.

Is there any way of preserving eggs during the summer months so that they will be available in the winter season?

The Government has made many experiments with the aim of reaching some satisfactory solution of the problem, and the methods described below have been tried with success. It is only fair to say, however, that no method has as yet been devised that improves on the cold storage method of preserving eggs.

However, for those to whom cold storage is practically an impossibility, or whose demands are not large, these methods that have the seal of approval of the Government experts may well be of value.

Two Systems Available

There are two methods that have been found to be of value. Both call for the preservation of the eggs in liquid, the only difference of the two systems being the composition of this liquid.

The system most generally favored because of its cheapness is the lime water system. The method is simply to keep the freshly collected eggs covered with a saturated solution of lime water. By a saturated solution is meant the maximum amount that water will take up. With water at average temperatures the solubility of lime is one part to 700 parts of water. In terms of pounds and gallons this means that one pound of lime is sufficient to saturate 70 gallons of water. However, as there are many impurities that creep into commercial quick lime, it would not be safe to work on this basis. To be sure that the solution is saturated it is wise to use a proportion that will assure you of absolute saturation. One pound of freshly slacked lime to fifty pounds (5 gallons) of water will leave an ample margin to cover all impurities.

Method to be Adopted with Lime Water System

The method of preparation is very simple. Slake the lime with a little water till it forms a milky substance, then stir this "milk of lime" so formed into the five gallons of water. This mixture should be kept stirred for several hours, after which it may be allowed to settle. The clear liquid that results is saturated lime water.

After the eggs have been carefully packed in some suitable receptacle such as a candy pail or butter tub, they are carefully covered with this saturated solution. As exposure to the air tends to weaken this solution and destroy its efficiency, it is well to protect the solution. This may be done by covering the surface of the liquid with sweet oil, or by covering the receptacle with sacking upon which a paste of lime is spread. This solution should be examined at regular intervals, and if there is any precipitation of the lime the solution should be drawn or siphoned off and a new solution poured over.

Have Liquid Prepared Ahead

If any large quantity of eggs are to be preserved, it is possible to have a considerable supply of the liquid made ahead, provided that care is exercised to assure the absolute saturation of the solution used. As lime is a very inexpensive article, it pays to take no chances on this matter. Use sufficient lime to assure the saturation of the liquid.

Handling Eggs in Summer Time

Some Suggestions That Will Help to Make This Business More Profitable — A Little Care Will Save the Merchant From Much Annoyance and Loss

AS very many merchants are engaged more or less extensively in the handling of eggs for the farmer. It may not be out of place to suggest some methods of handling this product that will tend to add to the success with which they may be handled.

To successfully handle this trade from the farmer, most authorities agree that there should be some fundamental rules observed. The eggs should be gathered twice a day and should be kept in a dark, cool place when gathered. They should be marketed by the farmer not less than three times a week. The general merchant receiving these goods should adopt the same precautions. Not to market these goods at least three times a week is tempting fate in the hot weather, and is a sure source of dissatisfaction all round.

If this system is adopted the eggs can be handled with the minimum of loss and annoyance.

The poultry division of the Department of Agriculture, also gives some brief suggestions for the successful marketing of eggs, that it would be well for the merchant engaged in this business to consider, and also call to the attention of the farmers who deal with him.

The following are the interesting suggestions referred to:—

The Water Glass System

The other system of preserving is known as the water glass system. Water glass is a solution of silicate of soda, that is readily obtainable from all druggists. The general strength is a 10 per cent. solution, or one part of the water glass to nine parts of water. The water should first be boiled to destroy all vegetable or animal substance contained therein. The two substances are then thoroughly mixed and allowed to stand till cool, before using. The eggs are then covered with the solution.

What About Containers?

The only thing that needs to be considered with regard to containers is that they should not be of materials that corrode in water. Wooden vessels should be well scalded before being used.

The best results are obtained from eggs that are put up in April and May. At this season, eggs are not only cheaper than at other seasons, but they are also fuller, stronger bodied, and of all-round better qualities than those to be had during the hotter months. It is better, too, to candle all eggs before attempting to preserve them.

This information has been secured from the Department of Agriculture experts, and if these directions are carefully followed, the merchant should have no difficulty in successfully carrying over a stock of eggs into the seasons of scarcity.

Some Timely Suggestions

1. Always keep eggs in a cool, dry place.
2. Always keep them covered with a cloth or other means to prevent fading or evaporation.
3. Never keep eggs near kerosene, onions, fish, or other strong smelling substance; they readily absorb odors.
4. Do not sell eggs known to be bad. It is dishonest.
5. Do not wash eggs.
6. Use the dirty, small, very long and grass-stained eggs at home.
7. Market the eggs as regularly and frequently as possible—at least twice a week in summer and once in winter.
8. Secure suitable crates for home use and thus prevent breakage and slight cracking.
9. Never use dirty, filthy cases, nor soiled, musty fillers in shipping. Remember that eggs are easily tainted and extremely perishable.
10. Never expose eggs for market to direct sunlight, rain, or to extreme heat.
11. Insist that your eggs and the eggs of your district be bought on a basis of quality, according to Canadian Egg Standards.
12. When shipping direct insist upon the eggs being carefully handled, placed under cover when awaiting shipment, and forwarded in clean, sweet cars.



CURRENT NEWS OF WEEK

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



Maritime Provinces

W. S. Vaughan, grocer, of St. John, N. B., suffered loss by fire and water.

Advices from Cuba show New Brunswick potatoes bringing \$10.25 a barrel, a reduction owing to large quantities on hand.

James Collins, for many years one of the leading retail grocers of St. John, is retiring from business and is selling off his stock.

The fish market continues poorly supplied, with prices high but dealers predict a general drop averaging about two cents a pound in ordinary lines this week, owing to better weather for fishing during the last few days.

St. John River is almost ready for navigation and steamers commence running this week. This will free a large amount of produce for the city markets and also will afford the opportunity for heavy spring shipments of merchandise to up-river points.

There is an agitation, led chiefly by the moving picture interests, for the repeal of the daylight-saving plan which otherwise would go into effect on April 29 in St. John. The appeal is to suspend action until the plan is made universal throughout the Dominion.

Owing to the increased price of flour St. John bakers advanced their price from nine to ten cents for pound and a half loaves of "fancy" or two-pound loaves of plain bread. Larger groceries added two cents instead of customary one, making the retail price twelve cents; other groceries held price at eleven.

With the sardine season opening practically every factory along the New Brunswick coast and around Passamaquoddy has resumed operations. The fish are only fairly plentiful and there is a heavy demand as packed sardines are very scarce. The price to fishermen opens at \$10, but predictions of \$20 to \$30 are common.

Lieutenant Maurice Mullaney, a member of the staff of Thomas Gorman, wholesale grocer, St. John, before the war, has been killed in action. Soon after war broke out he qualified for a commission in artillery but finding no opening, enlisted in the ranks and was promoted to sergeant-major. In his anxiety to get overseas he transferred to an infantry unit, qualifying for the rank of lieutenant.

CANNED GOODS SCARCE

It is reported from United States sources that a scarcity of canned goods is feared before the new pack is ready, and in some lines an actual famine is expected before next fall. This statement

is confirmed by the entire exhaustion of some items. String beans, for instance, have long been off the market, and asparagus is almost unprocurable. Corn is almost gone and supplies of peas are getting low. Tomatoes are also running out and are being held at \$1.85 a dozen, a dollar advance on last year's opening prices. Prices of salmon have more than doubled since last summer, owing to the heavy domestic demand and large shipments to foreign countries.



E. A. RICHARDSON

Eastern Sales Manager of the John B. Paine Co.

FACTORY AT WINNIPEG

E. A. Richardson Returns East as Sales Manager of John B. Paine Co.—
Robert Barnes Goes West

E. A. Richardson, who came out to Winnipeg seven months ago to open a branch factory and office for the John B. Paine Co., Toronto, is returning East to take up the position of eastern sales manager. Mr. Richardson has been with this company in Eastern Canada for a good many years, and our readers will recognize his face in the above picture, although it will be observed that he is now without a moustache. As he will be calling on the trade again in Eastern Canada, his friends can look forward to seeing him.

The new factory at Winnipeg will in future be in charge of Robert Barnes. He comes from the factory in Toronto, and will hold the position of Western manager. Besides superintending manufacturing operations at the Winnipeg plant, he will make periodic trips throughout the West, calling on the trade. He has just returned from a trip,

during which he covered most of the largest centres.

John B. Paine, president of the above company, was in the West recently.

Quebec

Roy Alexandre, of Quebec, groceries, is dead.

The death of W. S. Silcock, Commission Merchant, St. Nicholas St., Montreal is regretted by many friends in commercial circles.

F. W. Fox, representing the Star Carrier and Tray Mfg. Co., of Rochester, N.Y., was a business visitor to Montreal during the current week.

A new firm has recently been registered in Granby, Que., under the name of the Granby Bargain Store. It will be operated as a general store.

La Compagnie Commerciale et Industrielle de Rockland, Limited, has been incorporated at Rockland with a capital stock of \$40,000, to carry on a general store business.

Very suddenly, last week, there passed away Gerald Lomer, president of the Canadian and Oriental Produce Co., Ltd., St. Urbain St., and also President of Gerald Lomer Ltd. His death so unexpectedly is regretted amongst a wide business acquaintance in Montreal.

Cecil Gordon, of J. Alex. Gordon & Co., Montreal, has returned from a visit to Great Britain, where he spent a number of weeks. He escaped submarine risks on the passage back, and is welcomed by many friends in wholesale business circles in Montreal.

Zephirin Hebert President of Hudon Hebert et Cie, and also of Montreal Board of Trade, has returned to business again after a brief holiday visit to Atlantic City accompanied by Mrs. Hebert. He reports keen interest on the part of many Americans in Canadian conditions at present, especially since the entry of the United States into the Great War.

Ontario

Mrs. Emma Gray, of Toronto, is selling out.

R. J. Thomas, of Hartford, has sold out to Jos. Howard.

C. H. Walker, of Fort William, has discontinued business.

A. S. Phillips, a Windsor, Ont., grocer, now has a chain of five stores.

N. L. Haveland, grocer, of West Lorne, Ont., has sold out to O. Brooker.

Alfred Burnett, of Toronto, has been succeeded by Reliable Butchers & Grocers.

Durham Canning Co., Ltd., has been incorporated at Trenton with a capital of \$40,000.

Wm. Taylor & Son, Limited, has been incorporated with a capital stock of \$40,000 to carry on a general grocery business at Owen Sound.

The Frankford Canning Co., Ltd., has

been incorporated at Trenton with a capital stock of \$200,000, to deal in fruits, meats, vegetables, etc.

Brant Farmers' Co-operative Society, Limited, has been incorporated at Brantford with a capital of \$40,000, to deal in grocery and other lines of trade.

Signaller V. R. Dowson, son of Robert Dowson, grocer, 234 Queen Street West, Toronto, has gone overseas with the 198th Battalion, Canadian Buffs.

Tillsonburg bakers have increased the price of bread to nine cents a loaf. The reason given for the change is the usual one. High cost of materials.

The evaporator plant of Graham Company, Limited, was totally destroyed at Belleville, with a loss of about \$350,000. The plant was used for drying vegetables, which were to fill orders for the Allied Governments.

Geo. Ecclestone, grocer, London, Ont., has bought forty acres at Grand Bend on Lake Huron, comprising fourteen cottages, a large rooming house and bath house. Geo. H. Ellis, a former London grocer, is going to take charge of it for Mr. Ecclestone.

The London Retail Grocers are making elaborate arrangements for the Pure Food Show to be held in the Princess Winter Gardens. There will be dancing every evening. A first class orchestra of ten pieces is engaged for the occasion. It will be open every afternoon and evening.

John Bright, for the past five years Dominion Live Stock Commissioner, died in Ottawa on Monday evening last. The late Mr. Bright was one of the highest authorities in Canada in all questions pertaining to live stock, and his death will be a decided loss to the country.

In recognition of his 35 years' in the mercantile life of Barrie, a banquet was tendered to ex-Mayor James Vair of Barrie by the Board of Trade of that place. As a token of the esteem in which Mr. Vair was held by his fellow citizens he was presented with a handsome club bag. Mr. Vair recently sold his grocery business to T. B. Crothers of Georgetown, and is going to Toronto.

James D. Dewan, for the past 36 years on the road for Geo. Watt & Son. Wholesale Grocers, Brantford, has been superannuated, and given a very substantial pension by the firm. Mr. Dewan is over eighty years old and is the oldest traveller in Western Ontario. Mr. Dewan has resided in London for the past thirty years, but recently removed to Strathroy, "his former home," to live with his daughter, Mrs. O'Connor. His wife had a stroke some time ago and has never had good health since.

The Retail Clerks' Association, of Toronto, held an enthusiastic meeting recently in the Labor Temple, Toronto, where they were visited by W. H. Lewis, of the Retail Merchants' Association. He told the clerks that the merchants were in favor of early closing but to accomplish this end the co-operation of the clerks was needed. The following dele-

THE NEW WAR TAX MEASURES

The war tax measure brought down by Sir Thomas White on Tuesday of this week are not of a very startling nature. They merely make more comprehensive the assessment on business profits, that were inaugurated in February 1916.

Under the 1916 tariff the tax was for incorporated Companies, having a capitalization of over \$50,000 on all profits over and above 7 per cent. of the capital 25 per cent. and for businesses not incorporated the 25 per cent. tax was levied on everything over and above a profit of 10 per cent. of the capital.

Under the new measure this tax has been made somewhat more severe. By its provisions all profits over 1 per cent. of capitalization and up to 20 per cent. will be taxed to the extent of 50 per cent., while all profit over and above this 20 per cent. of the capitalization will pay to the Government 75 per cent.

While these changes seem fairly drastic on the surface, they are imposed rather late in the day to show any great degree of profit. The Bonanza of the war profiteer was in 1916 not in 1917. The war profits are now beginning to peter out and there will be comparatively little extra gain from these more stringent regulations. Had they been imposed a year ago they might have gone a long way towards meeting the country's indebtedness.

Considering the matter entirely from a non partizan standpoint it would seem that these measures are wholly inadequate to meet the very serious situation that is facing the country. An enormous debt is being piled up for later generations to liquidate, when it should be met here and now.

Unquestionably in the present change there is a hint of an approaching party struggle. There is little question that its mildness is aimed to conciliate. Otherwise why is the salary tax omitted. Sir Thomas White's explanations on that point do not seem to be entirely satisfactory.

It is unquestionably a good move to assess war profits, but when these taxes are admittedly inadequate to meet the growing debt, other means should be promptly adopted. We would not suggest further taxes on food products but there are still plenty of luxuries that could be made to pay their way without imposing a burden greater than could well be born. Financing great undertakings on practically limitless borrowing is as dangerous for a country as for a store.

gates were appointed to attend an open meeting of the Retail Merchants' Association as the representatives of the Clerks' Association, W. R. Cowan, C. F. McDonald, R. Hoespool, C. W. Tinsley, H. Corsett.

Western Provinces

Orok & Watlie, general store, of Hughenden, Alta., have sold out.

Wood Bros., of Alameda, Sask., have been succeeded by Wm. Wood.

Gunn & Buckwold Bros., of Cadillac, Sask., are dissolving partnership.

Gorom & Peck, of Rosthern, Sask., have dissolved partnership. A. Gorom is continuing the business.

H. B. Gordon, general manager of Codville Co., Ltd., Winnipeg, returned last week from a trip to the East.

The partnership of Messrs Healey & Furkis, Bridgeford, Sask., has been dissolved. E. A. Purkis continues the business.

W. A. Armstrong, formerly sales manager for Telfer Bros., Winnipeg, has joined the staff of Scott-Bathgate Co., Winnipeg.

The Town of Salmon Arm, B.C., has recently re-organized the Board of Trade of that place and a systematic boosting campaign is being started.

A. S. Thomson, known to his friends as "Sandy" Thomson, has gone on a trip to California. He was formerly a traveler for the Medicine Hat Grocery Co.

S. S. Hart, formerly representative for Telfer Bros., for nine years, in the Western field, is now with the Scott-Bathgate Co., Winnipeg, and will cover Southern Manitoba.

The C. H. Grant Co., manufacturers' agents, Winnipeg, have moved to larger quarters at 1206 McArthur Building. They were formerly at 509 Merchants' Bank.

E. H. Henderson, formerly manager of the Canadian Salt Co., Windsor, Ont., who recently visited Winnipeg to explain the salt situation, has gone West as far as Vancouver.

On April 15 fire destroyed the store of R. E. Barbers at Macdonald, ten miles north of Portage la Prairie, Man., causing a loss of \$9,000, partially covered by insurance.

John Hill, former credit man with the Weyburn Grocery Co., who left last year for Kelowna, B.C., has moved to Calgary, where he is now associated with the Mitchell Fruit Co.

Peace River Trading Co., Ltd., of Vancouver, has been incorporated with a capital of \$250,000, to operate stores dealing in all lines of mercantile business, both wholesale and retail.

R. G. Pesse, of Tees & Pesse, Limited, manufacturers' agents and warehousemen, Winnipeg, has been on a trip to the firm's branches throughout the West, and should return to headquarters around May 1.

The Alberta Farmers' Co-operative Company will build forty new elevators throughout Alberta before the 1917 crop is ripe. The elevators will have a capacity of from thirty-five thousand to sixty-five thousand bushels each.

Lawrence Bonny, sales manager for

the Codville Co., in Winnipeg, left on Monday for Chatham, Ont., and from there will proceed to the Atlantic sea coast, where he will remain for two months. Mr. Bonny is taking a complete rest.

Word reached Winnipeg last week of the death on the battlefield of France of Lieut. R. F. (Bob) Aitken. He was employed by the Blue Ribbon Tea Co. He enlisted with the 27th Battalion, but subsequently transferred to the Grenadiers, with which unit he was serving when he was killed.

Samuel Korbin, Mayor of Canora, Sask., and a prominent general merchant of that town for the past twelve years, died very suddenly of heart failure some days ago.

Mr. Korbin was a Russian by birth, but was educated in England. He started business in Canora in a very small way, but gradually developed it into the premier business of this thriving town. He will be sincerely regretted by his many acquaintances throughout the country and in the community where he made himself so well respected.

Merchants in Winnipeg who give short weight, from a fraction of an ounce on a pound of sugar to hundreds of pounds on a ton of coal, are going to be checked up, according to civic officials. The Market License and Relief Committee recently told Market Superintendent Ridd to prepare a list of the convictions of the past year. Where a man is found to be a regular offender, it is probable that the committee will recommend that the maximum fine be inflicted.

Carnation Milk Products Co., Ltd., Seattle, Wash., have appointed Tees & Persse, Ltd., Winnipeg, as their agents between the head of the lakes and the Rockies, with the exception of Edmonton district. Carnation Milk Products Co., it will be remembered, bought out the plant of the Aylmer Condensed Milk Co., Aylmer, Ont., and will now supply the Canadian market with "Canada First" and "Carnation" brands, made at Aylmer and Springfield, Ont. Their policy will be to sell through the jobbing trade by brokerage representation, and Tees & Persse, Ltd., will handle these lines, through their offices at Fort William, Regina, Saskatoon, Moose Jaw, as well as through Tees & Persse, of Alberta, Ltd., Calgary.

EMBARGO FROZEN MUTTON TO CANADA

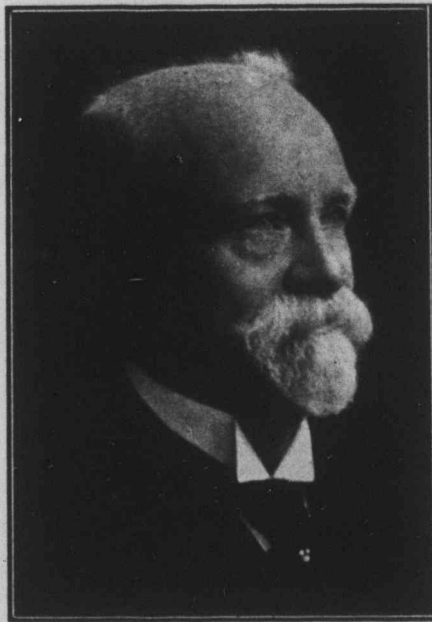
In the report of the Trade Commissioner for Australia, mention is made of the refusal of the Commonwealth Department of Trade and Commerce to permit the export of several thousand carcasses of frozen mutton and lamb for Vancouver. The refusal was qualified with the intimation "for the present" from which it is inferred that a subsequent application may be successful. It is stated the Australian meat supplies are held to the order of the Imperial Government, whose requirements are of

PIONEER MERCHANT DIES

Thomas Robertson, President of Robertson Bros., Passes Away. Engaged in Candy Business for Past Fifty Years

THOMAS ROBERTSON, one of the pioneer candy makers of Canada, passed away at his residence, Elm Avenue, Rosemount, Toronto, on Thursday of last week.

Mr. Robertson was born in Selkirk, Scotland, seventy-eight years ago, but came to Canada with his brothers quite early in life, and with them engaged in the candy manufacturing business under the name of Robertson Brothers. Mr. Thomas Robertson was the last of the brothers connected with the firm, which has been in existence for upwards of fifty years.



THE LATE THOMAS ROBERTSON.

—British & Colonial Press Photo.

At the time of his death, Mr. Robertson was president of the company, and had associated with him in the business his three nephews, Alex., Edward, and William Robertson.

Mr. Robertson was a keen business man and brought the Robertson Bros. business, located on Queen street east, to a high measure of success. Moreover, in his activities he gained for himself an enviable reputation for the highest business integrity.

Mr. Robertson never took a very active part in public life, but the business friends that he made through the course of his long and active business life will sincerely regret him.

GROCERS FAVOR MARGARINE Winnipeg Branch of Retail Merchants' Association Think There Should be Regulations to Prevent Sale as Butter

"That the restrictions on the manufacture and importation of margarine

should be removed, providing that proper regulation be made to prevent the sale of this product as butter," is the text of a resolution adopted last week at a meeting of the grocers' section of the Winnipeg branch of the Retail Merchants' Association, Quebec Bank building. It was the general opinion of the 25 grocers present that everything possible should be done for the consumer at the present time.

Early Closing By-law

Considerable dissatisfaction was expressed regarding the regulating of the early closing by-law. Several grocers stated that it was a common thing for restaurant keepers and confectioners to be busily engaged in selling groceries after 6 o'clock. A special committee was appointed to deal with this matter and to interview the police magistrate with a view to ascertaining what constitutes evidence in such cases.

The new by-law passed last week in the city council regulating the sale of groceries and other lines by druggists was heartily approved of by the section.

Half Holiday Success

A Fort Rouge grocer reported that the weekly half-holiday observed last season during June, July and August by the grocers of this district proved most satisfactory. It was felt that this would be a desirable step for other districts to take provided sufficient public sentiment could be aroused to make it a success.

The annual meeting of the Winnipeg branch of the association was held last Thursday, April 24.

PIONEER MERCHANT OF HURON DIES

One of the pioneer merchants of Huron County passed away on Sunday last in the person of William Scott, who has conducted a general store and grain buying business in Brucefield for the past fifty years.

Mr. Scott was born in Selkirkshire, Scotland, and came to Canada while a comparatively young man. He settled in Huron County and started the first store in Brucefield where he has carried on business ever since.

Of late years the business has been carried on in conjunction with his son Andrew, who is postmaster of Brucefield. The late Mr. Scott was in his eightieth year at the time of his death.

LONDON MERCHANTS FAVOR CLOSING

London Grocers Hold Election—Many New Names in Executive—Wednesday Closing Adopted

The last regular monthly meeting of the London Retail Grocers' Association was very largely attended, as there was very important business to be transacted. The election of officers for the ensuing year, and the Wednesday half-holiday were the most important items on the programme. After a great deal of discussion it was decided to close on Wednesday afternoons during the

months of May, June, July, August and September. This is one month longer than last summer, May being the additional month.

Considerable interest was taken in the election of officers, and quite a lot of new blood was elected to the executive. The following are the officers elected: President, Thos. Shaw; first vice-president, Joseph McLeod; second vice-president, J. T. May; secretary, Harry Harley; treasurer, Adam Palmer. Executive: G. B. Drake, C. J. Fare, N. Bilyer, Frank Pierce, with two others to be named by the President. One of the pleasant features of the evening was the presentation to the retiring President, Norman McLeod, of a handsome umbrella; and a beautiful cut-glass dish to the retiring treasurer, Thos. Shaw. Mr. Shaw has held this office continuously for the past fifteen years. It was decided to have two picnics during the summer months. The arrangements are left in the hands of the new executive.

BREAD UP IN WINNIPEG

Bakers Inform Public That High Cost of Flour, Sugar, etc., Compelled Them to do it.

Winnipeg bakers advanced the price of bread one cent last Friday to eight cents per loaf. They seem to have been loath to take this step on account of the tendency of the public to resent high prices. An investigation was recently held into the high cost of living, and the bakers were subjected to severe examination. However, they came out without a suspicion of having tried to hold up prices.

In drawing the attention of the public to this latest advance in the price of bread, they point particularly to the increase in the cost of materials used in its manufacture. One baker publishes the following:—

Cost of some materials used in making bread:—

	Price Jan. 27, 1917	Price April 19, 1917
Flour, 1st quality	\$9.00 bbl.	\$12.20 bbl.
Flour, 2nd quality	8.50 bbl.	11.70 bbl.
Sugar	.0637 1/2 c lb.	.0760 c lb.
Fats	14c lb.	19c lb.
Malt Extract	9c lb.	13c lb.

All other expenses, including labor, have advanced accordingly.

This baker continues as follows:—
“Market conditions warrant a much higher price for bread, but we have decided to keep the price down to 8c a loaf as long as possible. We announce, therefore, that on April 20 the price of bread will be 8c per loaf—13 tickets for \$1.

TWO NEW CANNERIES FOR TRENTON, ONT.

A new company known as the Frankfort Canning Company, was incorporated in Ontario, on March 6, to carry on a business of canners of fruit, vegetables, and meats. The company is capitalized at \$200,000, divided into two thousand shares of one hundred dollars each. The

head office will be situated at Trenton, Ont.

Another canning company to be known as the Durham Canning Company, Limited, was incorporated March 28 to carry on a general canning business. The authorized capital of the business is to be forty thousand dollars. The company will have its headquarters at Trenton, Ont.

NOTED DAIRYMAN DEAD

A. F. McLaren, Founder Imperial Cheese Co., Passes Away. Inventor of Cream Cheese—Noted Dairy Expert

A. F. McLAREN, of the McLaren Imperial Cheese Company, died in the General Hospital, Toronto, on Thursday, April 19.

Mr. McLaren has been ailing for some



The Late A. F. McLaren.
—British & Colonial Press Photo.

time and for some years past has relinquished his active participation in the business that bears his name, though he still remained a large stockholder of the company.

Mr. McLaren was born in Lanark, Ontario, and in 1885 he started a business in cheese manufacturing in Stratford, a business that he had been interested in and familiar with from his earliest years. Mr. McLaren made himself an admitted master in the business of cheese making, and with him originated the idea that there was another way to handle cheese beside the conventional block cheese. From this grew the cream cheese idea, that has had such a phenomenal success.

Mr. McLaren was admittedly an authority on all matters relating to dairying subjects. He was for a number of years president of the Western Ontario Dairymen's Association, was one of the judges of dairy products at the World's Fair, in Chicago, in 1893. He was for some time a director of the Canadian National Exhibition, in charge of the dairying branch, and for some years was sole judge of dairy products at that Exhibi-

tion, a striking illustration of the general belief in his knowledge and integrity.

From 1896 to 1908, he represented the riding of North Perth in the Dominion House.

With the death of Mr. McLaren, the dairying interests in Canada have lost one of their best friends. He will be deeply regretted, too, by the members of the trade at large, among whom he was deeply respected.

CANADIAN CANNERS PLAN CAMPAIGN

There was a meeting of the Canadian canners, held in the rooms of the Company, Hamilton Trust Company Building, on Thursday afternoon.

The meeting was called to discuss the general conditions facing the trade. The reports of the general fruit crop were considered very reassuring, with the exception of strawberries, which it is feared will fall considerably below the regular pack.

While crop prospects for tomatoes, corn and peas, up to the present appear very satisfactory, it is felt that there may be a disturbing situation developed in these lines. The labor problem is a feature to be considered in this business as well as in the general agricultural line, and it is feared that this may militate against the large pack so urgently needed.

Despite the serious situation that arose last season in the canning trade, there is no disposition on the part of the jobbers to refuse to contract for their coming supply. The question as to whether it was advisable to send a representative west to conclude contracts was seriously debated. It was finally decided that a short trip should be made instead of leaving the whole contract business in the hands of the jobber.

FIGURING OUT COST

(Continued from page 113)

turnover this merchant could make a far larger per cent. of profit in 1916 by marking up his goods with the same margin, than he did in 1905. Or, he could afford to mark his goods at a lower figure than his neighbor who had a smaller turnover, and still make the same net per cent. of profit on every \$100 worth of goods sold.

A few points of explanation sent by this merchant should be inserted. The delivery expenses include the salary of a delivery boy. This was as CANADIAN GROCER intended the item to be understood in the blank form sent out.

In the case of taxes the percentage dropped from .010 in 1905 to .0067 of the turnover in 1916. In insurance it went down from .02 to .015—owing solely to the increased sales.

As the merchant wrote in commenting on his own report:

“Our per cent. for expenses has come down with the increase of the turnover. We could do considerable more business

with the same help and equipment if we could get the business.

"The above figures may in some cases, like on paper bags, etc., be slightly out, but are very close to correct.

Bad Debts

"Under delivery we charge up full time of delivery boy, although he does some back store work. However, if it wasn't for delivering we could not do without that help.

"Under bad debts you will notice the same percentage is given for each year. This is an item it is hard to charge to a particular year, but taking it over a term our figures are correct.

Not Fair P.C. for Delivery

"Percentage given for delivery is not a fair test in any case. It is a fact that in most—in fact, in all stores—quite a percentage of goods are not delivered, yet we figure delivery cost on total turnover. We believe that the cost on goods actually delivered will be nearer 5 per cent. than 2 per cent. in this business."

MILLERS WILL NOT PROTECT TEMPORARY FREE WHEAT

At a meeting of the Dominion Millers' Association held in Victoria Hall, Toronto, on Tuesday afternoon, the question of Free Wheat came very much to the fore. While the Association is entirely opposed to the curtailment of the tariff on wheat in principle, they were inclined to admit that under the present circumstances when trade conditions were far from normal that the temporary withdrawal of the tariff might very well work for the good of the country. The general feeling of the meeting was strongly in favor of endorsing the government action in the matter, provided that it was admitted that the measure was only of a temporary nature. After a good deal of discussion on the matter it was decided to take no definite action on the matter till the meeting in July when the new system would have had a fair trial.

The transportation problem during and after the war also came in for a good deal of attention. C. B. Watts the Secretary of the Association spoke of the efforts that the Association had made early in the war to have the government take over the shipping interests of the country and of the success of these efforts. In this connection the following resolution was passed.

(1).—That next to winning the war we regard the providing of ocean transportation for the products of Canadian soil, mines and factories the most important work before the Government, and to this end request the Government:

(a)—To arrange with the British Government that all mercantile ships now being built in Canada, including those for neutral countries, be taken over and paid for by the Canadian Government.

(b)—That the Canadian Government commandeer all Canadian shipbuilding yards, and pay the owners a fair rental therefor and salaries for operating the same, so as to utilize all the resources

of Canada in providing transportation across the ocean for the products of Canada, without which all the efforts of the Government to extend our trade to Great Britain and other countries after the war will be absolutely useless, as Great Britain, the United States and other countries will use their shipping to extend their own trade and not ours, as the steps they are now taking to increase their mercantile marine plainly shows.

INCREASED FREIGHT RATE COMING

Probable Increase of 15 Per Cent. by June of This Year. Increased Cost of Maintenance Given As Cause

The CANADIAN GROCER is informed on the very best of authority that there will be a material advance in freight rates on all railways doing business in Canada. This increase is due to the very material advance in all the prices of all commodities used by the railways. The cost of rolling stock has increased materially, all steel products so extensively used in the railroad business have doubled in price. The cost of operation has also advanced to a very great extent.

The result of these conditions is that on or about June of this year there will in all probability be an increase of 15 per cent. in the present freight rates.

A change of this nature will affect every grocer as well as all other activities and will be still another item in the rising cost of all commodities.

TORONTO GROCERS FAVOR EARLY CLOSING

There was a meeting of the Grocers' Section of the Toronto branch of the Retail Merchants' Association held in the Association rooms, Monday evening of this week, with the president, F. C. Higgins, in the chair.

The chief matter brought to the attention of the meeting was the subject of early closing during the summer months. The members present expressed themselves as being strongly in favor of the scheme, but felt that any action to be effective must be unanimous, as according to the city statutes, it required the expression of a favorable opinion by 75 per cent. of the retail merchants of the city before such a measure could become law. It was decided, therefore, to ask the Toronto branch representing all the retail merchants, to hold an open meeting where all members of the retail trade could meet and discuss this important matter, and where representatives from the Clerks' Association could also join in the discussion.

WINDSOR, N.S. MERCHANTS ELECT OFFICERS

The first annual meeting of the Windsor, N.S., branch of the Retail Merchants' Association was held in the council chamber, Windsor, on April 16. The chair was occupied by the president, W.

W. Shaw, and there was a very good representation of the merchants present.

J. Cuthbertson Doyle, secretary of the Nova Scotia Provincial Board, was present and in an interesting address outlined some of the important activities that the association as a whole had undertaken during the course of the past year. Special reference was made to vigorous action of the association in championing the rights of the retailer against the aspersions of unjust prices, and reference was also made to the measures being adopted to urge the appointment of an Inland Trade Commission.

The following officers were then elected:—

Pres.—W. W. Shaw.

1st Vice-pres.—Geo. D. Gelbert.

2nd Vice-pres.—H. E. Wilson.

Sec.—Treas.—G. H. Shaw.

The question of the weekly half holiday was brought up for decision and after careful consideration a resolution was unanimously passed to close every Thursday at 12 o'clock a.m., during the months of June, July, August and September.

CANADA'S RIP VAN WINKLE

Evidently Ottawa, after it had passed the Order-in-Council withdrawing the tariff on wheat, put it entirely from its mind. American wheat began to drift into Canada and no duty was charged, but when Canadian wheat began to drift the other way it ran up against the good old tariff of years standing. Of course, the Americans had read of the changed conditions in the newspapers. But then newspapers have been known to be mistaken, and they not unnaturally expected that the Canadian Government would tip them an official wink on the subject. Four days after, with a considerable quantity of Canadian product stalled at the border a letter was finally sent. A moral might be drawn from this on the wisdom and value of keeping your correspondence up to date.

NEW GOODS DEPARTMENT

The Sunset Soap Dye Company of New Rochelle, N.Y., have evolved a new dyeing substance that is claimed to do away with most of the difficulties associated with the troublesome task of dyeing.

The new preparation is an innovation in that it is a combination of soap and dye. The article to be washed is washed at the same time it is dyed. It is claimed for the product that any variety of material can be dyed without endangering the fabric, and that it does not soil the hands or stain utensils as the ordinary dyes do because all traces of color are readily removed with hot water.

The dyes are made in practically all the colors.

The Canadian distributor of the product will be the Harold F. Ritchie & Co., Toronto.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

THERE has been continued activity in the flour market during the week, a further advance of 50c per barrel having been recorded on the price chronicled last week. Wheat prices held up well during the week and flour was naturally strong in sympathy with the grain. Sugar held steady at the advance recorded last week, but there was a weakening in the raw market in New York during the week. Wholesalers report the demand for sugar has been exceptionally heavy from the consumers, which to them indicates that householders have been stocking up in anticipation of high prices. They point out that until these supplies are used up there may later be a light demand.

Meats of various kinds have been in a generally firmer market. Eggs have advanced slightly in view of the fact that commission men have started to place some in storage. There is a disposition on the part of some commission men not to place eggs in storage this year owing to the uncertainty of being able to export them through lack of tonnage. Maple syrup is reaching the market in larger quantities and prices have been firmer, owing to the increased demand.

In dried fruits dates have registered an advance. Prunes are quoted higher and a further increase has been announced by importers of candied peel. Tea continues in very firm position. Advices received state that some supplies have left Calcutta, but at best these shipments are considered only a very small fraction of the tea that should be on the way to Canada if relief could be looked for. Much higher prices for Indian and Ceylon teas are expected. Shipments of fresh halibut from the West Coast are now being made to Eastern points. Apples are scarce, practically the only kind in the market being the American box apples.

Advances have been recorded in cleaning powder, jams, baking powder, icing sugars, clothes lines, brooms, shelled walnuts, condensed milk. Business has been very good during the week.

QUEBEC MARKETS

MONTREAL, April 24.—In general the market for the present week shows, at the time of writing, rather an irregular tone, for the country produce is beginning to become easier in price, while the great matter of wheat and flour is setting the pace as to strength. Potatoes are extremely firm again. Root vegetables seem inclined to follow potatoes in price tendencies. Black teas are still stronger in market tone. Coffee is still the quiet member of the beverage family. Cocoa shows a hint of advance. Rice is firmer in tone. Some nuts are shaded up, and the scarcity of beans and some other articles of the general market, such as certain lines of dried fruits, keep as before. The cereals are all firmer, due to the firmness of the wheat market. In general the outlook is for further advances in several lines.

Sugar Market Shows Some Fluctuation

SUGAR.—There was an easier tendency to sugar in New York at the beginning of this week, the holders of raws being obliged to meet the refiners to some extent. This has not altered conditions of price in Montreal, for the cost of sugar has advanced by 25c since last report, and the passing weakness in New York did not produce any immediate change downwards locally. One of the Montreal refineries was quoting \$8.25 per 100 pounds for extra granulated, but was not doing any business except, it is said, as a special favor to particular customers who absolutely had to have some supplies. Large shipments of sugar for Great Britain are awaiting transportation across the Atlantic now, and the general tone of the market is for firmness at present.

	100 lbs.
Atlantic and St. Lawrence Sugar Companies, extra granulated sugars	8 50
Acadia Sugar Refinery, extra granulated	8 40
Canada Sugar Refinery, extra granulated	8 25
Wallaceburgh sugar	8 50
Special icing, barrels	8 50
Yellow, No. 1	8 10
Powdered, barrels	8 61
Paris lumps, barrels	9 10
Crystal diamonds, barrels	9 10
Assorted tea cubes, boxes	9 10
For 50-lb. and 25-lb. bags add 10c per 100 lbs.; for 20-lb. bags add 15c per 100 lbs.; for 10-lb. bags add 20c per 100 lbs.; for 5-lb. cartons add 25c per 100 lbs. and for 2-lb. cartons add 30c per 100 lbs. Granulated and yellow sugar may be had in barrels at 5c over above prices. Fancy sugars make a corresponding increase when put up in small packages.	

Demand For Canned Goods Keeps Brisk

Montreal.
CANNED GOODS.—Without any actual alterations in prices of canned goods for the current week, there is a decided note of firmness again in these lines. The fact that one wholesale firm has added 5c per dozen to canned salmon, "Chums," making their price for these \$1.40, is noted, and indicates the tendency. As to the canned meats and vegetables, both Canadian and imported, there is a steady firmness throughout all these lines. Demand keeps very good for canned goods, indeed increasing, and the outlook is for greater firmness as the season goes on, with probably higher prices before very long.

Salmon Sockeye—		
1 lb. talls, cases 4 doz., per doz.	3 00	
¼ flats, cases 8 doz., per doz.	2 00	
Chums, 1-lb. talls	1 20	1 45
Pinks, 1-lb. talls	1 45	1 80
Cohoos, 1-lb. talls	2 05	
Red Springs, 1-lb. talls	8 00	
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.	2 25	
Canned Vegetables—		
Tomatoes, 3s	1 85	2 15
Tomatoes, 2½s		1 80
Tomatoes, 2s		1 50
Peas, standards	1 25	1 55
Corn, 2s, doz.	1 60	1 75
Corn (on cob, gallon cans), doz.	8 50	
Red raspberries, 2s	1 75	
Red cherries, 2s	1 85	
Strawberries, 2s	2 50	
Pumpkins, 2½s	1 60	1 70
Pumpkins, 3s		1 75
Apples (gallon)	3 25	3 50

Outlook For Prunes Is Still Firmer

Montreal.
DRIED FRUITS.—Demand for dried fruits keeps very quiet, but not abnormally so, and for the current week there is rather an absence of feature to this section of the market. Prunes promise greater firmness, and the efforts of a faction in California to form a new association of growers appear to be making slow progress. Should there be no success in this plan by May 1, it will not be continued for the present season. In any case, there is not much chance of this affecting prices, which are already going steadily towards the higher levels. Raisins are likely to open firm also this season in California. Dates have advanced a cent a pound to the importer,

and the market for these is also very firm. Figs and other dried fruits partake of the same general tone of firmness, with no actual advances to record as yet.

EVAPORATED FRUITS.		Per lb.
Apples, choice winter, 25-lb. boxes	0 12½
Apples, choice winter, 50-lb. boxes	0 12½
Apricots (old crop)	0 18
Slabs	0 19
Choice, 25's, faced, new crop	0 22
Nectarines, choice	0 11¾
Peaches, choice	0 13
Pears, choice	0 15
DRIED FRUITS.		
Candied Peels—		
Citron	0 27
Lemon	0 24
Orange	0 25
Currants—		
Filiatras, fine, loose, new	0 18
Filiatras, packages, new	0 20
(In the present condition of market prices are considered merely nominal.)		
Dates—		
Dromedary, package stock, old, 1-lb. pkg.	0 10
Faris, choicest	0 12½
Hallowee (loose)	0 11
Excelior	0 10
Anchor	0 09
Figs—		
8 crown, 12-lb. boxes, fancy, layer, lb.	0 12
7 crown, 12-lb. boxes, fancy, layer, lb.	0 12
8 crown, 12-lb. boxes, fancy, layer, lb.	0 13½
1 lb. glove boxes, each	0 12
Cal. bricks, 10 oz.	0 09½
Cal. bricks, 16 oz.	0 11
Cal. layers	0 10
Cal. fancy, table, 10 lbs.	1 60
Figs—		
Spanish (new), mats, per mat	2 40
Prunes, California—		
30 to 40, in 25-lb. boxes, faced	0 13½
40 to 50, in 25-lb. boxes, faced	0 13
50 to 60, in 25-lb. boxes, faced	0 12½
70 to 80, in 25-lb. boxes, faced	0 11½
90 to 100, in 25-lb. boxes, faced	0 11
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, \$2.80; 4-crown cluster	3 75
Muscateles (loose), 2 crown	1 10½
Muscateles, loose, 3-crown, lb.	0 11
Muscateles, 4-crown, lb.	0 11½
Cal. seedless, 16 oz.	0 12½
Fancy seeded, 16 oz. pkgs.	0 12½
Choice seeded, 16 oz. pkgs.	0 12
Valencias, selected	0 11½
Valencias, 4-crown layers	0 11

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

Molasses Firm, And Cane Syrups Up

Montreal. MOLASSES AND SYRUPS.—The firmness in molasses continues, and there are strong opinions on the market to-day to the effect that molasses may yet see higher prices. At present the quoted prices maintain, the wholesale grocers charging 70c per Imperial gallon for fancy grade. Corn syrups have not altered in price this week, but the market is still very strong and firm, and the manufacturers are accepting orders only subject to the conditions which have lately prevailed, making the prices practically open. Cane syrups are up for barrels, being now \$6.50 to \$7 for barrels and half-barrels of Crystal Diamond respectively. The outlook in all these lines is for greater firmness.

	Prices for	
	Fancy,	Choice,
Barbadoes Molasses—		Island of Montreal.
Punchoons	0 70	0 65
Barrels	0 72	0 67
Half barrels	0 75	0 70

For outside territories prices range about 3c lower. Carload lots of 20 punchoons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—

Perfect seal jars, 3 lbs., 1 doz. in case, case	3 95
2 lb. tins, 2 doz. in case, case	4 35
5 lb. tins, 1 doz. in case, case	4 65
10 lb. tins, ½ doz. in case, case	4 45
20 lb. tins, ¼ doz. in case, case	4 40
Barrels, about 700 lbs.	0 06
Half barrels, about 350 lbs.	0 06½
Quarter barrels, about 175 lbs.	0 06½
2 gallon wooden pails, 25 lbs. each, per pail	2 00
3 gallon wooden pails, 38½ lbs. each, per pail	2 90
5 gallon wooden pails, 65 lbs. each, per pail	4 45

Lily White—		
2 lb. tins, 2 doz. in case, per case	4 85
5 lb. tins, 1 doz. in case, per case	5 05
10 lb. tins, ½ doz. in case, per case	4 95
20 lb. tins, ¼ doz. in case, per case	4 90

Nuts Are Subject To Some Advances

Montreal. NUTS.—Shelled walnuts are quoted higher in some quarters, and are higher in the primary markets also. From 48c to 50c is being quoted by one large firm of wholesalers, but others are not as yet quoting higher than 48c. The price to the importer is already 49c, however, and further advances in this line would almost seem inevitable. Peanuts continue to be the firmest line on the market, and these have advanced again this week by from ½c to 1c, the reason being the steady use of peanut oil by the British markets. The demand for all kinds of nuts since the Jewish holidays ended is not particularly active, but consumption is sufficiently steady for the season.

Almonds (Tara), per lb.	0 18	0 20
Almonds (shelled)	0 39	0 41
Brazil nuts (1916 crop), per lb.	0 20	0 21
Filberts (Sicily), per lb.	0 16	0 17
Hickory nuts (large and small), per lb.	0 09	0 09
Peanuts (coon), per lb.	0 12	0 12
Peanuts (Jumbo), per lb.	0 15	0 15
Pecans (new Jumbo), per lb.	0 23	0 23
Pecans (New Orleans, No. 2)	0 21	0 21
Pecans, "paper shell," extra large Jumbo	0 40	0 40
Pecans (shelled)	0 70	0 75
Walnuts (Grenoble)	0 18	0 18
Walnuts (shelled)	0 45	0 48
Walnuts (Marbot), in bags	0 13	0 16
Walnuts (California No. 1)	0 24	0 24

Scarcity Of Beans The Main Feature

Montreal. BEANS.—Beyond the fact of the great scarcity of good Canadian beans in this section, there is little special to note as to the market for these dried vegetables during the present week. Farmers who were supposed to be withholding large stocks of beans have really had few to dispose of, but there is a prospect of better planting for the coming season. Foreign beans are filling the deficiencies of the market as well as can be expected. Limas keep in firm market, and the recently imported South American beans are slowly securing favor. The outlook is for continued firmness in beans.

Beans—	
Canadian 3-lb. pickers, per bushel 8 50
Canadian 5-lb. pickers 7 90
Yellow Eyes 7 75
Lima, per lb. 0 17
South American 5 70
Peas, white soup, per bushel 3 75
Peas, split, new crop, per bag 96 lbs. 6 75
Barley (pot), per bag 96 lbs. 5 00
Barley, pearl, per bag 96 lbs. 6 25

Rice Shows Firm Tone; Also Tapioca

Montreal. RICE AND TAPIOCA.—As pointed out last week, there is a firmness in the market for rice, and with fair reason, when it is considered that rice as a food-stuff compares so remarkably with flour in scale of price. Rice, which used to be dearer as a food than flour, is to-day cheaper by a good deal. The chances are in favor of further firmness and advances. One large firm in Montreal has during this week advanced real Carolina

rice to \$9.50 per 100 lbs. Other firms are quoting rather less than this, but the prospects are that there may be an evening up. The proposed cancellation of 15 per cent. of rice contracts by a Western firm is causing vexation in Montreal wholesale circles, as orders have been taken on the strength of the contracts made previously. Tapioca is again on the firming trend, with short supplies, and arrivals uncertain.

Rangoon rice, per 100 lbs.	4 80	4 85
"Texas" Carolina per 100 lbs.	7 40	7 40
Real Carolina, per 100 lbs.	8 50	9 50
Patna (fancy)	7 65	7 65
Patna (good)	4 93	6 90
Siam, No. 2	4 65	4 65
Siam (fancy)	5 90	5 90
Tapioca, per lb.	6 11½	6 12

An Advance in Cocoa Expected

Montreal. COCOA.—There is every indication of advancing prices for cocoa put up in tins. One of the large firms of Canadian cocoa manufacturers and packers is contemplating advances, and probably by next week the situation may be more definitely outlined. At present the prices on small packages of cocoa as quoted last week are no longer regarded as constant for even the brief period between the writing of this and its publication. The outlook is for an appreciable advance in prices, but for the present bulk cocoas seem likely to stand firm.

Cocoa—		
Bulk cocoa (pure) 0 30	0 35
Bulk cocoa (sweet) 0 15	0 20

Coffee Market is Still Unstirred

Montreal. COFFEE.—There is still no event of note to alter the tone of the coffee market. The great markets of the world for the commodity have been sagging and firming here and there to a small extent either way from time to time, but the local markets everywhere have shown small disposition to be affected by the temporary movements due to outside influences, and inside stresses rather than to any great economic factor at work. The one great economic factor dominating the whole coffee situation remains constant until the Prussian menace is laid for ever, and the paths of Europe are again trodden by the footsteps of Peace. The outlook for a greater demand for coffee due to the high price of tea is good at present, but so far no definite sign in this way has developed.

Coffee, Roasted—		
Bogotas, lb. 0 25	0 32
Jamaica, lb. 0 23	0 25
Java, lb. 0 33	0 40
Maracaibo, lb. 0 23	0 24
Mexican, lb. 0 28	0 29
Mocha, lb. 0 34	0 37
Rio, lb. 0 19½	0 21
Santos, Bourbon, lb. 0 24	0 25
Santos, lb. 0 23	0 24

Tea Market Still Extremely Strong

Montreal. TEA.—There is no change to report this week in the condition of the tea market generally. The matter of black teas continues to give anxiety to the market,

but there are some hopeful views held to the effect that in spite of the ominous tendencies of the day there may be before very long some relief in the form of cargo space available or ships devoted exclusively to carrying cargoes of teas. Sailing ships will be available no doubt if steamers cannot be found, and tea as a cargo is no stranger to the company of "white wings." Japan teas are in good demand, and before long news of the new crop will be coming forward. Prices remain as last week. Stocks get low, and there is a steady increase in demand for all teas that are at all marketable.

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

**Marked Firmness
 In Gingers Noted**

Montreal.
SPICES.—There is every indication of greater firmness in spices though the market in Montreal has so far not altered very much, and the matter of prices to retail trade is still unaffected by very great firmness in the primary markets. The markets of New York report great shortages in several lines, and keenest demand for spot stocks and near futures. Gingers have shown a very marked advance in primary markets and New York, the gradual increase in values of these having amounted in all to a fifty per cent. advance only now becoming felt by the wholesale houses and grinders. It is almost impossible to choose a spice which is not now in firmer market and there is a possibility of tariff changes in the States which may affect spices to still greater firmness.

	5 and 10-lb. boxes	pkgs. dozen	¼-lb. tins lbs.
Allspice	—0 16	—0 19	—0 23
Cassia	—0 25	—0 37	—0 37
Cayenne pepper	—0 28	—0 35	—0 35
Cloves	0 32—0 35	—0 30	—0 30
Cream tartar—50c to 55c.			
Ginger (pure)	—0 20	—0 25	—0 31
Ginger, Cochin	—0 25	—0 35	—0 40
Ginger, Jamaica	0 30—0 33	—1 15	—0 40
Mace	—0 80	—0 80	—1 00
Nutmegs	0 40—0 60	—0 45	—0 80
Peppers, black	—0 30	0 37—0 95	—0 38
Peppers, white	—0 37	1 17—1 22	—0 40
Pastry spice	—0 25	0 25—1 20	—0 29
Pickling spice	—0 25	—0 25	—0 29
Turmeric	0 21—0 23	—0 21	—0 23

Lower prices for pails, boxes or ballers when delivery can be secured.
 Cardamom seed, per lb., bulk 2 00 2 50
 Caraway, Dutch (nominal) 0 60
 Cinnamon, China, lb. 0 18 0 25
 Mustard seed, bulk 0 25
 Celery seed, bulk 0 36 0 46
 Shredded cocoanut, in pails 0 21 0 23
 Cinnamon, per lb., 35c.
 Pimento, whole 12-15

**Potatoes Again Set
 The Pace for Roots**

Montreal.
FRUIT, VEGETABLES. — Potatoes are again feverish. They have reached the phenomenal figure of \$4.00 per 80 lb. bag for Quebec White, and \$3.75 for reds. These prices are believed to be due to local shortage, and there is every expectation that they will decline a little even before a great many days pass. Red Onions show a shade of reduction in price this week. Spanish onions in large crates are also easier, these bulbs beginning to sprout a little now in storage which reduces their value. All the

roots are exceedingly firm. Beets, carrots, parsnips etc., all seem to take their cue from potatoes. Rhubarb is a shade easier, and will be getting cheaper before long. Brussels sprouts are about off the market. Boston lettuce is a little easier. Tomatoes remain exceedingly firm. In the fruits Ben Davis apples grow more expensive as supplies dwindle, the oranges, bananas, etc., being priced as last week.

Bananas (fancy large), bunch	2 75	3 50
Oranges—		
Navela, per box	4 00	4 25
(Florida)	5 50	
Valencia (Blood), half case	3 25	
Valencia, Ordinary and large	4 50	5 50
Grape Fruit	4 00	
Lemons	3 75	4 25
Apples—		
	No. 1	No. 2
Spies	8 50	7 50
Baldwins	7 00	6 50
Kings	5 50	5 00
Wagners	6 00	6 50
Russets	7 00	5 50
Ben Davis	6 25	6 00
Cauliflower, per doz. bunches	3 00	3 00
Celery (Florida), per crate	5 00	6 00
Celery (U.S. washed), doz.	1 50	1 50
Onions, red, per bag (75 lbs.)	7 50	7 50
Onions, Spanish, per crate	7 50	7 50
Onions, Spanish, ½ crate	4 00	4 00
Onions, Spanish, ¼ crate	2 50	2 50
White onions, per bag (100 lbs.)	6 00	6 00
Potatoes, per bag (80 lbs.)	4 00	4 00
Potatoes (new) per bbl. (150 lbs.)	10 00	10 00
Potatoes (red)	3 75	3 75
Potatoes (sweet), hamper	3 50	3 50
Carrots, per bag	2 00	2 00
Beets, per bag	2 00	2 00
Parsnips	1 50	1 50
Turnips	1 50	2 00
Lettuce, Curly, per doz.	0 75	0 75
Lettuce, Romaine, doz.	1 00	1 00
Lettuce (Boston), per box of 2 doz.	3 50	3 50
Tomatoes (Florida), per crate	7 00	9 00
Horse Radish, per lb.	0 25	0 25
Cabbage (barrel), (old)	12 00	12 00
Cabbage (new), New York, crates	7 50	8 50
Cabbage (new), per hamper	6 00	6 00
Cauliflowers (doz.)	3 50	4 00
Cranberries (Cape Cod), barrel	9 00	13 00
Beans, U.S. wax, basket	4 00	4 00
Beans, U.S. green, basket	4 00	4 00
Leeks, per doz. bunches	4 00	4 00
Parsley, doz. bunches	0 60	1 50
Mint, doz.	0 50	0 50
Watercress, doz.	4 00	4 00
Spinach, per bbl.	2 00	2 00
Spinach (Canadian), hamper	7 00	7 00
Do., per bbl.	1 50	1 50
Rhubarb, per doz.	1 25	1 25
Rhubarb (U.S.A.), per lb.	0 10	0 10
Eggplant, per doz.	3 00	3 00
Cauliflower, crate	4 25	4 25
Garlic (Venetian) lb.	0 12	0 12
Endive (Canadian), lb.	0 25	0 25
Strawberries (Louisiana), pints	0 16	0 16

**Fair Activity is
 Noted in Fish Trade**

Montreal.
FISH.—The fish trade is fairly active, and prices as a rule have a tendency towards lower levels. This would apply particularly to sea fish both from East

and West. Arrivals of halibut and haddock from the East are this week pretty large and as a consequence prices have dropped a little. Due to the break-up of ice on the rivers pike, perch, carp, etc., have been more plentiful and it is expected that this week and next week, prices will be low. No quantities of fresh fish from the Great Lakes have been marketed yet, and whatever supplies are available are sold at pretty firm prices. Trade in pickled and salt fish is at a standstill. Due to cold weather oysters both in the shell and in bulk, clams, scallops and shrimps are in demand with steady prices. Lobsters are also more plentiful, and prospects are for larger quantities arriving, and lower prices prevailing.

SMOKED FISH	
Haddies	0 10 0 11
Haddies, fillet	0 14 0 15
Digby herring, per bundle of 5 boxes	1 00
Smoked boneless herring, 10-lb. box	1 40
SALTED AND PICKLED FISH	
Herring (Labrador), per lb.	9 00
Salmon (Labrador), per bbl.	20 00
Salmon (B. C. Red)	16 00
Sea Trout, red and pale per bbl.	25 00
Green Cod, No. 1, per bbl.	14 00
Mackerel, No. 1, per bbl.	21 00
Codfish (Skinless), (100-lb. box)	9 50
Codfish (Boneless), Blocks "Ivory" Brand per lb.	0 10
Codfish, Shredded, 12 lb. box	1 80
SHRIMPS, LOBSTERS	
Lobsters, medium and large, lb.	0 30
Prawns, Imperial gal.	3 00
Shrimps, Imperial gal.	2 50
Scallops	3 00
FRESH FROZEN SEA FISH	
Halibut	0 16 0 17
Haddock, fancy, express, lb.	7½—8
Mackerel (med.), each	20
Mackerel (large), each	25
Cod, steak, fancy, lb.	10
Salmon, Western	16 —18
Salmon, Gaspe	18 —20
FRESH FROZEN LAKE FISH	
Pike, lb.	0 10 0 12
Perch	0 10 0 11
Whitefish, lb.	0 12 0 13
Lake trout	0 14 0 15
Eels, lb.	0 10
Dore	0 12 0 13
Smelts, No. 1	0 15
Smelts, No. 1 large	0 20
OYSTERS	
Selected, gal.	2 00
Ordinary, gal.	1 50
Malpeque oysters (choice) per bbl.	13 00
Malpeque Shell Oysters (ordinary), bbl.	10 00
Cape Cod shell oysters, per bbl.	12 00
Clams (med.) per bbl.	8 00
FRESH FISH	
Haddock	0 08 0 09
Steak Cod	0 09 0 10
Market Cod	0 08 0 08½
Carp	0 10 0 11
Dore	0 10 0 11
Lake trout	0 16 0 20
Pike	0 18 0 17
Pike	0 11 0 12
B. C. Salmon	0 23 0 25
Gaspereau	0 03¼ 0 04
Western Halibut	0 18 0 19
Eastern Halibut	0 16 0 17

ONTARIO MARKETS

TORONTO, April 25.—There was a generally firm market in all grocery products during the week with a continuation of excellent trading. There has been heavy buying of sugar on the part of retailers and wholesalers are of the opinion that consumers market during the week, with stocks pretty well cleaned up and an advance made effective by importers. Candied peels have again moved higher and dates have been advanced. Baking powders have been increased in price and package icing sugars, cream of wheat and shelled walnuts, brooms, clothes lines and condensed milk are some of the other lines that have had an upward tendency. Some Texas onions reached

the local market and found ready buyers. Canned goods and cereals of all kinds were in firm market with advances recorded in quite a number of lines.

**United States Is
 Contemplating Sugar Tax**

Toronto.
SUGAR.—As to what effect the imposition of an excise tax of 1c per pound on sugar consumed in the United States will have on the price of sugar in Canada is a matter for conjecture. According to a dispatch from Washington to the Weekly Statistical Sugar Trade Journal of New York the statement was made that Congress was engaged in working out the details of the bill for

raising revenue to conduct the war. It was stated confidential estimates of the Secretary of the Treasury proposed to raise \$92,000,000 by excise tax of 1c per pound on refined sugar, \$57,966,301 by an import duty of 5 cents per pound on coffee, \$5,803,689 by a 20 per cent. duty on crude cocoa and \$15,505,798 by a duty of 15 cents per pound on tea. While no sugar is now imported into the United States it is proposed that if the tax were imposed it should be made applicable to imported refined sugars. This latter clause would be a bar to Canadian refined sugars entering that market. As to whether there might be a sympathetic movement in the price of Canadian refined sugar remains to be seen. One of the authorities on the sugar situation in the United States computes the cost to the consumers at the refining centres would be 11c to 12c per pound with this additional tax added. The out turn of the Cuban crop is now estimated at less than 2,700,000 tons. There has been a heavy buying movement of raw sugars in the United States as a result of this estimate when sales of between 950,000 and 1,100,000 bags were made. There is still an acute situation with respect to freight, delays anywhere from one to four weeks being the order. As reported last week in last-minute information before going to press Canadian refined sugars were all advanced 25c per hundred, now making the basis of extra granulated \$8.64 at Toronto. Canada Sugar Refining Company and Acadia Sugar Refinery are still withdrawn from the market. Nominally the former company is still on the same basis as before the recent advance but they are not taking any business.

Atlantic St. Lawrence extra granulated sugars.....	8 64
Acadia Sugar Refinery, extra granulated.....	8 64
Canada Sugar Refinery, extra granulated.....	8 64
Dominion Sugar Refinery, extra granulated.....	8 64
Yellow, No. 1.....	8 24
Special icing, barrel.....	8 84
Powdered, barrels.....	8 84
Paris lumps, barrels.....	9 24
Assorted tea cubes, boxes.....	9 24

In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 25-lb. bags, 15c per 100 lbs.; 2c per 100 lbs. in 10-lb. gumies, and 25c per 100 lbs. in 5-lb. cartons, and 3c per 100 lbs. in 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages.

Baking Powder, Clothes Lines And Brooms Up

Toronto. **BAKING POWDER, CLOTHES LINES, BROOMS, SOAPS.**—Manufacturers of Lennox have advanced the sale of this brand. Orders have been so heavy that they have been forced to withdraw pending catching up with orders. Procter & Gamble also announced they have withdrawn the thirty-day protection on contracts. Goldust has been moved higher, large size now being quoted at \$5 per case, a 30c advance. For the 10-cent size the price is \$4.15 and for the 5-cent size it is also \$4.15, which represents an advance of 20c. Lytle's 2-lb. jams have advanced 15c per dozen and are now quoted at \$2.50, while Beasley's jams in 2-lb. containers are now quoted at \$2.25, an advance of 30c per dozen. Cleveland and Royal Baking powder have been ad-

vanced, the increase amounting to 5c per dozen on the small 10-cent size and 45c per dozen on the 16-oz. Package icing sugars have advanced 20c per dozen, now being quoted at \$1.20, for Pure Gold and \$1.25 for Cowan's. Cotton clothes lines have been increased, three-ply 30-foot is now quoted at \$1.50 dozen, 40-foot at \$1.80, 48-foot at \$2.15, 50-foot at \$2.25, 60-foot at \$2.70, 72-foot at \$3.25, 80-foot at \$3.60 and 100-foot at \$4.50 per dozen.

Brooms And Pancake Flour Have Advanced

Toronto. **CREAM OF WHEAT, WHITING, PANCAKE FLOUR.**—Cream of wheat is one of the cereals that has been advanced, now being quoted at \$7.20 as compared with \$6 formerly. Whiting has made a big advance during the week to \$2.50 and \$3 per hundred, the former price being \$1.50 per hundred pounds. Aunt Jemima pancake flour and buck-wheat flour have been moved to higher levels, in cartons of 18 packages selling now at \$2.15 per case as compared with \$1.85 formerly, while the cases of 36 packages are now quoted at \$4.20 as compared with \$3.60 formerly. Brooms have again been advanced 25c per dozen, the lowest price now being \$5.75 with a range up as high as \$7.25 per dozen. Condensed milk has been increased in certain brands, St. Charles now selling at \$5 per case, a 10-cent advance, while the hotel size is quoted at \$5.65, an advance of 15c. For reindeer coffee and milk no further orders are being accepted for the present. Aylmer canned beets are now quoted at \$1.95 dozen, an advance of 20c, while B. & M. lima beans in tins are also quoted at \$1.95 per dozen, which is also a 20c advance.

Molasses In Bulk Has Been Moved Higher

Toronto. **MOLASSES AND SYRUPS.**—West India molasses in barrels and half barrels has been increased 3c per gallon and in 10-gall. kegs 10c per gall. This advance follows an advance announced by the importers last. There is a continuation of firmness in the molasses market, representatives of importing concerns are still limiting the amount of the orders for this class of goods. Corn syrups held in steady market at the advance announced last week. Cane syrups were also in firm position.

Corn Syrups—	
Barrels, per lb.....	0 06
Cases, 2-lb. tins, 2 doz. in case.....	4 35
Cases, 5-lb. tins, 1 doz. in case.....	4 55
Half barrels, 1/2 over bbls.; 1/4 bbls., 1/2 over bbls.	
Cane Syrups—	
Barrels, first grade.....	0 05 1/2
Barrels and half barrels, lb.....	0 05
Cases, 2-lb. tins, 2 doz. in case.....	4 80
Molasses—	
Fancy Barbadoes, gal.....	0 75
West India, half barrels, gal.....	0 45
West India, 10-gal. kegs.....	0 60
Tins, 2-lb., table grade, case 2 doz.....	3 75
Tins, 2-lb., baking grade, case 2 doz.....	2 75

Golden Wax Beans, Corn And Pumpkin Up

Toronto. **CANNED GOODS.**—Advances have been recorded during the week in golden

wax beans of 5c to 10c per dozen and on corn of 10c per dozen. Pumpkin is also selling 10c per dozen higher. There has been a continued good demand for corn and stocks are getting within very narrow compass. Canned goods of all kinds are in a firm position with a good consumptive demand. Quotations are still being made on lobsters for delivery in June, the price running from \$2.70 for Epicure to \$3 per dozen for Mephisto. Packers on the east coast are proceeding with the pack. There was some doubt at one time whether there would be any lobsters packed at all owing to the shutting off of the British market.

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

Salmon Sockeye—		
Alaska reds, 1-lb., talls.....	2 75	3 00
Alaska pinks, 1-lb. talls.....	2 80	3 00
Chums, 1-lb. talls.....	1 40	1 45
Pinks, 1-lb. talls.....	1 65	1 80
Cohoos, 1/2-lb. tins.....	1 45	1 50
Cohoos, 1-lb. tins.....	2 50	2 80
Springs, 1-lb. talls.....	2 40	2 75
Lobsters, 1/2-lb., doz.....	2 80	3 00
Canned Vegetables—		
Tomatoes, 2 1/2s.....	2 15	2 25
Tomatoes, 3s.....	2 40	2 40
Peas, standards.....	1 35	1 35
Peas, early June.....	1 45	1 45
Beans, golden wax, doz.....	1 45	1 50
Asparagus tips, doz.....	3 00	3 00
Corn, 2's, doz.....	1 85	2 00
Pumpkins, 2 1/2's.....	1 95	1 95
Red raspberries, 2s.....	2 65	2 65
Red cherries, 2s.....	2 45	2 45
Strawberries, 2s.....	2 50	2 60
Pineapples, Hawaiian, 2s, doz.....	2 35	3 00
Pineapple, Hawaiian, 1s, doz.....	1 50	1 50

Package Dates Up; Bulk Dates Off Market

Toronto. **DRIED FRUITS.**—An advance of 20c to 25c per case has been recorded in the price of Dromedary dates, which now makes the selling price \$4.20 to \$4.25. Excelsior dates remain unchanged at previous quotations. Halloween dates in bulk are practically off the market as importers are unable to get further supplies. Another advance of 1c per pound has been made by importers in the price of American candied peel. In the local market prunes have been advanced by importers 1/2c per pound all round. Wholesalers in some instances have also advanced their prices for any supplies on hand. Most of the stocks are within narrow compass, and importers state to be on a par with first prices at the coast local prices should be at least 1c per pound.

Apples, evaporated, per lb.....	0 13	0 13 1/2
Apricots, choice, 25's, faced.....	0 19 1/2	0 23
Candied Peels—		
Lemon.....	0 23	0 25
Orange.....	0 24	0 27
Citron.....	0 28	0 30
Currants—		
Filiatras, per lb.....	0 21	0 22
Patras, per lb.....	0 22	0 23
Vostizas, per lb.....	0 23	0 23
Cleaned, 1/2 cent more.....		
Australians, lb.....	0 21	0 22
Dates—		
Excelsior, packages, 3 doz. in case.....	3 25	3 60
Dromedary dates, 3 doz. in case.....	4 25	4 60
Halloween, per lb.....	0 11 1/2	0 11 1/2
Figs—		
Taps, lb.....	0 05 1/2	0 05 1/2
Malagas, lb.....	0 10	0 10
Prunes—		
30-40s, per lb., 25s, faced.....	0 13 1/2	0 14 1/2
40-50s, per lb., 25s, faced.....	0 12 1/2	0 13 1/2
50-60s, per lb., 25s, faced.....	0 12	0 12 1/2
60-70s, per lb., 25s, faced.....	0 11 1/2	0 12 1/2
70-80s, per lb., 25s, faced.....	0 09 1/2	0 12
80-90s, per lb., 25s, unfaced.....	0 11 1/2	0 11 1/2
Peaches—		
Choice, 25-lb. boxes.....	0 12	0 12 1/2
Std., 25-lb. boxes.....	0 10 1/2	0 11 1/2
Fancy, 25 lbs., faced.....	0 13	0 14

Raisins—		
California bleached, lb.	0 14 1/2	0 15
Valencia, Cal.	0 09 1/2	0 10 1/2
Valencia, Spanish	0 10	0 12
Seeded, fancy, 1-lb. packets	0 12	0 13
Seedless, 12-oz. packets	0 12	0 13 1/2
Seedless, 18-oz. packets	0 15	0 16

**Teas Move Upward;
Buyers Are Keen**

Toronto.
TEAS.—There was a disposition to quote higher prices on Indian and Ceylon teas during the week, Pekoe Souchongs being quoted up to 43c per pound. Word has been received by some importers that supplies of tea have left Calcutta destined for Canada but when they will arrive is still matter for conjecture. Tea men point out that there is bound to be a shortage of teas as it will be impossible to get sufficient supplies across from the producing areas. There is no doubt in the minds of tea men but that prices will go much higher. There has been quite a bit of buying during the week wherever stocks were available. In the New York market there was a decided firmness, the lowest grade selling as high as 45c per pound for Indians and Ceylons. Rumors were afloat during the week that Salada tea had again advanced but these rumors were without basis.

	Per lb.
Pekoe Souchongs	0 43
Pekoes	0 45
Orange Pekoes	0 48
Broken Pekoes	0 50
Broken Orange Pekoes	0 55

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

**Demand For Coffee
Reported Very Heavy**

Toronto.
COFFEE, COCOA.—One of the large dealers in coffee reported the demand as unprecedentedly good last week. It is thought some of this extra demand has been caused through the higher prices that have prevailed for tea. There is some possibility that the situation between Germany and Brazil may affect the price of coffee. There is talk there of a break between the two countries. Many of the planters of coffee are Germans and their help is Italian and Portuguese. Now that Germany is an enemy of Brazil there is some possibility that the Italian may break their contracts and refuse to work, which would prevent the harvesting of the crop unless the Government takes over the plantations. Locally the prices remained unchanged.

Coffee—		
Bogotas, lb.	0 28	0 30
Marcasibo, lb.	0 25	0 28
Mexican, lb.	0 27	0 31
Jamaica, lb.	0 26	0 27
Mocha, Arabian, lb.	0 35	0 40
Rio, lb.	0 20	0 25
Santos, Bourbon, lb.	0 25	0 28
Chicory, lb.	0 15	0 17
Cocoa—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 15	0 20

**Cream of Tartar
In Very Firm Market**

Toronto.
SPICES.—Cream of tartar have advanced 2c per pound in the primary mar-

ket in New York during the week and the local market has taken on some of the firmness evidenced there. Locally prices have not advanced but there was intimation that high prices could be looked for in the near future. Cloves continued in firm position and pickling spice is being quoted firm in some quarters at 25c per pound. Coriander is also in continued firmness. Demand for spices of all kinds is reported very good.

	Per lb.
Allspice	0 15
Cassia	0 25
Cinnamon	0 40
Cayenne	0 30
Cloves	0 30
Ginger	0 25
Mace	0 90
Pastry	0 25
Pickling spice	0 20
Peppers, white	0 38
Peppers, black	0 30
Nutmegs, selecta, whole, 100's.	0 40
Do., 80's	0 45
Do., 64's	0 60
Mustard seed, whole	0 25
Celery seed, whole	0 35
Coriander, whole	0 28
Caraway seed, whole	0 75
Cream of Tartar—	
French, pure	0 50
American high test	0 55

**Shelled Walnuts
Have Been Advanced**

Toronto.
NUTS.—There has been a firm market for shelled walnuts during the week with considerably activity noted in the demand. Quotations are now being made on a basis of 50c per pound firm. Cable advice from France during the latter part of last week stated that a further advance of 1c per pound had been made in shelled walnuts and stated that stocks were rapidly diminishing. Shelled peanuts are also in very firm market. Although they are selling locally at 14c on the basis of present cost in primary markets 15 1/4c per pound. Within the past two months the price of shelled peanuts has jumped from 8 1/4c per pound to 14c at primary points for No. 1 Virginia. Java peanuts have been shut out of the local market owing to the tightness of the shipping situation and this has thrown a heavy demand on peanuts grown on this continent. Stocks of peanuts are getting within very narrow compass at the producing points.

In the Shell—		
Almonds, Tarragonas, lb.	0 20	0 21
Walnuts, Rouleaux	0 18	0 19
Walnuts, Grenobles, lb.	0 18	0 19
Filberts, lb.	0 18	0 20
Pecans, lb.	0 17	0 19
Peanuts, lb.	0 12 1/4	0 15
Brazil nuts, lb.	0 15	0 15
Cocoanuts, per sack 100	6 00	
Shelled—		
Almonds, lb.	0 42	0 48
Walnuts, lb.	0 30	0 35
Walnuts, California	0 28	0 33
Peanuts, lb.	0 70	0 75
Pecans, lb.		0 85

**Second Grade Siam
Rice Up 1/4c to 1/2c**

Toronto.
RICE AND TAPIOCA.—As indicated in our report of last week that low grade Siams were in a firm position and would likely advance, that advance has been made effective during the week and amounts to 1/4c to 1/2c per pound. In the Southern rices there is a continuation of the firm position with very little stock held in first hands, although

there are holdings still in the hands of speculators. Considerable quantities of rice are going into the export business. And this is holding the price up well. Tapioca held steady in price due to the fact purchases made at lower prices have been a steadying factor.

Texas, fancy, per 100 lbs.	8 25	8 50
Siam, fancy, per 100 lbs.	6 50	7 00
Siam, second, per 100 lbs.	5 50	6 00
Japans, fancy, per 100 lbs.	6 50	7 00
Japans, second, per 100 lbs.	5 50	6 25
Chinese, per 100 lbs.	5 50	7 50
Tapioca, per lb.	0 11 1/2	0 12 1/2

**Lima Bean Stocks
Well Cleaned Out**

Toronto.
BEANS.—There has been eager inquiry for beans of all kinds during the week. Limas have been pretty well cleaned out of the local market with little chance of additional supplies coming forward. The United States Government has been in the buying and this has pretty well cleaned up existing stocks in the United States. Ontario beans are also within very narrow compass and Rangoon beans are practically out of the market. There has been a better demand for California black eyes during the week owing to the cleaning up of stocks of other beans and an advance of 20c per bushel was recorded.

Ontario, 1-lb. to 2-lb. pickers, bush.	7 50	8 30
Rangoon, per bushel	6 50	7 00
Black eyes, California, bushel		5 00
Yellow eyes, bushel	7 20	7 75
Limas, per pound		0 15

**Package Cereals
Again Move Upward**

Toronto.
PACKAGE GOODS.—A further advance of 10c per case has been recorded in the price of Quaker corn flakes which now makes the selling price \$2.95. There is a firmness also in all rolled oats in packages owing to the higher price for oats in bulk. There is a firmness in the market for corn products, owing to the condition in the grain markets. Starches and corn starches held steady during the week at the advances recorded last week.

Cornflakes, per case	2 95	3 40
Rolled oats, round, family size, case	4 00	4 50
Rolled oats, round regular 2-lb. size, case	1 40	1 80
Rolled oats, square case	4 00	4 50
Shredded wheat, case		4 00
Cornstarch, No. 1, pound cartons		0 10
No. 2, pound cartons		0 09
Starch, 6-lb. packages, per lb.	0 08 1/2	0 11 1/2
In 1-lb. cartons		0 10

**Car Of Fresh Halibut
Arrived During Week**

Toronto.
FISH.—A car of fresh halibut arrived from the West Coast during the week and is going into trade channels at 16 1/2c to 17c per pound. Halibut from the East Coast is expected to reach the local market in the near future. Supplies of fresh white fish and salmon trout are still very light, but with the opening of navigation on the lakes it is presumed conditions will be more favorable to fishermen and that there will be heavier receipts in consequence. Trade in fish lines has again revived somewhat after the lull in trade following the Lenten demand. Smoked boneless

herring and skinless cod are now off the market. Salt cod and quail on toast have also gone to their long home for the summer months as the season for this class of fish is over. Frozen halibut is slightly easier in price by 1/2c, being now quoted at 16 1/2c to 17c. Cohoe salmon is firmer, the range being from 13c to 14c as compared with 12 1/2c to 13c last week. Oysters are now entirely out of the market.

SMOKED FISH.		
Ciaccos, per lb.	0 15	
Haddies, per lb., new cured	0 12	0 12 1/2
Haddies, fillets, per lb.	0 14	0 15
Kipper herring, per box	1 50	2 00
Digby herring, bundle of five boxes	1 10	1 25
Strip cod, 30-lb. boxes	4 50	
PICKLED AND DRIED FISH.		
Acadia cod, 20 1-lb. blocks	2 80	
Salt mackerel, kits	2 80	
FRESH SEA FISH.		
Crabs, per dozen	1 00	
Halibut, frozen	0 16 1/2	0 17
Chicken halibut, fresh, per lb.	0 15	0 15 1/2
Halibut, medium, fresh, lb.	0 16 1/2	0 17
Qualla salmon (pink), frozen	0 10	0 10 1/2
Cohoe salmon (red), frozen	0 13	0 14
Haddock, fancy, express, lb.	0 09	0 10
Steak, cod, fancy, express, lb.	0 12	0 13
Flounders, lb., frozen	0 06	
Winkels, per bag	1 75	
FRESH LAKE FISH.		
Pike, lb.	0 08	0 08 1/2
Whitefish, lb., frozen	0 12 1/2	0 13
Whitefish, lb., fresh	0 20	0 20
Trout, lb., fresh	0 20	0 20
Goldeyes, lb.	0 07	0 08
Herrings, frozen	0 06	0 06
Tullibees, lb.	0 09	0 09 1/2
Yellow pickerel	0 12	0 13
Smelts, No. 1	0 12	0 13 1/2
Shrimps—		
Wine gallon cans	1 40	
No. 2	2 70	
No. 3	5 20	

Green String Beans And New Turnips In

Toronto.
VEGETABLES.—The first green string beans and new turnips arrived in the market during the week from Louisiana, the former being quoted at \$3.50 per hamper and the latter at \$1.75 per hamper. Some Texas onions also reached the local market during the week and were sold in 50-lb. boxes at \$4.25 to \$4.75. Spanish onions in crates were slightly easier being quoted at \$8.50 as compared with \$9.50 last week. Canadian hothouse cucumbers are now in and are quoted at \$3.50 to \$4. Florida celery is easier in price, being quoted at \$2.75 to \$4, representing a decline of 75c per case. Potatoes are again firmer, being quoted up as high as \$4.50 per bag for New Brunswick Delawares. Parsley is down 25c per dozen, selling at 75c. Florida tomatoes are quoted down from the high quotation, now going to the trade at \$6.50 to \$7. With the coming of some of the new vegetables from the South there is now a greater variety in the market.

Asparagus, Cal., case	6 00	7 00
Beets, bag	1 75	2 25
Beans, green string, hamper	3 50	3 50
Bussel sprouts, imported, quart	4 00	4 00
Cucumbers, Can., hothouse, 11-qt. bkt.	3 50	4 00
Cabbage, hampers	4 00	4 00
Cauliflower, Cal., 15 to 24 in box	2 75	4 75
Carrots, bag	2 00	2 00
New, hamper	2 25	2 25
Celery, Florida, half case	2 75	4 00
Eggplant, each	0 25	0 30
Lettuce, per doz. bunches	0 25	0 30
California head lettuce, hamper	3 00	3 00
Mushrooms, 4 lbs.	2 75	3 00
Onions—		
Spanish, crate, 120 lbs.	8 50	8 50
New Zealand, 997-lb. boxes	9 00	9 00
Texas, 50-lb. box	4 25	4 75
Green, per bunch	4 00	4 00
Potatoes—		
N. Brunswick Delawares, 90-lb. sacks	4 25	4 50
Sweet Jerseys, hamper	4 00	4 00
Western, 90-lb. sack	4 00	4 00
Ontario, 90-lb. sack	4 00	4 00
Parsnips, bag	2 50	2 75

Radishes, doz. bunches	0 50
Spinach, barrel	5 50
Green peppers, doz.	1 00
Tomatoes, Florida, 6-basket carriers	6 50
Parsley, doz.	0 75
Watercress, doz.	0 30
Turnips, bag	0 75
Turnips, new, hamper	1 75

Oranges And Pines Are Lower In Price

Toronto.
FRUIT.—California navel oranges are now reaching the market in plentiful supply and the price is easier as a result, being down 25c to 50c per case at \$3 to \$3.50. Florida oranges are not plentiful at present, but where quotations are made they are sold at \$3.50 per case. Some Valencia oranges which are part blood oranges are selling as high as \$4 a case. As the season of heavy production of pineapples approaches there is a tendency toward

lower prices, being quoted down 25c per dozen on the higher-priced grades. Messina lemons also show a tendency to lower prices. Apples are pretty well cleaned out of the local market, about the only thing remaining being some boxes of American apples. Strawberries in quart boxes are 4c under last week and are quoted at 28c while the pints are selling at 15c. Fruit is moving freely with the approach of spring.

Apples—		
Boxes, American	2 50	3 00
Bananas, bunch	2 25	3 00
Oranges—		
Cal. Navels	3 00	3 50
Valencia oranges, part blood	4 00	4 00
Floridas, case	3 50	3 50
Grapefruit, Florida, case	4 50	5 50
Grapefruit, Cuban	4 50	4 50
Lemons, Cal., case	4 00	4 25
Messinas, case	3 50	3 75
Pineapples, Porto Rican	3 75	4 25
Cuban, case	1 00	1 20
Rhubarb, doz. bunches	1 00	1 20
Strawberries, 1-qt.	0 28	0 28
Strawberries, pints	0 15	0 15

MANITOBA MARKETS

WINNIPEG, April 24.—It is pretty well understood by the trade that advances are in order in cereals and that these may be expected at any time. Jobbers are expecting one on Krinkle Corn Flakes, and are telling dealers that they will make no mistake in buying now. Krinkle corn flakes are quoted at \$2.25 per case of 3 doz. An advance took place recently in Cream of Wheat, which jumped from \$6 to \$7.20 per case.

Following are some of the changes expected: Tanglefoot fly paper is already up. Fly catchers will probably follow. Gingerbread molasses have advanced 25c per case, and Domolco 50c per case. Corn products are advancing, and starches, both cooking and laundry, have advanced 1 1/2c since first of the month. There were three advances of half a cent on these two articles since April 2. Bee Hive and Crown corn syrup 2's are quoted at \$4.48 per case, and white corn syrup at \$4.98. Corn syrup in 1/2 bbls. is 7c per lb. There has been another advance in twine amounting to 2c lb., now quoted 3-ply 31 1/2c., 4-ply, 45c. Ideal blue is up 3c lb. Lima beans are quoted to-day at 15c per lb. It is difficult to secure white beans at any price in Winnipeg. There has been a steady advance in Connor's sardines in oil, 1/4's. Price up till now has been \$4.55 per case, but it has recently jumped to \$5.65 per case, making advance of \$1.10 to the retailer.

Rice, which has been considered one of the cheapest foods on the market, has at last started to go up, and with a big stride. On account of lack of tonnage on the Pacific Ocean, Siam and Japans have advanced 25 per cent., but the effect of this on the retail price will not be very marked for a considerable time, owing to the fact that jobbers have made contracts with milling companies up to the end of December, and will probably not raise their prices until later in the year. Some mills are only filling part of the contracts made with the jobbers, and give as their excuse that tonnage they had already contracted for had been seized by the government.

Some Refiners \$9.00; Others Advance to \$9.25

Winnipeg.
SUGAR.—A peculiar situation existed last week in the sugar market. On Wednesday, April 18, three refiners advanced the price of their sugar 25c., while two refiners continued to quote \$9. There has been an enormous amount of buying going on since sugar started to advance, in fact some people think that the retail trade have been buying too much, and that many of them have been speculating. However, it is generally agreed that the trade will see still higher sugar, in fact some of the jobbers claim that it will not be long before the price is up to 12c.

High Prices Asked For Corn Syrup

Winnipeg.
SYRUP.—There has been another advance in corn syrup, being the third since first of the month. New quotations are as follows:

	Per case
Bee Hive or Crown, 2s	\$4 48
Bee Hive or Crown, 5s	4 73
Bee Hive or Crown, 10s	4 61
Bee Hive or Crown, 20s	4 62
Crown, quart sealers	4 18
White Corn Syrup, 2s	4 98
White Corn Syrup, 5s	5 23
White Corn Syrup, 10s	5 11
White Corn Syrup, 20s	5 12

Cane syrup will now be considered one of the best values on the market, as the price is now below that of corn syrup, which is something unusual. There is a heavy demand for it. The molasses market continues very firm, Gingerbread and Domolco having gone up 25c. and 50c. per case respectively.

Currant Prices Delayed; Evaporated Apples Scarce

Winnipeg.
DRIED FRUITS.—It now looks as though evaporated apples are going to be scarce and very high, in fact some local jobbers are paying as much in Ontario as they are quoting the retail trade to-day.

Stocks are said to be almost cleaned up in Eastern Canada. The following are typical quotations in Winnipeg:

50-lb. boxes.....	12c.-13c.
25-lb. boxes.....	12¼c.-13½c.
3-lb. cartons....	42c.-44c. each.

Currants are likely to be a problem this year. Up to the present the Australian Government has not given permission to ship. Quotations have not yet been made on new crop, thus jobbers are not sure whether they are going to get any. Prunes are steadily advancing, and likely to go higher; the same thing may be said of prunes, peaches and apricots. It was stated two weeks ago that raisins were not moving as fast as desired; it looks as though they are moving quick enough to send retail prices up. Winnipeg jobbers have been carrying stocks which were bought last Fall, and many of them have not advanced their prices at all. As stocks run out, it becomes necessary to replace them at higher prices; thus the retailer must expect to pay more.

Dried Fruits—

Apples, evap., 50-lb. boxes, lb.	0 12½	0 13
Apples, 25-lb. boxes.....	0 13	0 13½
Apples, 3-lb. cartons, each..	0 42	0 44
Pears, choice, 25's.....		0 13¾

Apricots—

Choice, 25's.....	0 23
Choice, 10's.....	0 24

Peaches—

Choice, 25-lb. boxes.....	0 12
Choice, 10-lb. boxes.....	0 13

Currants—

Fresh cleaned, half cases,	
Australian, lb.....	0 22

Dates—

Hallowees, 68-lb. boxes.....	0 12½
Fards, box, 12 lbs.....	2 00

Raisins, California—

16 oz. fancy, seeded.....	0 11½
16 oz. choice, seeded.....	0 11
12 oz. fancy, seeded.....	0 09½
12 oz. choice, seeded.....	0 08¾

Raisins, Muscatels—

3 crown, loose, 25's.....	0 09¼
3 crown, loose, 50's.....	0 09

Raisins, Cal. Valencias—

3 crown, loose, 25-lb. boxes.....	0 10
3 crown, loose, 10-lb. boxes.....	0 10½

Figs—

California cooking, 25's.....	0 09
Mediterranean, 33-lb. mats.....	0 08½

Prunes—

90 to 100, 25s.....	0 09¼	0 09¾
40 to 50, 25s.....	0 12	0 12½

Peels—

Orange, lb., 7-lb. boxes.....	0 22¼
Lemon, lb., 7-lb. boxes.....	0 21¼
Citron, lb., 7-lb. boxes.....	0 25

**Lima Beans 15c Lb.;
Split Peas \$7.00-\$7.50**

Winnipeg.
DRIED VEGETABLES. — Winnipeg wholesale dealers are freely admitting that they have no white beans to offer. What there are in the city are selling at \$7 per bushel. Quotations on lima beans have jumped to 15c. per lb. Split peas are hard to get, and what there are, are bringing \$7 to \$7.50 for 98's. Dealers are looking for an advance in barley at a very early date.

Beans—

Japanese or Manchurian, white beans, bushel.....	7 00
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California Lima Beans—

80-lb. sacks.....	0 15
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Barley—

Pot, per sack, 98 lbs.....	4 75
Pearl, per sack, 98 lbs.....	6 60

Peas—

Split peas, sack, 98 lbs.....	7 00	7 50
Whole peas, bushel.....	5 65	

**Rice Advances 25%;
Tonnage a Problem**

Winnipeg.
RICE.—An advance of 25% was reported last week on all grades of rice, this being attributed by local men to lack of tonnage from Japan. The situation is rather complicated because millers have contracted with local jobbers as far ahead as December. Lack of tonnage will also send tapioca and sago up. Price to the retailer on rice and tapioca should not advance for some time.

Rice—

Japan, No. 1, 50-lb. sacks, lb.....	0 05¾
Japan, No. 2, 50-lb. sacks, lb.....	0 05½
Siam, 50-lb. sacks, lb.....	0 04¾
Patna, 50-lb. sacks, lb.....	0 05½
Carolina, 100-lb. sacks.....	0 08¾
Ground rice, 10-lb. boxes, lb.....	0 07½

Black Teas Scarce.

Winnipeg.
TEAS.—Good black teas are said to be practically unobtainable in the first market. Japan teas for future are expected to rule about the same as last year's prices, which were not exceedingly high. If there is any advance on last year's price, it will be small.

Coffee Slightly Firmer

Winnipeg.
COFFEE.—Local brokers advise that Rios and Santos have advanced 80 points within the past ten days, this being due, it is stated, to shipping conditions. One may be inclined to attribute these high prices to the fact that Brazil has broken with Germany; brokers state that this is not the case, as coffee was never cheaper than it is in Brazil, the higher prices being due entirely to the difficulty in securing bottoms.

Peanuts Advanced

Winnipeg.
PEANUTS.—The price of peanuts has advanced this season over 40%, and reports coming in from Virginia are to the effect that farmers are being paid 6c. per pound all round, and that all Virginia peanuts will be out of the hands of the cleaners by July, 1917. An advance occurred here on April 17. Spanish shelled peanuts are reported extremely scarce.

**Cornmeal Was \$3.00;
Now Quoted \$4 for 98's**

Winnipeg.
CORNMEAL. — Local brokers report that their principals in the U.S. are refusing to quote on cornmeal owing to the high price. As readers know, the corn market has been extremely high of late, resulting in higher prices on corn products, such as corn syrup, corn starch, cornmeal, etc. Up to two weeks ago dealers quoted \$3 on cornmeal for 98's. Last week prices advanced to \$3.55, and it is nearer \$4 now.

**Future of Canned Goods
Depends On Two Factors**

Winnipeg.
CANNED GOODS.—If you ask anyone what the canned goods situation is like, they invariably tell you that they do not know. That is a fact, because conditions are so complicated. On the one hand

conditions tend to send prices up next year, whereas there are also conditions which seem to have a tendency to bring prices down. It will depend on how strong these influences are, which way the market goes. For example, a representative of a canning concern in Eastern Canada who visited Winnipeg last week, stated that about one-third of the canners in the East are not contracting for acreage, the reason being that they are unable to secure tins or labels. On the other hand, conditions locally would indicate that the demand is going to be much smaller this year than expected. It may be that this is too early to speak about the consumer demand. Should the demand suddenly become very heavy during the next few months, prices of canned goods will go higher, whereas if the demand continues slow, as at present, prices are liable to remain where they are.

**Forecast of New
Salmon Quotations**

Winnipeg.
CANNED SALMON.—Spot stocks in Winnipeg are pretty well cleaned up. Some of the jobbers have been compelled to advance their prices on all grades, but even at that, selling prices are still lower than cost price on the Coast. It is expected that everything will be pretty well cleaned up by July 1, and before that date higher quotations may be expected.

Some advance information regarding new pack has been secured, and the following figures will give the retailer an idea of what salmon will cost next year:

Chums, 1 lb. talls, case of 4 doz...	\$ 6.10
Pinks, do do ..	6.65
Red Cohoes do do ..	9.50
Red Sockeye do do ..	11.85

The increase in prices as compared with last year is about 50% on Chums and Pinks, about 25% on Cohoes, and about 15 to 20% on Sockeye. The principal items entering into this increased cost are tin and labor.

**Potatoes Advance Again
Celery Now \$8.50 Case**

Winnipeg.
FRUITS AND VEGETABLES.—The potato market continues towards firmness, and local wholesalers are asking \$1.75 to \$2.25 for No. 1 White potatoes. It looks as though the market will hold firm until the seed potatoes are all off, and that is what the big demand is for just now. That will be in two or three weeks. The chief demand is coming from the States. On account of a good demand for California celery, and scarcity, the price has advanced from \$7 to \$8.50 per case. Supplies of celery are nearly done, and there will be no more until new crop is in from B.C. Old carrots are scarce, and are up to \$2 per bushel. Turnips are bringing 2c. per lb. New cabbage is selling as high as 15c. per lb., and is scarce. The demand for oranges has fallen off somewhat, probably because there is such a lot of small stuff going out, such as

(Continued on page 131)

FLOUR AND CEREALS

Flour Prices Again Show Increases

Montreal.

FLOUR AND FEEDS.—Flour has continued its advancing march. This week showed another most pronounced advance, and once again flour shows a total advance for the week of over a dollar. This advance is very largely due to the wheat market conditions. In these markets there is still a great deal of excitement, and free wheat has not yet had the effect of lowering wheat in either the United States or Canada, while the market speculation, owing to this condition, has had quite the opposite tendency. Moreover, there is no present indication that there will be any decline, so that flour remains in a very strong position, despite the high figures.

Winter wheat evinces the same tendency, while feed prices have again advanced materially. The week's advance in these goods totalled \$2.

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	12 70	12 90
Second patents	12 20	12 40
Strong bakers	12 20	12 40
Winter Wheat Flour—		
Fancy patents	11 50	11 85
95 per cent, in bags	11 15	11 55
Bran, per ton	42 00	44 00
Shorts	45 00	46 00
Special middlings	46 00	47 00
Feed flour	53 00	54 00
Feed oats, per bushel		0 85

Cereal Market Still Advancing

Montreal.

CEREALS.—The cereal market, keeping in line with the flour market, shows advances all along the line. Graham flour shows a very considerable advance, now selling at \$6.20. Whole wheat flour has also advanced. Wheatlets have advanced 75c and even split peas show a slight increase.

Barley, pearl, 98 lbs.	6 25	6 80
Barley, pot, 98 lbs.	4 70	5 00
Buckwheat flour, 98 lbs.		5 00
Corn flour, 98 lbs.		4 60
Cornmeal, yellow, 98 lbs.	4 00	4 25
Graham flour, 98 lbs.		6 20
Hominy, granulated, 98 lbs.	6 15	6 20
Hominy, pearl, 98 lbs.		4 75
Oatmeal, standard, 98 lbs.		4 30
Oatmeal, granulated, 98 lbs.		3 85
Peas, Canadian, boiling, bush.		7 50
Split peas		3 75
Rolled oats, 90-lb. bags		6 20
Whole wheat flour, 98 lbs.		5 00
Rye flour, 98 lbs.		6 45
Wheatlets, 98 lbs.		

Flour Is Now Quoted at \$12.60

Wheat Market Reached New High Record During Week—Heavy Household Demand Slackens

Toronto.

FLOUR.—An advance of 40c per bar-

rel was recorded in last-minute paragraph last week while CANADIAN GROCER was on the press, which made the price of Manitoba flour at the time of last issue \$12.10 per barrel. With the continued firmness in the wheat market in the closing days of last week there was a further advance of 50c per barrel in flour, which makes the price \$12.60 for Manitoba first patents at the time of writing. On Thursday of last week the price of cash wheat at Winnipeg reached high record when sales were made at \$2.43½ per bushel. On Friday there was slightly lower quotation at \$2.42½, and on Saturday cash wheat dropped to \$2.39½ per bushel. During the first of the present week there was an easier tendency to wheat, but prices held around \$2.39¼ on Monday, but on Tuesday advanced 8¼c to \$2.48. The price of wheat in Chicago dropped during the week owing to the flattening out of the heavy household demand for flour. This demand was engendered by reason of the advancing price of flour. Owing to the strong position of wheat at the close of the market on Tuesday, Manitoba flour is in a very firm position, and an advance is expected. The price of wheat on Tuesday constituted the new high record. But then new records are being made almost every day. Deliveries of flour and feeds from the West have been very poor, but with the opening of lake navigation it is anticipated some relief will be given. A new regulation has gone into effect that makes some difference in the method of buying of flour for export. In the past exporters in Canada were allowed to sell and ship to the Old Land. Now all buying for export business will be done in Canada by British Government interests. Ontario winter wheat flour has also advanced \$1.10 per barrel, and is now quoted at \$11.20 in car lots for high patents. Some flour business has been attempted in the United States since reciprocity, but as yet none has been reported. Ontario wheat, however, has crossed the line since last week.

	Car lots per bbl.	Small lots per bbl.
Manitoba Wheat Flour—		
First patents	12 60	12 80
Second patents	12 10	12 30
Strong bakers	11 90	12 10
Ontario Winter Wheat Flour—		
High patents	11 20	11 50
Second patents	10 70	11 00

Wheat And Oat Lines Make Big Advance

Toronto

CEREALS.—Big advances have been recorded during the week in all lines of cereals made from corn, wheat and oats. The increase has been due to the high prices that have prevailed in these

grains. Yellow cornmeal is quoted up to \$4.60. Rolled oats have been advanced 10c per 90-lb. sacks, and oatmeal has been quoted up to \$5.50 for standard. Rolled wheat in 100-lb. barrels has advanced 75c, and is now quoted at \$6.25. Yellow split peas have advanced 75c per bushel. Pot barley and pearl barley have both advanced 50c per sack. There has been a good demand for cereals of all kinds, and the firmness continues.

	Less than car lots
Barley, pearl, 98 lbs.	6 70 8 00
Barley, pot, 98 lbs.	4 75 6 00
Buckwheat flour, 98 lbs.	5 25
Corn flour, 98 lbs.	4 60 4 75
Cornmeal, yellow, 98 lbs.	4 40 4 60
Graham flour, 98 lbs.	5 05
Hominy grits, 98 lbs.	4 75
Hominy, pearl, 98 lbs.	4 60 4 75
Oatmeal, 98 lbs.	4 75 5 50
Rolled oats, 90-lb. bags	4 25 4 40
Rolled wheat, 100-lb. bbls.	6 05 6 25
Whole wheat flour, 98 lbs.	6 65
Wheatlets, 98 lbs.	6 30 7 00
Peas, yellow split, bush.	8 00 8 50

Above prices give the range of quotations to the retail trade.

Millfeeds Again Advance \$2 Ton

Toronto

MILL FEEDS.—With the steadily ascending price of grains of all kinds, mill feeds have again been moved to higher levels, an advance of \$2 per ton having been recorded in bran, shorts and feed flour and \$1 per ton on special middlings. Shipments of feed from the West have been poor owing to the embargoes on the railways. Some of the large mills, with headquarters in the West, have been forced to close down for periods owing to their inability to get their products out. With the opening of navigation it is thought relief will come. Manitoba oats were advanced 2c per bushel, and Ontario oats 1c per bushel.

Mill Feeds—	Mixed cars ton	Small lots ton
Bran	40 00	42 00
Shorts	43 00	45 00
Special middlings	46 00	48 00
Feed flour	55 00	57 00
Ontario oats, No. 2 (nominal)	0 74	0 75
Manitoba oats, No. 2 (nominal)		0 82½

Flour Jumps From \$10.80 to \$12.20 Per Bbl.

Winnipeg.

FLOUR AND CEREALS.—First patents stood at \$12.20 at the beginning of this week. Some idea of the advance which has taken place in flour can be gathered from the fact that last week-end the price of first patents was \$10.80. Flour jumped from \$10.80 to \$11, then to \$11.50, to \$11.90, and finally to \$12.20. These advances came with an advancing wheat market, which can be attributed partly to the fact that the Canadian Government now allows American wheat and flour to come into the country free, and

vice versa. This announcement was made on Tuesday, April 17, and two advances followed very quickly. The trade here are not inclined to attribute the remarkable advance in wheat to "free wheat" only. Some millers are of the opinion that Sir George Foster meant the price of wheat to come down when he removed the duty, but it did not have that effect. People are at a loss to know why wheat advanced the way it did last week. Crop reports from large American winter wheat states have been considerably better than for several weeks past, and reports indicate that Canadian visible supply of stocks of wheat are fairly heavy. A report was current last week that the United States, Great Britain and Canada are preparing to buy up the Canadian wheat crop; this probably means the 1917 crop, and would not affect the present market. The feeling here is that the free wheat will not have much effect for some time to come, as American flour mills, like those in Western Canada, are probably over-sold, and it is not likely that either will invade the other's market for several months. Before venturing on any campaign in Canada, they would probably want to make sure that this was a permanent measure, and not a war measure only. Millers agree that the Americans will invade this market, especially if the duty remains off after the war.

Rolled oats advanced to \$3.50 for 80's, this being the result of an advance in oats. Oats have been steadily going up, and it is not believed that the high wheat market had much effect. Grain men have been looking for a high price on oats for some time. Package oats were not affected, still being \$4.10 per case. Oatmeal jumped to \$4.40. Cornmeal advanced to \$4 for 98's, following a further advance in corn which has been advancing in sympathy with oats. Feeds jumped \$3 per ton, bran now being quoted \$33, shorts and middlings at \$35, and chop at \$48. Chop advanced as a result of advance in oats and barley. Bran and shorts went up on account of the advance in wheat. All mills are still oversold on feed, and with the American market thrown open, Canadian mills will have a further demand, as prices of feed in the United States are higher than in Canada.

Flour—	
Best patents	12 20
Bakers	11 70
Clears	11 30
XXXX	9 10
Cereals—	
Rolled oats, 80's	3 50
Rolled oats, pkgs., family size	4 10
Cornmeal, 98's	4 00
Oatmeal, 98's	4 40
Feeds—	
Bran, per ton	33 00
Shorts, ton	35 00
Middlings, ton	35 00
Mixed chop, ton	48 00

PRODUCE AND PROVISIONS

(Continued from page 136)

for eggs has been good and outside markets are all firmer. With this combination of conditions this market has advanced, 32c. now being paid to country shippers. This is 13c. a dozen higher than

was paid last year at this time. With these prices in vogue, produce merchants cannot see their way clear to store them, and with any decline in outside markets, the Winnipeg market is bound to decline too. The trade have been paying 32c. during the past week, but the price advanced to 34c last week end. Butter.—Storage stocks are practically nil, and fresh made is not coming along freely enough to take care of requirements, consequently, the market has a temporary strength. Production will, of course, increase during the next week or two, when lower prices are expected. Creameries are being paid 39½c. for solids, and the price to the trade for No. 1 cartons is 43c. Dairy butter has not begun to come in yet in any quantity, the market ruling firm at 27c. to 28c. for straight receipts. Cheese.—The production is increasing, but coming on a bare market there is consequently no material change in the situation.

Hams—	
Light, lb.	0 29 0 29½
Medium, per lb.	0 27 0 28
Heavy, per lb.	0 25 0 26
Bacon—	
Breakfast, per lb.	0 30 0 31
Breakfast, select, lb.	0 35 0 36
Backs, regular	0 30
Backs, select, per lb.	0 31 0 32
Dry Salt Meats—	
Long clear bacon, light	0 23½ 0 24
Backs	0 24 0 24½
Barrelled Pork—	
Meas pork, bbl.	45 00
Lard, Pure—	
Tierces	0 25¼
20s	5 15
Cases, 5s	15 15
Cases, 3s	15 30
Lard, Compound—	
Tierces	0 18½
Tubs, 50s, net	4 00
Pails, 20s, net	3 90
Butter—	
Fresh made creamery, No. 1 cartons	0 43
No. 1 storage	0 42
Fresh Eggs—	
New laids	0 34
Cheese—	
Ontario, large	29 00 30 00

WEEKLY MARKET REPORTS

(Continued from page 129)

strawberries. Washington rhubarb should be in this week.	
Manitoba potatoes, bushel	1 75 2 25
Celery, Cal., case	8 50
Cucumbers, box	6 00
Carrots, old, bushel	2 00
Turnips, old, lb.	0 02
Cabbage, per cwt., old	8 00
Cabbage, Cal., lb.	0 12
Cauliflower, Cal., small crates	3 00
Head lettuce, Cal., doz.	1 75
Lettuce, leaf, doz.	0 60
Imported mushrooms	0 90
Sweet potatoes, hamper	5 00
Parsley, imported, doz.	0 75
Peas, green, lb.	0 15
Spinach, lb.	0 15
Fruits—	
Oranges, navel, case	4 00 4 25
Oranges, bitter, Palermos, case 200	5 00
Lemons	5 00 5 50
Grape fruit	5 00 6 00
Malaga grapes, kegs	8 00 10 00
Wine saps, box	2 50 3 00
Rome Beauties, box	2 50 3 00
Cranberries, bbls.	11 00
Pears, Winter Nellis, box	4 50
Strawberries, Louisiana, case 24 pints	4 00
Bananas, lb.	0 05
Rhubarb, Washington, box	2 50

Fresh Halibut and Salmon Coming In

Winnipeg.

FISH AND POULTRY.—Of fresh fish there is ample supply of halibut and salmon, although the latter is high. Halibut is now bringing 17c. per lb. The smelts coming in now are extras, and are quoted 23c; the smaller ones at 17c are practically finished. Supplies of frozen haddock on hand are nearly exhausted. Frozen flounders are finished, and fresh are beginning to arrive at the same price as frozen. Fresh fish from the Lakes is delayed on account of the ice.

Whitefish	0 12	0 13
Salmon, frozen	0 15	
Salmon, fresh	0 23	
Halibut, fresh	0 17	
Cod, Ling	0 10	
Cod, black	0 12½	
Kippers, boxes	2 00	
Bloaters, boxes	1 75	
Mackerel, 20-lb. kits	3 00	3 00
Finnan haddie, lb.	0 13½	
Salt herrings, bbl.	5 50	
Salt herrings, 20-lb. pails	1 50	
Smelts, extra	0 23	
Brook trout	0 30	0 40
Smoked fillets	0 17	
Sea herring	0 07½	

CANADIAN APPLES FOR BRITAIN UNDER CERTAIN PROVISIONS

The admittance of Canadian apples into United Kingdom ports under certain provisions, is reported in a statement on the apple embargo situation by Mr. J. F. Smith, Canadian Trade Commissioner, Liverpool. The provisions as defined by the Controller of Import Restrictions, are as follows:—

1. All apples bought and paid for by firms in the United Kingdom prior to Feb. 24, will be admitted by license if payment has been made in full with money remitted.
2. All apples en route to shipping point which had left point of origin prior to Feb. 24 and which were intended for shipment by steamers either loading or intended to load will be allowed to be imported freely.
3. Apples bought prior to February 24 and partially paid for are not entitled to a license, nor are apples shipped for sale on shippers' account notwithstanding that advances have been made.
4. Apples stored for later shipment, the money for the purchase of which has not been transmitted from the United Kingdom, will not be entitled to a license.
5. Apples for which a license may be granted or apples arriving which were shipped after February 24 and any at sea, will be allowed to land and be dealt with by the consignee after depositing the value of the goods with the Department which will be returned when proof is given that they were entitled to land.
6. Apples deliberately or carelessly shipped in contravention of the rules and regulations of the Department are liable to seizure.

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Alta., April 24.—Flour made advances, totalling 35c per barrel, during the week, and is now quoted at \$12.50 per barrel. Rolled oats have advanced 15c per sack, and cream of wheat has been increased in price by \$1.25 per case. Domestic sardines show an advance of almost \$1 per case. Rice is slightly higher, single hundred pound lots of Siam being quoted at \$5. Pure lard is up ½c per pound, 3's now being quoted at \$15.60 per case, while compound lard is up 1c per pound. Almost all cuts of smoked meat are 1c per pound higher this week. Corn brooms are mounting in price almost daily. New-laid eggs are now quoted at \$10 per case. Evaporated apples in 25-lb. boxes are 14½c per pound, and 50-lb. boxes at 13½c per pound.

Beans, small white, Japan, lb.....	0 10½	0 12½
Flour, No. 1 patents, 98s, per bbl.....	12 50	
Molasses, extra fancy, gal.....	0 77	
Rolled oats, 80s.....	3 59	
Rice, Siam, cwt.....	5 09	
Sago and Tapioca, lb.....	0 09	
Sugar, pure cane, granulated, cwt.....	9 45	
Cheese, No. 1 Ontario, large.....	0 27	
Butter, creamery, lb.....	0 45	
Lard, pure, 3s, per case.....	15 60	
Bacon, smoked backs, lb.....	0 50½	
Bacon, smoked sides, lb.....	0 30	
Eggs, new-laid, case.....	10 00	
Tomatoes, 2s, standard case.....	4 50	
Corn, 3s, standard case.....	3 60	4 00
Peas, 2s, standard case.....	2 95	
Apples, gala, Ontario, case.....	2 50	
Strawberries, 2s, Ontario, case.....	5 25	
Raspberries, 2s, Ontario, case.....	5 50	
Peaches, 2s, Ontario, case.....	4 25	
Salmon, finest sockeye, tall, case.....	12 25	
Salmon, pink, tall, case.....	5 00	5 00

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Sask., April 24.—Two advances in flour during the past week have sent the price soaring up to another high record. Seventy cents per barrel is the net increase during the week, and to-day the quotation at Regina per barrel is \$12.60. A 40c advance was registered on Thursday and a 30c jump a day or two previous. Lard, tierce basis, is up to \$15.60, an advance of 50c. Eggs are considerably higher at 32c and 33c per dozen. Gallon apples have advanced to \$2.25, and evaporated apples at 13½c are three-quarters of a cent higher. Currants, both in bulk and packages, show an advance of ¼c. All lines of pickles are higher, and cream of wheat advanced \$1.20 per case, now

quoted here at \$7.20. Campbell's soups have taken another considerable advance.

REGINA—

Beans, small white Japan, bush.....	7 00	
Flour, No. 1 patents, 98s, per lb.....	11 90	
Molasses, extra fancy, gal.....	0 71	
Rolled oats, bails.....	3 90	
Rice, Siam, cwt.....	4 35	
Sago and tapioca, lb.....	0 09½	
Sugar, pure cane, granulated, cwt.....	9 14	
Cheese, No. 1 Ontario, large.....	0 30	
Butter, creamery, lb.....	0 40	
Lard, pure, 3s, per case.....	15 10	
Bacon, smoked sides, lb.....	0 30	
Bacon, smoked backs, lb.....	0 28	
Eggs, new-laid.....	0 32	0 53
Tomatoes, 2s, standard case.....	4 50	
Corn, 2s, standard case.....	3 75	
Peas, 2s, standard case.....	2 95	
Apples, gala, Ontario.....	2 25	
Strawberries, 2s, Ontario, case.....	6 14	
Raspberries, 2s, Ontario, case.....	5 40	
Peaches, 2s, Ontario, case.....	3 75	
Salmon, finest sockeye, tall, case.....	12 25	
Salmon, pink, tall, case.....	6 85	7 00
Pork, American clear, per bbl.....	40 75	41 00
Bacon, breakfast.....	0 27	0 29
Bacon, roll.....	0 22	0 24

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., April 24.—Market conditions have been quieter during the week, although there was considerable activity in flour when two advances were recorded on one day, April 19, the amounts being 40c and 50c. Ontario flour is now quoted at \$12.85 per barrel. On the same day sugar advanced 30c, which now makes the price of granulated \$8.75 to \$8.80 per 100 pounds. Bright yellow sugar is now \$8.55, and No. 1 yellow \$8.35 to \$8.40. Paris lumps are quoted at \$10 to \$10.25. Beans, both white and yellow, are now \$8.25 per bushel. Sago and tapioca are quoted from 13½c to 14c per pound. Eggs are slightly lower, selling at 35c to 37c, while butter is firmer at 40c to 42c. Pure lard is firmer at 28c, while compound is 21c. Cream of tartar has been advanced, and is now quoted at 49c to 51c. Prunes are up in price, and are now quoted at 12c to 12½c. Messina lemons are firm at \$4 to \$4.50 per case, but grapefruit is lower at \$5.50 to \$6 per case. Potatoes are scarcer, and are quoted at \$5.75. Barreled apples are off the market. Malaga grapes are also cleaned out. Oregon apples in boxes are quoted at \$3.50 per box.

ST. JOHN, N.B.:

Flour, No. 1 patents, bbls., Manitoba.....	13 60	
Ontario.....	12 85	
Commeal, gran., bbls.....	9 25	
Commeal, ordinary, bags.....	3 15	
Molasses, extra fancy, gal.....	0 61	0 62
Rolled oats, bbl.....	9 25	
Beans, white, bush.....	8 25	
Beans, yellow-eyed.....	8 25	
Rice, Siam, cwt.....	5 25	5 60
Sago and Tapioca, lb.....	0 13½	0 14
Sugar—		
Standard granulated, cwt.....	8 75	8 80
Bright yellow.....	8 35	8 55
No. 1 yellow.....	8 35	8 40
Paris lumps.....	10 00	10 25

Cheese, N.B., twins.....	0 27½	0 28
Eggs, new-laid.....	0 35	0 37
Isoli bacon.....	0 25	0 28
Breakfast bacon.....	0 31	
Butter, dairy, per lb.....	0 40	0 42
Lard, pure, lb.....	0 28	0 28½
Lard, compound.....		0 21
American clear pork.....	51 00	52 00
Beef, corned, 1s.....	3 00	3 50
Tomatoes, 3s, standard case.....		4 70
Corn, 2s, standard case.....		3 80
Peas, 2s, standard case.....		2 80
Apples, gala, N.B., doz.....	3 10	3 25
Strawberries, 2s, Ontario, case.....		5 00
Raspberries, 2s, Ontario, case.....		5 40
Peaches, 2s, Ontario, case.....		4 00
Salmon, red spring, tall, case.....	10 00	10 50
Salmon, pink, tall, case.....	6 25	6 50
Salmon, Cohoes, case.....	9 00	9 25
Salmon, Chums.....	5 00	5 25
Sardines, domestic, case.....	4 75	
Cream tartar.....	0 46	0 48
Currants, lb.....	0 20	0 21
Raisins, choice, lb.....		0 12
Raisins, fancy, lb.....		0 12½
Raisins, seedless, lb.....		0 15
Prunes, 90-100, lb.....	0 12	0 12½
Candied peel, citron.....	0 30	0 31
Candied peel, orange and lemon.....	0 26	0 27
Evaporated apples, lb.....	0 12	0 12½
Evaporated apricots, lb.....		0 21
Pork and beans, case.....	4 50	4 80
Fresh Fruits and Vegetables—		
Apples, bbl.....	2 00	5 75
Apples, Oregon, box.....		3 50
Lemons, Messina, box.....	4 00	4 50
Lemons, Cal., box.....	4 50	5 00
Oranges, Cal., box.....	4 00	4 50
Grapes, Malaga, keg.....	5 00	7 00
Grapefruit, per case.....	5 50	6 00
Potatoes, bbl.....	5 75	6 00
Onions, per 100-lb. bag.....	10 00	11 00

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, B.C., April 24.—It was perhaps only natural that the price of rice should advance, because it has been so strongly advocated as a substitute for potatoes, but it is now apparently so high that it is only obtainable for Carnegie breakfasts. Siam rice ordinary is now \$110 a ton, with higher prices asked for choice, and stocks are very low. Wholesalers say that consignments are on the way, but refuse definite information as to possible time of arrival. In the meantime potatoes are sticking around at \$65 a ton, and no sign of wavering. Root vegetables generally are scarce, which helps keep up potato prices. Sugar has been firm for weeks, and the fact that the employees of the B. C. Sugar Refinery have gone on strike for more pay and better conditions has not eased that situation any. Eggs and butter are both exceedingly firm, despite hard times. Strawberries from California are selling well. Expected rise in price of spices generally has not eventuated. Pepper stocks are very low.

VANCOUVER, B.C.—

Sugar, pure cane, granulated, 100 lbs.....	8 95	
Flour, first patents, Manitoba, per bbl., in car lots.....	12 90	
Salmon, Sockeye, 1-lb. tall, per case 4 doz.....		110 00
Rice, Siam, per ton.....		110 00
Beans, Japanese, per pound.....		65 00
Potatoes, per ton.....		65 00
Lard, pure, in 400-lb. tierces, per lb.....		0 28½
Butter, fresh made creamery, lb.....		0 49
Eggs, new laid, in cartons, per dozen.....	0 36	0 40
Cheese, new, large, per pound.....		0 28½

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It is the policy of Wholesale Grocers, generally, to send their travellers wherever they can "spear" an order. This is *WRONG*, because the volume of business thus secured is too small, considering the energy and *money* expended. It is minimum turnover at maximum selling cost. Result: High Prices.

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PRODUCE AND PROVISIONS

Live Hogs Shaded Down; Products Firm

Montreal.

PROVISIONS.—This week opened with a slight decline in the market for live hogs, a decline which in a measure reflects the tendency apparent in Chicago at present. Live hogs were quoted at \$17 to \$17.25 per 100 pounds, as against the \$17.50 (high figure) of last week. Dressed hogs were fetching \$23 to \$23.25, a decline also of about 25c on the high figure of the previous week. Chicago has a feeling that the top of the market has been reached for hogs, and the market there receded all of 50c a hundred for live, but did not alter as much for dressed. There is a connection between the tone of the market and the fixing of prices for hog products in England by the Food Controller. While the price for the product practically fixed for the British market is a big factor, the market for the live hogs simply had to ease off a shade. Large hams and roll bacon are up a little this week, and dry salt meats also. Lard continues very scarce.

Medium, per lb.	0 28	0 29
Large, per lb.	0 26	0 26½
Bacon—		
Plain	0 30	0 32
Boneless, per lb.	0 32	0 34
Bacon—		
Breakfast, per lb.	0 30	0 31
Roll, per lb.	0 25	0 26
Dry Salt Meats—		
Long clear bacon, ton lots	0 22	0 23
Long clear bacon, small lots	0 22½	0 23½
Fat back, lb.	0 21	0 22
Cooked Meats—		
Hams, boiled, per lb.	0 40	
Hams, roast, per lb.	0 42	
Shoulders, boiled, per rib.	0 34½	0 35½
Shoulders, roast, per lb.	0 35	0 35½
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 26½	
Tubs, 60 lbs.	0 26½	
Pails	0 27	
Bricks, 1 lb., per lb.	0 28	
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 19¼	0 19½
Tubs, 50 lbs.	0 19¼	0 20
Pails, 20 lbs., per lb.	0 20½	0 20¾
Bricks, 1 lb., per lb.	0 20¾	0 21

Poultry Compares Well As A Flesh Food

Montreal.

POULTRY.—For the present there has been no particular downward trend in the prices for poultry, although the downward note may be struck before long. Poultry is at present one of the really reasonably-priced flesh foods offering on the market—that is, as compared with many other kinds of meats, and the provision retailer can well point this out to customers. That poultry is moving from storage on its way to consumers in large quantities is shown by the fact that a purchaser on a large scale has just concluded a deal in which four mil-

lion pounds of poultry are involved, the supply (some 150 carloads) going from Chicago to New York in the past week. Owing to the advantage of price being in favor of poultry now, it is anticipated that all stored poultry will be required for consumption this season.

Poultry (dressed)—

Chickens, milk-fed, crate, fattened, lb.	0 30
Old roosters	0 20
Roasting chickens	0 25 0 27
Young ducks	0 25
Turkeys, (old toms, dressed, lb.)	0 31
Turkeys (young)	0 33

Eggs Still Keep Firm in Country

Montreal.

EGGS.—Eggs are coming along more plentifully now, and some dealers are commencing to store them. There has been also some tendency on the part of the consuming public to think of storing away eggs against the winter of 1917-18, but whether this will be done on any considerable scale or not is a matter for conjecture as yet. Production is on its way towards the top figures, though arrivals in Montreal show some leeway still to be made up to bring the figures up to last year's standards at this time. There arrived in Montreal for the week ending April 21 only 9,617 cases of eggs, as compared with 15,406 for the previous week, and 17,871 for the corresponding period of last year. Prices remain as quoted last week, and may not show much reduction to the retailer for a little time, if at all. Efforts are being made by the large buyers in the country to keep the prices down, but there is quite a firm tone present in country districts as to egg prices.

Eggs—

New laid	0 35	0 36
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Butter Prices in The Country Easier

Montreal.

BUTTER.—Receipts of butter in Montreal last week were 4,385 packages, as compared with 4,131 packages for the previous week, and 4,890 packages for the corresponding period last year. There was a good firm tone to the butter markets in the country, but the extremely high prices with which the Cowansville market opened were not maintained; this in accordance with the best opinions, as expressed last week in this section of the market reports in CANADIAN GROCER. Still the Cowansville price, 41½c per lb., is 11c higher than the quotations on the same market for the corresponding period last year, and though 100 packages more than last week were offered, the amount is still 450 packages

under the offering of last year at this time. St. Hyacinthe Board opened with 40c per lb. Last year this board opened with 30c a pound. With the advance of spring better quality butter is coming forward, and before long grass-fed butter will be the rule. Western butter is coming in. Some hold that this has a flavor of its own, not quite up to the real Quebec produce, but possibly capable of elimination with creamery treatment in the manufacture. The market remains steady, and, while dealers anticipate that prices will recede a little, this can hardly take place right away, as production will not be large enough for some time to create any surplus upon the Montreal markets.

Butter—

Creamery, prints (storage)	0 42	0 43
Cream., prints (fresh made)	0 44	0 44½
Cream., solids (fresh made)	0 43	0 44
Dairy prints, choice, lb.	0 37	0 38
Dairy, in tubs	0 33	0 34
Bakers	0 30	0 31

Cheese Markets in The Country Open

Montreal.

CHEESE.—Factories are rapidly getting busy, and during the past week the country markets for cheese have opened. Prices have been irregular, from 23c to 25½c having been paid in the country. The outlook for exportation of cheese is interesting at present. Several exporters state that they will not be able to ship early, as they cannot secure space for ocean transportation. How long this condition will last is uncertain. The production of cheese just now is small, and it will probably continue small until the cows get out on to the grass. It is expected, however, that owing to the much higher prices prevailing for the produce much more cheese will be produced this year than in any previous season.

Cheese—

Large (new), per lb.	0 27	0 27½
New twins, per lb.	0 27	0 27½
Triplets, per lb.	0 27	0 27½
Stilton, per lb.	0 29	
Fancy, old cheese, per lb.	0 32	

Honey and Maple Products Both Firm

Montreal.

HONEY AND MAPLE.—The market for honey is unchanged, as compared with last week's notes, supplies going steadily into consumption through the retail channels, and very small stocks remaining in the hands of wholesalers. Prices are not altered from last week. As regards maple product, both syrup and sugar, production is reported to be very good. Though the season has not been uniformly good as regards weather, there have been several very good days,



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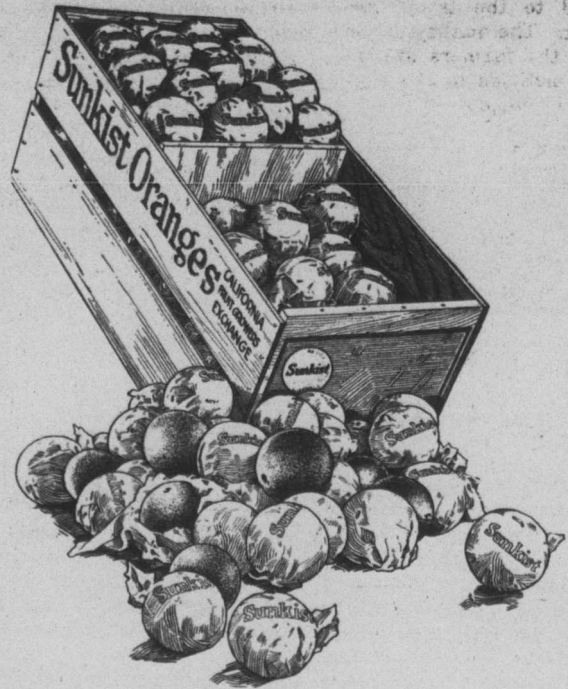
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and more syrup and sugar are being offered to the trade during the current week. The quality is very good, showing that the farmers are using more scientific methods in the manufacture. Prices remain steady.

Honey—		
Buckwheat, 5-10 lb. tins, lb.	0 13	0 13½
Buckwheat, 60-lb. tins, lb.	0 13	0 13
Clover, 5-10 lb. tins, per lb.	0 15½	0 15½
Clover, 60-lb. tins.	0 14½	0 14½
Comb, per section	0 18	0 19
Maple Product—		
Syrup, 131 lbs. Imp. meas., per gal.	1 45	1 50
11-lb. tins	1 20	1 25
Sugar in blocks, per lb.	0 14	0 15

Open Navigation Helps Meat Trade

Demand for Meats Good—Undertone of Lard and Compound Firm—Farmers Not Sending Many Live Hogs.

Toronto
PROVISIONS.—Although the meat trade for the lumber camps this year has been practically shut off owing to the inability of the lumber companies to get help still meats which ordinarily go into this trade are finding a market in places that have been shut off through the close of navigation. Now that lake navigation has opened these points can be served. Deliveries of live hogs have been light during the latter part of last week and the first part of the present. Farmers are now into their seeding and are too busy to bring remaining hogs to market. Swine herds are thought to be comparatively small at country points. Prices held up well during the week. Packers are not eager buyers of hogs at f.o.b. points. Both compound and pure lard held steady in price during the week. Meats were in firm market, advances having been recorded in hams and backs and barrel pork and roast and boiled shoulders. Dry salt meats are also firm in tone.

Hams—		
Medium, per lb.	0 30½	0 32
Large, per lb.	0 26	0 28
Backs—		
Plain	0 33	0 35
Boneless, per lb.	0 35	0 38
Bacon—		
Breakfast, per lb.	0 32	0 38
Roll, per lb.	0 27	0 27½
Wiltshire bacon, per lb.	0 30	0 34
Dry Salt Meats—		
Long clear bacon	6 23	0 24
Fat backs, lb.	0 23	0 24
Cooked Meats—		
Hams, boiled, per lb.	0 40½	0 41
Hams, roast, per lb.	0 40	0 43
Shoulders, boiled, per lb.	0 35	0 39
Shoulders, roast, per lb.	0 35	0 39
Barrel Pork—		
Mess Pork, bbl., 200 lbs.	44 00	44 00
Short cut backs, bbl., 200 lbs.	46 00	47 00
Pickled rolls, bbl., 200 lbs.	46 00	48 00
Lard—		
Pure tierces, 400 lbs., per lb.	0 25½	0 26
Compound tierces, 400 lbs., per lb.	0 19½	0 20½
In 60-lb. tubs, ¼c higher than tierces; pails, ¼c higher than tierces, and 1-lb. prints, 1¼c higher than tierces.		
Hogs—		
Dressed, abattoir killed	22 00	23 00
Live, off cars	16 75	16 75
Live, fed and watered	16 50	16 50
Live, f.o.b.	15 90	16 15

Butter Firmer and 1c Pound Higher

Toronto
Butter.—Although the grass season is rapidly approaching it is not here in

enough abundance to appreciably increase the supply of fresh butter. Production at the various factories is only fair at present, and supplies are somewhat short to meet the needs of the trade. Fresh made creamery butter is in consequence 1c per pound higher during the week and choice dairy butter is also 2c per pound higher. Second grade dairy is also quoted up. Consumption of butter is fairly good.

Creamery prints, fresh made	0 44	0 46
Creamery solids	0 39	0 40
Dairy prints, choice, lb.	0 41	0 42
Dairy prints, lb.	0 36	0 37½
Bakers	0 28	0 35

Export Situation on Eggs Not Bright

Toronto
EGGS.—The export situation on eggs does not give any promise of cheer for the commission men. At a meeting of the Canadian Produce Association held last week in Montreal it was attempted to get some assurance from the Government that tonnage would be available to take these food products to Great Britain if they were placed in storage with that in view. No assurance would be given to the commission men that shipping space would be available. Only 15 per cent. of the ocean space is now available for products other than those required by the Imperial authorities for military purposes. It is possible this might even be required before a great while. In the meantime some of the egg dealers have started to place some eggs in storage, while others do not care to take the risk of buying high-priced eggs with the possibility of not being able to find a market for them. In consequence of this starting to store eggs prices were firmer during the week and quoted 2c higher. There are plenty of local eggs coming to market at present.

Eggs—		
New laid, cartons	0 38	0 39
New laid, ex-cartons	0 35	0 36

Fair Amount of New Cheese Now Coming

Toronto
CHEESE.—There is a fair amount of new cheese reaching the local market from factories that have started operations this month. While the opening prices at the boards were comparatively low still there has been a gradual shifting toward higher levels as the season advanced. At some of the factories cheese were boarded around 23½c but recent sales are up to 25½c. In the new cheese there was a consequent firmer tone during the week and prices prevailed ½c higher in certain instances.

Cheese—		
New, large	0 26	0 27½
Old, large	0 28½	0 29
Stilton	0 28½	0 30

Spring Chickens Coming Very Slowly

Toronto
Poultry.—Arrivals of spring chickens in the market were practically negligible during the week. Prices being paid

for them live is around 45c per pound but the season is early and very few have found their way to the market so far. There is very little movement in poultry these days. Stocks of frozen continue to be in fairly good supply with demand not as active as commission men think it should be when the price of poultry is compared with other meats. They point out that it is better value than hams, steaks or roasts. Prices have held stationary during the week, with the exception of dressed hens which show a wider range in quality and consequently more spread in the price that is being paid.

Roosters, live, per lb.	0 18	0 20
Hens, live, per lb.	0 20	0 22
Hens, fresh, dressed, per lb.	0 20	0 24
Turkey gobblers, dressed, fresh	0 24	0 24
Spring chickens, lb.	0 45	0 45

Prices are those paid at Toronto by commission men.

Maple Syrup Higher With Demand Good

Toronto
HONEY, MAPLE SYRUP.—Supplies of maple syrup are reaching the local market in meagre quantities as yet from the Quebec market. Commission men who visited Quebec last week state it is a little early yet to know how production is going to turn out in that province. Up to the beginning of last week conditions had not been altogether favorable for a good run. Much, however, depends on the weather condition there during the past week or ten days. Supplies from Ontario producing points that reach the large centres are practically negligible, as most of this maple syrup is consumed in the nearby small towns where it is produced. There has been a good demand for the syrup and prices have been firmer, the range for the 8-lb. tins being from \$1.15 to \$1.25. Honey held in a steady market.

Honey—		
Clover, 5 and 10-lb. tins	0 13½	0 15
60-lb. tins	0 12½	0 13
Comb, No. 1, doz.	2 40	2 75
Maple Syrup—		
8-lb. tins	1 15	1 25
Gallons, Imperial	1 65	1 75

Live Hogs Touch Record Level—\$16

Winnipeg.
PRODUCE AND PROVISIONS.—Live hogs last week-end touched the record price of \$16. Receipts had been light on account of the condition of the country roads. This high price is not likely to be maintained, although no great decline is expected. There was an unmistakable weakening to the hog market early this week, the price of hogs falling to \$15.75. Provision prices have not changed during the past week, although lard and shortening are both firm at the increased price. Pure lard is now 25¼c. on tierce basis, and shortening 18½c. Lard and provisions are likely to remain firm. Receipts were smaller last week than they had been for several weeks, this being result of bad roads in country. Another factor in lessening receipts is that shippers have been changing from express to freight. This happens every year. Consumer demand

(Continued on page 131)

SYRUPS are ADVANCING

You no doubt know that Syrups are advancing, but

St. Lawrence  Crystal Syrup

is still obtainable at the old price

Anticipate your requirements on this line at once

For the present we can guarantee prompt delivery

The Finest Table Syrup on the Market



DOMESTIC SHORTENING

BETTER THAN BUTTER—CHEAPER THAN LARD

Are you pushing sales?
It is sure to please your customers

The Harris Abattoir Co., Limited - Toronto

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



Paints

AT \$2.60 PER GALLON

A splendid offer for every General Merchant

THIS SPECIAL PRICE OPEN UNTIL MAY 15th, ONLY.

Get one of these *ASSORTED TRIAL SHIPMENTS* now, Mr. General Dealer, and note what a good profit-making demand there is right in your own community for Moore Paints.

We want you to try out this splendid selling line, hence the very special price of \$2.60 per gallon. We will ship you promptly and repeat sales are absolutely assured.

Our "*MONEY-BACK IF NOT SATISFACTORY*" guarantee eliminates the element of risk entirely for both you and your customer.

Send for the trial shipment to-day.

BENJAMIN MOORE & COMPANY Limited
WEST TORONTO

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

AN APPETIZING DINNER FOR \$1.08

All you householders begin healthily with the most delicious and healthful dinner you can afford to eat. We had this Dominion Crystal Sugar dinner prepared for you as an example of the many delicious meals that can be made with this fine sugar. It is a dinner that will give you the best of health and the best of food. It is a dinner that will give you the best of health and the best of food. It is a dinner that will give you the best of health and the best of food.

MENU

Roast Potatoes (20c) Cheese Pudding (20c)
 Baked Fish with Sugar and Cream (20c) Potatoes and Cream (20c)
 Dinner Bread (20c)

DOMINION SUGAR COMPANY Limited
 Factories at Wallaceburg, Chatham and Kitchener

To Help You Sell MORE Dominion Crystal Sugar

The All-Canadian Sugar

Canadians grow the Sugar Beets; Canadians refine the Sugar; Canadians (more of them each day) use it.

Every acre under cultivation, whether the crop be wheat or sugar beets, means that much more prosperity for Canadians.

Every pound of Dominion Crystal Sugar that you can sell the housewife, encourages more farmers to grow beets—enables us to employ more Canadian workmen in three large Canadian factories.

Every advertisement for Dominion Crystal Sugar points out to the women of Canada that patriotism as well as the fine granulation and sparkling purity of Dominion Crystal Sugar should dictate its use to every Canadian household.

Every week we tell 700,000 families about Dominion Crystal Sugar

Every week our ads. appear in 16 of the largest papers in Ontario and Quebec, having a total circulation of 990,080.

One, or possibly two of them, must cover your territory pretty thoroughly. With this assistance, you can easily sell Dominion Crystal Sugar. The point is not—can you—but will you?

DOMINION SUGAR CO. LIMITED
 Factories at Wallaceburg Chatham Kitchener

WHY TRY TO SELL A WHOLE DINNER?

“When you’ve sugar to sell, why not try to sell it? What’s the object of selling a whole dinner?”

This is typical of the comments called forth by the most unusual advertising campaign ever launched to advertise sugar. (See the small reproduction of one ad. of this series at top of page.)

BUT you grocers weren’t long in appreciating this style of advertising. You saw that these ads. were designed:

1. To help the housewife to provide well-balanced, meatless meals containing the necessary body-building nutrition;
2. To get her interested in home baking;
3. To earn her good-will—and incidentally interest her in Dominion Crystal Sugar.

These ads. could result in but one thing—more business for every grocer, because:

1. Meatless meals mean more vegetables, more cheese, eggs, rice, beans and other meat substitutes which the housewife must buy from you.
2. Home-baking means more flour, eggs, sugar, spices, etc.—all these you will sell her.
3. The housewife’s good-will, her interest in Dominion Crystal Sugar—makes it easy for you to sell her this fine Canadian Sugar, at a better profit to you.

The reproduction at the bottom of this advertisement is the first of a new series—giving straight talks on Dominion Crystal Sugar for baking purposes.

These will be followed, when fruit begins to ripen, with new ads. emphasizing the advisability of using Dominion Crystal Sugar for preserving.

We want your co-operation. Help us make our advertising a complete success. Back us up—just as you will find us ready to help you every time. Help us sell the many more barrels of Dominion Crystal Sugar which our new Chatham factory is now turning out. Help make Canada more prosperous.

Can You Make a Good Pie?

Henry Ward Beecher once discovered in pie crusts. “Let your guests be not like puffy air rush to the other extreme and make it so flaky that one holds his breath while eating for fear of it blowing away. Let it not be plain like bread nor yet such like cake.”

Can you make a good pie? Watch the eyes of the man of the house—do they snap and sparkle when you bring on the favorite dessert? Handle your pastry gently. Keep the moisture of your pie cold. Sweeten your fruit filling with Dominion Crystal Sugar and—be sure your oven is hot when you pop in your cold pie.

DOMINION CRYSTAL SUGAR

DOMINION CRYSTAL SUGAR is an important consideration in successful pie making. Every sparkling crystal of concentrated sweetness is absolutely pure—every step of its manufacture is safeguarded with unswerving vigilance.

DOMINION CRYSTAL SUGAR adds to the natural deliciousness of pie fillings—sweetens our tart fruits without deepening their flavor. Cook them.

DOMINION CRYSTAL SUGAR is the only sugar that may rightly be called “Canadian from the ground up.”

We do support the finest of our cane sugar and refine it. But our pride is in the product we make from Canadian sugar beets—its use is dictated by good judgment as well as patriotism.

DOMINION SUGAR COMPANY LIMITED
 Wallaceburg Chatham Kitchener

*The biggest thing in the
Sauce Market*



**Worcestershire
Sauce**

**in handy 10c bottles—
every bottle attractively
wrapped—high class in
every respect**

And the quality is the kind of quality that keeps the dealer busy replenishing his stock. Every drop of this high-grade sauce is tip-top—irresistibly and piquantly delicious.

If your wholesaler can't supply you, write us and we'll send you a trial supply.

Packed 4 dozen to the case.

Chas. M. Edwards & Co.

(E. B. Thompson, Sole Proprietor)

20 Front Street East, Toronto

Let us take care of your requirements in

COCOANUT

We can supply you with an entirely superior line—something calculated to please every customer no matter how particular.

It is worth your while to try this line out when next you are buying a coconut stock. That its selling value will please you we can safely guarantee. Our 22 years' record of satisfaction giving is a mighty dependable guarantee of repeat sales for you. Try it.

**Pails of 15 and 30 lbs.
Boxes of 50 lbs. and
Barrel of 100 lbs.**

Standard Coconut Mills

(E. B. Thompson, Sole Proprietor)

HAMILTON, CANADA

Adhesives

Gums for labeling on Paper,
Wood, Glass or Tin.

Paste Powder

Machine gums for all type
machines.

We would be pleased to submit samples of gums suitable for your work.

Paste & Gum Co., Ltd.

121 DEGRASSI STREET, TORONTO

Dole Bros. Hops & Malt Co.

BOSTON, MASS., U.S.A.

"SUPERIOR" BRAND HOPS
FOR FAMILY TRADE

They are carefully selected and packed for the Canadian trade, in cases of 10, 15, 30 or 50 lbs. each, containing ¼, ½ or 1-lb. packets, or assorted.

Orders Executed Promptly, Direct or Through

R. E. BOYD & COMPANY

Agents for the Province of Quebec
15 STE. THERESE ST. MONTREAL

BUCHANAN & AHERN

*Wholesale Commission Merchants
and Importers*

**GROCERIES, FLOUR,
MILL-FEED, GRAIN, ETC.**

20 ST. ANTOINE ST. (Cor. Dalhousie
Street)

QUEBEC, QUE.

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

QUALITY

FIRST

Catsup

Grape Juice

Jams

Jellies

Marmalade

Preserves

Raspberry Vinegar

Soda Fountain Supplies

Canned Fruits

and Vegetables

E. D. Smith & Son
LIMITED

WINONA ONTARIO



*Let us
furnish
the
ammuni-
tion*

*for the
"drive"
towards
bigger
business*

AGENTS:

AGENTS: Newton A. Hill, Toronto; W. H. Dunn,
Montreal; Watson & Truesdale, Winnipeg; G. H. Laid-
law, Halifax, N.S.; Donald H. Bain Co., Alberta.

SMALL'S **STANDARD** BRANDS
 MAPLE AND SUGAR SYRUPS
 MOLASSES, MAPLE BUTTER
 AND CONFECTIONERY



NOTICE

Certain merchants have intimated that they are inclined to deal with manufacturers who agree or offer to pay costs in case of Government fines. All are privileged to do this. However, we feel that packers of Mushroom Brand only can afford to make this offer. Small's Standard Brands are of 80 years' standing, appraised and valued at a half million dollars. Should any dealer substitute or misrepresent same in making sales, and as a result be subjected to a prosecution and fine, we will not only refuse to reimburse, but will be obliged to proceed to reimburse ourselves to extent of damage and wrong done our brand. However, in no single instance has Small's Standard Brands failed to meet Canadian Inland Revenue requirements. Materials entering Small's Standard Brands are tested prior to packing, then plainly and strictly labelled in conformity with Canadian Pure Food Regulations. We will continue to protect our brands and merchants may protect themselves by handling same from annoyance and fine, and from what is of far greater importance, the stigma that the prosecution surely inflicts.

May be had at
 All Jobbers throughout the World.

Canadian Trade supplied by
SMALL'S LIMITED, MONTREAL

We have siding. Car orders escape Montreal cartage.



TELEPHONES { Victoria 367—Office
 Victoria 366—Shipping

734 to 740 MULLINS STREET

A. R. Whittall Can Company, Limited

MANUFACTURERS OF

Automatic-Made Round and Square Cans for
 Meat, Fruit, Syrup, Paint and Varnish, Etc.

LEAD AND PUTTY IRONS

MONTREAL

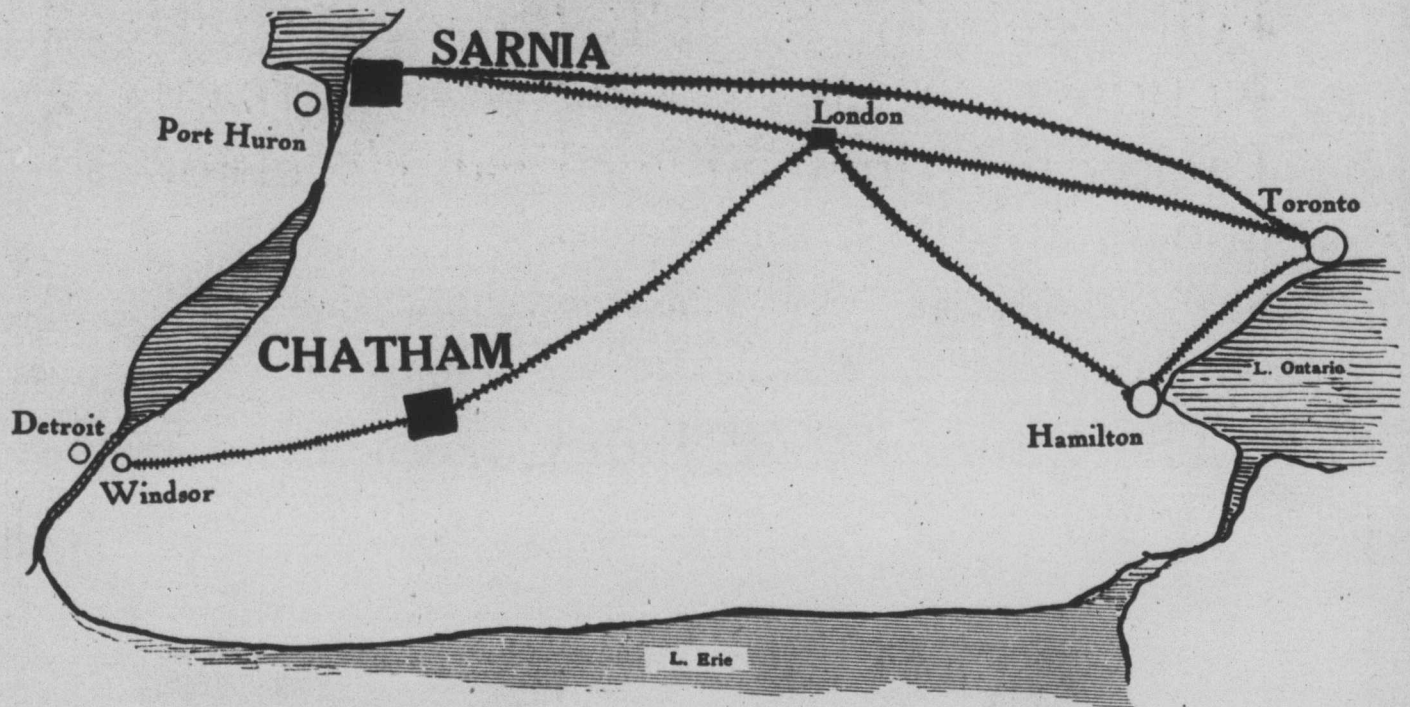
CANADA



SARNIA

CHATHAM

T. Kenny & Co., Ltd.
Wholesale Grocers



TWO modern warehouses—with every equip-
ment for facility in freight handling. And

No Cartage Charges

which is quite a big item in itself under present conditions.

**MAPLE LEAF TEAS AND COFFEES,
SUNKIST RAISINS AND DRIED FRUITS,
QUEEN CITY VINEGAR**

WE are backed by nearly half a century's experience and a
steadily increasing turnover.

IF not a customer get in touch with us or ask any of our trade—
they will recommend us. All shipments made the day order
received at warehouse.

Phone Our Expense.

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

Gelatines

Edible gelatine for Jelly Powders, Confectioners, Meat Packing & Ice Cream Packet gelatines--Silver Leaf, Excelsior and Gelinglass.

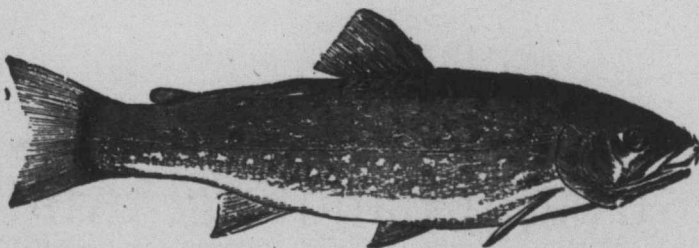
Samples and Quotations on Application.

We would be pleased to have your inquiry.

The Cannon Canadian Co., Limited

121 DeGrassi Street

TORONTO



Make More Profits in Fish

Meat is high and Fish is in
Great Demand

Are you making the best of
your opportunity? We sell
the best. Our greatest asset
is our satisfied customers.

FOR ANYTHING IN FISH
PHONE — WRITE — WIRE

J. BOWMAN & COMPANY

WHOLESALE FISH

66 JARVIS STREET

TORONTO



—indispensable for your customers' house-cleaning operations.

The unequalled cleaning qualities of "LIVELY POLLY" SOAP POWDER make it particularly advisable to feature it strongly during the housecleaning weeks now approaching. Mrs. Housewife, in strengthening her forces preparatory to attacking the entrenchments of General Dirt, will welcome such a strong ally as "Lively Polly." Grocers stocking this wonderful 5c cleaner will find their profits appreciably increased and, what is just as important, their customers perfectly satisfied. Be one of them. Get your stock in order right now and prove "Lively Polly" selling merits.

J. HARGREAVES AND SONS

LIVERPOOL, ENGLAND

Canadian Agents: McLellan Import Co., 301 Read Bldg.
MONTREAL

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

RICE

**the economical and nutritious food
that is becoming more popular daily**

When the price of potatoes soared skywards the public quickly realized what a splendid substitute Rice offered them at a comparatively cheap price.

Therefore the demand, though worth catering to at any time, is now particularly profitable, and dealers would do well to suggest this delicious, wholesome food product to every customer.

Sell the brand that's always right—"*Mount Royal Mills*".



Mount Royal Milling and Mfg. Company

D. W. ROSS COMPANY, AGENTS

Montreal

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

COX'S

Instant Powdered

GELATINE



Offers you unusual opportunity for good Summer Selling

When days are hot is the time to suggest to your customers the larger use of Gelatine.

Cooks everywhere, the best of them, are unanimous in their approval of Cox's Instant Powdered Gelatine.

It makes a quick, palatable appreciated and wholesome summer dessert, capable of being served in a variety of interesting and attractive ways.

Sold to the public in packages only—the famous Checker-board pattern, known everywhere and accepted everywhere as a pledge of quality.

AGENTS:

Arthur P. Tippet &
Company

MONTREAL

TORONTO

HOW IS YOUR STOCK?
SEND IN YOUR ORDERS

N.B.—Cox's Gelatine is very much superior to the common jelly powders, and is more profitable to you to handle.

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



"We Cover Canada"

REPRESENTING
FOREIGN & DOMESTIC
PACKERS & MANUFACTURERS OF
FOOD PRODUCTS AND
SPECIALTIES

Wm. H. DUNN LIMITED

COMMISSION MERCHANTS

AND SALES SPECIALISTS

OUR twenty-seven years' success record in the Brokerage and Grocery Commission world is our best guarantee that we are capable of giving you the real live Selling service that every progressive Manufacturer requires.

WE are handling some of the leading lines in the Canadian grocery trade, the sale of which has been builded through our efforts in co-operation with the Manufacturers. Our representatives are constantly in touch with the trade from coast to coast.

THE character of service we give is unusual. We have developed a Sales system with a scope that extends beyond the usual prescribed limits, unique in efficiency, and capable of producing the best of results.

ANY of the firms here listed will attest to our integrity and selling ability. Bradstreet's, Dun's or any Bank will furnish evidence of our financial responsibility.

AGENTS FOR:

BORDEN'S
Condensed Milk

BENSROP'S
Royal Dutch Cocoa

CARR'S
English Biscuits

E. D. SMITH'S
Pure Food Products

PURE GOLD
Jellies, Spices, etc.

MELROSE'S
Famous Teas

EDWARDS'
Desiccated Soups

POSTUM
Cereal Foods, etc.

ROBIN HOOD MILLS
Rolled Oats

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

Put your Product
in good company

Wm. H. Dunn Limited

Since 1890 at 180 ST. PAUL ST. W. MONTREAL

Associated with DUNN-HORTOP Limited, TORONTO

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

Manufacturers and Shippers!

(Foreign and Domestic)

Are you looking for Service and
Results on the Western Market?

LET us show you how our organization, well established and strategically located, can give your line the proper representation.

DONALD H. BAIN CO.

TO take care of our agencies, we have large warehouses, fully equipped offices, and selling staffs at

Winnipeg

(Manitoba)

Regina

(Saskatchewan)

Saskatoon

(Saskatchewan)

Calgary

(Alberta)

Lethbridge

(Alberta)

Edmonton

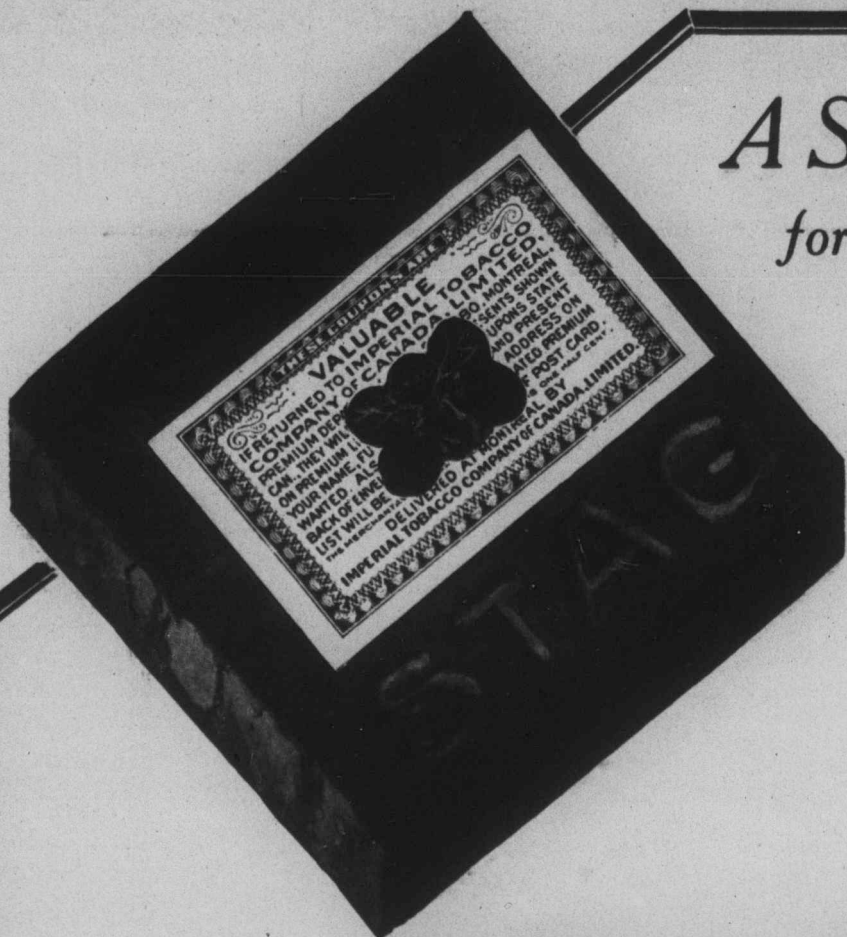
(Alberta)

Vancouver

(British Columbia)

We are in daily touch with every Wholesale Grocery Jobbing House in the provinces of **MANITOBA, SASKATCHEWAN, ALBERTA** and **BRITISH COLUMBIA**.

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



A Spring Special
 for your
Tobacco
 Department

STAG

CHEWING TOBACCO

"Ever-lasting-by Good"

Has made a wonderful record for sales, because of its lasting qualities, which are known by almost every chewer.

You will add big profits to your business by handling

STAG

**HANDLED BY ALL
 WHOLESALE TRADE**



More Security—Less Cost

Why pack your product in that old rickety, wooden freight box?

T. & N. Folding Cellular Board Boxes

are cheaper, neater looking and immeasurably safer. And packing the "T. & N." way is so simple that one shipper can actually do two men's work in less time—an important advantage surely when you consider the present scarcity of labor.

Your packing problems can best be solved the "T. & N." way. Eliminate risk of loss in transportation by packing and shipping your product in "T. & N" Folding Cellular Board Boxes—the Original Time, Trouble and Money-Savers.

The Thompson & Norris Co. of Canada, Limited

NIAGARA FALLS

ONTARIO



Write us to-day for full particulars. A card will do.



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

BULL DOG BRANDS

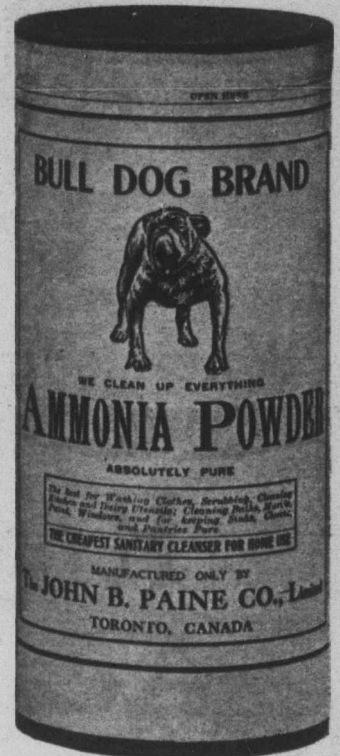


Produced under the most exacting chemical supervision, put up in generous packages, *Bull Dog Brands* are absolutely the highest value in quality and quantity.

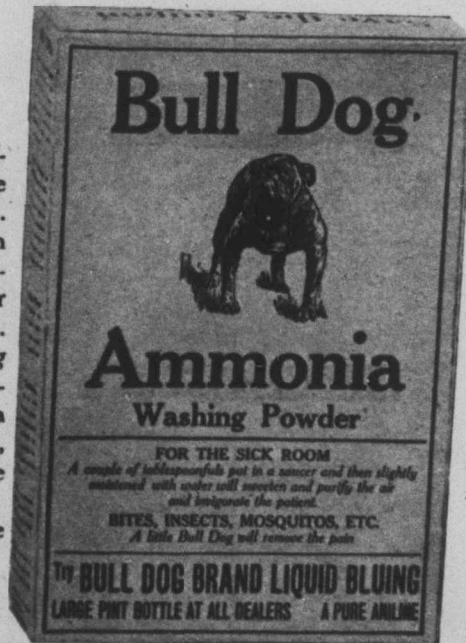


Feature *Bull Dog Brands* in your displays during the spring cleaning period.

There is advertising matter in every case.



Are strong sellers everywhere in Canada. They have been shown, advertised and sold for fifteen years. Use of *Bull Dog Brands* has become a habit, a good habit, improving the country's sanitation—encourage it.



Bull Dog Brands are favored by the trade because of their quick turnover and handsome margin.



MANUFACTURED BY

THE JOHN B. PAINE COMPANY, LIMITED

256 STANLEY STREET, WINNIPEG

TORONTO

Agents: Mowat & McGeachy, Saskatoon

Oppenheimer Bros., Vancouver

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



When she asks for
sugar suggest

Royal Acadia

You have but to introduce this peerless sweetener to the housewife to win her lasting custom. She'll like its delicious goodness, its undoubted purity.

And you will find the margin of profit extremely attractive and well worth planning for.

Royal Acadia is sold in 2 and 5-lb. cartons, 10, 20 and 100-lb. bags and half barrels and barrels.

Stock up.

The Acadia Sugar Refining Company, Ltd.
Halifax, Canada

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

QUOTATIONS FOR PROPRIETARY ARTICLES

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

BAKING POWDER

ROYAL BAKING POWDER		
Size	Less than 10 case lots Per doz.	Bbl. lots or 10 cases and over Per doz.
Dime	\$0 95	\$0 90
4-oz.	1 40	1 35
6-oz.	1 95	1 90
8-oz.	2 55	2 50
12-oz.	3 85	3 75
16-oz.	4 80	4 80
2½-lb.	11 60	11 35
3-lb.	13 60	13 35
5-lb.	22 35	21 90

F.O.B. Montreal, or F.O.B. jobbers' point subject to jobbers' regular terms.

BAKING POWDER.

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
4 oz. Tins, 4 doz. to case weight 20 lbs.	0 65
6 oz. Tins, 4 doz. to case weight 25 lbs.	0 90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 60
16 oz. Tins, 4 doz. to case, weight 65 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 75 lbs.	9 50

DOMINION CANNERS, LTD. JAMS.

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

Screw Vac top Glass Jars, 16 oz. glass 2 doz. case.	Per doz.
Blackberry	2 40
Currant, Black	2 50
Plum	2 30
Pear	2 34
Peach	2 38
Raspberry, Red	2 54
Raspberry and Red Currant	2 40

DOMINION CANNERS, LTD. CATSUPS—In Glass Bottles

	Per doz.
½ Pts. Delhi Epicure	\$1 75
½ Pts., Red Seal, screw tops	1 35
Pts., Delhi Epicure	2 40
Pts., Red Seal	1 85
Qts., Delhi Epicure	2 60
Qts., Red Seal	2 40
Qts., Lynn Valley	2 40

THE BRITISH COLUMBIA SUGAR REFINING CO., LTD.

ROGERS' GOLDEN SYRUP	
Manufactured from pure cane sugar.	
2 lb. tins, 2 doz. in case.	\$4 10
5 lb. tins, 1 doz. in case.	4 70
10 lb. tins, ½ doz. in case	4 40
20 lb. tins, ¼ doz. in case	4 25
Perfect seal glass jars in the case	2 40
Delivered in Winnipeg in carload lots.	

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

	Per doz.
Individual Baked Beans, Plain 80c, or with Sauce,	
4 doz. to case	0 90

1's Baked Beans, Plain, 4 doz. to case	0 96
1's Baked Beans, Tomato Sauce, 4 doz. to case	1 15
1's Baked Beans, Chili Sauce, 4 doz. to case	1 15
2's Baked Beans, Plain, 2 doz. to case	1 60
2's Baked Beans, Tomato Sauce, tall, 2 doz. to case	1 85
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	1 85
Family, Plain, \$1.85 doz.; Family, Tomato Sauce, \$2.45 doz.; Family, Chili Sauce, \$2.45 doz.; 3's, Plain, Tall, \$2.40 doz.; 3's, Tomato Sauce, \$3 doz.; 3's, Chili Sauce, \$3 doz. The above 2 doz. to case, 10's, ¼ doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), \$9 doz.	

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	1 60
12 oz. Glass, Screw Top, 2 doz. in case	1 90
16 oz. Glass, Screw Top, 2 doz. in case	2 30
16 oz. Glass, Tall, Vacuum Top, 2 doz. in case	2 20
2's Tin, 2 doz. per case	3 20
4's Tin, 12 palls in crate, per pall	0 59
5's Tin, 8 palls in crate, per pall	0 72
7's Tin or Wood, 6 palls in crate	0 94
14's Tin or Wood, 4 palls in crate, per lb.	0 13½
30's Tin or Wood, one pall only, per lb.	0 13½

BLUE

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

CEREALS

WHITE SWAN Per case

Pancake Flour (Self-rising), 2 doz. case, wgt. 50 lbs.	\$2 70
Biscuit Flour (Self-rising), 2 doz. to case, weight 60 lbs.	2 70
Buckwheat Flour (Self-rising), 2 doz. to case, wgt. 50 lbs.	2 70
Health Flour, 5 lb. bags, per doz.	3 00
King's Food, 2 doz. to case, weight 95 lbs.	5 50
Diet Flour, 3½ lbs., 1 doz. to case, per case	4 50
Wheat Flakes, per case of 2 doz., 25c pkgs.	4 50
Wheat Kernels, 2 doz. to case	2 70

COCOA AND CHOCOLATE THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	\$4 50
Perfection, ¼-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble, bulk, No. 1, lb.	0 23
Soluble, bulk, No. 2, lb.	0 21
London Pearl, per lb.	0 25
(Unsweetened Chocolate)	
Supreme chocolate, ¼s, 12-lb. boxes, per lb.	0 36
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80



Quality

Prestige

Sales

If it's a "Lever Brothers" product, its quality goes unquestioned. That is a fact equally well-known to the public as to the grocers of Canada. That there is a certain, profitable "prestige" with the better class consumer in handling such goods is admitted and, of course, our nation-wide advertising sees to it that the "sales" are satisfactory.

Here is the cheapest soap any consumer can buy.

Not because of mere "bigness" but because of its superior purity. For a purer soap cannot be made than "Sunlight." No fillers or adulterants. The customer's money buys ALL soap. Our \$5,000 guarantee of purity has never been matched. There must be a reason.



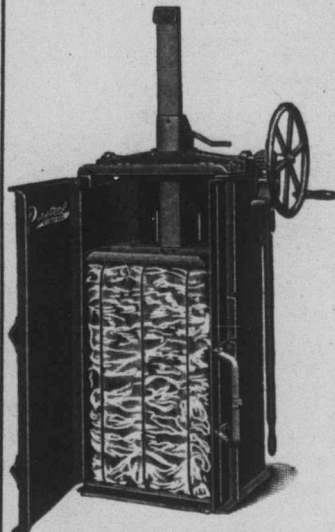
LEVER BROTHERS LIMITED
Toronto, Canada

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

Turn Waste Paper Into Paper Money!

The "Presteel" Fireproof Baler

will do it for you.



Just think of it! Those daily accumulations of waste paper that you've formerly regarded as so much rubbish have now a marketable value well worth considering.

And the "Presteel" puts these big profits within your reach. More than that—it reduces the fire danger to a minimum, keeps your floors neat and tidy, and is itself unbreakable and unburnable. Having fewer parts than any other baler, the "Presteel" is very easily operated, and being all steel, will last a lifetime. Its special features make it superior to any other baler on the market.

A "Presteel" in your store will be a continual source of profit.

Don't burn Dollars.

May we send you full particulars?

Spielmann Agencies (Reg'd.)
45 St. Alexander St., Montreal, P.Q.

Mr. General Merchant

WHEN stocking Proprietary Medicines do not forget that those manufactured by The T. Milburn Co., Limited, Toronto, Ont., are among the very best sellers of Standard Remedies.

These "No Dead Stock" preparations have been on the market for years, and are universally known and asked for on account of their high standard, and the extensive advertising done by this enterprising firm.

Consult the following price list when ordering:

	1 Doz.	3 Doz. at per doz.	12 Doz. at per doz.
Burdock Blood Bitters	\$8.50	\$8.25	\$8.00
Milburn's Heart and Nerve Pills	4.50	4.35	4.25
Milburn's Rheumatic Pills ..	4.50	4.35	4.25
Milburn's Laxa-Liver Pills ..	2.25	2.15	2.10
Dr. Fowler's Extract of Wild Strawberry	3.00	2.90	2.80
Dr. Wood's Norway Pine Syrup, Small	2.25	2.15	2.10
Dr. Wood's Norway Pine Syrup, Large	4.50	4.35	4.25
Doan's Kidney Pills	4.50	4.35	4.25
British Troop Oil	2.25	2.15	2.10
Hagyard's Yellow Oil	2.25	2.15	2.10
Hagyard's Pectoral Balsam.	2.25	2.15	2.10
Low's Worm Syrup	2.25	2.15	2.10

Terms 5% 30 days.

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

- Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz. 0 90
- Sweet Chocolate— Per lb.
- Queen's Dessert, 10c cakes, 2 doz. in box, per box.... 1 80
- Vanilla, ¼-lb., 6 and 12-lb. boxes 0 37
- Diamond, 8's, 6 and 12-lb. boxes 0 30
- Diamond, 6's and 7's, 6 and 12-lb. boxes 0 28
- Diamond, ¼'s, 6 and 12-lb. boxes 0 28
- Icings for Cake—
- Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ¼-lb. packages, 2 and 4 doz. in box, per doz. 1 25
- Chocolate Confections, Per doz.
- Maple buds, 5-lb. boxes 0 39
- Milk medallions, 5-lb. boxes 0 39
- Chocolate wafers, No. 1, 5-lb. boxes 0 38
- Chocolate wafers, No. 2, 5-lb. boxes 0 28
- Nonpareil wafers, No. 1, 5-lb. boxes ... 0 38
- Nonpareil wafers, No. 2, 5-lb. boxes 0 28
- Chocolate ginger, 5-lb. bxs., Chocolate ginger, 5-lb. bxs., 0 40
- Milk chocolate wafers, 5-lb. boxes 0 39
- Coffee drops, 5-lb. boxes.... 0 39
- Lunch bars, 5-lb. boxes.... 0 39
- Royal Milk Chocolate, 5c cakes, 2dos. in box, per box 0 95
- Nut milk chocolate, ¼'s 6, lb. boxes, lb. 0 39
- Nut milk chocolate, ¼'s, 6-lb. boxes, lb. 0 39
- Nut milk chocolate, 5c bars 24 bars, per box 0 90
- Almond nut bars, 24 bars, per box 0 90

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

- Size—
- 2½-quart Tall Cylinder Can.
 - No. 1 Pint Cylinder Can....
 - No. 16 Jar
 - No. 4 Jar
 - No. 10 Can

YUBA BRAND

- 2½-quart Tall Cylinder Can.
- No. 1 Pint Cylinder Can....
- No. 10 Can
- Picnic Can

BORDEN MILK CO., LTD. CONDENSED MILK

Terms net 30 days.

- Eagle Brand, each 48 cans.\$8 00
 - Reindeer Brand, each 48 cans 7 70
 - Silver Cow, each 48 cans .. 7 15
 - Gold Seal, Purity, each 48 cans 7 00
 - Mayflower Brand, each 48 cans 7 00
 - Challenge, Clover Brand, each 48 cans 6 50
- EVAPORATED MILK**
- St. Charles Brand, Hotel, each, 24 cans 5 65
 - Jersey Brand, Hotel, each 24 cans 5 65
 - Peerless Brand, Hotel, each 24 cans 5 65
 - St. Charles Brand, Tall, each 48 cans 5 75
 - Jersey Brand, Tall, each 48 cans 5 75
 - Peerless Brand, Tall, each 48 cans 5 75
 - St. Charles Brand, Family, each 48 cans 4 90

- Jersey Brand, Family, each 48 cans 5 00
- Peerless Brand, Family, each 48 cans 5 00
- St. Charles Brand, small, each 48 cans 2 40
- Jersey Brand, small, each 48 cans 2 40
- Peerless Brand, small, each 48 cans 2 40

CONDENSED COFFEE

- Reindeer Brand, "Large," each 48 cans 5 50
- Reindeer Brand, "Small," each 48 cans 5 50
- Regal Brand, each 24 cans.. 5 20
- Cocoa, Reindeer Brand, each 24 cans 5 50

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

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

ENGLISH BREAKFAST COFFEE.

- ½ lb. tins, 2 doz. to case, weight 22 lbs. 0 23
- 1 lb. tins, 2 doz. to case, weight 35 lbs. 0 21

MOJA

- ½ lb. tins, 2 doz. to case, weight 22 lbs. 0 32
- 1 lb. tins, 2 doz. to case, weight 35 lbs. 0 31
- 2 lb. tins, 1 doz. to case, weight 40 lbs. 0 31

PRESENTATION COFFEE.

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

FLAVORING EXTRACTS

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

- 1 oz. bottles, per doz., weight 3 lbs. \$ 1 00
- 2 oz. bottles, per doz., weight 4 lbs. 2 00
- 2½ oz. bottles, per doz., weight 6 lbs. 2 25
- 4 oz. bottles, per doz., weight 7 lbs. 3 50
- 8 oz. bottles, per doz., weight 14 lbs. 6 50
- 16 oz. bottles, per doz., weight 28 lbs. 13 00
- 32 oz. bottles, per doz., weight 40 lbs. 22 00
- Bulk, per gallon, weight 16 lbs. 16 00

GELATINE

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

W. CLARK, LIMITED, MONTREAL.

- Compressed Corned Beef, ½s. \$2.75; 1s, \$3.50; 2s, \$9; 6s, \$34.75; 14s, \$68.00.
- Roast Beef, ½s. \$2.75; 1s, \$3.50; 2s, \$9; 6s, \$34.75.
- Bolled Beef, 1s, \$3.50; 2s, \$9; 6s, \$34.75.
- Jellied Veal, ½s, \$2.75; 1s, \$3.50; 2s, \$7.
- Corned Beef Hash, ½s. \$2.
- Beefsteak and Onions, ½s, \$2.75; 1s, \$3.50; 2s, \$9.00.

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



ROYAL BAKING POWDER CO.

NEW YORK

Keep this for Reference

When you are asked about the quality of PURITY FLOUR, remember

PURITY FLOUR

is milled from the world's highest grade wheat. It is milled by the most modern and exacting process. Every bag and barrel is guaranteed.

You can safely recommend it for bread—pies—cake—biscuits—for all home baking.

Your customers will be delighted with PURITY'S QUALITY.

Western Canada Flour Mills Co., Limited

Toronto Winnipeg Calgary Goderich Montreal St. John

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

Morrow & Company

CEREALS—BEANS—PEAS

39 Front St. E. TORONTO

MONTREAL OFFICE: 209 ST. NICHOLAS BLDG.

- | | |
|-----------------|-----------------|
| ROLLED OATS | CORNMEAL |
| OATMEALS | HOMINY |
| ROLLED WHEAT | SOUP PEAS |
| SPLIT PEAS | LINSEED MEAL |
| POT BARLEY | FLAXSEED |
| PEARL BARLEY | OIL CAKE |
| WHEATLETS | LIMA BEANS |
| GRAHAM FLOUR | CANADIAN BEANS |
| BUCKWHEAT FLOUR | RANGOON BEANS |
| BUCKWHEAT GRITS | BLACK EYE BEANS |

CANADIAN AGENTS

H. & L. BRAND PACKAGE GREEN PEAS

TORONTO AGENTS

LIBBY, McNEILL & LIBBY



You can sell lots of

Williamson's Lightning Healing Powder

To introduce it we will forward, free of charge, express prepaid, to all except harness dealers (who must order from jobber), a trial supply, remittances to be made as goods are sold. You make a profit of \$2 per doz., and every sale is guar-

anteed to give absolute satisfaction. Get the trial supply working for you now. Call the attention of farmers and horse owners to its wonderful curative properties. Then sales will be quick and easy.

The Williamson Mfg. Co.
Guelph, Ont.

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

- Cambridge Sausage, 1s, \$3.00; 2s, \$5.50.
- Boneless Pigs' Feet, 1/2s, \$2; 1s, \$3.50; 2s, \$8.
- Lambs' Tongues, 1/2s.
- Sliced Smoked Beef, tins, 1/2s, \$2.00; 1s, \$3.00; 4s, \$20.00.
- Sliced Smoked Beef, glass, 1/4s, ...; 1/2s, \$2.25; 1s, \$3.50.
- Tongue, Ham and Veal Pate, 1/2s, \$1.50.
- Ham and Veal, 1/2s, \$2.
- Potted and Devilled Meats, tins —Beef, Ham, Tongue, Veal, Game, 1/4s, 65c; 1/2s, \$1.30.
- Potted Meats, Glass—Chicken; Ham, Tongue, Venison.
- Ox Tongues, tins, 1/2s, \$3.50; 1s, \$6.25; 1 1/2s, \$9.50; 2s, \$13.
- Ox Tongues, Glass, 1 1/2s, \$12; 2s, \$14.
- Minced meat in Tins, 1s, \$2.50; 2s, \$3.50; 3s, \$4.55; 4s, \$6.25; 5s, \$9.50.
- In Palls, 25 lbs., 15c lb.
- In 50 lb. Tubs, 15c lb.
- In 85 lb. Tubs, 14 1/2c lb.
- In Glass, 1s, \$3.
- Clarke's Peanut Butter — Glass Jars, 1/4, \$1.22; 1/2, \$1.70; 1, \$2.25.
- Clark's Peanut Butter—Palls, 5 lbs., 27c; 12-lb. palls, 25c; 24-lb. palls, 24c; 50-lb. palls, 24c.
- Clark's Tomato Ketchup, 16 oz., —
- Pork and Beans, Plain Talls, 1s, 95c; 2s, \$1.60; 3s, \$2.40; 6s, \$8; 12s, \$12; 3s, flat, \$2.15.
- Individuals, 90c doz.
- Pork and Beans, Tomato Sauce, Talls, 1s, \$1.15; 2s, \$1.85; 3s, \$3; 6s, \$10; 12s, \$14.50; 3s, flat, \$2.50.
- Individuals, 90c doz.
- Pork and Beans, Chili, 1s, \$1.15; 2s, tall, \$1.85; 3s, flat, \$2.50.
- Individuals, 90c doz.
- Tomato Sauce, 1 1/4s, \$1.75; Chili Sauce, 1 1/4s, \$1.75; Plain Sauce, 1 1/4s, \$1.45.
- Vegetarian Baked Beans, Tomato Sauce, Talls, \$1.80.
- Clark's Chateau Chicken Soup.
- Clark's Chateau Concentrated Soups, No. 2 assorted, \$1.15.
- Clark's Chateau Concentrated Soups, No. 1 assorted, \$1.15.
- Sphaghetti with Tomato and Cheese, 1/2s, \$1.30, 1s, \$1.75; 3s, \$2.90 doz.
- Fluid Beef Cordials, 20 oz. btls., 1 doz. per case, at \$10.00 per doz.
- English Plum Puddings, 1s, \$2.30 doz.; 2s, \$3 doz.

LAFORTE, MARTIN, LIMITED
Montreal. Agencies

- BASIN DE VICHY WATERS
- L'Admirable, 50 bottles, litre, ca. 8 00
- Neptune 9 00
- San Rival 9 00

VICHY LEMONADE

- La Savoureuse, 50 bottles, ca. 11 00

IMPORTED GINGER ALE AND SODA

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

BLACK TEAS

- Victoria Blend, 50 and 30-lb. tins, lb. 0 48
- Princess Blend, 50 and 20-tins, lb. 0 41

JAPAN TEAS

- H. L., ch. 90 lbs., lb. 0 35
- Victoria, ch. 90 lbs., lb. 0 28

COFFEES

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

MUSTARD

COLMAN'S OR KEENE'S

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

JELL-O.

GENESEE PURE FOOD CO.

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

JELL-O ICE CREAM POWDERS

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

JELLY POWDERS

WHITE SWAN SPICES AND CEREALS, LTD.

- White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. \$ 0 90
- List Price

SPICES

WHITE SWAN SPICES AND CEREALS, TORONTO

- | | | |
|--|----------|----------|
| | 5c | 10c |
| | Round | Oval |
| | litho. | litho. |
| | dredge | dredge |
| SPICES. | Per doz. | Per doz. |
| Allspice | \$0 48 | \$0 90 |
| Arrowroot, 4 oz. | | |
| tins, 90c. | | |
| Cayenne | 0 48 | 0 90 |
| Celery salt | | |
| Celery pepper | | |
| Cinnamon | 0 48 | 0 90 |
| Cinnamon whole, | | |
| 5c pkgs., window front, 45c. | | |
| Cloves | 0 48 | 0 90 |
| Cloves, whole, 5c pkgs., window front, 45c. | | |
| Curry powder | | |
| Ginger | 0 48 | 0 90 |
| Mace | 1 25 | |
| Nutmegs | 0 48 | 0 90 |
| Nutmegs, whole, 5c pkgs., window front, 45c. | | |
| Paprika | 0 48 | |
| Pepper, black | 0 48 | 0 90 |
| Pepper, white | 0 52 | 0 95 |
| Pastry spice | 0 48 | 0 90 |
| Pickling spice, window front, 90c. | | |
| Shipping weight per case | 10 lbs. | 15 lbs. |
| Dozens to case | 4 | 4 |

TOMATOES

Our First Car

Fancy Floridas

Due To Arrive This Week.

Price Much Lower.

Strawberries

Fine Quality.

Pints and Quarts Arriving Daily.

Send your Orders to

"The House of Quality"

HUGH WALKER & SON

GUELPH, ONT.

Established 1861

Strawberries

Cucumbers

New Carrots

and Beets

Pineapples

Tomatoes

The South is now shipping freely.

Fresh cars arriving daily.

ORDERS SOLICITED.

WHITE & CO., LIMITED

TORONTO and HAMILTON

Let us handle your fruit re- quirements

You will find our stocks tip-top in every way, and our service entirely satisfactory.

The fruits we sell are the kind you need to satisfy your customers and to build up a thriving fruit business.

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

Why be content with slow, profitless fruit sales? Connect with us and sell the fruits that sell quickly and always satisfy.

Write us to-day.

Lemon Bros.

OWEN SOUND, ONT.

New Crop

"St. Nicholas"

"Queen City"

"Kicking"

are shipped. Get these brands for the best Lemons.

J. J. McCabe

Agent

TORONTO

Wholesale
Fruit and
Produce
Merchants

Established
1876

McWilliam & Everist, Limited

Apples,
Bananas,
Citrus
Fruits
Cranberries,
etc.

25 CHURCH ST.
TORONTO

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

A neat little seller for your window and counter displays



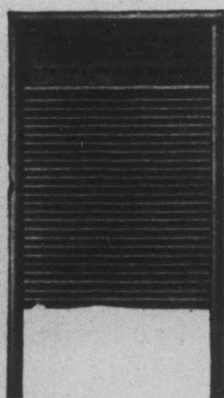
The attractive appearance of the bottle, coupled with the tastefully designed label, offer you an effective selling combination that will not fail to pull you big results.

An unsurpassed quality and deliciousness have made Queen Quality Pickles a decided favorite everywhere. Quality grocers find this line one of their very best profit-makers, because it is a certain repeater. You should get acquainted with it at once. Write for quotations.

Taylor & Pringle Co., Limited
OWEN SOUND, ONTARIO

Bigger profits for you and better service for your customers

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



means to you

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

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

Retails at 20c.

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

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS

Laundry Starches—	Cents
Boxes	
40 lbs., Canada Laundry..	.07
40 lbs., 1 lb. pkg., White Gloss07½
48 lbs., No. 1 White or Blue Starch, 3 lb. cartons08
100 lbs. kegs, No. 1 White.	.07½
200 lbs., bbls., No. 1 White	.07½
30 lbs., Edwardsburg Silver Gloss, 1 lb. chromo pkgs.	.08½
48 lbs., Silver Gloss, in 6 lb. tin canisters10
36 lbs., Silver Gloss, in 6 lb. draw lid boxes10
100 lbs., kegs, Silver Gloss, large crystals ..	.08
28 lbs., Benson's Satin, 1 lb. cartons, chromo label	.07½
40 lbs., Benson's Enamel, (cold water), per case...	3.00
20 lbs. Casco Refined Potato Flour, 1 lb. pkgs.15
Celluloid, 45 cartons, case.	3.75

Culinary Starch

40 lbs., W. T. Benson & Co.'s Celebrated Prepared	.08½
40 lbs. Canada Pure Corn (20 lb. boxes ¼c higher)	.07½

BRANTFORD STARCH

Ontario and Quebec

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.07
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.07½
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	.08
Barrels, 200 lbs.07½
Kegs, 100 lbs.07½

Lily White Gloss—

1-lb. fancy carton cases 30 lbs.08½
8 in case10
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case10
Kegs, extra large crystals, 100 lbs.08
Canadian Electric Starch—	
Boxes, containing 40 fancy pkgs., per case	3.00
Celluloid Starches—	
Boxes containing 45 cartons, per case	3.75

Culinary Starches—

Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs..	.07½
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.08½
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.	.08½
(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
½ lb. 60 } Packages Mixed	\$ 3.20
1 lb. 30 }	

SYRUP

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP

Perfect Seal Jars, 3 lbs., 1 doz. in case	\$3.25
2 lb. tins, 2 doz. in case..	3.45
5 lb. tins, 1 doz. in case...	3.85
10 lb. tins, ½ doz. in case.	3.75
20 lb. tins, ¼ doz. in case	3.70

(Prices in Maritime Provinces 10c per case higher.)

Barrels, about 700 lbs.....	.04½
Half bbls., about 350 lbs..	.05
¼ bbls., about 175 lbs....	.06½
2 gal. wooden pails, 25 lbs. 1.75	
3 gal. wooden pails, 38½ lbs.	2.50
5 gal. wooden pails, 65 lbs. 3.85	

LILY WHITE CORN SYRUP

2 lb. tins, 2 doz. in case....	\$3.96
5 lb. tins, 1 doz. in case.....	4.35
10 lb. tins, ½ doz. in case..	4.25
20 lb. tins, ¼ doz. in case... 4.20	

ST. LAWRENCE SUGAR REFINING CO.

Crystal Diamond Brand Cane Syrup

2-lb. tins, 2 doz. in case..	4.87
Barrels, per 100 lbs.....	5.27
¼ barrels, per 100 lbs....	5.80

INFANTS' FOOD

MAGOR SON & CO., LTD.

Robinson's Patent Barley—	Doz.
1 lb.	\$3.00
½ lb.	1.85
Robinson's Patent Groats—	
1 lb.	3.00
½ lb.	1.85

NUGGET POLISHES

	Doz.
Polish, Black, Tan, Toney Red and Dark Brown....	0.85
Card Outfits, Black and Tan	3.40
Metal Outfits, Black and Tan	3.80
Creams, Black and Tan....	1.10
White Cleaner	1.10

YEAST

White Swan Yeast Cakes, per case, 3 doz. 5c pkgs. 1.20	
Yeast for bakers, 12½ lb. cartons; per carton, \$1.25.	

IMPERIAL TOBACCO CO. OF CANADA, LIMITED, EMPIRE BRANCH.

Black Watch, 8s, butts 9 lbs.	\$ 0.00
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.	0.40
Walnut Bars, 8½s, boxes 7 lbs.	0.60
Pay Roll, thick bars, 8½s, 6 lb. boxes	0.60
Pay Roll, thin bars, 8½s, 5 lb. boxes	0.60
Pay Roll, plug, 8½s, 12 and 7 lb. caddies	0.60
Shamrock, plug, 7½s, ½ butts, 12 lb. boxes, 6 lbs. 0.57	
Great West, pouches, 9c.	0.75
Forest and Stream, tins, 11s, 2 lb. cartons	0.80
Forest and Stream, ¼s, ½s and 1-lb. tins	0.80
Forest and Stream, 1-lb glass humidors	1.00

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



ROYAL SHIELD BRAND PRODUCTS

are the very essence of Purity

THE scrupulous care and attention given to every detail of their manufacture guarantees each Royal Shield line to be as good as human ingenuity can make it.

THAT Royal Shield Quality gives unstinted satisfaction may be judged from the ever growing demand. Are you profiting thereby?



Order a trial supply from us direct at our head office or from any of our branches listed below. Do it now, and secure a bigger summer turnover.



Campbell Bros. & Wilson, Limited

Wholesale Grocers and Importers, and Packers of Royal Shield Brand of Goods

Branches: Campbell, Wilson & Horne, Limited, Calgary, Lethbridge, Edmonton, Red Deer; Campbell, Wilson & Miller, Limited, Saskatoon; Campbell, Wilson & Strathdee, Limited, Regina and Swift Current.

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

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

WESTERN CANADA

To Manufacturers and Shippers:

We solicit correspondence from large and progressive manufacturers wanting active and responsible representation west of the Great Lakes. An efficient selling organization, and an old-established connection with the trade, place us in a position to offer you unexcelled facilities for marketing your products. Write us now.

H. P. PENNOCK & CO. Limited

Wholesale Commission Brokers

Representing The Canadian Salt Co., Limited; Atlantic Sugar Refineries Limited; Lea & Perrins, etc., etc.

Head Office: WINNIPEG, MANITOBA

Established 1904

MANITOBA

SASKATCHEWAN

ALBERTA

WESTERN ONTARIO

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

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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F. D. COCKBURN
 Grocery Broker & Manufacturers' Agent
 We represent Pugsley, Dingman & Co., Ltd.; John Taylor & Co., Ltd., Toronto, and many other large British, American and Canadian firms. We can give the same time and service to your product.
 149 Notre Dame Avenue East, Winnipeg

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 unequalled.
 Correspondence solicited.
 "Always on the Job."

WESTERN PROVINCES

THE Robert Gillespie Co.
 MALTESE CROSS BUILDING
 WINNIPEG
 Importers, Brokers, Manfs. Agents, Grocery, Drug and Confectionery Specialties.

DISTRIBUTION & SERVICE
 from
 COAST to COAST.

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

BRANCHES: Regina Saskatoon
 Calgary Edmonton
 ESTABLISHED 1907

WATSON & TRUESDALE
 Wholesale Grocery Brokers and Manufacturers' Agents
 Have five men doing detail work throughout our territory. Manitoba, Saskatchewan and Alberta. They get the business, and can get it for you. Write us, and we will explain our system.
 120 LOMBARD STREET WINNIPEG, MANITOBA

Trackage
 Storage
 Distribution

G. B. THOMPSON
 Wholesale Commission Broker and Manufacturers' Agent.
 We can handle a few more good lines. Storage Warehouse and Transfer Track.
 140 Notre Dame Ave. E., WINNIPEG
 Established 1898

The REGINA STORAGE & FORWARDING CO., Limited
 Halifax and Sixth Avenue, REGINA, SASK.

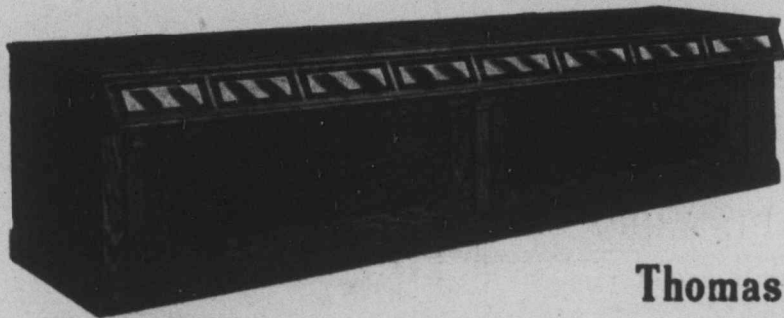
WAREHOUSING CAR DISTRIBUTING COLD STORAGE

This space would cost you only \$1.00 per issue for one year.

One Inch Space \$1.00 Per Issue on Yearly Order.

C.H. GRANT CO.
 Wholesale Commission Brokers and Manufacturers' Agents
 509 Merchants Bank, Winnipeg
 We have several good accounts, but can give you results on yours.

Have You a Thief in Your Store?



Your old-style counter is one! It is stealing your time, your energy, your goods—even your money. Throw it out! Put in an

ARNETT GROCERY COUNTER

and save money, gain time, prevent trouble, protect your goods from mice and vermin, please customers better and wait on more trade in less time.

Its cost is slight; its benefits great. You CAN afford it. Find out how little it costs. Send a post card now.

Thomas Louis Arnett, Mfr., Souris, Man.

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

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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ONTARIO

**POTATOES
WHITE BEANS
DRIED APPLES**

What have you to offer?
State quantity and quote
lowest price.

WHITE & McCART, LIMITED
309-310 Board of Trade Building
TORONTO ONTARIO
Phone Main 2319

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

**DRIED AND EVAPORATED
APPLES.**
Apple Waste and Chops, Specialties.
H. W. Ackerman
BELLEVILLE ONTARIO

Sundried Apples

Quote us price and quantity
at once if wanting to sell.

**W. H. Millman
& Sons**
Grocery Brokers
TORONTO

OPEN FOR AGENCY FOR THE
CITY OF OTTAWA
*Satisfaction Guaranteed.
Best of Reference.*
M. M. WALSH
310 BAY ST. OTTAWA

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

ESTABLISHED 1849
BRADSTREET'S
Offices Throughout the Civilized World
OFFICES IN CANADA:
Calgary, Alta. | Vancouver, B.C.
Edmonton, Alta. | Hamilton, Ont.
Halifax, N.S. | Montreal, Que.
London, Ont. | Quebec, Que.
Ottawa, Ont. | Toronto, Ont.
St. John, N.B. | Winnipeg, Man.
Victoria, B.C.
Reputation gained by long years of
vigorous, conscientious and successful
work.
Thomas C. Irving, General Manager
Western Canada
TORONTO

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

The HARRY HORNE CO.
Toronto, Can.
BROKERS AND IMPORTERS
Food Stuffs, Grocery Sundries, Drug
Sundries and Confectionery.

We carry stocks in our own Warehouse
(when necessary).
We employ a steady staff of salesmen.
(Get in touch with us.)

**Hamblin-Brereton
Co., Limited**
Wholesale Grocery and Confectionery
Brokers
TORONTO WINNIPEG CALGARY

ONION SETTS FOR PLANTING
FANCY CANADIAN GROWN
Write for Samples

Ex-warehouse Toronto—Shipment by
Express.

	Per 100 Lbs.	
	Trade	Retail
Dutch Setts, Yellow (select Canadian)	\$20.00	\$24.00
Dutch Setts, White	22.00	25.00
Red Setts	20.00	24.00
Shallots or Multipliers....	14.00	19.00
English Potato Onions ..	14.00	19.00

WM. RENNIE CO., LIMITED
Cor. Adelaide and Jarvis Sts., Toronto

**COVERING PORCUPINE
DISTRICT**
Agent with headquarters in Timmins, calling on
mines and retail trade, wants number of other
lines to handle. On the job all the time.

If you have a business
to dispose of, or are in
need of efficient help,
try a Want Ad. in
CANADIAN GROCER
and let it assist you in
filling your needs.

Kindly mention this paper when
writing to advertisers.

This space \$1.00
per insertion on
yearly order.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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QUEBEC.

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

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

**This Space is Yours
For \$2
On Yearly Order**

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

G. Gagne Grocery Broker
and Manufactur-
ers' Agent
We have a connection in Quebec City
and throughout the province.
11 Mountain Hill Quebec City

**KINDLY MENTION THIS PAPER
WHEN WRITING ADVERTIZER**

Quebec's Responsible Brokers

Our present excellent trade connection is the result of

25 YEARS OF EXPERIENCE

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

WRITE US FOR PARTICULARS

BEANS AND CORN A SPECIALTY

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

Alfred T. Tanguay & Company

Commission Merchants and Brokers

17 ST. JAMES STREET

QUEBEC CITY

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



Yes! Madam It's Swift's Premium

Thousands of Grocers say this with pride and assurance, for they know that their customer is bound to be satisfied with Swift Premium. Why — because only the choicest of Hams and Bacons are selected as good enough to be branded "Swift's Premium."

Swift's Premium Hams and Bacon

Always dependable because always the same

Carefully
Selected



Sugar
Cured

Hickory
Smoked

Parchment
Wrap

Swift Canadian Company

LIMITED

Toronto - Winnipeg - Edmonton

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

A Prisoner in Germany

—a Canadian interned at Ruhleben, the famous German internment camp—was permitted to be transferred to Switzerland. From this country he writes his story of Ruhleben Camp—a live, human story of intensest interest. Read it in

MACLEAN'S MAGAZINE *for* May

ALWAYS MACLEAN'S MAGAZINE contains articles of a class you'll find in no American magazine—articles *Canadian* in theme and staging. MACLEAN'S goes in for articles, biographies and stories that make Canada and Canadians better known and better loved by its own people. This is its big and worth-while mission, and this is why it should possess *your* favor to a pre-eminent degree.

In the May issue of MACLEAN'S, in addition to the remarkable article announced above, are the following notable features:

Successful Canadians Living in New York

This article is one of a series dealing with Canadian-born men who have won fame or fortune or both in New York City—and there are many such. Mighty good reading of an intensely interesting and unusual sort.

German Plotting Against Canada in the U. S. A.

By Agnes C. Laut

Miss Laut has a knowledge of German plots and intrigues at once amazing and accurate, and her revelations are positively startling. She writes fearlessly and with her accustomed vigor.

Besides There is the likable Review of Reviews Department, in which the best things appearing in the current periodicals of the world are condensed for busy readers. So MacLean's becomes a most appealing and satisfying magazine. It is unlike every other magazine, and no other magazine serves Canadians so well.

Sunshine in Mariposa

By Stephen Leacock

This is a comedy by Canada's master humorist. Extremely amusing and clever is this play. Leacock grows better all the time.

Short Stories

By Arthur Stringer, Hopkins Moorhouse and Mary Gaunt

These stories are Canadian in their background and are good. MacLean's is doing a very meritorious work in developing and introducing new Canadian writers and writers on Canada.

Two Good Serials

By Sir Gilbert Parker and James B. Hendryx

Parker's story is entitled, "Jordan is a Hard Road," and Hendryx's, "The Gun Brand." They are rousing stories told by masters of the craft of writing and story-telling.

At All News Stands
15c.

Buyers' Guide

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent. Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

WANTED

WANTED—AN EXPERIENCED CLERK FOR general store; married; one who can speak French preferred; first-class references required. Apply Box 113, Comber, Ont.

WANTED—NUMBER OF SIDE LINES — Traveler permanently located in north country, open to look after several side lines for manufacturers and wholesalers. Address A. L., Box 85, Timmins, Ont.

GROCER WITH TWELVE YEARS' EXPERIENCE in groceries and crockery desires position as manager or head clerk. Married. Good references.—Box 80, Canadian Grocer.

FOR SALE

FOR SALE—QUANTITY OF TINFOIL PAPER suitable for tea bags, English make. Apply Duguid, 12114 93rd St., Edmonton, Alta.

FOR SALE—WELL ESTABLISHED GENERAL store business. Owner wishes to retire. Also land and buildings. Address Box 225, Canadian Grocer.

FOR SALE—A GROCERY BUSINESS IN ONE of the best towns in Ontario. Turnover for 1916, \$44,000. Now averaging \$1,100.00 per week. Stock about \$5,000.00. Good reasons for selling. Address Box 226, Canadian Grocer.

GROCERY BUSINESS—ESTABLISHED 13 years—best residential section of the busy City of Kitchener, Ont. Known as the 5 points. Stock and fixtures about \$3,000. Annual turnover \$16,000. This can be increased by right man. Reason for selling, "poor health." Will sell with or without property. Apply H. J. Ahrens, Kitchener, Ont.



WHEN IN NEED Write Us
J. F. & J. N. SOMERVILLE, 70 Howard Park Avenue,
TORONTO, CANADA

Make your genuine but strictly temperance

Lager Beer

at home with pure

Hop Malt Beer Extract

Agents wanted—no license necessary. Write for particulars and terms.

HOP-MALT COMPANY
Dept. 52. Beamsville, Ontario

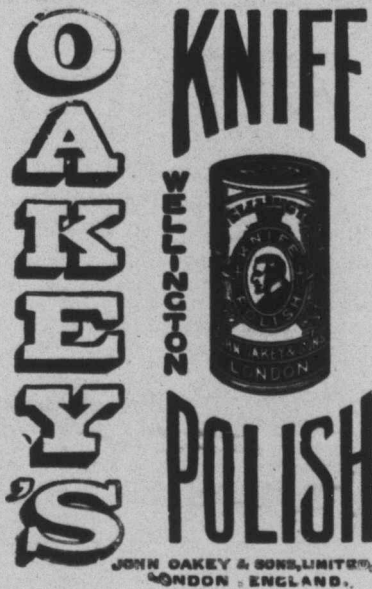


TANGLEFOOT



The Non-Poisonous Fly Destroyer

Safe, Sanitary, Sure. Catches 50,000,000 Flies Each Year



AGENTS:

Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermid St., Winnipeg.

We are now located in our new and more spacious warehouse at
60-62 JARVIS ST.

TORONTO SALT WORKS
GEO. J. CLIFF

CHIVER'S

JAMS—JELLIES—MARMALADE

Are guaranteed absolutely pure and of the highest quality.

Send us your orders.

Agents:

Frank L. Benedict & Co., Montreal

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

We are Wholesale Importers of
Peanuts Canned Crab
Oriental and Australian Goods

Canadian Distributors of
"WASHCLEAN"
Gold Medal Labor Saver for
Washing Clothes Without Rubbing
2,000,000 users

Direct Supply Association
509 Belmont House Victoria, B.C.

LARGEST CANADIAN DEALER

ADEL 760
WASTE PAPER
E. PULLAN TORONTO

Notice to Merchants:—We will adjust your bad accounts satisfactorily for you. Our system is "Direct from Debtor to Creditor." We handle none of your money. Through our system, you can put your business on a cash basis. We will underwrite any debtor's account for you.

COMMERCIAL UNDERWRITERS
36 James St. South Hamilton, Ontario

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
1/2-INCH CUSHION FILLERS
CORRUGATED FLATS

THE TRENT MFG. CO., LTD.
TRENTON ONTARIO

BARRELS

(The best shipping package.)

We make them all sizes and for all purposes. For apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc. Get our prices.

THE SARNIA BARREL WORKS, SARNIA, ONT.



THE HIGH ROAD TO SUCCESS

is travelled by the general store merchant who has stamped his place of business as progressive and up-to-date by securing for himself the exclusive agency for

MARTIN-SENOUR

100% PURE PAINT AND VARNISHES

Made in Canada—Sold on Merit

Concentration on the Martin-Senour one-line proposition is the surest way for the merchant in the General Store business in the smaller towns to increase his paint trade. It saves him time both in buying and selling and prevents an accumulation of odds and ends and means a smaller stock with less capital invested.

Martin-Senour advertising and sales promotion are real helps for the smaller town dealer who keeps a general stock of all lines of merchandise, as people like to buy nationally advertised goods, and our methods bring people to his store to buy paint, who in turn will buy other goods he has to offer.

Martin-Senour products are all backed by an absolute guarantee for purity which results in entire satisfaction to both the user and the dealer.

The **MARTIN-SENOUR** Co.
 LIMITED
 PRODUCERS OF PAINTS AND VARNISHES
 MONTREAL
 WINNIPEG • TORONTO • HALIFAX



Maple Leaf Dirt Chaser



Made by
B. & L. MFG.
COMPANY
SHERBROOKE - QUE.

Distributors:
McVITIE & PRICE
Montreal
H. P. PENNOCK &
COMPANY
Winnipeg and Regina

*Cleans
Scours*
Bath Tubs
Sinks and
All
Enamel
Ware

YOUR JOBBER HAS MAPLE LEAF

Ask Him

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

To Manufacturers

We are fully qualified to give you r line the proper representation on the Western Market.

Our facilities make for success. We have—

EXPERIENCE

in building up connections with the Western Wholesaler and Retailer.

CONFIDENCE

of the trade, based upon 15 years' successful selling in the West.

REPRESENTATION

We have twelve salesmen calling regularly on both the Wholesale and Retail trade.

ACCOMMODATION

Our trackage and facilities for Storage and Distributing are of the best.



We Sell Direct to the Retail Trade—

Christie's and Robertson's
Biscuits Confectionery

Manufacturers requiring representation in the West should write us at once.

Scott-Bathgate Company, Ltd.

Grocery Brokers and Commission Merchants

149 NOTRE DAME AVE. EAST

WINNIPEG

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

Look It Up In

THE GROCER'S ENCYCLOPEDIA

By ARTEMAS WARD

Full information on every article handled by the grocery trade. Hundreds of trade "Pointers" which are of practical value in buying, selling and caring for goods. *An encyclopedia of all foods* that you have ever seen or heard of. *Food dictionaries* in English, German, French, Italian and Swedish.

1,200 subjects, 500 illustrations, 80 full-page color-plates, 748 pages, 11 x 8½ inches in size, printed on fine calendered paper and strongly bound in heavy buckram.

WHAT JOBBERS SAY

"We find it one of the finest and most valuable books we have ever seen in a long time; every wholesaler as well as retailer should have one."
The John Bird Co.

"It is a very fine book and we have occasion to refer to it many times."
Kimball Bros. Co.

"I appreciate your splendid book a great deal. Its valuable information will help me in my business as a grocery salesman."
A. C. Robinson, with the Daniells Cornell Co.

"A most interesting book and we find a constant pleasure in referring to it."

Newport Paper & Grocery Co.

"The best thing we have seen for the education not only of the retail but also of the wholesale grocer."
E. T. Smith Co.

"A very attractive looking book and one which we should think every groceryman would be glad to own."

E. G. Whittelsey & Co., Inc.

GROCERS' OPINIONS

"I value your Encyclopedia very much and find it very instructive."

S. G. Hunt, Twin Mountain, N.H.

"I surely do appreciate your book."

M. N. Doubleday, North Dana, Mass.

"We think it a very valuable book—very instructive."

O. B. Parks, Westfield, Mass.

"We are more than pleased with the Encyclopedia and value it very much."

Wookey Bros., Waterbury, Conn.

"The very best book I have ever seen."

S. E. Campbell, Fairlee, Vt.

"I wish to thank you for bringing this book to my notice."

H. S. Young, Norwichtown, Conn.

"A fine instructive book."

O. A. Stevens, Ludlow, Me.

"One of the finest books I have ever seen."

L. N. Perreault, Attleboro, Mass.

PRICE \$10.50; DELIVERY PREPAID. Send your Order to

THE CANADIAN GROCER
TORONTO, CANADA

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

Sunset Soap Dyes

**Women Who Buy
Groceries
will buy these
Wonderful Dyes**

Make Extra Profits With Little Effort

Display a box of Sunset Soap Dyes on your counter and you will be surprised at the number of women who will take a cake "to try." So simple to use and so satisfactory in results that women gladly buy them again and again.

Grocers who sell Sunset Soap Dyes find new customers coming to their counters, as neighbors have told them about the wonderful dyes that will

color all kinds of fabrics and that clean the goods during the dyeing process. Cleanly to handle—do not stain hands or soil utensils. Colors are true, brilliant and lasting—will not fade nor wash out. You can make a nice extra profit selling Sunset Soap Dyes, and you can recommend them, for they always give satisfaction. Write to-day for prices and discounts to

SUNSET SOAP DYE COMPANY, NEW ROCHELLE, N.Y.

Canadian Distributors: Harold F. Ritchie & Company, Limited, Toronto, Ontario

MORE important than the fact that intelligent advertising means economy to the trade and the final purchaser, is the fact that good advertising protects both the merchant and his customers.

The man who has put a name on his product and advertised it cannot afford to sacrifice reputation for temporary economies. That is why advertised products are usually the best in their line.



**Quality and Prices
that will interest
every customer**

Here are three delicious Canadian-made table favorites:

*H-G Sauce,
E-P Sauce, and
Ta-Bell Vinegar.*

Send for samples. Get your customers acquainted with the unequalled goodness of these lines. Then you'll find the demand steady and the profits worth having.

Order now and support Canadian enterprise.

**The Canada Sauce
& Vinegar Co.**

519 King St. W. - Toronto

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

WHO IS AGENT FOR _____ ?

Name and address of the Manufacturers' Agent or Broker given *below* the name of the firm or line they represent.

- ALEXANDER MOLASSES CO., Cincinnati, U.S.A.—Canned Molasses.
H. P. Pennock & Co., Ltd., Winnipeg.
- ATLANTIC SUGAR REFINERIES, LTD., Montreal—Lantic Sugar and Syrup.
H. P. Pennock & Co., Ltd., Winnipeg.
- ARBuckle BROS., New York—Green Coffees.
Mason & Hickey, Winnipeg.
- H. E. ARNHOLD, Canton, China—Cassia and Ginger.
Scott-Bathgate Co., Ltd., Winnipeg.
- BABBITT'S CLEANSER.
W. H. Dunn, Ltd., Montreal.
Dunn & Hortop, Toronto.
- BAILEY BROOM CO., Kingston, Ont.—Brooms.
Mason & Hickey, Winnipeg.
- BECKER, SHELLAN & CO.
Stewart Menzies & Co., Toronto.
- BALLIS & CO., Messina, Italy—Sulphur Filberts.
Scott-Bathgate Co., Ltd., Winnipeg.
- BEVAN & Co., Malaga, Spain—Almonds and Table Raisins.
- B.C. PACKERS ASSOC., Vancouver, B.C.—Scott-Bathgate Co., Ltd., Winnipeg.
- A. BOUTILIER & CO., Centreville, N.S.—Herring and Lobster.
Geo. Adam & Co., Winnipeg.
- JNO. BUCHANAN & BROS.
Robt. Gillespie Co., Winnipeg.
- BAR LE DUC JELLY.
W. G. Patrick & Co., Ltd., Toronto.
- B. & L. MFG. Co., Sherbrooke, Que.—Maple Leaf Dirt Chaser.
H. P. Pennock & Co., Ltd., Winnipeg.
- BETZ & VAN HEIJST, Holland.
H. P. Pennock & Co., Ltd., Winnipeg.
- BON AMI CO., New York—Bon Ami Cake and Powder.
The H. L. Perry Co., Winnipeg.
- BIRDLAND SOCIETY, London, Ont.—Cottam's Bird Seed and Gravel.
The H. L. Perry Co., Winnipeg.
- BORDEN MILK CO.—Condensed Milk, etc.
Mason & Hickey, Winnipeg.
- BRITISH COLUMBIA HOPS.
A. P. Tippet & Co., Montreal.
- CALIFORNIA DIAMOND BRAND WALNUTS
A. P. Tippet & Co., Montreal.
- CALIFORNIA FRUITS.
A. P. Tippet & Co., Montreal.
- CANADA STARCH CO.—Starch, Syrups, etc.
Mason & Hickey, Winnipeg.
- CARBOLOCEANCE—Disinfectant Fluid.
McClellan Import Co., Montreal.
- CALIFORNIA ASSOCIATED RAISIN CO.
Tomlinson & O'Brien, Winnipeg.
- CAMP COFFEE ESSENCE.
Rose & Lafamme, Montreal.
- CAMPBELL'S SOUPS.
Rose & Lafamme, Montreal.
- CANADA PRESERVING CO.
Tomlinson & O'Brien, Winnipeg.
- COX GELATINE.
A. P. Tippet & Co., Montreal.
- CRESCENT MFG. CO.—Mapleline.
Mason & Hickey, Winnipeg.
- DA COSTA & CO.—Barbados Molasses.
West India Company, Montreal.
- CALIFORNIA CANNED FRUIT.
W. G. Patrick & Co., Ltd., Toronto.
- J. C. CARPENTER CO.—Preserved Texas Figs.
W. G. Patrick & Co., Ltd., Toronto.
- CO-OPERATIVE TEA GARDEN CO., Ceylon—Ceylon Teas.
H. P. Pennock & Co., Ltd., Winnipeg.
- CONSUMERS' CORDAGE CO., LTD., Montreal.
Tees & Persse, Ltd., Winnipeg.
- J. & G. COX, LTD., Edinburgh.
Tees & Persse, Ltd., Winnipeg.
- CHURCH & DWIGHT, LTD., Montreal.
Tees & Persse, Ltd., Winnipeg.
- C. H. CATELLI CO., LTD., Montreal.
Tees & Persse, Ltd., Winnipeg.
- CALEY'S XMAS STOCKINGS (Alberta only)
Robt. Gillespie Co., Winnipeg.
- CANADIAN SALT CO., Windsor, Ont.—Windsor and Regal Salt.
H. P. Pennock & Co., Ltd., Winnipeg.
- CANNED CORN.
W. G. Patrick & Co., Ltd., Toronto.
- CARNATION MILK PRODUCTS CO., LTD., Seattle, U.S.A.
Tees & Persse, Ltd., Winnipeg.
- CLAYQUOT SOUND CANNING CO., Victoria, B.C.—Canned Salmon.
H. P. Pennock & Co., Ltd., Winnipeg.
- CAPERS, SPANISH.
W. G. Patrick & Co., Ltd., Toronto.
- CREAMED CHICKEN A LA KING ("Purity Cross" Brand).
W. G. Patrick & Co., Ltd., Toronto.
- CEYLON COCOANUT.
W. G. Patrick & Co., Ltd., Toronto.
- THE CROCKER MILLING CO., Minneapolis, Minn.—Cornmeal.
The C. H. Grant Co., Winnipeg.
- CHOCOLATES (Toblers, Nobility).
Maclure & Langley, Ltd., Toronto.
- COFFEE ESSENCE (Elders).
Maclure & Langley, Ltd., Toronto.
- CORN PRODUCTS REFINING CO., New York.
Keenleivside Oil Co., London, Ont.
- CRESWELL BROS., London, Eng.—Sponges, Chamois.
Stewart Menzies & Co., Toronto.
- JOS. CAMPBELL CO., Camden, N.J.—Campbell's Soups sub-agency from Rose & Lafamme, Canadian Agents, Montreal).
The H. L. Perry Co., Winnipeg.
- CREAMETTE CO., Minneapolis, Minn.—Macaroni, Vermicelli, etc.
Mason & Hickey, Winnipeg.
- CANADA THREAD MILLS CO., LTD., Toronto—Thread.
Scott-Bathgate Co., Ltd., Winnipeg.
- CATZ & CO., Rotterdam, Holland—Caraway, Poppy and other Seeds.
Scott-Bathgate Co., Ltd., Winnipeg.
- J. CARAMANDANI CO., LTD., Patras, Greece—Currants.
Scott-Bathgate Co., Ltd., Winnipeg.
- CHRISTIE, BROWN & CO., Toronto—Biscuits.
Scott-Bathgate Co., Ltd., Winnipeg.
- DISINFECTANT BLOCKETTES.
McLellan Import Co., Montreal.
- DOMINION SUGAR CO.—Sugar.
Mason & Hickey, Winnipeg.
- DADELSZEN & CO., Bordeaux, France—Shelled Walnuts, Marbot Walnuts.
Scott-Bathgate Co., Ltd., Winnipeg.
- W. P. DOWNEY, Montreal—Cocoanut.
Scott-Bathgate Co., Ltd., Winnipeg.
- DUTCH TEA RUSKS.
Robt. Gillespie Co., Winnipeg.
- DOMINION CANNERS, LTD., Hamilton.
Tees & Persse, Ltd., Winnipeg.
- DOMINION GLASS CO., LTD., Montreal.
Tees & Persse, Ltd., Winnipeg.
- E. B. EDDY CO., Ltd., Hull, Que.
Tees & Persse, Ltd., Winnipeg.
- ESSEX CANNING & PRESERVING CO., Essex, Ont.—Canned Goods.
Mason & Hickey, Winnipeg.
- JAMES EPPS & CO.—Cocoas and Chocolates.
F. D. Cockburn, Winnipeg.
- FOSTER, CLARK, LTD.—Custard Powders, H. D. Health Salts.
Stewart Menzies & Co., Toronto.
- FOSTER & HOLTERMAN, Brantford, Ont.—Honey.
Mason & Hickey, Winnipeg.
- FURUYA & NISHIMURA, Montreal—Japan Tea, etc.
The C. H. Grant Co., Winnipeg.
- N. K. FAIRBANK CO., LTD., Montreal.
Tees & Persse, Ltd., Montreal.
- FRENCH CASTILE SOAP.
A. P. Tippet & Co., Montreal and Toronto.
- GEORGE & BRANDAY, Kingston, Jamaica—Pimenta, Jamaica Ginger.
Scott-Bathgate Co., Ltd., Winnipeg.
- HAMILTON COTTON CO., Hamilton, Ont.—Twine, Clothes Pins, Lamp Wicks, etc.
Scott-Bathgate Co., Ltd., Winnipeg.
- GINGER IN JARS AND TINS.
W. G. Patrick & Co., Ltd., Toronto.
- GUAVA JELLY.
W. G. Patrick & Co., Ltd., Toronto.
- GORGON FLY CATCHER.
Tomlinson & O'Brien, Winnipeg (sole Canadian agents).
- GRAPE NUTS.
W. H. Dunn Ltd., Montreal.
- W. R. GRACE & CO., New York—Coffee.
The C. H. Grant Co., Winnipeg.
- GRANBY ELASTIC WEB CO., Granby, Que.
F. D. Cockburn, Winnipeg.
- MAX GLICKS LINES.
Robt. Gillespie Co., Winnipeg.
- ROBT. GIBSON & SONS.
Robt. Gillespie Co., Winnipeg.
- GOODWILLIES LIMITED—Preserved Fruits
Rose & Lafamme, Montreal.
- GORMAN, ECKERT & CO., London—Olives, Spices.
Mason & Hickey, Winnipeg.
- GRIFFIN & SKELLEY—Dried Fruits.
Mason & Hickey, Winnipeg.
- GRIFFIN & SKELLEY—Seedless Raisins.
A. P. Tippet & Co., Montreal.
- THE GUGGENHIME CO., San Francisco, Cal.—Dried Fruits, Nuts, etc.
The C. H. Grant Co., Winnipeg.
- GRIFFITH DURNAY CO., San Francisco, Cal.—Canned Goods.
The C. H. Grant Co., Winnipeg.
- GEO. HARKER & CO.
Stewart Menzies & Co., Toronto.
- HARRY HORNE CO., Toronto—Health Salts.
Robt. Gillespie Co., Winnipeg.
- HARPER-PRESNAIL CIGAR CO.—Cigars.
Mason & Hickey, Winnipeg.
- H. O. COMPANY, Buffalo, U.S.A.
Tees & Persse, Ltd., Winnipeg.
- HARICOT VERTS.
W. G. Patrick & Co., Ltd., Toronto.
- HAZARD & CO., New York, U.S.A.—Rock Salt.
H. P. Pennock & Co., Ltd., Winnipeg.
- S. J. HOUTEN & JOON, Weesp, Holland—Cocoa.
Scott-Bathgate Co., Ltd., Winnipeg.
- INGERSOLL PACKING CO.—Cheese, Meats.
Mason & Hickey, Winnipeg.
- IMPERIAL RICE MILLING CO., Vancouver, B.C.—Rice.
Scott-Bathgate Co., Ltd., Winnipeg.
- INTERNATIONAL STOCK FOOD CO., Toronto—Stock Food.
Scott-Bathgate Co., Ltd., Winnipeg.
- I.X.L. DISINFECTING FLUID.
McLellan Import Co., Montreal.
- ITALIAN PEAS.
W. G. Patrick & Co., Ltd., Toronto.
- ITALIAN MACARONI.
W. G. Patrick & Co., Ltd., Toronto.
- ICE CREAM CONES.
Maclure & Langley, Ltd., Toronto.
- JEYES FLUID.
Maclure & Langley, Ltd., Toronto.
- JAMS & JELLIES (St. Williams).
Maclure & Langley, Ltd., Toronto.
- THE JERVIS INLET CO., Steveston, B.C.—Canned Salmon.
The C. H. Grant Co., Winnipeg.

Maple Products of Proven Worth

Guarantee yourself repeats and good profits by selling **CANADA'S BEST** brands of Maple Products.

They have earned the right to the name **CANADA'S BEST** by fifteen years of satisfaction and high quality.

MAPLE BUTTER DAIRY BRAND

The best substitute for high priced creamery butter. Spreads like ordinary butter. Packed in 1, 10, and 30 lb. tins.

BUY THROUGH YOUR JOBBER.

CANADA MAPLE EXCHANGE, LIMITED

MONTREAL

QUEBEC

Why You Should Feature

KING GEORGE'S NAVY

The first line of defence

against slow, profitless tobacco sales is the widely known and popular

KING GEORGE'S NAVY CHEWING TOBACCO

Put your tobacco business on a solid, profit-making foundation by keeping a little display of KING GEORGE'S NAVY always on hand. Its quality will please the particular chewer and bring him back again.



Handled by
the Wholesale
Trade

Rock City Tobacco Co., Ltd.

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

KAY BROTHERS.

Tomlinson & O'Brien, Winnipeg.
JAMES KELLER & SON, LTD.—Marmalade
 Stewart Menzies & Co., Toronto.
KIMBALL, BISHOP CO., London, Eng.—
 Citric and Tartaric Acid.
 Scott-Bathgate Co., Ltd., Winnipeg.
KNOVAH HEALTH SALTS.
 Maclure & Langley, Ltd., Toronto.
KNOVAH PREPARED CUSTARD.
 Maclure & Langley, Ltd., Toronto.
KEENLEYSIDE OIL CO., London, Ont.—
 "Matchless" Ammonia Powder.
 The H. L. Perry Co., Winnipeg.
W. K. KELLOGG CO., Toronto—Dominion
 Corn Flakes, Krumbles, Rice Flakes, etc.
 Mason & Hickey, Winnipeg.
KELLY CONFECTION CO., Vancouver, B.C.
 —Molasses.
 Mason & Hickey, Winnipeg.
KING BEACH MFG. CO., Mission City, B.C.
 —Jams and Jellies.
 Mason & Hickey, Winnipeg.
JOHN KNIGHT, LTD.—Soaps, etc.
 Stewart Menzies & Co., Toronto.
LEA & PERRINS, Worcester, Eng.—Wor-
 cestershire Sauce.
 H. P. Pennock & Co., Ltd., Winnipeg.
L. L. & C. LOZENGES (Buchanan's).
 Maclure & Langley, Ltd., Toronto.
LANGE CANNING CO., Eau Claire, Wis.—
 Canned Goods.
 The C. H. Grant Co., Winnipeg.
**LUMMIS & CO., Suffolk, Va., and Philadel-
 phia**—Peanuts.
 The C. H. Grant Co., Winnipeg.
W. S. LOGGIE & CO., LTD., Chatham, N.B.—
 Lobsters, Blueberries.
 Mason & Hickey, Winnipeg.
E. LAZENBY & SON, LTD.—Sauces, Pickles.
 Stewart Menzies & Co., Toronto.
LIVELY POLLY DRY SOAP.
 McLellan Import Co., Montreal.
LOCK, LANCASTER & JOHNSON, London,
Eng.—Tea Lead.
 Scott-Bathgate Co., Ltd., Winnipeg.
LOUISIANA STATE RICE MILLING CO.
 Tomlinson & O'Brien, Winnipeg.
MAGGI SOUPS.
 Maclure & Langley, Ltd., Toronto.
MALTA VITA PURE FOOD CO.
 Tomlinson & O'Brien, Winnipeg.
MANFORD SCHIER, Dunnville, Ont.—Eva-
 porated Apples.
 Mason & Hickey, Winnipeg.
MEGANTIC BROOM MFG. CO.
 Tomlinson & O'Brien, Winnipeg.
MICHIGAN TEA RUSK CO.—Dutch Tea
 Rusks.
 Robt. Gillespie Co., Winnipeg.
C. & E. MORTON, LTD.
 Tomlinson & O'Brien, Winnipeg.
MARTIN & ROBERTSON, LTD., Vancouver,
B.C.—Rice, etc.
 The C. H. Grant Co., Winnipeg.
MAPL-FLAKE MILLS, Battle Creek, Mich.—
 Cereals.
 The C. H. Grant Co., Winnipeg.
MILLER BROS., Montreal.
 Tees & Persse, Ltd., Winnipeg.
MT. ROYAL MILLING & MFG. CO., LTD.,
Montreal.
 Tees & Persse, Ltd., Winnipeg.
MARSHMALLOW CREME.
 W. G. Patrick & Co., Ltd., Toronto.
MUSHROOMS (French).
 W. G. Patrick & Co., Ltd., Toronto.
MYERS & SON, F. L., Jamaica.—Spices.
 H. P. Pennock & Co., Winnipeg.
MARMALADE (Curling Brand).
 Maclure & Langley, Ltd., Toronto.
MUSTARD (French).
 Maclure & Langley, Ltd., Toronto.
MEDICATED GUMS AND PASTILLES
(Cravens).
 Maclure & Langley, Ltd., Toronto.
NORWEGIAN CANNERS EXPORT CO.,
Norway—Sardines.
 H. P. Pennock & Co., Ltd., Winnipeg.
NORTH ONTARIO PACKING Co., California
 —Dried Fruits.
 H. P. Pennock & Co., Ltd., Winnipeg.
NORFOLK STORAGE CO., Virginia—Pea-
 nuts.
 H. P. Pennock & Co., Ltd., Winnipeg.
NATIONAL ESSENCE FOR COFFEE CO.,
Philadelphia, Pa.
 Tees & Persse, Winnipeg.

PETER McNUTT & SON, Malpique, P.E.I.—
 Canned Chicken.
 F. D. Cockburn, Winnipeg.
NATIONAL LICORICE CO.—Licorice.
 Mason & Hickey, Winnipeg.
NICHOLSON & BROCK, Toronto—Bird Seed
 Mason & Hickey, Winnipeg.
OVERSEAS EXPORT CO.—Sardines.
 Stewart Menzies & Co., Toronto.
OLIVE BUTTER.
 W. G. Patrick & Co., Ltd., Toronto.
OLIVE OIL (French), "La Perle" Brand.
 W. G. Patrick & Co., Ltd., Toronto.
PRYTZ & CO., Alicante, Spain—Shelled Al-
 monds.
 Scott-Bathgate & Co., Ltd., Winnipeg.
PATERSON, SIMONDS & CO., Singapore—
 Tapioca, Sago, Pepper, Nutmegs, Pine-
 apples.
 Scott-Bathgate & Co., Ltd., Winnipeg.
**PLANTERS NUT & CHOCOLATE CO., Suf-
 folk, Va.**—Peanuts, etc.
 Scott-Bathgate & Co., Ltd., Winnipeg.
PAN CONFECTION FACTORY, Chicago, Ill.
 —Confectionery.
 Scott-Bathgate & Co., Ltd., Winnipeg.
POST TOASTIES.
 W. H. Dunn, Ltd., Montreal.
POSTUM.
 W. H. Dunn, Ltd., Montreal.
PARIS PATE.
 Maclure & Langley, Ltd., Toronto.
PEANUT BUTTER.
 W. G. Patrick & Co., Ltd., Toronto.
PINEAPPLE (Pono Sliced).
 W. G. Patrick & Co., Ltd., Toronto.
PICKLES, H.P.
 W. G. Patrick & Co., Ltd., Toronto.
PEANUT BUTTER (French).
 Maclure & Langley, Ltd., Toronto.
PURGATIVE WATER (Riga).
 Maclure & Langley, Ltd., Toronto.
PROCTOR & GAMBLE CO.—Crisco, Soaps,
 etc.
 Mason & Hickey, Winnipeg.
PUGSLEY, DINGMAN & CO.—Soaps.
 F. D. Cockburn, Winnipeg.
QUAKER CANDY CO., Toronto.
 F. D. Cockburn, Winnipeg.
RECKITTS, LIMITED—Blue, Polishes.
 Tomlinson & O'Brien, Winnipeg.
ROCHESTER CANDY WORKS, Rochester,
N.Y.
 F. D. Cockburn, Winnipeg.
WILLIAM ROGERS & CO., Denia, Spain—
 Valencia Raisins.
 Mason & Hickey, Winnipeg.
ROBERTSON BROS., LTD., Toronto—Con-
 fectionery.
 Scott-Bathgate & Co., Ltd., Winnipeg.
ROWNTREE CO., York Eng.—Confectionery
 Scott-Bathgate & Co., Ltd., Winnipeg.
ROBERTSON'S SCOTCH SHORT-BREAD.
 Robt. Gillespie Co., Winnipeg.
REEDSBURG CANNING CO., Reedsburg,
Wis.—Canned Goods.
 The C. H. Grant Co., Winnipeg.
ROMAN MEAL CO., West Toronto.
 Tees & Persse, Ltd., Winnipeg.
RICE (Louisiana).
 W. G. Patrick & Co., Ltd., Toronto.
RIPE OLIVES.
 W. G. Patrick & Co., Ltd., Toronto.
SHELLED ALMONDS.
 W. G. Patrick & Co., Ltd., Toronto.
**ST. WILLIAMS PRESERVING CO., St. Wil-
 liams, Ont.**—Jams and Marmalades.
 Robt. Gillespie Co., Winnipeg.
SEWARDS, LTD., Montreal—Toilet Soaps.
 Robt. Gillespie Co., Winnipeg.
ST. LAWRENCE SUGAR REFINERIES,
LTD., Montreal.
 Tees & Persse, Ltd., Winnipeg.
ST. LAWRENCE STARCH CO., LTD., Port
Credit, Ont.
 Tees & Persse, Ltd., Winnipeg.
SNAP CO., LTD., Montreal.
 Tees & Persse, Ltd., Winnipeg.

**SARDINES (Crossed Fish, Norway and Bran-
 dad Gomes, Portugese).**
 W. G. Patrick & Co., Ltd., Toronto.
SALAD DRESSING (Yacht Club Brand).
 W. G. Patrick & Co., Ltd., Toronto.
SALAD CREAM CUSTARD (Frenchs).
 Maclure & Langley, Ltd., Toronto.
SARDINES (Norcanners).
 Maclure & Langley, Ltd., Toronto.
SABATER & CO., Reus, Spain—Tarrogon
 Almonds, Filberts.
 Scott-Bathgate Co., Ltd., Winnipeg.
SANDBACH TINNE & CO.—Nuts, etc.
 West India Co., Limited, Montreal.
SANDBACH PARKER & CO.—Sugars.
 West India Co., Limited, Montreal.
SEGGEMAN BROS., INC., New York—Rice.
 The H. L. Perry Co., Winnipeg.
SHURLY & DERRETT, LTD., Toronto—
 Ropes, Twines.
 F. D. Cockburn, Winnipeg.
ST. WILLIAMS PRESERVING CO.—Pre-
 serves.
 Maclure & Langley, Ltd., Toronto.
**WM. SYMINGTON & CO., Market Harbor-
 ough, Eng.**—Custard Powders.
 F. D. Cockburn, Winnipeg.
TAYLOR'S PEELS.
 A. P. Tippet & Co., Montreal.
JOHN TAYOR & CO., Toronto—Soaps, Per-
 fumes, etc.
 F. D. Cockburn, Winnipeg.
W. A. TAYLOR & CO., Winnipeg—Hore Rad-
 ish, Relishes.
 Mason & Hickey, Winnipeg.
THAMES CANNING CO., Thamesville, Ont.
 —Canned Goods.
 The C. H. Grant Co., Winnipeg.
**THE TURTLE MT. MILLING CO., Boisse-
 vain, Man.**—Flour and Feed.
 The C. H. Grant Co., Winnipeg.
TUCKETT TOBACCO CO., LTD., Hamilton,
Ont.
 Tees & Persse, Ltd., Winnipeg.
TRENOR & CO., Valencia, Spain—Valencia
 Raisins.
 Scott-Bathgate Co., Ltd., Winnipeg.
MATT. THOMPSON CO., Winnipeg—Fruit
 Cakes.
 Robt. Gillespie Co., Winnipeg.
O. & W. THUM CO. (Tanglefoot), Grand
Rapids, U.S.A.
 Tees & Persse, Ltd., Winnipeg.
TOFFEE (Mackintosh's).
 Maclure & Langley, Ltd., Toronto.
TETLEY TEA CO.—Tea.
 Tomlinson & O'Brien, Winnipeg.
THISTLE BRAND CANNED FISH
 A. P. Tippet & Co., Montreal.
THORNTON & CO., Malaga, Spain—Blue
 Fruits and Almonds.
 Mason & Hickey, Winnipeg.
TORBITT & CASTLEMAN Co., Louisville,
Ky.—Molasses.
 F. D. Cockburn, Winnipeg.
D. URQUHART, Hensall, Ont.—White Beans.
 Mason & Hickey, Winnipeg.
P. VENIERE, Montpellier, France—Cream of
 Tartar.
 Scott-Bathgate Co., Ltd., Winnipeg.
VOLLMAYER-KAUFMANN Co., Toledo, O.
 F. D. Cockburn, Winnipeg.
J. H. WETHEY, LTD.—Mince Meat, Jams, etc.
 Mason & Hickey, Winnipeg.
J. C. Whitney Co., Chicago and Japan—
 Japan Tea.
 Scott-Bathgate Co., Ltd., Winnipeg.
FRED. J. WEST, Inc., New York—Coffee.
 Scott-Bathgate Co., Ltd., Winnipeg.
WESTERN SALT CO., Courtwright, Ont.
 Tees & Persse, Ltd., Winnipeg.
WELSH RAREBIT ("Purity Cross" Brand).
 W. G. Patrick & Co., Ltd., Toronto.
WEST INDIA CO.—Molasses, Nuts, etc.
 H. P. Pennock & Co., Ltd., Winnipeg.
WEST MFG. CO., Winnipeg—Lightning
 Hand Cleaner.
 The H. L. Perry Co., Winnipeg.

The Buyer's Interest in Wasteless Advertising

BUYERS who appreciate that waste in selling must eventually be passed on to them in some form, are paying more and more attention to the sales methods of the concerns seeking their business.

The extravagant use of space in publications of general circulation, to advertise a commodity or a service appealing chiefly to a certain well-defined class, is not only poor judgment, but it is an economic waste.

Can you imagine an intelligent salesman, with a proposition for a steel mill or a dry goods store, calling at every office in town in an effort to locate a prospect? How needlessly wasteful to adopt similar methods in advertising, which is simply an improved means of accomplishing certain necessary steps of a sale.

On the other hand, the seller who uses the business papers reaching **only** the class interested in his message, is employing the most direct, efficient and economical method of getting in touch with prospective buyers.

Properly used, the good business paper bears the same relation to the sales department, that an improved machine does to the production department. Better selling methods go hand in hand with better manufacturing methods.

To encourage wasteless advertising, the most efficient modern means of bringing buyer and seller together, there is every reason why the discriminating buyer should give preferred consideration to the concern that tells its business story in the buyer's own business paper.

Ask this office anything you want to know about Business Papers or Business Paper Advertising.

THE ASSOCIATED BUSINESS PAPERS INC.

The International Organization of Trade,
Technical and Class Publications

Headquarters, 220 West 42nd Street
New York

LIST OF MEMBERS

Each member has subscribed to the 10 "Standards of Practice," a high code of ethics covering all departments of business paper publishing.

Advertising & Selling
American Architect
American Exporter
American Hatter
American Machinist
American Paint & Oil Dealer
American Printer
American Blacksmith
Automobile, The
Automobile Dealer & Repair
American School Board Journal
Architectural Record
Aviation & Aeronautical Engin'g
Boot & Shoe Recorder
Brick & Clay Record
Buildings & Building Management
Bulletin of Pharmacy
CANADIAN GROCER
Canadian Railway & Marine World
Cement World
Clothier & Furnisher
Coal Age
Concrete
Domestic Engineering
Drygoodsman, The
Dry Goods Economist
Dry Goods Reporter
Editor & Publisher
Electrical Review & Western
Electrician
Electrical World
Electric Railway Journal
Electric Traction
Engineering & Mining Journal
Engineering News-Record
Farm Machinery—Farm Power
Furniture Manufacturer & Artisan
Grand Rapids Furniture Record
Haberdasher, The
Hardware Age
Hide & Leather
Hotel Monthly
Illustrated Milliner
Implement Age
Industrial Arts Magazine
Inland Printer
Iron Age
International Trade
Lumber Trade Journal
Lumber World Review
Manufacturing Jeweler
Marine Engineering
Metal Worker, Plumber &
Steam Fitter
Metallurgical & Chemical Engineering
Modern Hospital
Motor Age
Motor World
National Builder
National Druggist
National Petroleum News
Power
Practical Engineer
Railway Age Gazette
Railway Electrical Engineer
Railway Maintenance Engineer
Railway Mechanical Engineer
Railway Signal Engineer
Shoe & Leather Reporter
Shoe Findings
Shoe Retailer
Tea & Coffee Trade Journal
Textile World Journal
Transfer & Storage
Woodworker

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

"WHO MAKES _____?"

A Directory of Lines Made by Advertisers. Compiled from information furnished by these firms for the use of Readers of THE CANADIAN GROCER.

Notice to Readers:—To find who makes the grocery line you want, look under the heading for that class of goods. In most cases the brand name is given as well as the firm name and address of the manufacturer. If the line you want is not listed in this directory, write The Canadian Grocer, and our Service Department will try to get the information for you.

See directory of store equipment advertisers for lines of equipment and fixtures on page 34. That directory faces Equipment Section in this issue.

AERATED WATERS

E. L. Drewry, Limited, Winnipeg.
Chas. Gurd & Co., Montreal.

AMMONIA POWDER

Bull Dog Ammonia Powder—
John B. Paine Co., Ltd., Wpg. & Toronto.
Matchless Ammonia Powder—
Keenleyside Oil Co., London, Ont.

APPLE BARREL PADS

Thompson & Norris Co., Niagara Falls,
Ont.

AUTOMOBILE POLISH

O-Cedar Polish—
Channell Chemical Co., Toronto.

ADHESIVES

Paste & Gum Co., Toronto.

BACON

Armour's Sliced Bacon—
Armour & Company, Hamilton.
Premium Bacon—
Swift Canadian Co., Toronto.
Star Brand Bacon—
F. W. Fearman Co., Hamilton.

BAKE BOARDS

Cane's Bake Boards—
Wm. Cane, Sons & Co., Newmarket, Ont.

BAKED MEATS

Armour & Company, Hamilton, Ont.

BAKING POWDERS

Bowes Baking Powder (bulk)—
The Bowes Co., Ltd., Toronto.
White Star Baking Powder—
Macdonald-Chapman, Ltd., Winnipeg.
Royal Shield Baking Powder—
Campbell Bros. & Wilson, Winnipeg.

BAKING SODA

White Star Baking Soda—
Macdonald-Chapman, Ltd., Winnipeg.
Cow Brand Baking Soda—
Church & Dwight, Montreal.

BARLEYS

Scotch Pearl Barley—
Quaker Oats Co., Peterborough, Ont.

BARRELLED PORK AND BEEF

Armour's Barrelled Pork and Beef—
Armour & Company, Hamilton, Ont.
Swift's Barrelled Pork and Beef—
Swift Canadian Company, Toronto.

BARREL COVERS

The E. B. Eddy Co., Hull, Canada.

BEEF CUTS

Armour & Company, Hamilton, Ont.

BEEFSTEAK AND ONIONS

Clark's Beefsteak and Onions—
W. Clark, Limited, Montreal.

BEANS—Lima and White

Morrow & Co., Toronto.

BISCUITS

Imported Biscuits—
Digestive Biscuits—
McVitie & Price of Canada, Limited,
Montreal.
McCormick's Biscuits—
McCormick Biscuit Co., London, Ont.

BLEACHING POWDER

Windsor Brand Bleaching Powder—
Canadian Salt Co., Windsor, Ont.

BLUE

Ocean Blue—
Hargreaves (Canada) Ltd., Toronto.

Bull Dog Blue—

John B. Paine Co., Ltd., Wpg. & Toronto.

BLUEING, LIQUID

John B. Paine Co., Ltd., Wpg. & Toronto.

BOOK COVERS

The E. B. Eddy Co., Hull, Canada.

BONELESS CHICKEN

Clark's Boneless Chicken—
W. Clark, Limited, Montreal.

BORAX

White Star Borax—
Macdonald-Chapman, Ltd., Winnipeg.
Royal Shield Borax—
Campbell Bros. & Wilson, Winnipeg.

BOUILLON CUBES

Armour's Bouillon Cubes—
Armour & Company, Hamilton, Ont.

BOX STRAPPINGS

J. E. Beauchamp & Co., Montreal.

BREAD PLATES

Cane's Bread Plates—
Wm. Cane, Sons & Co., Newmarket, Ont.

BREAKFAST FOODS

Kellogg's Toasted Corn Flakes—
Battle Creek Toasted Corn Flakes Co.,
London.

Morrow's Rooled Wheat—

Morrow & Co., Toronto.

Pettijohn's Breakfast Food

Quaker Cracked Wheat

Quaker Farina

Quaker Oats

Quaker Puffed Rice

Quaker Toasted Corn Flakes

Tillson's Oats.

Victor Rolled Wheat—

Quaker Oats Co., Peterborough, Ont.

Krumbles and Dominion Corn Flakes—

W. K. Kellogg Cereal Co., Toronto.

Shredded Wheat Biscuit

Shredded Wheat Triscuit—

Can. Shredded Wheat Co., Niagara Falls,
Ont.

Ralston Wheat Food—

Chisholm Milling Co., Toronto.

Morrow's Red Star—

Morrow & Co., Toronto.

BROOMS

Keystone Brand Brooms

Nugget Brand Brooms

Jubilee Brooms

Metal Cased Brooms—

Stevens-Hepner Co., Port Elgin, Ont.

Primus Brand Corn Brooms—

L. Chaput Fils & Cie., Montreal.

Tiger Brand Brooms—

Walter Woods & Co., Hamilton, Ont.

Megantic Broom Co., Lake Megantic,
Que.

BRUSHES

Keystone Brand Brushes—

Stevens-Hepner Co., Port Elgin, Ont.

BUCKWHEAT FLOUR

Morrow & Co., Toronto.

BUCKWHEAT GRITS

Morrow & Co., Toronto.

BUTTER

Armour's Butter—

Armour & Company, Hamilton, Ont.

Bowes Butter—

The Bowes Co., Limited, Toronto.

Brookfield Creamery Butter—

Swift Canadian Co., Toronto.

Blue Nose Table Butter—

Smith & Proctor, Halifax, N.S.

BUTTER MOULDS

Cane's Acme Butter Moulds—

Wm. Cane, Sons & Co., Newmarket, Ont.

CAKES IN PACKAGES

C. J. Bodley, Toronto.

CAKE ICINGS

White Swan Cake Icing—

White Swan Spices & Cereals, Limited,
Toronto.

CANDY

Robert Gillespie & Co., Winnipeg.

Pascall's, London, Eng.

CANNED FISH

Brunswick Brand Clams

Brunswick Brand Finnan Haddies

Brunswick Brand Kipperd Herring
Brunswick Brand Herring in Tomato Sauce
Brunswick Brand Oil Sardines—
Connors Brothers, Ltd., Black's Harbor,
N.B.

CANNED LOBSTERS

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

CANNED FRUITS

Dominion Cannery, Hamilton, Ont.

Primus Brand Canned Fruits—

L. Chaput Fils & Cie., Montreal.

Victoria Brand Canned Fruit—

Laporte, Martin, Limitee, Montreal.

E. D. Smith & Son, Ltd., Winona.

CANNED MEATS

Armour & Company, Hamilton, Ont.

CANNED SALMON

Primus Brand Canned Salmon—

L. Chaput Fils & Cie., Montreal.

Victoria Brand Canned Salmon—

Laporte, Martin, Limitee, Montreal.

CANNED VEGETABLES

E. D. Smith & Son, Ltd., Winona, Ont.

Primus Brand Canned Vegetables—

L. Chaput Fils & Cie., Ltd., Montreal.

Victoria Brand Canned Vegetables—

Laport, Martin, Limitee, Montreal.

CARTON FILLERS

Trent Mfg. Co., Ltd., Trenton, Ont.

CASE FILLERS

Trent Mfg. Co., Ltd., Trenton, Ont.

CASINGS

Armour & Company, Hamilton, Ont.

Swift Canadian Company, Toronto.

CAUSTIC SODA

Windsor Brand Caustic Soda—

Canadian Salt Co., Windsor, Ont.

CATSUPS

Canada Brand Catsup

Sterling Brand Catsup

Special Catsup—

T. A. Lytle Co., Toronto.

E. D. S. Catsup—

E. D. Smith & Son, Winona, Ont.

Clark's Tomato Ketchup—

W. Clark, Limited, Montreal.

Victoria Brand Ketchup—

Laporte, Martin, Limitee, Montreal.

CELLULAR CASES

Thompson & Norris Co., Niagara Falls,
Ont.

CIGARS

Pathfinder—

Harper-Presnail Co., Hamilton, Ont.

Webster's Clear Havana Cigars

Webster's Clear Havana Imperials

Webster's Clear Havana Brevas

Webster's Clear Havana Puritanos

Webster's Clear Havana Espanolas

Webster's Clear Havana Panatellas

Webster's Clear Havana Victorias

Webster's Clear Havana Queens

Webster's Orlando Invincible

Webster's Orlando Londres

Webster's El Presidente Londres

Webster's El Presidente Esquistos

Webster's White Spots

Webster's Jose Ma Garcias

Webster's Dutch Mike—

W. R. Webster & Co., Sherbrooke, Que.

Lord Tennyson

Grand Master

Promoter

Perfection

Davis' Panetelas

Nobleman

La Plaza

Boite Nature, Coronas

Boite Nature, Invincibles

Mauricio—

S. Davis & Sons, Montreal.



With Summer, Just A Step Away

You are doubtless making up your list of specialties that are good sellers during the hot weather, be sure to include

CATELLI'S MACARONI

3 Brands--"Milk"--"Hirondelle"--"L'Etoile"

Catelli's knows no season. It brings a steady stream of profits to the dealer, all the year round.

People realize that they have, in Catelli's Macaroni, a delicious, wholesome and economical food.

Thirty Boxes to the Case. Ask your wholesaler.



"All Catelli Brands are packed 30 cartons to the case."

The C. H. Catelli Co., Limited, Montreal

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

CHEESE

Armour & Company, Hamilton, Ont.
Swift's Brookfield Cheese—
Swift Canadian Company, Toronto.

CHICKEN SOUPS

Chateau Brand Chicken Soup
Chateau Brand Chicken Soup, Assorted—
W. Clark, Limited, Montreal.

CHOCOLATE

Baker's Caracas Sweet Chocolate
Baker's Premium No. 1 Chocolate—
Walter Baker & Co., Montreal.

"Chocolatta"—
Nutrient Food Co., Toronto.

CHOCOLATES

Moir's XXX Chocolates—
Moir's, Limited, Halifax, N.S.

CHOCOLATES, MILITARY

Robert Gillespie & Co., Winnipeg.

CIGARETTES

Player's Navy Cut Cigarettes
Richmond Straight Cut Cigarettes
Gold Crest Cigarettes
Mogul Cigarettes
Murad Cigarettes
Fall Mall Cigarettes—
Imperial Tobacco Co., Montreal.

CLEANSERS

Armour's Cleanser—
Armour & Company, Hamilton, Ont.
Babbitt's Cleanser—
B. T. Babbitt Co., New York, N.Y.
Maple Leaf Dirt Chaser—
B. & T. Mfg. Co., Sherbrooke.
Panshine Kitchen Magic Cleanser—
Lever Brothers, Limited, Toronto.

CHLORIDE OF LIME

John B. Paine Co., Ltd., Wpg. & Toronto.

CLOSET CLEANER

Sani-Flush Closet Cleaner—
Hygienic Products Co., Canton, Ohio.

CLOTHES PINS

Cane's First Quality Clothes Pins—
Wm. Cane, Sons & Co., Newmarket, Ont.
Megantic Broom Co., Lake Megantic,
Que.

COCOAS

Baker's Breakfast Cocoa—
Walter Baker & Co., Montreal.
Borden's Condensed Cocoa
Borden's Cocoa, with milk and sugar—
Borden Milk Co., Montreal.

COFFEES

White Star Coffee—
Macdonald-Chapman, Ltd., Winnipeg.
Red Seal Coffee (and other brands)—
Chase & Sanborn, Montreal.
Thistle Brand
Boquet Brand—
Kearney Bros., Montreal.
Victoria Brand Coffee—
Laporte, Martin, Limitee, Montreal.
Royal Shield Coffee—
Campbell Bros. & Wilson, Winnipeg.

COFFEE, CONDENSED

Borden's Condensed Coffee
Borden's with milk and sugar—
Borden Milk Co., Montreal.
St. George Brand Coffee—
Malcolm Condensing Co., St. George, Ont.

COFFEE, REFINED

G. Washington's Refined Coffee—
G. Washington Sales Co., New York.

COUNTER CHECK BOOKS

J. F. & J. N. Sommerville, Toronto.

COUNTERS

Thos. Lewis Arnot, Souris, Man.

COCOANUT

White Star Unsweetened Cocoanut—
Macdonald-Chapman, Ltd., Winnipeg.

COCOANUT, BULK OR PACKAGES

E. B. Thompson, Toronto.

COLLAPSIBLE TUBES

Betts & Co., Ltd., London, Eng.

COMPOUND LARD

Armour & Co., Hamilton, Ont.

CONDENSED MILK

Canadian Milk Products Co., Toronto.
Banner Condensed Milk
Princess Condensed Milk—
Malcolm Condensing Co., St. George, Ont.
Borden's Condensed Milk—
Borden Milk Co., Montreal.

CONFECTIONERY

Robt. Gillespie & Co., Winnipeg.
Moirs Limited, Halifax, N.S.
Pascall's Limited, London, Eng.
McCormick Biscuit Co., London, Ont.

CONFECTIONERS' SUPPLIES

Borden Milk Co., Montreal.

COOKED MEATS

Armour & Company, Hamilton, Ont.
Swift Canadian Co., Toronto.

CORNED BEEF

Clark's Corned Beef—
W. Clark, Limited, Montreal.

CORN MEAL

Morrow & Co., Toronto.
Buckeye Pure Gold Cornmeal
Quaker Best Yellow Cornmeal—
Quaker Oats Co., Peterborough, Ont.

CORN SYRUP

Edwardsburg—
Canada Starch Co., Montreal.

CORRUGATED BOTTLE WRAPPERS

Thompson & Norris Co., Niagara Falls.

CORRUGATED PAPER (Rolls)

Thompson & Norris Co., Niagara Falls.

CORRUGATED BOARD (Sheets)

Thompson & Norris Co., Niagara Falls.

CORRUGATED FLATS

Trent Mfg. Co., Ltd., Trenton.

COTTOLENE

Cottolene—
The N. K. Fairbanks Co., Montreal.

COTTONSEED OIL

Armour & Company, Hamilton, Ont.

CREAM OF TARTAR

White Star Cream of Tartar—
Macdonald-Chapman, Ltd., Winnipeg.
Royal Shield Cream of Tartar—
Campbell Bros. & Wilson, Winnipeg.

CRUSHED FRUIT

Armour & Company, Hamilton, Ont.

CUSPIDORS

The E. B. Eddy Co., Hull, Canada.

CUSHION FILLERS

Trent Mfg. Co., Ltd., Trenton.

CURRENTS

Victoria Brand Currants—
Laporte, Martin, Limitee, Montreal.
Royal Shield Cleaned Currants—
Campbell Bros. & Wilson, Winnipeg.

DISTILLED WATER

E. L. Drewry, Ltd., Winnipeg.

DISPLAY COUNTERS

Thos. Lewis Arnett, Souris, Man.

DISPLAY TABLES

Thos. Lewis Arnett, Souris, Man.

DOG FOODS

Spratt's Dog Cakes
Spratt's Puppy Biscuits—
Spratt's Patent Ltd., London, Eng.

DRESSED BEEF

Armour & Company, Hamilton, Ont.

DRESSED HOGS

Armour & Company, Hamilton, Ont.
Swift Canadian Company, Toronto.

DRY SALTED MEATS

Armour & Company, Hamilton, Ont.

DRY SAUSAGES

Armour & Company, Hamilton, Ont.

DUSTERS

O-Cedar Dusters—
Channell Chemical Co., Toronto.

DUSTING CLOTHS

O-Cedar Dusting Cloth—
Channell Chemical Co., Toronto.

DUSTING MOPS

O-Cedar Dusting Mop—
Channell Chemical Co., Toronto.

DYES

Bull Dog Home Dyes—
John B. Paine Co., Ltd., Wpg. & Toronto.

EGGS

Armour & Company, Hamilton, Ont.
Bowes Eggs—
The Bowes Co., Ltd., Toronto.
Swift's Brookfield Eggs—
Swift Canadian Co., Toronto.

EGG CRATES

Cane's Egg Crates—
Wm. Cane, Sons & Co., Newmarket, Ont.

EPSOM SALTS

Royal Shield Epsom Salts—
Campbell Bros. & Wilson, Winnipeg.

ESSENTIAL OILS

E. B. Thompson, Toronto.

EVAPORATED MILK

Armour & Company, Hamilton, Ont.
Borden's Evaporated Milk—
Borden Milk Co., Montreal.
St. George Evaporated Milk—
Malcolm Condensing Co., St. George, Ont.

EXTRACTS

Bowes Extracts (bulk)—
The Bowes Co., Ltd., Toronto.
Royal Extracts—
Horton-Cato Co., Windsor, Ont.
Shirriff's Flavoring Extracts—
Imperial Extract Co., Toronto.
Sterling Brand Flavoring Extracts—
T. A. Lytle Co., Toronto.

Drewry's Extracts—
E. L. Drewry, Ltd., Winnipeg.

White Star Extracts—
Macdonald-Chapman, Ltd., Winnipeg.

Victoria Brand Extracts—
Laporte, Martin, Limitee, Montreal.

British Extract
Royal Shield Extracts—

Campbell Bros. & Wilson, Winnipeg.
Sherer-Gillett Co., Guelph, Ont.
E. B. Thompson, Toronto.

FANCY MEATS

Swift's Fancy Meats—
Swift Canadian Company, Toronto.

FEED

Banner Feed
Schumacher's Stock Feed
Victor Feed—
Quaker Oats Co., Peterborough, Ont.
Stock Feed—
James Wilson & Sons, Fergus, Ont.

FISH

J. Bowman & Co., Toronto.
White & Co., Toronto.

FLOOR POLISH

O-Cedar Polish—
Channell Chemical Co., Toronto.

FLOOR WAX

Linoleo Floor Wax—
Hargreaves (Canada) Limited, Toronto.

FLOUR

Purity Flour—
Western Canada Flour Mills Co., Ltd.,
Head Office, Toronto.

Purina Whole Wheat Flour—
Chisholm Milling Co., Toronto.

McLeod's Special Flour

Our Chief Flour—
McLeod Milling Co., Stratford, Ont.

Morrow's Graham Flour—
Morrow & Co., Toronto.

Quaker Graham Flour
Quaker Manitoba Patent Flour—
Quaker Oats Co., Peterborough, Ont.

Victor Choice Blend Flour

FLOUR SACKS

Eddy's Flour Sacks—
The E. B. Eddy Co., Hull, Canada.

FLUID BEEF CORDIAL

Clark's Fluid Beef Cordial—
W. Clark, Limited, Montreal.

FOLDING FREIGHT BOXES (Corrugated)

Thompson & Norris Co., Niagara Falls,
Ont.

FRESH PORK

Armour & Company, Hamilton, Ont.

FRUITS (Fresh)

White & Co., Toronto.
Hugh Walker & Son, Guelph.

FRUIT CORDIALS

E. L. Drewry, Ltd., Winnipeg.
Lime Fruit Cordial—
T. A. Lytle Co., Ltd., Toronto.

FRUIT CIDERS

E. L. Drewry, Ltd., Winnipeg.

FRUIT WINE

E. L. Drewry, Ltd., Winnipeg.

FURNITURE POLISH

O-Cedar Polish—
Channell Chemical Co., Toronto.

GELATINE

F. S. Jarvis & Co., Toronto.
Royal Shield Gelatine—
B. Cannon & Co., Toronto.
Campbell Bros. & Wilson, Winnipeg.

GRAPE JUICE

Barnes Grape Juice—
Ontario Grape Growing & Wine Mfg.
Co., St. Catharines.

Armour's Grape Juice—
Armour & Company, Hamilton, Ont.

E. L. Drewry, Ltd., Winnipeg.

E. D. S. Grape Juice—

E. D. Smith & Son, Winona, Ont.
Marsh Grape Juice Co., Niagara Falls.

- Wagstaffe's Grape Juice—
Wagstaffe Limited, Hamilton, Ont.
Welch Grape Juice—
The Welch Co., St. Catharines, Ont.
- GREASES**
Armour & Company, Hamilton, Ont.
- GROCERY BAGS**
The E. B. Eddy Co., Hull, Que.
Specialty Bag Co., Toronto.
- GUM**
O-Pee-Chee Gum Co., London.
A.B.C. Gum—
Canadian Chicle Co., Peterborough.
- GUMMED WRAPPING TAPE**
Geo. Adam & Co., Winnipeg.
- GINGER ALE**
Chas. Gurd & Co., Montreal.
- GINGER BEER**
E. L. Drewry, Ltd., Winnipeg.
- HAMS**
Armour & Co., Hamilton.
Premium Hams—
Swift Canadian Company, Toronto.
Star Brand Hams—
F. W. Fearman Co., Hamilton, Ont.
- HERBS**
Royal Shield Herbs—
Campbell Bros. & Wilson, Winnipeg.
White Star Herbs—
Macdonald-Chapman, Ltd., Winnipeg.
- HERRINGS**
Connors Bros., Ltd., Black's Harbor, N.B.
- HOMINY**
Morrow & Co., Toronto.
Chisholm Milling Co., Toronto.
Quaker Granulated Hominy
Quaker Pearl Hominy—
Quaker Oats Co., Peterborough, Ont.
- HONEY**
White Star Honey—
Macdonald-Chapman, Ltd., Winnipeg.
Bowes Pure Honey—
The Bowes Co., Limited, Toronto.
- HORSE RADISH**
Lytle's Horse Radish—
T. A. Lytle Co., Toronto.
- ICE CREAM POWDER**
Bowes Ice Cream Powder—
The Bowes Co., Ltd., Toronto.
- ICING**
Royal Shield Icing—
Campbell Bros. & Wilson, Winnipeg.
- ICING SUGAR**
White Star Icing Sugar—
Macdonald-Chapman, Ltd., Winnipeg.
- INFANTS' FOOD**
Borden's Eagle Brand Condensed Milk—
Borden Milk Co., Montreal.
- INSECT POWDER**
Keating's Insect Powder—
Thomas Keating, London, Eng.
- JAMS**
Aylmer Pure Jam
Lynn Valley Compound Jam
Red Seal Pure Fruit Jam—
Dominion Cannery, Ltd., Hamilton, Ont.
E. D. S. Pure Jam—
E. D. Smith & Son, Winona.
Furnivall's Jam—
Furnivall-New, Limited, Hamilton.
Lytle's Pure Jam—
T. A. Lytle Co., Ltd., Toronto.
Wagstaffe's Pure Jam—
Wagstaffe Limited, Hamilton, Ont.
J. H. Wethey, Ltd., St. Catharines, Ont.
- JELLIES**
Aylmer Pure Jelly
Lynn Valley Compound Jelly—
Dominion Cannery, Ltd., Hamilton, Ont.
E. D. S. Pure Jelly—
E. D. Smith & Son, Winona, Ont.
Furnivall's Jelly—
Furnivall-New, Ltd., Hamilton, Ont.
Lytle's Pure Jelly—
T. A. Lytle Co., Toronto.
Wagstaffe's Pure Jelly—
Wagstaffe, Limited, Hamilton, Ont.
- JELLY POWDERS**
Shirriff Jelly Powder—
Imperial Extract Co., Toronto.
Pure Gold Mfg. Co., Toronto.
Royal Shield Jelly Powder—
Campbell Bros. & Wilson, Winnipeg.
White Star Jelly Powder—
Macdonald-Chapman, Ltd., Winnipeg.
- KIPPERS**
Niobe Brand Kippers—
D. Hatton Co., Montreal.
- KNIFE POLISH**
Oakley's Wellington Knife Polish—
John Oakley & Sons, Ltd., London, Eng.
- KRAFT BAGS**
The E. B. Eddy Co., Hull, Que.
- LAMB**
Armour & Company, Hamilton, Ont.
- LARD**
Armour's Veribest Leaf Lard
Armour's Helmet Leaf Lard
Armour's Pure Lard—
Armour & Company, Hamilton, Ont.
Silverleaf Brand Pure Lard—
Swift Canadian Co., Toronto.
Star Brand Lard—
F. W. Fearman Co., Hamilton, Ont.
- LARD COMPOUND**
Bear's Head Brand Lard Compound—
The N. K. Fairbanks Co., Ltd., Montreal
John B. Paine Co., Ltd., Toronto.
- LAUNDRY SODA**
Swift's Laundry Soda—
Swift Canadian Company, Toronto.
- LEAD PENCILS**
Wm. Cane & Sons Co., Newmarket, Ont.
- LEMON BEER**
E. L. Drewry, Ltd., Winnipeg.
- LEMONADE**
Bowes Lemonade—
The Bowes Co., Ltd., Toronto.
E. L. Drewry, Ltd., Winnipeg.
Lytle's Lemonade—
T. A. Lytle Co., Toronto.
- LICORICE**
National Licorice Co., Montreal.
- LIME JUICE**
E. L. Drewry, Ltd., Winnipeg.
Lytle's Lime Fruit Juice—
T. A. Lytle Co., Toronto.
White Star Lime Juice—
Macdonald-Chapman, Ltd., Winnipeg.
- LINSEED MEAL**
Morrow & Co., Toronto.
- LOBSTERS**
Primus Brand Lobsters—
L. Chaput Fils & Cie., Montreal.
- LUNCH BEEF**
Clark's Ready Lunch Beef—
W. Clark, Limited, Montreal.
- LUNCH TONGUE**
Clark's Lunch Tongue—
W. Clark, Limited, Montreal.
- LYE**
Comfort Soap Co., Toronto.
Babbitt's Pure Lye—
B. T. Babbitt Co., New York.
- MACARONI**
Catelli's Milk Macaroni
Catelli's Spinelli Brand Macaroni
Catelli's L'Etoile Brand Macaroni—
The C. H. Catelli Co., Ltd., Montreal.
Excelsior Macaroni—
Excelsior Macaroni Products Co., Wpg.
- MAILING ENVELOPES**
Thompson & Norris Co., Niagara Falls, Ont.
- MALTED MILK**
Borden's Malted Milk—
Borden Milk Co., Montreal.
- MALTUM**
E. L. Drewry, Ltd., Winnipeg.
- MAPLE SUGAR**
Armour & Company, Hamilton, Ont.
Canada Maple Exchange, Montreal.
Maple Tree Producers Assoc., Montreal.
Smalls Limited, Montreal.
- MAPLE SYRUP**
Bowes Pure Maple Syrup—
The Bowes Co., Ltd., Toronto.
Canada Maple Exchange, Montreal.
Maple Tree Producers Assoc., Montreal.
Smalls Limited, Montreal.
- MARASCHINO CHERRIES**
Shirriff Maraschino Cherries—
Imperial Extract Co., Toronto.
- MARMALADE**
Aylmer Pure Orange Marmalade—
Dominion Cannery, Ltd., Hamilton, Ont.
E. D. S. Marmalade—
E. D. Smith & Son, Winona, Ont.
Furnivall's Marmalade—
Furnivall-New, Limited, Hamilton, Ont.
Lytle's Pure Orange Marmalade—
T. A. Lytle Co., Toronto.
- Shirriff's Orange Marmalade—
Imperial Extract Co., Toronto.
Wethey's Orange Marmalade—
J. H. Wethey, Limited, St. Catharines, Ont.
- MATCHES**
Eddy's Matches (all kinds)—
The E. B. Eddy Co., Limited, Hull, Que.
- MEAT SKEWERS**
The Wm. Cane & Sons Co., Newmarket, Ont.
- METAL CAPS**
Anchor Caps, for bottles.
Anchor Caps, for tins—
Anchor Cap & Closure Corp., Toronto.
- METAL BOTTLE CAPSULES**
Betts & Company, Limited, London, Eng.
- MEAT MEAL**
Armour's Meat Meal—
Armour and Company, Hamilton, Ont.
- METAL POLISH**
Gleba Polish—
Gleba Polish Co., Oshawa, Ont.
Bull Dog Metal Polish—
John B. Paine Co., Ltd., Toronto.
Gloss Metal Polish—
Hargreaves (Canada) Limited, Toronto.
Pyn-ka Polishing Tablets—
Hargreaves (Canada) Limited, Toronto.
- MILK, POWDERED**
Canadian Milk Products Co., Toronto.
- MILK PRODUCTS**
Borden Milk Products—
Borden Milk Co., Montreal.
Canadian Milk Products Co., Toronto.
- MINTEES, WINTEES, CINTEES (Confections)**
O-Pee-Chee Gum Co., London, Ont.
- MINCE MEAT**
Bowes Mince Meat—
The Bowes Co., Limited, Toronto.
Clark's Mince Meat (in glass)
Clark's Mince Meat (in pails)—
W. Clark, Limited, Montreal.
Canada Brand Mince Meat
Sterling Brand Mince Meat—
T. A. Lytle Co., Toronto.
Wagstaffe's Fine Old English Mince Meat—
Wagstaffe Limited, Hamilton, Ont.
Wethey's Mince Meat—
J. H. Wethey, Limited, St. Catharines,
White Star Mince Meat—
Macdonald-Chapman, Ltd., Winnipeg.
- MINERAL WATERS**
Chas. Gurd & Co., Montreal.
- MINT SAUCE**
Lytle's Mint Sauce—
T. A. Lytle Co., Toronto.
Royal Mint Sauce—
Horton-Cato Co., Windsor, Ont.
- MOLASSES**
Da Costa & Co., Barbados.
West India Co., Ltd., Montreal.
Leacock & Co., Barbados, B.W.I.
- MOPS**
Cane's Mops—
The Wm. Cane Sons & Co., Newmarket, Ont.
- MURESCO**
Benjamin Moore & Co., Toronto.
- MUSTARD**
T. A. Lytle Co., Toronto.
Lytle's Prepared Mustard—
White Star Mustard—
Macdonald-Chapman, Ltd., Winnipeg.
Royal Shield Mustard—
Campbell Bros. & Wilson, Winnipeg.
- MUTTON**
Armour and Company, Hamilton, Ont.
- OATCAKES**
McVitie & Price of Canada, Ltd., Montreal.
- OATMEAL**
Chisholm Milling Co., Toronto.
- OILS**
Armour and Company, Hamilton, Ont.
- OLIVES**
White Star Olives—
Macdonald-Chapman, Ltd., Winnipeg.
- ONIONS PICKLED**
Sterling Brand Onions
Sterling Brand Sweet Onions—
T. A. Lytle Co., Toronto.
- ORANGEADE**
Bowes Orangeade—
The Bowes Co., Ltd., Toronto.
Sterling Brand Orangeade—
T. A. Lytle Co., Toronto.

OYSTERS

Coast Sealed Oysters
Sealshipt Oysters—
Connecticut Oyster Co., Toronto.
OYSTER CONTAINERS, ETC.
Connecticut Oyster Co., Toronto.

PAIS

Cane's Wooden Pails—
The Wm. Cane Sons & Co., Newmarket,
Ont.
Eddy's Fibreware Pails—
The E. B. Eddy Co., Limited, Hull, Que.

PAINTS AND VARNISHES

Hundred Per Cent. Pure Paint
Senour's Floor Paint
Neutone Flat Wall Finish
Wood-Lac Stain
Varnishes
Concre-tone
Red School House Paint
Spic and Span Finishes—
Martin-Senour Co., Ltd., Montreal.
Benjamin Moore & Co., Toronto.

PAPER

Paper of all kinds—
The E. B. Eddy Co., Limited, Hull, Que.

PAPER BAGS

Eddy's Paper Bags (for all uses)—
The E. B. Eddy Co., Limited, Hull, Que.
Specialty Bag Co., Toronto.

PARCEL POST BOXES

Thompson & Norris Co., Niagara Falls.

PATE

Clark's Ham and Veal Pate—
W. Clark, Limited, Montreal.

PEANUT BUTTER

Bowes Peanut Butter—
The Bowes Co., Ltd., Toronto.
Clark's Peanut Butter—
W. Clark, Limited, Toronto.
Victoria Brand Peanut Butter—
Laporte, Martin, Limitee, Montreal.

PEAS

Package or bulk—
Morrow & Co., Toronto.

PEPPER

Royal Shield Pepper—
Campbell Bros. & Wilson, Winnipeg.

PERFECTION CORN

John B. Paine Co., Ltd., Toronto.

PICKLES

E. L. Drewry, Limited, Winnipeg.
Canada Brand Pickles
Crown Brand Pickles
Keystone Brand Pickles
Monarch Brand Pickles
Lytle's Bulk Pickles
Lytle's Sweet Mustard Pickles
Sterling Brand Pickles
Sterling Brand Sweet Gherkins
Sterling Brand Sweet Midgets
Sterling Brand O-Eat-A Pickles—
T. A. Lytle Co., Toronto.
Queen Quality Pickles—
Taylor & Pringle, Owen Sound, Ont.
White Star Pickles—
Macdonald-Chapman, Ltd., Winnipeg.

PICKLED MEATS

Armour's Sweet Pickled Meats—
Armour's Vinegar Pickled Meats—
Armour and Company, Hamilton, Ont.

PIGS FEET

Clark's Boneless Pig's Feet—
W. Clark, Limited, Montreal.

PLATE GLASS MIRRORS

Thos. Lewis Arnett, Souris, Man.

PLUM PUDDING

Clark's English Plum Pudding—
W. Clark, Limited, Montreal.
English Plum Pudding—
Tuxford & Nephews, Melton Mowbray, E.

POLISH MOPS

O'Cedar Polish Mop—
Channel Chemical Co., Toronto.

POPPING CORN

Krackley-Nut Pop Corn—
O-Pee-Chee Gum Co., London, Ont.

PORK AND BEANS

Clark's Pork and Beans—
W. Clark, Limited, Montreal.
The Heinz Co., Leamington, Ont.
Simcoe Pork and Beans—
Dominion Cannery, Ltd., Hamilton, Ont.

PORK CUTS

Swift's Pork Cuts—
Swift Canadian Company, Toronto.

POULTRY

Armour & Co., Hamilton.
C. A. Mann & Co., London, Ont.
Swift's Fresh Poultry—
Swift Canadian Company, Toronto.

PRESERVES

E.D.S. Preserves—
E. D. Smith & Son, Winona, Ont.

RAISINS

Royal Shield Sultana Raisins—
Campbell Bros. & Wilson, Winnipeg.

RASPBERRY VINEGAR

E. L. Drewry, Ltd., Winnipeg.
E. D. S. Raspberry Vinegar—
E. D. Smith & Son, Winona, Ont.
Lytle's Raspberry Vinegar—
T. A. Lytle Co., Toronto.

REFRIGERATORS

Thos Lewis Arnett, Souris, Man.

REFRIGERATOR COUNTERS

Thos Lewis Arnett, Souris, Man.

RELISHES

Sterling Brand Club Relish
Sterling Brand Sweet Mustard Relish—
T. A. Lytle Co., Toronto.

RICE

Mikado Brand Rice—
Imperial Rice Mill. Co., Vancouver, B.C.
Mount Royal Mill. & Mfg. Co., Montreal.

RICE PRODUCTS

Mount Royal Mill. & Mfg. Co., Montreal.

ROLLED OATS

Red Star Rolled Oats—
Morrow & Co., Toronto.
Chisholm Milling Co., Toronto.
Buckeye Rilled Oats
Monarch Rolled Oats
Victor Rolled Oats
Tillson's Oats
Quaker Oats—
Quaker Oats Co., Peterborough, Ont.

PURITY OATS

Western Canada Flour Mills Co., Ltd.,
Head Office, Toronto.

SALAD DRESSING

Royal Salad Dressing
Royal Mayonnaise—
Horton-Cato Co., Windsor, Ont.
White Star Salad Dressing—
Macdonald-Chapman, Ltd., Winnipeg.
Sterling Salad Dressing—
T. A. Lytle Co., Toronto.

SALMON (Canned Salmon)

Armour and Co., Hamilton, Ont.
Royal Shield Salmon—
Campbell Bros. & Wilson, Winnipeg.

SALT

Purity Kitchen Salt
Purity Table Salt—
Western Salt Co., Courtright, Ont.
Sifto Table Salt
Century Table Salt—
Dominion Salt Co., Sarnia, Ont.
Regal Table Salt
Windsor Cheese Salt
Windsor Dairy Salt
Windsor Table Salt—
Canadian Salt Co., Windsor, Ont.

SAUCES (Chili)

Queen Quality Chili Sauce—
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Sterling Brand Chili Sauce—
T. A. Lytle Co., Toronto.

SAUCES (Thick)

E-P Epicurean Souse—
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H. G. Worcestershire Sauce—
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Lytle's Worcestershire Sauce—
T. A. Lytle Co., Toronto.

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Brunswick Brand—
Connors Bros., Black's Harbor, N.B.

SARDINES

Armour & Co., Hamilton, Ont.

SAUER KRAUT

Lytle's Sauer Kraut—
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Taylor & Pringle, Owen Sound, Ont.

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Armour & Co., Hamilton, Ont.
Brookfield Brand Pork Sausages—
Sunday Breakfast Pork Sausages—
Swift Canadian Co., Toronto.
Clark's Geneva Sausage
Clark's Cambridge Sausage—
W. Clark, Limited, Montreal.
Star Brand Pork Sausage—
F. W. Fearman Co., Hamilton, Ont.

SCOURING POWDER

Polly Prim Cleaner—
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SHOW CASES

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SHOE POLISH

Nugget Shoe Polish—
Nugget Polish Co., Toronto.
2 in 1 Shoe Polish—
F. F. Dalley Co., Hamilton, Ont.
Bull Dog Shoe Polish—
John B. Paine Co., Ltd., Wpg. and Toronto
Whittemore Bros. Corp., Boston, Mass.
Regent Shoe Polish—
Chas. Tilley & Son, Toronto.

SHORTBREAD

McVitie & Price of Canada, Ltd., Montreal

SHORTENING

Veribest Shortening—
Armour & Co., Hamilton, Ont.
Cotosuet Shortening
Jewel Compound Shortening—
Swift Canadian Co., Toronto.
Domestic Shortening—
Harris Abattoir Co., Toronto.

SMOKED MEATS

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SNOW SHOVELS

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Church & Dwight, Montreal.
Royal Shield Soda—
Campbell Bros. & Wilson, Winnipeg.

SODA WATER

Chas. Gurd & Co., Montreal.

SODA FOUNTAIN SUPPLIES

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Catelli's L'Etoile Brand Spaghetti
Catelli's Spinelli Brand Spaghetti—
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Excelsior Cream Spaghetti—
Excelsior Macaroni Products Co., Wpg.

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Peerless Bar Soap
Standard Cake Soap—
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Comfort Soap Co., Toronto.
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Skin Food Glycerine Soap
Violet Glycerine Soap
Twin-Bar Glycerine Soap
Chateau Rose Glycerine Soap
Chateau Violet Glycerine Soap

- White Cross Rose Glycerine Soap
White Cross Violet Glycerine Soap
White Cross Castile Soap
Le Chateau Castile Soap
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Pure Castile Soap
Rose Castile Soap—
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White Cross Liquid Soap
White Cross Liquid Shampoo—
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E. D. S. Fountain Syrups—
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Lytle's Fountain Syrups—
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Shirriff's Fountain Fruits
Shirriff's Fountain Syrups—
Imperial Extract Co., Toronto.
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Excelsior Alphabets—
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Royal Shield Spices—
Campbell Bros. & Wilson, Winnipeg.
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White Star Spices—
Macdonald-Chapman, Ltd., Winnipeg.
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Black Knight Stove Polish—
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Gipsy Stove Polish—
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Mathieu's Nervine Powder—
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- Williamson's Lightning Healing Powder—
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Lily White Starch
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Dominion Crystal Powdered Sugar
Dominion Crystal Icing Sugar
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Excelsior Macaroni Products Co., Wpg.
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