

# CANADIAN GROCER



FALL CAMPAIGN NUMBER  
NOVEMBER 7 1911

THE MACLEAN PUBLISHING COMPANY  
LIMITED.

MONTREAL TORONTO WINNIPEG & VANCOUVER

THE CANADIAN GROCER

# St. Lawrence Granulated

is the choicest and most reliable sugar refined in Canada, certified by Government analysis to contain 99 <sup>99</sup>/<sub>100</sub> to 100 per cent. of pure cane sugar with no impurities.

**IT WILL PAY TO SUPPLY YOUR CUSTOMERS WITH**

*St. Lawrence*  
**Sugar**

and thereby earn the reputation of selling only the finest quality of sugar that money can buy.

When ordering **LUMP SUGAR**, be sure to ask for

## **CRYSTAL DIAMONDS**

Put up in bulk, cartons, and half cartons, to retail at popular prices.

## **CRYSTAL DIAMOND DOMINOS**

(in cartons only)

a specially made lump sugar for Coffee users.

Have you tried our new small package of Granulated Sugar put up in

## **25-lb. COTTON BAGS?**

A [very convenient and handy package to sell over the counter.

We also supply 20-lb. Cotton Bags.

**THE ST. LAWRENCE SUGAR REFINING CO., LIMITED**  
MONTREAL, QUE.

# CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruits, Provision,  
Canned Goods and Foodstuffs Trades of Canada.

Montreal: 701-702 Eastern Townships Bank Bldg.  
London, Eng.: 88 Fleet St., E.C.

Toronto: 143-149 University Ave.  
New York 115 Broadway

Winnipeg: 34 Royal Bank Building

VOL. XXV.

PUBLICATION OFFICE: TORONTO, NOVEMBER 3, 1911

No. 44



Toronto Office  
30 Church Street

## For Years In the Lead

## —Still Leading

is the unparalleled record of these two brands of staple condiment.



## COLMAN'S MUSTARD KEEN'S MUSTARD

Double Superfine Quality—In square tins.

Any dealer stocking these brands will be catering to the demands of the general public.

## MAGOR, SON & CO.

AGENTS FOR THE DOMINION OF CANADA  
403 St. Paul St. ; ; MONTREAL

## Sell Your Customers What They Want!

Your profits lie in quick sales, and quick sales come from giving people what they have been educated up to.

## Crown Brand Corn Syrup

is in demand because its high quality is well advertised, because people know about it, and because the syrup itself adequately backs up every claim made for it.

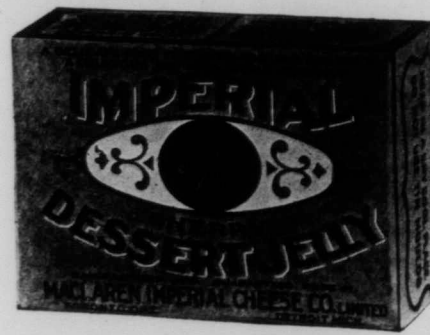
The Crown Brand Corn Syrup season is on now.  
Are you well stocked?

**THE EDWARDSBURG STARCH CO.**  
LIMITED  
MONTREAL—CARDINAL—TORONTO—BRANTFORD—VANCOUVER

THE CANADIAN GROCER



Packed 1 doz. to carton.  
12 cartons to case.



Packed 1 doz. to carton. 12 cartons to case.  
Assorted flavors.



Three Sizes  
Small  
Medium  
Large



A Large Variety of Kinds and Sizes.



Four Sizes  
Small  
Tumbler  
Medium  
Large

**MacLAREN'S  
IMPERIAL PRODUCTS  
NOTHING BETTER**



Put up in four sizes.  
Individual, Small, Medium, Large



Put up in three  
different sizes.

Small---1 doz. to carton.  
Medium---1/2 lb. blocks. Cases, 2 Doz.  
Large---1 lb. blocks. Cases, 1 Doz.

*For sale by all first-class jobbers.*

MANUFACTURED AND GUARANTEED PURE BY  
**MacLAREN IMPERIAL CHEESE COMPANY, LIMITED**

MANUFACTURERS AND IMPORTERS GROCERS' SPECIALTIES

OFFICES--NEW YORK CHICAGO DETROIT MONTREAL TORONTO  
FACTORIES--WOODSTOCK, ONT. WELLESLEY, ONT. BANCROFT, MICH.

THE CANADIAN GROCER

Baby



Brand

6---Gold Medals---6

Baby



Brand

# Codou Macaroni

(A Genuine French Product)

This is manufactured in a model factory, run  
on absolutely new and up-to-date lines.

It is made only from pure Taganrog  
(Russian) Wheat---the only wheat  
from which the finest Macaroni  
can be obtained. There is  
no finer quality to  
be had.



Baby



Brand

Baby



Brand

Arthur P. Tippet & Co.

Agents

Montreal

Toronto

THE CANADIAN GROCER

# UPTON'S

## JAMS

### Orange Marmalade and Tomato Ketchup

Look at the proposition from any point you may choose, and UPTON'S will prove to be the best for you.



The season for orange marmalade and tomato ketchup is at hand. Are you ready for it with a stock of the UPTON Brands?

¶ When you deal in Upton's you gain the best class of trade, and your customers get the finest line of goods. Our brands are made from superior materials by experts, and are "quality" goods in every essential. Extensive advertising has created a steady demand which will last. Why not share in the benefits?

*ORDER UPTON'S  
FROM YOUR JOBBER*



---

**The T. Upton Company, Ltd.**  
Hamilton, - Ontario



# Rowat's Brands are Unexcelled

Years of experience have combined in the development of brands which to-day challenge the admiration and quicken the taste of people the world over. Coupled with this, reliable business methods and prompt deliveries have served to satisfy our customers who girdle the globe.

## PATERSON'S WORCESTERSHIRE SAUCE

As an appetizer it has retained unimpaired its signal record of years' standing, and is recognized among the trade as needing no recommendation to the grocer who handles it. To know it is but to appreciate its value.

*Ask your wholesaler about it*

CANADIAN DISTRIBUTORS: Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; F. H. Tippet & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

FOR  
**ROWAT & CO.**  
Glasgow, Scotland

YOUR WHOLESALER WILL  
SUPPLY THEM



A  
First-  
Class  
Appetizer  
for  
the  
Christmas  
Season

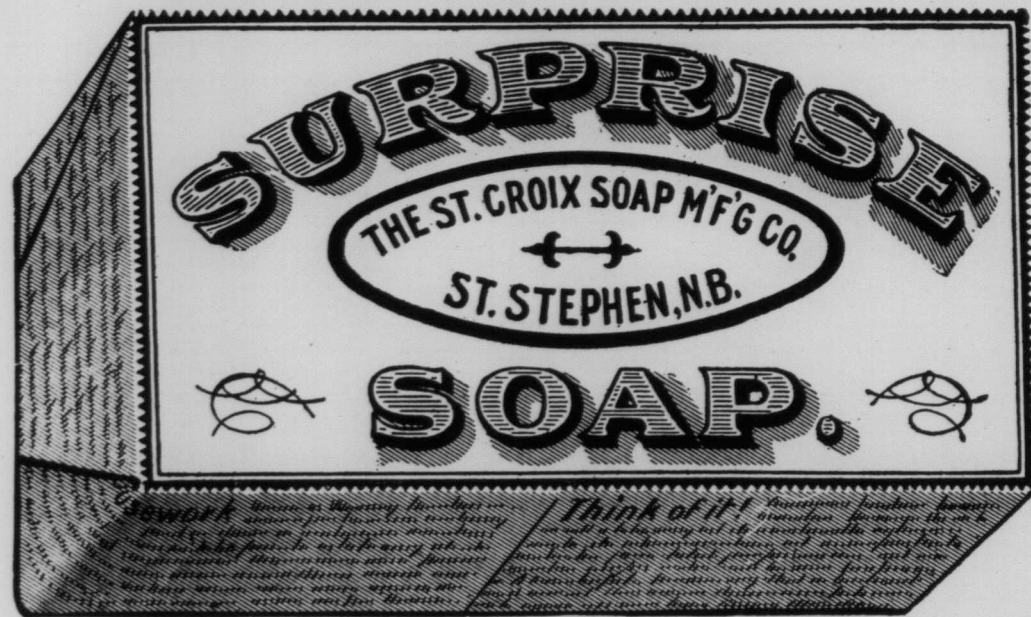
A Cake of "SURPRISE" Soap



A  
Soap  
Your  
Trade  
Requires

Every  
Month,  
Every  
Week,  
Every  
Day

A Cake of "SURPRISE" Soap (Wrapped)



The Red and Yellow Wrapper Soap

**The St. Croix Soap Manufacturing Co.**

Factory at St. Stephen, N.B.

Branches: Montreal, Toronto, Winnipeg, Vancouver, West Indies

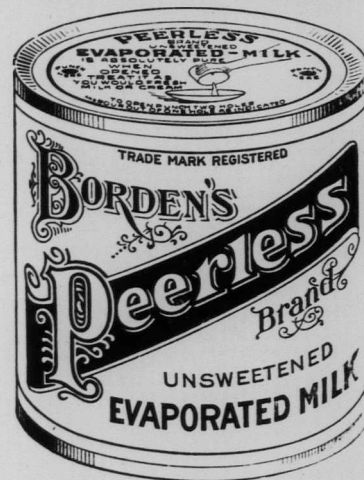


Satisfaction to the Consumer Establishes Your Reputation



**Borden's  
Brands**

Give  
Perfect  
Satisfaction



Consequently the Name

**Borden's** is a Strong Guarantee in the Sale of **Milk Products**

BORDEN'S CONDENSED MILK CO., Established 1857. "Leaders of Quality.

SELLING REPRESENTATIVES:

<b>WILLIAM H. DUNN</b>	-	-	<b>Montreal, Toronto and Vancouver</b>
<b>MASON &amp; HICKEY</b>	-	-	<b>Winnipeg, Calgary and Edmonton</b>

*We solicit accounts of progressive Manufacturers  
wanting live representation*

**WILLIAM H. DUNN**

Grocery Commission Merchant  
and Manufacturers' Agent

Established 1890

396 St. Paul Street,	-	-	-	<b>MONTREAL</b>
27 Front Street East,	-	-	-	<b>TORONTO</b>
Mercantile Building,	-	-	-	<b>VANCOUVER</b>

Our facilities for covering all markets in Canada are perfect.

**References:**—Manufacturers whom we have successfully represented for the past twenty years; also The Merchants Bank of Canada, Dun's and Bradstreet's Agencies.

# Weston's Biscuits



Your trade in Biscuits will be a steady one if you are handling the Weston line of Fancy Biscuits. They are absolutely unequalled in quality of ingredients used in their manufacture.

They cannot get stale for reason of that excellent quality that keeps up a steady demand for them, besides they are packed in very handsome air-tight tins.



Perfection has only been attained after many years of steady experiment, and to-day the Weston Co. are housed in a modern factory of cleanliness and light, which for size and appearance will compare with any factory in Canada.



An interesting feature of this modern structure is the fact that the ovens are built and operated on the top floor, thus preventing the biscuits being subjected to the influence of heat and gas, as must happen when ovens are on the ground floor.



If you are not yet handling the Weston line of Fancy Biscuits, order a stock NOW. Quality always counts—and it will bring its reward.



## George Weston, Limited

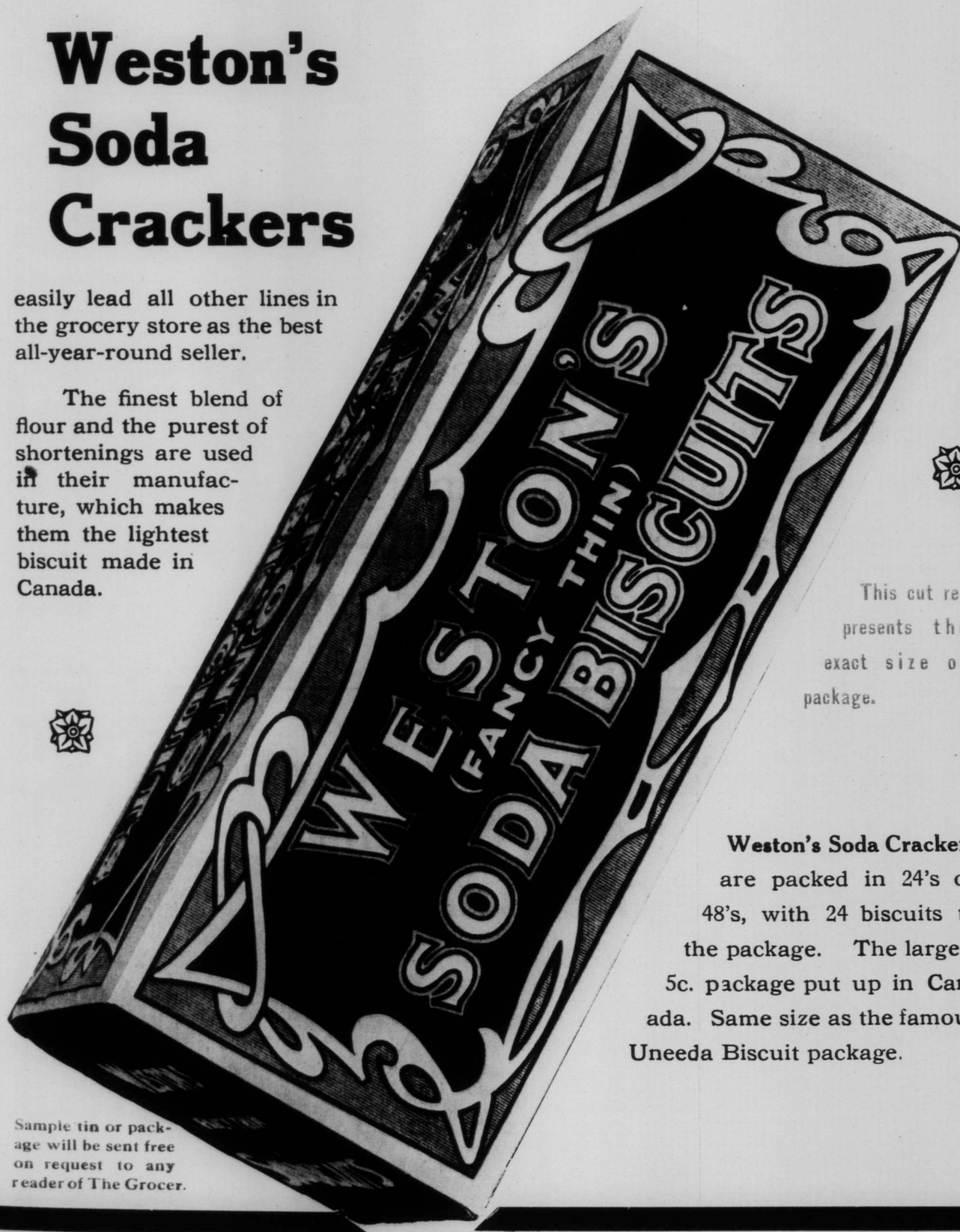
TORONTO

# Bring Steady Trade

## Weston's Soda Crackers

easily lead all other lines in the grocery store as the best all-year-round seller.

The finest blend of flour and the purest of shortenings are used in their manufacture, which makes them the lightest biscuit made in Canada.



This cut represents the exact size of package.

Weston's Soda Crackers are packed in 24's or 48's, with 24 biscuits to the package. The largest 5c. package put up in Canada. Same size as the famous Uneda Biscuit package.

Sample tin or package will be sent free on request to any reader of The Grocer.

We hear a good deal of talk these days about "Service."

Do you know of any Coffee Establishment which so closely looks after the interests of its customers—keeps its products so fresh—spends so much money in creating a consumer demand, as

**Chase & Sanborn**

The High Grade Coffee House

**MONTREAL**

# THE WONDER OF THE AGE!

All Water and Waste taken out. All Flavor and Delicious Goodness left in.

# Dehydro

TRADE MARK

That's why so Economical, so Palatable, so Wholesome

In Cans—But uncooked.

Crisp-dry—But as fresh as when they grew.

Our Specialties for Household use in No. 0 Packages.

Dehydro Horse-Radish, Spinach, Sweet Corn, Green Beans, Cranberries, Rhubarb, Blueberries, Celery, Leek, Parsley, Mint. Also 8 varieties of Cream Soup.

Our No. 1 and No. 5 packages for Hotels, Restaurants, Institutions and Campers.

Potatoes, Cabbage, Onions, Carrots, Turnips, Sweet Corn, Green Beans, Spinach, Cranberries, Rhubarb, Blueberries, Celery, Leek, Parsley and Horse-Radish, Cream Soups.



Dehydro  
CREAM SOUPS  
VEGETABLES  
AND FRUITS



No deterioration or spoilage possible.  
Light in weight--Easily transported.  
No ptomaine poisoning. No safer or sounder food product ever offered to the Merchant.

## American Dehydrating Company

WAUKESHA, WIS., U.S.A.

### The W. H. Escott Co.

WINNIPEG  
Sales Agents

THE CANADIAN GROCER

## READ THIS

### HOW TO GET THE CUSTOMER REALLY INTERESTED

Make your windows a selling power by limiting the display to one line each time.



Show these Soaps on Shelf, Counter, or in the window, where they will suggest purchase. The extra profit of 5% to 7% in the Free Goods is a big item.



Delivered Prices, Ontario and Quebec:

5 Cases at \$4.15 delivered, with 20 Bars Naptha Free. 10 Cases at \$4.05 delivered, with 40 Bars Naptha Free.  
25 Cases at \$4.05 delivered, with 150 Bars Pure or Naptha Free.

Assorted or otherwise.

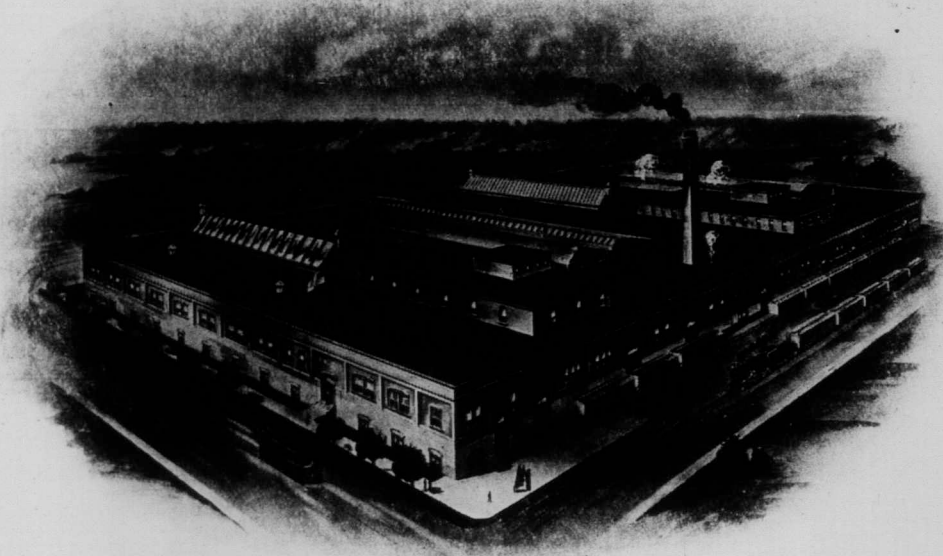
The Richards Pure Soap Company, Limited

Established 1860.  
Sold to retail at 5c per cake straight.

Woodstock, Ont.

We sell direct or through any  
Wholesale House.

THE CANADIAN GROCER



# WAGSTAFFE'S

**FINE OLD ENGLISH MINCE  
MEAT AND PLUM PUDDING**

**NOW READY FOR DELIVERY**

☐ Made from the finest fruits and spices obtainable, in the most up-to-date sanitary factory in Canada.

☐ Our goods may be a little dearer, but look at the quality.

☐ Mince Meat, packed in 1-lb. 2s, 5s, 7s ; 25-lb. gold-lined pails, and 62-lb. tubs. Plum Puddings, packed in 1s, 2s, 3s, crocks. In individual cardboard boxes.

**ORDER QUICKLY, PLEASE, FOR THE SEASON  
ONLY A LIMITED QUANTITY BEING PACKED**

## WAGSTAFFE, LIMITED

PURE FRUIT PRESERVERS

**Hamilton**

- - -

**Canada**

# Mason & Hickey

## MANUFACTURERS' AGENTS

WE ARE OPEN TO REPRESENT LINES THAT  
DO NOT COMPETE WITH THE FOLLOWING:

### Dominion Sugar Company

Wallaceburg - - - - - Ont.  
Granulated, Powdered, Icing and Paris Lumps

### Borden's Condensed Milk Co.

New York - - - - - U.S.A.  
Eagle, Gold Seal and Challenge Milk, and  
Peerless Cream.

### Gorman, Eckert & Co.

London - - - - - Ont.  
The largest packers of Olives in the British  
Empire, Spices, Extracts, Etc.

### E. D. SMITH

Winona - - - - - Ont.  
Jams, Jellies, Catsup, Grape Juice, Raspberry  
Vinegar, Canned Goods.

### Ingersoll Packing Co.

Ingersoll - - - - - Ont.  
Bacon, Backs, Hams, Cream Cheese and large  
Royal Oxfords.

### MacFarlane, Lang & Co.

Glasgow - - - - - Scotland  
Famous Scotch Biscuits and Cakes.

### WM. ROGERS

Denia - - - - - Spain  
Packers of the famous Caraval brand of  
Valencia Raisins.

### Foster, Holtermann & Co.

Brantford - - - - - Ont.  
Ontario Honey.

### J. H. Wethey & Co.

St. Catharines - - - - - Ont.  
Manufacturers of bulk and package Mince  
Meat.

### Samuel Hanson & Co.

London - - - - - England  
Teas, Coffee and Spices.

### Crescent Manufacturing Co.

Seattle - - - - - Washington  
Mapleine Extracts.

### Nicholson & Brock

Toronto - - - - - Ont.  
Bird Seed and Bird Gravel.

### W. H. Dunn & Co.

Montreal - - - - - Quebec  
Pyramid Fly Catchers.

### SUCHARD'S COCOA

Neufchatel.

### Geo. T. Mickle

Ridgetown - - - - - Ont.  
White Beans.

### National Licorice Co.

Brooklyn - - - - - N. Y.

# Mason & Hickey

287 Stanley Street, - - - - - Winnipeg, Canada.



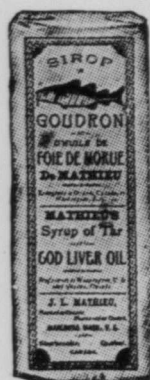


The gum that is  
good all through

SOLD BY ALL JOBBERS IN THE UNITED STATES &  
CANADA



This laboratory, one of the largest and best equipped in Canada, is owned by us and used exclusively for the preparation of our celebrated specialties.



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

You can unhesitatingly recommend this preparation which commands by far the largest sale in Canada of any cough remedy. It is particularly effective in preventing, alleviating and curing all chest and throat troubles. It not only cures the cold—but so tones the system as to make its return almost impossible.

## Mathieu's Nervine Powders

This is a magic cure for all headaches, nerve pains, neuralgia, etc. Contain no opium, morphine, chloral or any other dangerous narcotic or poison. Hence their safety for family use. They relieve insomnia, soothe the nerves and give restful sleep. When taken in conjunction with Mathieu's Syrup they are the quickest cure for any feverish cold.



Sold by all wholesale dealers. Don't let your stock run low.

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

FOLEY BROS, LARSON & CO., Inc., Wholesale Grocers and Confectioners, Winnipeg, Edmonton, and Vancouver, Distributors for Western Canada.

L. CHAPUT, FILS & CIE., Wholesale Depot, Montreal.

# GIVE THE TOMATO A CHANCE

Pack your Tomatoes in the Tomato Can made for Tomatoes.



Adapt the  
OPENING  
to the size of  
the TOMATO,  
not the  
TOMATO  
to the size of the  
OPENING

Pack WHOLE  
TOMATOES,  
not Crushed  
Fruit.

Sanitary Can Co., Limited  
Niagara Falls, Ontario



# A Big Seller All The Time

CHINESE STARCH Packages contain 16 ounces, not twelve, and never fail to please the most exacting housekeeper.

Chinese Starch is the only starch with two oils, one perfuming the linen, the other making the iron slip like a skate on the ice.

The sale of Chinese Starch will evoke a confidence in you by your customers, and further—will bring you more trade, through its excellent working in the laundry.



## Chinese Starch

The profit will pay you handsomely to stock and push Chinese Starch, of which dummies for window display may be had from your agents.

Your notice is called to the remarkable increase in the demand in all parts of Canada for Chinese Starch, which has necessitated our appointing various wholesalers as our agents. All orders from Manitoba, Alberta and Saskatchewan should be addressed to W. H. ESCOTT CO., Winnipeg.

STANDARD BROKERAGE CO., Vancouver, B.C.; W. H. ESCOTT CO., Winnipeg, Man.; GREEN & CO., Toronto, Ont.; NORMAN D. McPHIE, Hamilton, Ont.; THE LAWRENCE NFLD. CO., Ltd, St. John's Nfld.; J. J. McKINNON, Charlottetown, P.E.I.; BOIVIN & GRENIER, Quebec, Que.; EUG. FOLIOT, St. Pierre, Miquelon; SCOTT, BOYD & CO., Port of Spain, Trinidad, B. W. I. DESMARAIS & GREGOIRE, Chicoutimi, Que.; and all the Wholesale Grocers throughout the Dominion.

### OCEAN MILLS

O. Lefebvre, Prop. MONTREAL

## Advise Them to Use Real Vanilla

for flavoring puddings, pies, sauces, ice creams, cakes, etc. Your customers will be delighted with the flavor imparted by Shirriff's True Vanilla—a real vanilla extract, made from Mexican Vanilla beans. More than 90 other Shirriff's Flavorings.

# Shirriff's TRUE VANILLA



## Try This on Your Own Table

and enjoy some real Scotch Marmalade. Then you will be able to talk its deliciousness from experience. It's made from selected oranges and high-grade granulated sugar. It's a pure food product—and deserves your hearty endorsement. A big seller, too.

# Shirriff's Scotch Marmalade



## They Make Beautiful Jellies

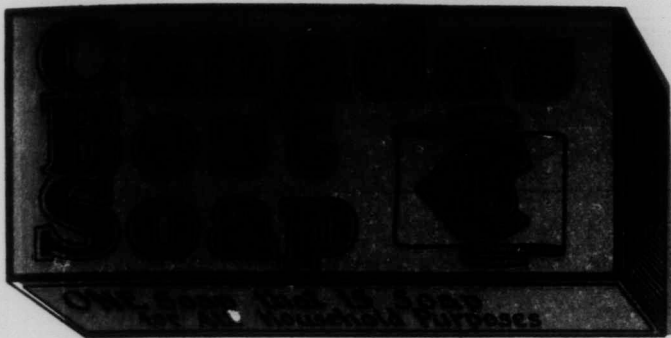
—jellies that sparkle and glow with transparent colors—jellies that stand up nice and stiff. Shirriff's Jelly Powders surely do make delicious desserts. True fruit flavors of Lemon, Orange, Pineapple, Raspberry, Strawberry, Wild Cherry. Also Calfsfoot, Sherry, Pistachio and others. Let us send you a case or two.

# Shirriff's JELLY POWDER



## IMPERIAL EXTRACT CO., TORONTO

Ontario Representative, R. B. Neil. Western Representative, H. F. Ritchie  
Montreal and Maritime Representative, W. H. Lyne-Usher  
Quebec City Representative, Albert Dunn



## Its Prestige Is National

Even as the Dominion  
has eclipsed all records  
in its development, so  
has

# Canada's Best

(Soap)

National in its scope, it is now found in every town and hamlet of the country, thus attesting to the true significance of its name, while among its users it numbers all classes of the Canadian people.

“Canada's Best” is “The World's Best.”

ALMOST **36%** PROFIT  
(To be correct, 35.9.)

Cost to You—

25 x \$3.75	-	-	\$93.75
Less rebate 7c. per box,		1.75	
			\$92.00

25 CASE LOTS

Cost to Consumer—

25 x \$5.00	-	\$125.00
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- - PROFIT, \$33.00

WEIGHS 11 OUNCES

BIGGEST 5c. BLOCK

### WHY IT EXCELS

1. Contains no resin, like the average laundry soap. This is because it is a white soap, not yellow.
2. Does the work unaided. No borax or washing powder is required.
3. Absolutely pure. Contains no injurious ingredients.
4. Best value on the market.
5. Can be used effectively for all household cleaning.

ASK ABOUT OUR NEW

## PREMIUM AND CERTIFICATE SYSTEM

You will find it most interesting, and particularly so in your case.

WRITE

**United Soap Company of Canada, Limited**  
**MONTREAL**



In Every  
Clime

## St. Vincent Arrowroot

has made a place for itself, primarily in the hearts and affections of the children, and through them in the thoughts and minds of the people.

¶ From the cradle to the grave arrowroot, wholesome in flavoring, and strengthening in food nutriment, is indispensable. In the nursery

it appeals strongly to the youngsters; in the invalid's room or for the aged it is a blessing undisguised. With a demand so universal in its character, every local source of supply should be adequately stocked. For particulars and prices address the Secretary

### ST. VINCENT ARROWROOT GROWERS' AND EXPORTERS' ASSOCIATION

Kingstown,



St. Vincent, B.W.I.



# MAPLE SYRUP! What Price Are You Paying?

We are now getting delivery of foreign sugar, a large contract made before the advance in price. We are therefore able to continue selling our famous Pearl Brand Maple Syrup Mixture at the old price. Prices are as follows :

## Pearl Brand Maple Syrup

Wine measure tins	Per Case
Gallons, 6 to Case	\$4.40
Half Gallons, 12 to Case	4.70
Quarts, 24 to Case	4.70
Pints, 24 to Case	2.50
Quart Bottles, 12 to Case	2.35

## BULK MAPLE SYRUP, Imperial measure.

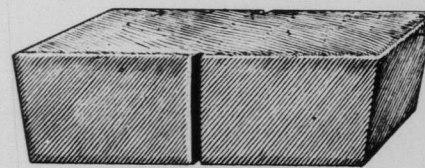
2½ Gallon Tins, 2 to Case	\$4.00
5 Gallon Tins, 1 to Case	3.90
Oak Barrels, about 40 Gallons, per Gal.	75c.



### NUTOLO BAR

A Pure Maple Cream with Walnuts

Sells at 5 cents each, weight 1/4 lb. 42 Bars to Paper Box, 2 boxes to case. .... Per Case \$3.00



### LION BRAND PURE MAPLE SUGAR

Made in 10-cent blocks with score line for breaking in two for 5 cent blocks, 40 blocks to case. .... Per case \$3.00

### MAPLE BON-BONS

Made from Pure Maple Sugar and Fresh Cream  
Put up in standard size water pails. No charge for pails

19 lbs. net in pail. .... Per pail \$2.50



### LION BRAND MAPLE BUTTER

	Per case	
1 lb. tins, 2 doz. to case,	\$3.80	Sells for 20c.
2 lb. " 2 " "	6.70	" 35c.
5 lb. " 1 " "	7.20	" 75c.

Nearly 30% profit to retailer on these goods.

Maple Butter is used on the table in place of ordinary butter or jam, is also used for layer cakes, sandwiches, pudding sauce, etc.

"Lion Brand" is the Original and only Genuine.



### OUR PROPOSITION

Send us your order for 5 cases or more, we will prepay the freight to the extent of 40c. per 100 lbs.

If the goods are not perfectly satisfactory, return them at our expense.

Our Maple Sugar Specialties will interest you. Send for illustrated price list.

*In ordering, name your jobber.*

# MAPLES LIMITED :: TORONTO

HEADQUARTERS FOR MAPLE PRODUCTS

# HUDON, HEBERT & CO., Ltd.

## MONTREAL

(Established A.D. 1839)

### Wholesale Grocers and Wine Merchants

AGENT IN CANADA FOR

CHARTREUX MONKS	....	....	Tarragona	....	GENUINE CHARTREUSE, GREEN and YELLOW.
J. DE MULLER	....	....	Tarragona	....	MASS WINES and other Tarragona Wines.
ARCHAMBEAUD FRERES	....	....	Bordeaux	....	Jockey-Club Brandies, Diamant and White Ball Rums.
BOUTELLEAU & CO.	....	....	Barbezieux	....	Cognac Brandies.
A. PERODEAU & CO.	....	....	Cognac	....	Sanator Medicinal Brandy and 15-Year Old Brandy.
NUYENS & CO.	....	....	Bordeaux	....	French Liqueurs and Cordials.
La Cie Des GRANDES SOURCES MINERALES FRANCAISES	....	....	Vichy	....	VICHY-GENEREUSE.
VIOLET FRERES	....	....	Thuir	....	Byrrh Wine and other Fancy Wines.
WYNAND FOCKINK	....	....	Amsterdam	....	Holland Gin.
WRIGHT & GREIG, LTD.	....	....	Glasgow	....	Roderick Dhu, Premier and Grand Liqueur Scotch Whiskies.
ALEXANDER CAIRNS & SONS	....	....	Paisley	....	Scotch Jams, Jellies and Marmalades.
TALBOT FRERES	....	....	Bordeaux	....	Alimentary Pastes, Olives, Olive Oils, Peas, Mushrooms, etc., etc.
MIRAND & COURTINE	....	....	Maisons-Alfort	....	Alimentary Pastes.
THE BON AMI COMPANY	....	....	New York	....	BON AMI.

AGENTS IN PROVINCE OF QUEBEC FOR

STAVANGER PRESERVING CO., Norway .... Crossed Fish Sardines  
H. J. HEINZ CO. .... Pittsburg .... Food Products, "57" Varieties.



# From Top to Bottom

of this list each and every article is benefitted by a liberal use of BON AMI, the cleaner and polisher at one operation.

These articles are to be found in every home, which shows the wide field of utility of BON AMI.

Therefore you run no risk in ordering BON AMI. It is bound to sell because everyone wants it.

Can be had from any wholesaler from Ocean to Ocean.

**Cases of 3 dozen, \$1.19 per dozen,  
or \$14.28 per gross**

F.O.B. wholesaler's shipping point.

**Lots of 5 gross, \$13.40 per gross**

Delivered to any railway station  
from Halifax to Vancouver.

Terms:—Net 30 days.

Agents in Canada

**HUDON, HEBERT & CO.  
LIMITED  
MONTREAL**

The most liberally managed  
firm in Canada



**GLASS and  
PORCELAIN**

Windows  
Mirrors  
Show Cases  
Lamp Shades  
Chimneys

**METALS**

Brass  
Nickel  
Copper  
Tin  
Silver  
Gold

Celluloid  
Marble Work  
Wood Work  
Oilcloth  
Painted Surfaces





"Eh mon but it's guid!"

Tillson's Rolled Oats can be secured from your wholesaler or write direct to  
THE CANADIAN CEREAL AND MILLING CO., Ltd.,

TORONTO, - CANADA.

QUALITY

GUARANTEED

# L'Etoile

Brand

Macaroni, Vermicelli, Spaghetti

Can be seen on the shelves of many of Canada's largest grocery stores, not because the package, which is dainty we'll admit, attracted the dealer but because we gave him hard facts in their favor, and further, because the public gave them a fair trial and endorsed all we stated. We're going to say the same to you and *right here*.

L'Etoile --- Star --- "Bright" Goods

**L**'ess cost. Easy to handle. *No Customs Duty*.

**E**mployees, all experts, brought from France.

**T**he latest type of machinery only in factory.

**O**nly the richest of Canadian flour, the best in the world, used.

**I**nterior of factory spotlessly clean.

**L**eading authorities testify to their quality.

**E**ven state that L'Etoile goods *are superior* to imported.

**L'ETOILE (Brand) ONLY**

received a medal at the important Exhibition recently held at Quebec, another point in our favor.

*Write For Particulars*

We are the owners of "L'Etoile" and "Constantini"  
Brands only.

**Cie Francaise des Pates Alimentaires**

6-9 HARMONY STREET, - - MONTREAL

PURITY

ASSURED

THE CANADIAN GROCER

**The Most Brilliant and Durable Polish!**



## **BLACK KNIGHT STOVE POLISH**

It gives the most brilliant polish with the minimum labor—clean to handle, easy to apply, economical to buy.

The extensive advertising campaign we are conducting will create a big demand for our polish.

There's an excellent profit for the dealer in Black Knight Stove Polish.

Somebody is going to get the trade. Why not you?

### **The F. F. Dalley Co., Limited**

Buffalo, U.S.A.

HAMILTON, CANADA

London, England, Branch: 42 Bloomsbury Square, W.C.

h!

THE CANADIAN GROCER

# Tartan

*SIGN OF PURITY* **BRAND**

**B**E careful of your reputation, you cannot afford to risk it by selling inferior grade canned goods. Tartan Brand has made a tremendous hit on the market, and has already gained wonderful popularity with the public, who certainly show their appreciation of the excellence of this line.

Your trade will wisely fall in with this choice. What pleases the consumer will please the dealer. What the consumer asks for, it pays the dealer to keep.

## “Tartan Brand”

Canned Vegetables, Canned Fruits, Canned Salmon, Package Teas, Baking Powder, Soaps, Baking Soda, Syrups, Spices, Extracts, Jelly Powders, Cream of Tartar, Mustard, Borax, Peels, Coffees, Currants.

EVERY PACKAGE OR TIN FULLY GUARANTEED BY

**BALFOUR, SMYE & CO.**

Importers, Packers, Wholesale Grocers  
HAMILTON, ONTARIO

OUR MAIL ORDER SERVICE IS JUST WHAT YOU NEED

Phone 596 FREE TO  
BUYERS



When you fill  
an order for

## WINDSOR TABLE SALT

you know your cus-  
tomer will be satisfied  
with the Salt and  
pleased with your  
service.

## WINDSOR TABLE SALT

is the standard in practically all Canadian homes because of its high quality. It supplies every requirement of a perfect salt---clean, dry, fine, absolutely without adulteration, grit, or bitterness. It sells itself.

## WINDSOR DAIRY SALT

has become the stand-by of all butter-makers because it gives flavor and keeping quality to their butter, just as WINDSOR CHEESE SALT is depended upon to make the smooth, rich cheese which commands the highest price.

If you have these three salt staples in your stock you need carry no other brand.

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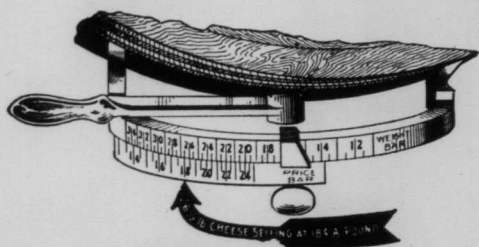
The CANADIAN SALT CO., Limited  
WINDSOR,                   ::                   ::                   ONTARIO



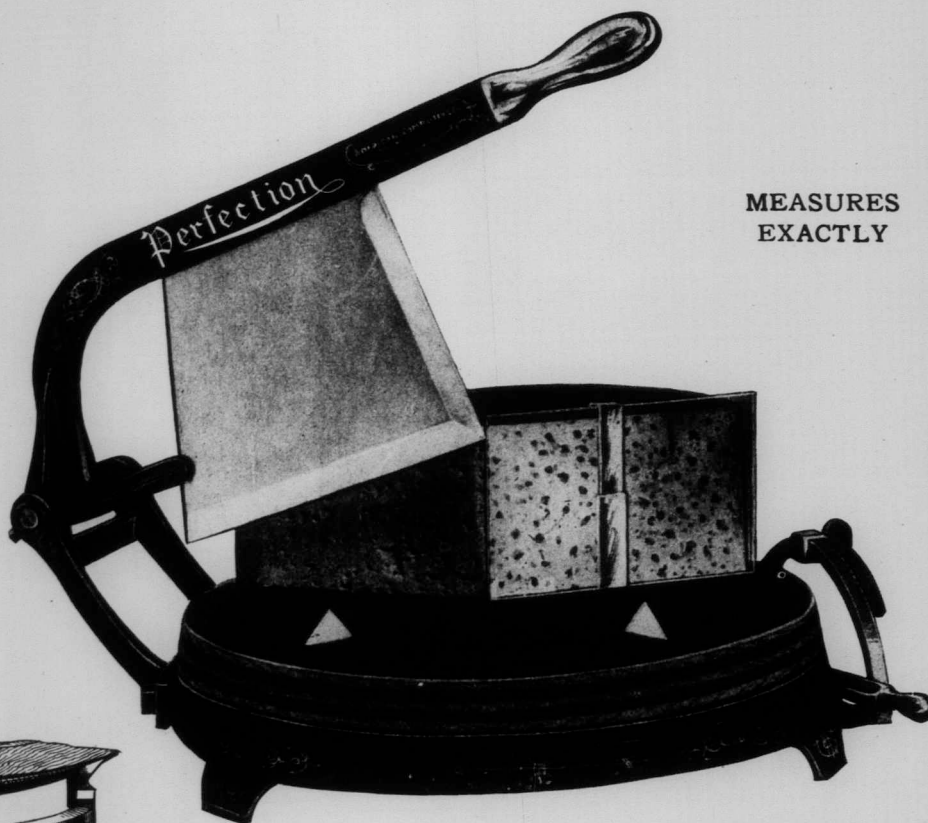
# Why Not Make Your Full Profit?

Being a good fellow when selling cheese is not going to make that department pay. As long as you continue to measure cheese by GUESS-WORK, give the customer the little extra that you cut off, or if you leave it to dry up and waste, you are going to be a loser in the matter of cheese sales. Modern Store Economy has supplied a remedy, that is simple to operate, and accurate in its work.

## The Perfection Cheese Cutter



**PROTECTS  
THE  
CHEESE**



**MEASURES  
EXACTLY**

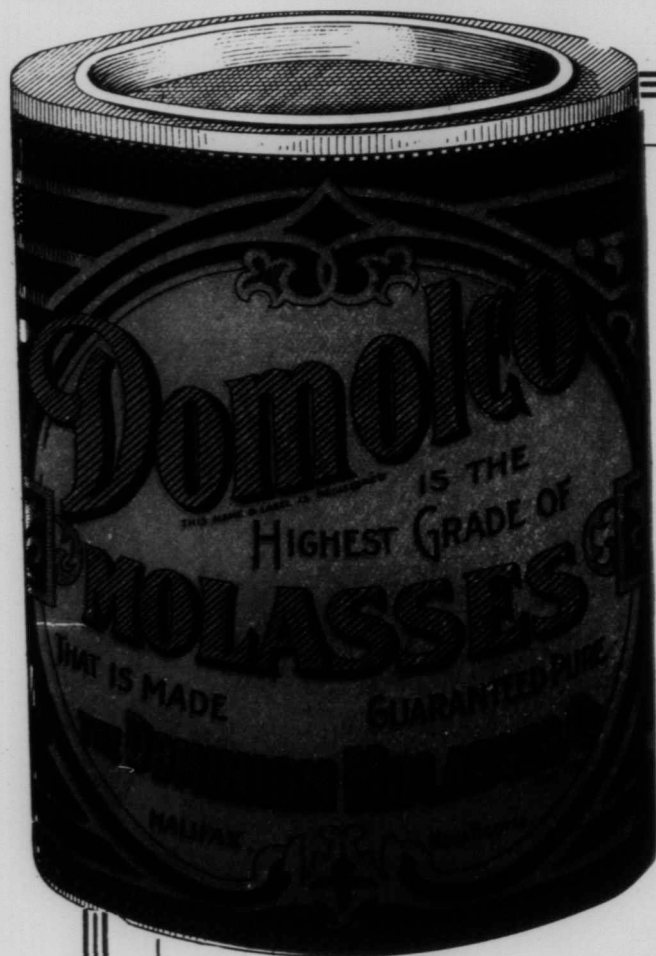
Makes every piece cut show its own profit. It insures you against careless and wasteful clerks. No figuring required. Directions—Set the price mark on one scale opposite the weight on the other, turn the thumbscrew and it is ready for business. Each raise of the small lever to the stop turns five cents' worth of cheese under the knife.

## Automatic Cutter Cabinet

A handsome glass and wood cabinet, highly polished, very practical, adding greatly to the appearance of the store. It keeps the cheese in the most sanitary manner. The Perfection Cheese Cutter is well made, of the best material, and will last a lifetime. The unusual price we ask for such a fixture will surprise you. Send for Particulars. We manufacture cheese cutters for all countries.

*Manufactured only by*

**The American Computing Company of Canada**  
Hamilton - Canada



## DOMOLCO

*A PURE PRODUCT OF THE BRITISH WEST INDIES SUGAR CANE. :: ::*

The highest grade of Molasses obtainable, absolutely pure, and recommended by all physicians as a healthy food.

Superior to Glucose Syrups for table use.

Domolco can be obtained from all wholesale grocers, packed in Sanitary Lever Top Tins as follows:

No. 2's—2 dozen to the case

No. 3's—2 dozen to the case

No. 5's—1 dozen to the case

No. 10's— $\frac{1}{2}$  dozen to the case

No. 20's— $\frac{1}{4}$  dozen to the case

**Advertised in Every Street Car in Canada**

**ORDER NOW**

**Name and Label Registered**

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

**HALIFAX, N.S.**

# SEASONABLE LINES

Nothing could be more welcome to customers during the Yuletide season than



## Food Products



Prepared under ideal conditions, they constitute an ideal Christmas delicacy.

Particularly timely are the mincemeat, jams, marmalade, catsup, jellies, mixed pickles, sweet pickles and S. B. sauce.

Lines that bring custom, enhance reputation and increase profits.



### OUR EXTRACTS

The **STERLING BRAND** is the acme of perfection in extracts. You make no mistake in recommending it to your customers.



## THE T. A. LYTLE CO., LTD.

Sterling Road, TORONTO, ONT.

—1911 Christmas 1911—

An Assortment of

**PERRIN'S**

Attractive

F A N C Y

**BISCUIT**

**Packages**

a n d

**Fruit Cakes**

will be appreciated by your customers. Why not  
add an assortment to your Christmas Order?

## WHAT THE PRESS SAYS:

"Ventilation and light make the new building of Ramsays Limited, Montreal, a *Veritable Sunshine Bakery.*"



We make only one grade of biscuits, the best that the purest and richest material can produce, and fully equal to anything made abroad.

# RAMSAYS LIMITED

330 Nicolet Street,

MONTREAL



**\$100.00 "One Hundred Dollars" \$100.00**

**IN GOLD GIVEN AWAY**



For completing the known name of a person prominent in Canada, whose name consists of nine letters, the first of which is "C" and the last "T," as—



C ..... T

The above amount will be divided into 18 prizes, as follows:

**First Prize, \$25.00 in Gold**

**Third Prize, \$10.00 in Gold**

**Second " 15.00 " "**

**Fourth " 5.00 " "**

**and the next twelve will each receive \$2.50 in Gold**

Contest commences November 13th, 1911, and ends December 30th, 1911, both days inclusive. Letters received at the office either before 13th November, 1911, or after 30th December, 1911, will not be counted.

The first person sending in the correct name will receive the first prize, and others sending in correct answers will receive the other prizes in the order in which their answers are received, also to the party sending in the correct answer next to last one received we will give \$5.00 and to the last \$10.00.

### **Conditions Governing Contest**

You have one answer with each ONE-POUND PACKAGE or TWO HALF-POUND PACKAGES OF "MELAGAMA" TEA or COFFEE you buy. All you have to do is to steam label off Tea Lead or from the Coffee tins, send the two end pieces of the Tea Labels, or the portion of the Coffee Labels with picture of children on it, along with your answer, giving name and address in full, and send to "MELAGAMA," Dept. "B," 45 Front St. E., Toronto, Ont.

(Answers unlimited, try early and often).

**No employees or immediate relatives will be allowed to enter contest.**

Answers will be numbered in consecutive order as they are received, and at the expiration of the contest the prizes will be awarded by a committee of disinterested persons, and the list of prize winners will be given in this paper.

# **"MELAGAMA"**

## **TEA and COFFEE**

**Packed and blended by the old-established firm of MINTO BROTHERS, TORONTO**

**As the demand will be great, dealers are advised to order full supplies immediately.**

# CHIVERS'

CANNED AND BOTTLED

## English Fruits in Syrup

Specially selected Home Grown Fruit, canned under ideal conditions within a few hours of being gathered.



The STANDARD  
(London) says :

"Thanks to Messrs. Chivers we may now look for summer fruits all the year round. Straight from the orchard, it would be difficult to tell the difference between these and freshly stewed fruits.



**FRESHNESS**  
**CLEANLINESS**  
**: PURITY :**

## Highest Awards



### GRAND PRIX

Brussels  
International  
Exhibition, 1910

### GRAND PRIX

Turin  
International  
Exhibition, 1911

### GRAND PRIX

Festival of Empire,  
London, 1911

## CHIVERS & SONS, LTD.

FRUIT GROWERS  
HISTON, CAMBRIDGE, ENGLAND

*For Samples and Quotations apply to the Agents :*

THE W. H. MALKIN CO., LTD.  
57 Water St., VANCOUVER, B.C.  
(British Columbia and Alberta)

THE FRANK L. BENEDICT CO.  
144 Craig St. West, MONTREAL  
(Canada and Newfoundland)

## Cambridge Soups

Prepared from carefully picked vegetables, grown on Chivers & Sons' own farms. Each packet contains sufficient powder to make a quart of delicious and nourishing Soup.

TOMATO  
HARICOT  
ONION



CARROT  
LENTIL  
PEA  
&c., &c.



To the wholesale trade only.

# **West India Company, Limited**

## **St. Nicholas Building, - - - Montreal**

The Canadian House of:

Sandbach, Tinne & Co.,  
3 Cook Street. Liverpool.  
(Established 1803)

Sandbach, Parker & Co.,  
Demerara, B. Guiana.  
(Established 1782)

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

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

<b>SUGARS,</b>	<b>MOLASSES,</b>	<b>CATTLE FOOD,</b>
<b>COCOA,</b>	<b>COFFEE,</b>	<b>PIMENTO,</b>
<b>GINGER,</b>	<b>NUTMEGS.</b>	<b>COCOANUTS,</b>
	<b>Etc.,</b>	<b>Etc.</b>

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

**RICE, SAGO, TAPIOCA, PEPPER, CINNAMON and  
other Spices, WALNUTS, PEANUTS and all  
nuts for Confectionery purposes, and  
Grocery Specialties of all kinds.**

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

# **West India Co., Limited**

## Are The Census Returns Correct?



¶ They may and they may not be, but there is one thing certain, that when our grandfather started business in 1834 there were 30,000 people in Montreal. To-day we are told there are 600,000.

*This Indicates the Wonderful Growth of our City.*

### Our Business has Developed Likewise

¶ We are here to-day to supply you with the best in groceries, from chemically pure Cream Tartar to Canned Goods, by the carload, and you can count on us to deliver the goods when you want them. Everything but liquor and tobacco.

¶ The stability of a long established house, coupled with progressive business methods, enable us to serve you satisfactorily.

*Send a Trial Order to*

## Mathewson's Sons - Montreal

Wholesale Grocers and Importers

P.O. Box 1570

Owners of Quaker Brand Salmon, Best Packed  
" " Quaker Baking Powder, Guaranteed to Contain No Alum  
" " Peacock Brand Pickles.

# Dominion Silent Matches

Their Satisfaction-Giving Qualities Make  
Them a Profitable Stock



The class of staple articles you carry bespeak volumes to the intending purchaser. Matches are a staple—a household necessity. Then why not handle a line that will give your customers year-round satisfaction, and, incidentally, increase your prestige as a salesman of reliable goods?

## DOMINION MATCH

is made of good quality wood that will not break. Every head is made to light without spluttering, a fact which greatly reduces the danger of fire. These are points which may seem but little things—but great in proportion when applied to match quality. The attractive boxing makes them excellent stock for shelves or window displays.

**The Dominion Match Company, Limited**  
**Deseronto, Ont.**

OR

CANADA BROKERAGE COMPANY, LIMITED, TORONTO  
A. MACDONALD COMPANY, WINNIPEG, MAN.



# STOP

LETTING GOOD MONEY SLIP  
THROUGH YOUR FINGERS!

Of course, you don't mean to let your profits leak away, but why don't you STOP IT?

If you let an item of \$1.00 each week slip by without being charged that means a loss of \$52.00 for the year.

If you let \$1.00 each week SLIP THROUGH YOUR FINGERS in settling DISPUTED ACCOUNTS that means you must sell \$260.00 worth of goods to make up for it.

If you are using some drop-leaf SLIP system where several accounts are exposed at the same time, and lose slips (representing money), get accounts mixed, bring forward past accounts, and possibly, to cap the climax, lose all your accounts in

a fire, you may not be able to estimate your loss,—but why bother then—it's too late.

**CUT IT OUT—NOW!!**

**BUY A 1911 MODEL KEITH ACCOUNT SYSTEM**

It will stop FORGOTTEN CHARGES on account of the NUMBERING FEATURE. No other system has this feature.

It will absolutely prevent disputes—ask us why.

It will positively prevent losing of slips, mixing of accounts, and manipulation of charges.

It will protect your accounts against fire.

The price is right—the terms are reasonable—write now for full information.

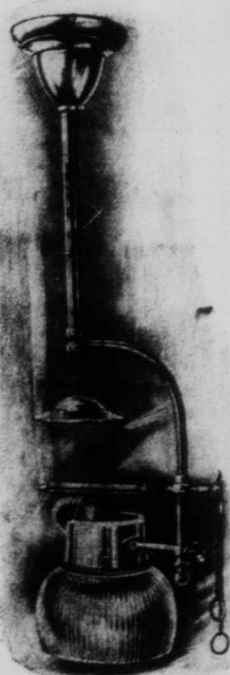
**THE SIMPLE ACCOUNT SALESBOOK COMPANY**

SOLE MANUFACTURERS, ALSO MANUFACTURERS OF COUNTER PADS FOR STORE USE  
1926 Depot St., FREMONT, OHIO, and HARTFORD, CONN., U.S.A.

Victor Archambault, 28 Bridge St., Sherbrooke, Que., Representative for Quebec and Maritime Provinces.  
Sydney McKeever, Box 843, Brockville, Ont.



## Save Money by Using Our Light



Absolutely Perfect

Five hundred per cent. on your light bill is a big saving and one that you should look into. Combine this saving with the fact that you have the most beautiful and brilliant light known to science and you will gain some idea of its value to you. Universally used and thoroughly guaranteed for five years. Many times cheaper than electricity, gas, acetylene or coal oil, and very easily operated. Write to us and let us explain how you can save money and increase your business.

**MACLAREN & CO.**

MERRICKVILLE,

ONTARIO.

We have some Special Values in

**Raisins**— **VALENCIA**—Finest Select and Seedless, at less than to-day's cost of importation.

**ALL KINDS MALAGA**—Fine Quality—in 1, 3, 5½ and 22 lb. boxes.

**CALIFORNIA**—Seeded, "Anchor" Brand, fancy four crown.

**BLEACHED SULTANAS**, at quotations considerably below quotations for Smyrna Sultanas.

**Pickles** for Immediate Shipment, in 5 gallon pails.

**MIXED - CHOW and SWEET MIXED.** We are offering the finest quality in bulk pickles that we have ever had to offer.

*It will Pay You to Book Your Orders Now*

**EBY-BLAIN, LIMITED**

Wholesale Grocers

TORONTO

**“FORCE”**

“Force” is a wholesome, hunger satisfying breakfast cereal. Made from wheat blended with highest grade barley malt.

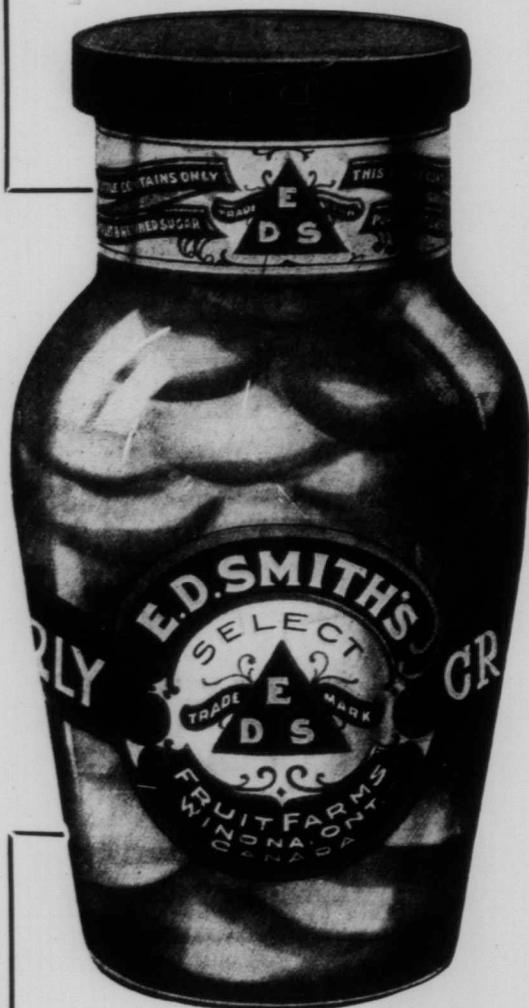


If your customers are looking for something good tell them about

**“FORCE”**



THE H-O COMPANY, Hamilton Ont.



## “E.D.S.” Brand Jams, Jellies, Preserves, Catsup and Canned Goods

“The Bubble reputation” may be more than a bubble—it depends upon what the reputation is for. E. D. S. Brand has built up a reputation for absolute purity, and judging by the popularity which E. D. S. products have achieved, that reputation is no bubble.

### 100% Pure

The claim we make for ALL our products that they are absolutely pure, is not a mere assertion. It is backed up by the Government Inspector of Foods, who has pronounced E. D. S. Brand 100% pure.

There is no better shelf or counter stock. The jars are attractively labelled and help you in making an effective window display. No preservatives of any

kind are used when bottling them, but they are closed in absolutely airtight jars, and are as fresh and toothsome when taken out as the day they were canned.

### Quick Sellers



# E. D. SMITH

WINONA

ONTARIO

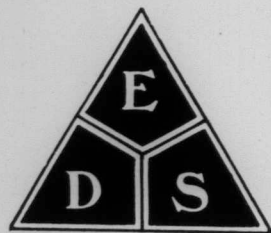
AGENTS—NEWTON A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N. S.; J. GIBBS, Hamilton.

# "E.D.S." Brand Jams, Jellies, Preserves, Catsup and Canned Goods

We have not been content to let the merits of our products speak for themselves. We have made them known to the consumer by means of very extensive consumer advertising, and there is to-day no better known brand than



Command  
Repeat  
Orders



The advantages to you of handling this line in preference to others are many. You have the satisfaction of recommending quality goods (goods whose quality you have tested and appreciated), you have the pleasure of seeing your customer endorse your recommendation and the greater of selling more goods than formerly and making more profit.

If you do not handle E. D. S. Brand, write us for information. You will be glad you did.

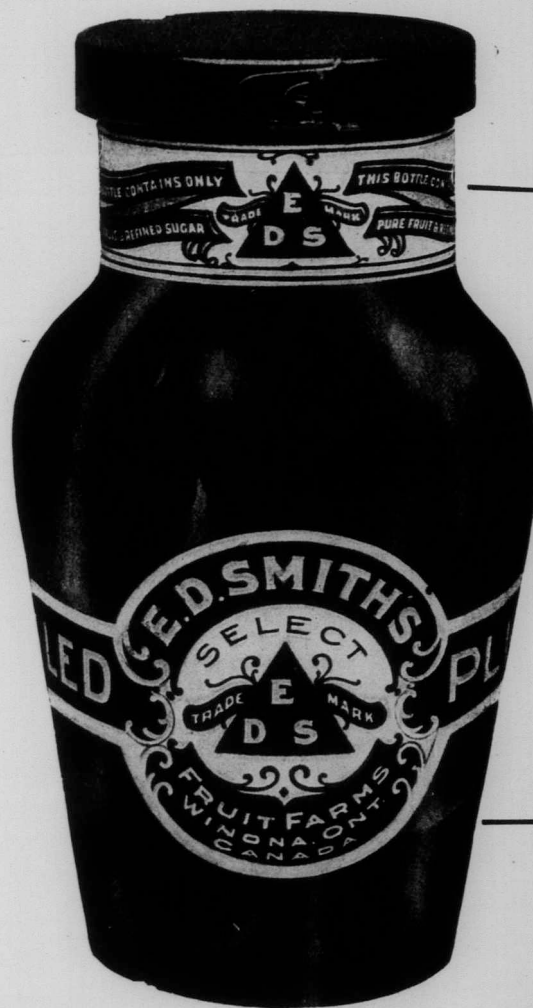
All our products are grown at our own fruit farms at Winona, Ont.

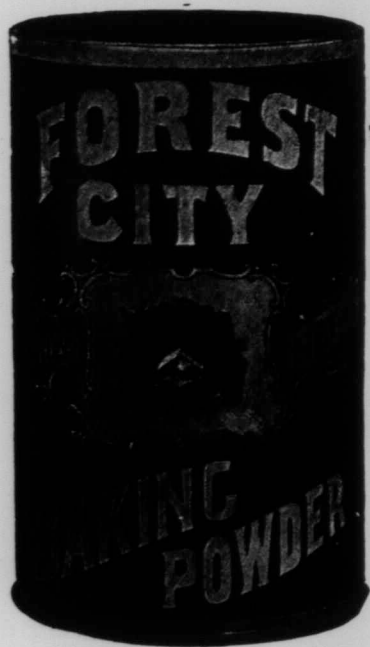
## E. D. SMITH

WINONA

ONTARIO

AGENTS—NEWTON A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; J. GIBBS, Hamilton.





## The Home Verdict--

that's what counts. When father, mother and the children are all pleased with what they are getting from the grocer, it means he is going to do a steady business with that home. The purity and quality of our products make them the home favorites, and therefore the grocer's favorites too.

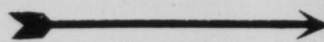
Your inquiry  
will be  
promptly  
attended to.



Gorman, Eckert & Co.,  
LIMITED  
LONDON, Ont. WINNIPEG, Man

Three  
"Wonderful"  
Points

And All  
True Too



The practical housewife who has used "Wonderful" Soap will readily realize that she is **SAFE** in purchasing our line because she is **SURE** that its quality is such as to produce **SPEEDY** results.

What more, then, could be desired unless perhaps it be that the outcome of the whole transaction is that the article is **CHEAP**, the task of washing rendered **CLEANLY** and the clothes made **CLEAR**.

Grocers are agreed that to try "Wonderful" Soap is but to permanently become its user—for the toilet, laundry, bath and scrubbing.

**C**heap  
leanly  
lear

THE GUELPH SOAP COMPANY  
GUELPH, ONTARIO



# CANNED GOODS

We have ten carloads to offer at interesting prices, including Corn, Peas, Tomatoes, Salmon and other staple lines.

## TEAS

Our reputation in this line is favorably established and our values speak for themselves.

### Special--12 1-2c. per pound

will buy new crop choice Black Teas.

Samples and quotations submitted upon application. We get the business because we have the values.

### R. SIMPSON & CO.

Importer of Teas, Coffees, Spices, Etc.

Wholesale Grocers

29-31 Charles Street, Hamilton, Ont.

Club Health  
Salts

Flavoring  
Extracts

GUARANTEE OF PURITY



Baking Powder, Spices, Coffee, must be of highest quality. You cannot take chances upon them, for if you do you will lose customers. If you look for the trade mark—PRINCE OF WALES—on all of these lines you undertake to handle you will be securing the purest and best for your customers. It is on our

Baking Powder  
Cream Tartar

White Pepper  
Black Pepper

Allspice  
Nutmegs

Cloves  
Gingers

### CLUB JELLY POWDERS

Put in a few of these packages. Tell your customers that you have a "Double Event" proposition for them. There is a custard powder along with the jelly in each package. They will surely purchase.

We supply spices whole or ground.

Over 50 years' experience.

Deal with an old-established, reliable firm and be sure of what you are getting.

We are manufacturers of CORKS and CAPSULES also.

## S. H. EWING & SONS

MONTREAL

TORONTO

Icing  
Powder

Club Jelly  
Powders



Trade Mark of Quality

# Sweetheart Brand



¶ This is the name to look for when you are buying Baking Powder, Coffees, Spices, etc. The name is a guarantee of the purity and high quality contained in all goods bearing the "Sweetheart Brand" trade mark.

¶ Throughout the winter season the demand for Coffee will be large—get your share of the profit by handling "Sweetheart Brand." A line that will not only result in financial gain by its sale, but will create a confidence in you by your customers through its refreshing and appetizing flavor.

¶ You take no chances when you stock any of these reliable goods that are advertised and backed by us. See to your stocks—the following may serve as a reminder:

Sweetheart Coffees, Sweetheart Baking Powders, Sweetheart Jellies, Sweetheart Flavoring Extracts, Sweetheart Spices.

**IXL SPICE and COFFEE MILLS, Limited, London, Ont.**

## THE STAR EGG DELIVERY SYSTEM



Made in one and two dozen sizes.

Gets the Business and Saves Your Money

### STAR EGG CARRIERS AND TRAYS

FOR SAFE EGG DELIVERY

The only system especially invented for delivering eggs by vehicle. Stops all breakage and miscounts. Costs less to install and operate than paper bags or boxes. Satisfies customers and furnishes the best kind of advertising medium possible.

It will pay you to find out all about STAR EGG CARRIERS AND TRAYS.

Write to-day for particulars and we will send you two valuable books: "SAFE EGG DELIVERY" and "SAMPLE ADS."

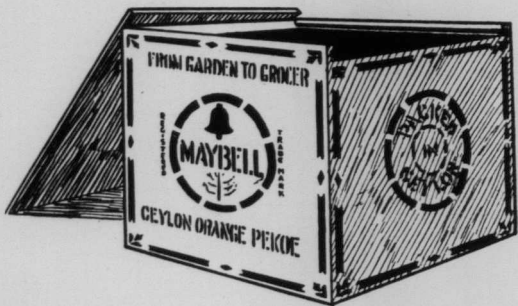
Star Egg Carriers are licensed under Canadian Patent No 96566, to be used only with trays supplied by us. Manufacturers, jobbers or agents supplying other trays for use with Star Egg Carriers are contributory infringers of our patent rights and subject themselves to liability of prosecution under the Canadian patent laws.

**STAR EGG CARRIER & TRAY MFG. CO.**

1550 JAY STREET,

ROCHESTER, N.Y.

# Use Your Advantage



## The Grocer Has a Distinct Advantage Over the Tea Peddler

Women have an instinctive dislike for peddlers, tea peddlers included. Women buy tea from peddlers in spite of this dislike, simply because the peddler has what **seems** to be better tea at a better price than the grocer.

It stands to reason that if you can offer your customers a better tea proposition than peddlers you can win back your own tea trade. You can do this by selling

### "Maybell Ceylon Tea"

in 5 and 10 lb. Lead-lined  
Decorated Chests

We aim to point out where YOU possess a distinct advantage over any PEDDLER and to suggest a means by which you can make the most of it. The advantage is this:

When YOU are talking to a customer, she is in your store VOLUNTARILY and is open to suggestion. On the other hand, when she opens the door to a PEDDLER her attitude is usually ANTAGONISTIC.

Now it is obvious that if, when you have a customer voluntarily in your store, you can offer her as good a tea proposition as the peddler, you can practically bank on getting her order.

That's reasonable, isn't it?

And we know we can put you in the way of offering your customers a MUCH BETTER tea proposition than any peddler in the country.

### "Maybell Ceylon Tea"

in 5 and 10 lb. Lead-lined  
Decorated Chests

Packed also in 50 to Half-chests.

The prices at which you can get "Maybell" Tea, the splendid quality of it, together with the specially attractive chests, containing just the quantity country housekeepers prefer to buy, make this Maybell Tea Chest Proposition the ONE SURE METHOD of regaining your tea trade from the peddling fraternity.

#### NOTE THESE PRICES

5-lb. Boxes, 8 to a case, 24c. per lb.  
10-lb. Boxes, 4 to a case, 23½c. per lb.

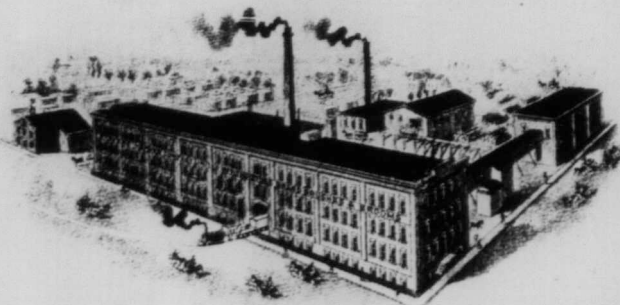
These prices enable you to meet the average peddler in price, if you want to; and they certainly DO yield you a better margin of PROFIT than any line of package on the market.

***If you are interested in putting tea peddlers out of business in your locality, just give this "Maybell" Tea Proposition a fair trial. You will be amazed at the good results.***

**Canada Brokerage Company, Limited**  
Toronto, - Ontario



## KEYSTONE BRAND BRUSHES AND BROOMS



Nothing succeeds like success. The success attained by Keystone Brand Brushes and Brooms has been achieved by merit through the continuous high standard of quality.

All lines of brushes or brooms bearing the stamp of "Keystone" are made in a modern factory of most improved conditions. All Broom handles are made of selected maple stock, and are highly polished—points alone that command sales.

Among the many desirable lines of Keystone Brand goods, we call special attention to the "Jubilee" and "Klondike" Brooms. These two lines are the very best that the highest quality of material and skilled mechanics can produce.

Assure yourself of the certain reliability of brushes and brooms you are placing in the hands of your customers by selling them Keystone Brand.

Your profit is assured—order a stock to-day.

**Stevens-Hepner Company**  
LIMITED

Port Elgin, Ontario, Canada

## "ESKIMO" Sardines

The Brand to handle,  
both for quality and  
quantity.



## The Right Season

The time is now at hand for heavy sales of sardine lines. Our brand, packed under official inspection in guaranteed pure olive oil, is reliable in quality and moderate in price.

ORDER TO-DAY FROM YOUR  
WHOLESALE OR WRITE TO

MONTREAL—J. W. Windsor.	LONDON, ONT.—
QUEBEC—Albert Dunn,	Geo. L. Gillespie
HALIFAX—A. B. Mitchell.	WINNIPEG—W. H. Escott Co.
ST. JOHN, N.B.—	CALGARY—H. Donkin & Co.
W. S. Clawson & Co.	EDMONTON—
TORONTO—A. E. Richards & Co.	Dominion Brokerage Co.
HAMILTON—	VANCOUVER—H. Donkin & Co.
A. E. Richards & Co.	



# PINK'S PICKLES

have won public favour by sheer merit.

Prepared from clean, fresh, wholesome vegetables and pure malt vinegar, they have a flavour far superior to most pickles and a piquancy none can equal.

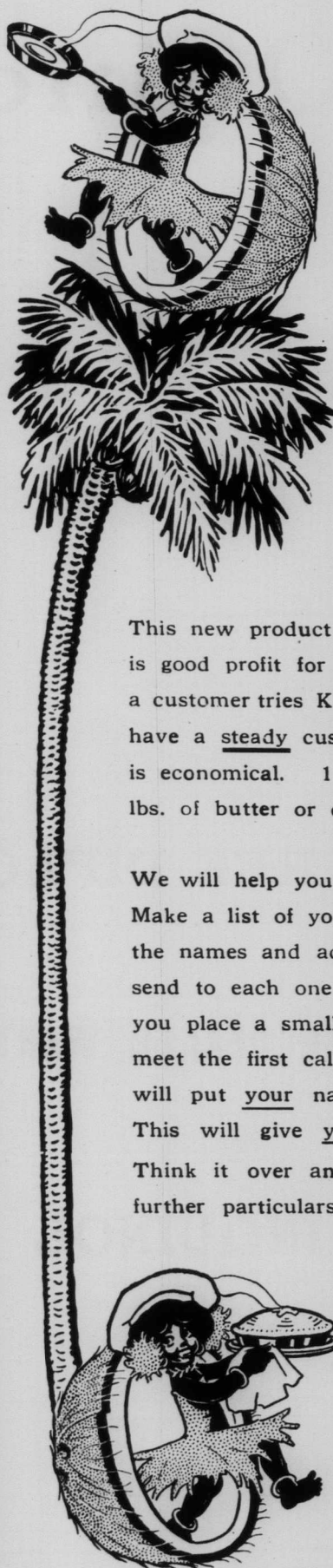
They are packed in various sized lever top bottles and stone jars. Grocers will find them an easy selling and profitable line.

## THE MANUFACTURERS' AGENCY CO.

MONTREAL,	J. W. Windsor, 22 St. John St.
ST. JOHN, N. B.	S. Cecil Irvine, 48 Princess St.
HALIFAX, N. S.	C. E. Creighton, Bedford Chambers.
BOSTON, U.S.A.	General Sales Office, 330 Board of Trade Building

# E. & T. PINK

LONDON, ENG.



# KO- KO- BUT

THE PERFECT  
COOKING  
BUTTER

This new product is a success. There is good profit for the grocer, and once a customer tries KO-KO-BUT, you will have a steady customer. KO-KO-BUT is economical. 1 lb. goes as far as 1½ lbs. of butter or other shortening.

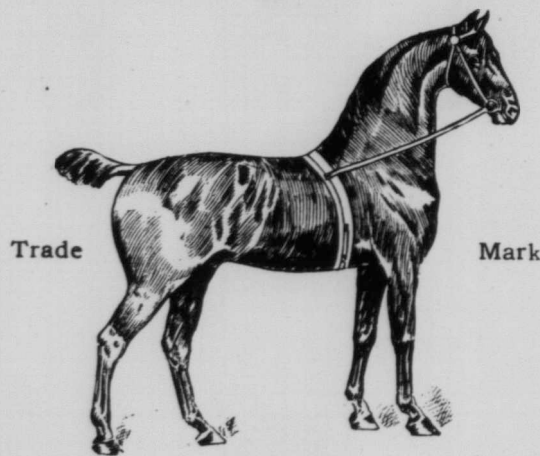
We will help you to sell KO-KO-BUT. Make a list of your customers, send us the names and addresses, and we will send to each one a book of recipes. If you place a small order, to be able to meet the first calls for KO-KO-BUT, we will put your name on the cookbook. This will give your store prominence. Think it over and drop us a line for further particulars.

MANUFACTURERS

**DOMINION  
COCOANUT  
BUTTERS  
LIMITED**

MONTREAL

# Quinquinol



A Stock Food for Horses, Cattle, Sheep, Hogs, Dogs, Poultry, etc., etc., offering you a good opportunity to build up a strong "Stock Food" business with your country patrons. We can show you copies of hundreds of orders received for QUINQUINOL, surely a guarantee of its great qualities. The following speaks for itself :

The American Pure Food Co.,  
Montreal.

St. Telephone, Quebec, July, 1911

Gentlemen:—

I am the proprietor of a general store and have used your Quinquinol for my own horses. Having found it most satisfactory, I wish to sell it to my customers. Please send me four dozen tins, and if my goods from Hudon and Orsali are not already shipped you can place yours with them.

I am, yours truly, W. LEROUX.

## THREE DIPLOMAS GAINED

The only Stock Food awarded diplomas at Three Rivers, Sherbrooke and Ottawa Exhibitions. Recommended by the Minister of Agriculture.

\$4.00 per doz. gallon tins. Retails at \$6. Profit, 50%

## ➡ ONE DEALER WANTED IN EACH TOWN ➡

We will only sell our goods to one dealer in each town. Are you going to be that one and have the whole territory for yourself? If so, get in touch right away as we are booking orders for next spring and dividing territory. We must do it in advance as we have a large amount of "Quinquinol" to turn out every year.

## QUINQUINOL IS DIFFERENT

entirely from other Stock Foods. It is packed in tins, and attractive ones at that, so that *no loss* can take place from vermin or moisture. You can "money-back" the goods if customers are not satisfied. But we have never had any complaints from dealers.

**Register Now. Exclusive Territory means  
an Increase in your Spring Stock.**

**The American Pure Food Company  
MONTREAL**

# Buy "The Powder with a Pedigree"

THE LEADER FOR 50 YEARS  
AND STILL THE BEST



NO ALUM  
IN IT

FROM ALL JOBBERS  
OR

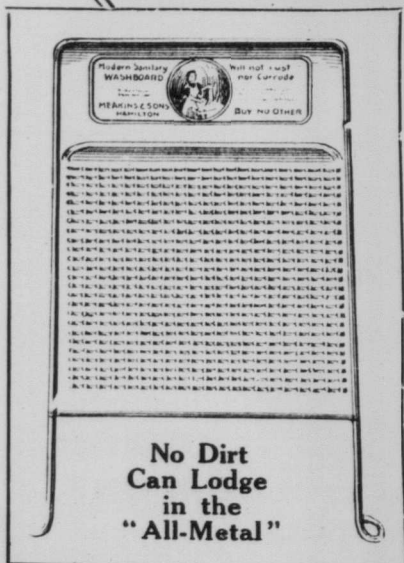
W. D. McLaren, Ltd.  
Montreal

# COOK'S FRIEND BAKING POWDER

## An Efficiently Durable Washboard

Recently the enormous increase in the use of sanitary washboards is conclusive evidence of the advance of Domestic Science.

### MEAKINS' SANITARY WASHBOARDS



keep out dirt and the germs that lodge in it.

They are made in one piece, without any cracks or wood to absorb the filth and disease that always lodge in the ordinary kind.

Women buy them on sight. Secure a stock to-day. An excellent profit is assured.

**Meakins & Sons, Hamilton, Ont.**

## LOOK OVER YOUR STOCKS

Don't you think that there is room in your store for a few packages of the following high-class goods, which have just arrived per S.S. Bellona and Jacona:—

### 50,000 Boxes A. Garofalo Macaroni

825 Cases Orsi Tomato Paste  
 1000 Cases Vergine Brand Olive Oil  
 250 Loaves Gorgonzola Cheese  
 100 Cases Italian Peas, Fine  
 150 Cases Italian Peas, Extra Fine

250 Cases Italian Tomatoes  
 100 Cases String Beans, Fine  
 150 Cases String Beans, Extra Fine  
 300 Cases Romano Cheese  
 140 Tubs Reggiano Cheese

We never receive any complaints from customers concerning quality of goods, or with regard to delivery. We always give satisfaction, and you may rest assured that the smallest order will receive our utmost care, just as if it were a large one.

We have something special to offer you just now.

WRITE

*The Charles*  
**Cicero**  
*Company* LIMITED

TORONTO

SPECIALISTS IN ITALIAN PRODUCTS

MONTREAL

## "BANNER" GOLD BLAST LANTERNS



First in

**Workmanship**

On Account of the Experience  
 of the

**Makers**



First in

**Sales**

On Account of the Experience  
 of the

**Buyers**

**The Ontario Lantern and Lamp Co., Limited**

Head Office and Factory,

HAMILTON, ONT.

Montreal Branch, 30 St. Dizier St.

Winnipeg Branch, 56 Albert St.



By Special  
Appointment



Established 1817.

to His Majesty  
King George V.

# Macfarlane Lang & Co's

## "Granola Digestive"

(Regd.)

# Biscuits

All varieties of the high-class Biscuits manufactured by this old-established and widely known Scotch Firm are now being regularly imported and can be — supplied in all parts of the Dominion. —

SAMPLES AND FULL PARTICULARS FROM

SNOWDON & EBBITT, 325, Coristine Building, Montreal.  
NEWTON A. HILL, 25, Front Street, Toronto.  
MASON & HICKEY, 287, Stanley Street, Winnipeg.  
The STANDARD BROKERAGE CO.,  
852/864, Cambie Street, Vancouver, B.C.

Biscuits may be grouped into two general classes—FOOD Biscuits and FANCY Biscuits; but

## "Granola Digestive" Biscuits

possess the wholesome nutritive qualities of the former with all the appetising attractiveness of Fancy . . . Biscuits . . .

They are thus specially suitable for general household use . . .

# Macfarlane Lang & Co's

Biscuit Manufacturers,  
Glasgow and London.

*Remember my face;  
you'll see me again!*



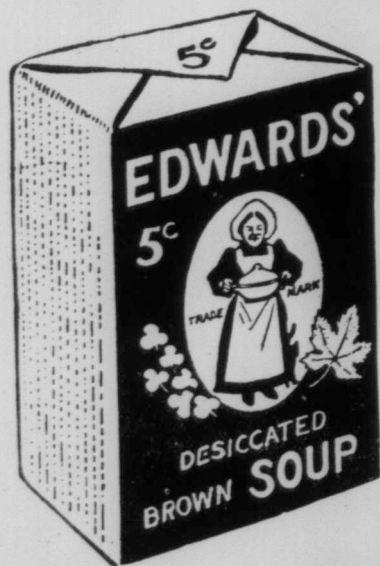
## A STRONG ADVERTISING CAMPAIGN

Using Newspapers, Billboards, Street Cars, and House to House Distribution, is now beginning in Canada for

# EDWARDS' DESICCATED SOUP

a product immensely popular all over Great Britain. The makers, Messrs. Frederick King & Co., Limited, of Belfast, Ireland, are introducing it into Canada in such a vigorous way as to create a widespread demand for it almost at once.

Three kinds, Brown (made of best beef and fresh vegetables), Tomato, and White (both vegetable). Retails at 5c. a package, and in canisters at 15c. and 25c.



We will be glad to send you a sample of each kind, with wholesale prices. By stocking up now you will identify your store with a product that is sure to be a "best seller."

### DISTRIBUTORS:

W. H. DUNN, 396 St. Paul St.,	Montreal
W. G. PATRICK & CO.,	- Toronto
W. H. ESCOTT & CO.,	- Winnipeg

# The "Swallow" Brand

(Hirondelle)

## ALIMENTARY PASTES

THE brand is the best because the best elements unite in its production---the result being the height of perfection from every possible standpoint.

### There's Worth in Quality

THE "SWALLOW" BRAND proves the worth of its quality. [Manufactured with the best quality of Canadian flour—the best in the world—with the most modern machinery, in the best equipped mills, and under the management of experts, it fears no competition as to quality and freshness from the imported article.

**Vermicelli, Macaroni, Spaghetti, Macaroni short cut, Small Pastes.**

**Assorted Egg Noodles** of the "Swallow" Brand are great favorites. Try them. You will appreciate their exquisite taste.

**Sold Anywhere: Liked Everywhere.**

**THE C. H. CATELLI COMPANY**

LIMITED

**MONTREAL**

**CANADA**

# STORAGE IN OTTAWA

## Two Warehouses

No. 1, G.T.R.  
70 thousand square feet floor space.

No. 2, C.P.R.  
30 thousand square feet floor space

Modern Warehouses. Fireproof. Largest Business in  
Ottawa Valley. Low Insurance Rates.

Direct Connection all Railways. Tracks to the Door.  
Convenient to Steamers. Centrally Located.

### EXCISE BOND FREE

WRITE FOR LOW RATES

## Dominion Warehousing Co., Ltd.

46-52 Nicholas Street, OTTAWA

J. R. Routh, Manager

# H. P. PENNOCK & CO., Limited

WHOLESALE GROCERY BROKERS AND COMMISSION MERCHANTS

## WINNIPEG

Windsor Salt,  
Teas and Coffees,  
Dried Fruits,  
Spices.

**We Handle  
Only  
The Best**

Molasses,  
Salmon,  
Herring,  
Etc., Etc.

WHOLESALE TRADE VISITED DAILY

(Morning and Afternoon)

Correspondence Solicited.

OFFICES:  
BANK OF TORONTO BLDG.



¶ Every housekeeper who has tried the different brands of Flour sold in this country knows that there is actually none as good as PURITY.

¶ This may seem a very strong claim to make, so don't take our word for it. Ask the good housekeepers who have tested various kinds—they will tell you.

¶ We have never been better pleased with the things we hear said about PURITY than we are at present and we expect this year's sales to surpass all records.

Western Canada Flour Mills Co., Limited

Head Office: TORONTO.

MONTREAL

ST. JOHN

OTTAWA

GODERICH

WINNIPEG

BRANDON

VANCOUVER

# Fall → Make Your Candy

You have either read or will read in this number of the success other merchants have met in the handling of confectionery, and right here we want to impress upon you one important fact, and that is — **YOU CAN DO THE SAME.** But you must have the right lines. You must patronize a house that can supply you with something new all the time. We have every facility for doing so.

## Maple Specialties Are Now Seasonable

CRYSTALLIZED MAPLE GEMS.



They are "gems" all right. A dainty, delicious confection, with the Real Sap Flavor. Something new in the candy line and a regular winner.

Packed 18 lbs. to the Pail. Price per Pail, \$2.70

MAPLE HEARTS.



Each a "mouthful of Maple." Have a "heart" which is worth winning. The many repeat orders received testify to their quality and prove that they are fast sellers.

Packed 18 lbs. to the Pail. Price per Pail, \$2.40

THE PROFIT  
PLEASES YOU  
THE CANDY  
PLEASES ALL

## Maple Syrup and Maple Sugar

Right from the Sugar Orchards of the Eastern Townships. Put up in Attractive Packages, Hermetically Sealed. Ready for shipment under the following well-known and popular brands:

### MAPLE SYRUP

SILVER SHEAF BRAND, DIAMOND BRAND,  
SHANTY BRAND

assure you satisfied customers' repeat business.

### TWIN BLOCK MAPLE SYRUP

Again proving that we are the people with the "new" lines. We originated this line. Others imitated, but we don't mind. Ours are easily known by their quality and appearance. Could be picked from a crowd.

All Wholesalers' Salesmen

You have only to mention our Lines.

# SUGARS & CANNERS, LIM

# Trade A Sure Thing ← Xmas

After your last Xmas trade was over and finished with, you no doubt realized you could have sold more of such a thing had you made the necessary arrangements. We feel sure you missed some candy trade. **PREPARE NOW.** Feature our classy lines of specialties. Let your customers see that they will not have to "go down the street" for their confectionery. The extra profit will swell your bank account.

## One of our Leading Lines, "MIKADO MIX"

You need no fancy or expensive showcases to display this line. Look at the dainty packing. Bound to attract attention. Choice and delicious.



Really superb. Absolutely free from sugaring. Well mixed, jellies, creams, peppermints, fancy rocks, etc. In 32-lb. pails. Cost you 8½c lb. A fair profit on an A1 line.

Here are samples from hundreds received from all over the Dominion:

MESSRS. SUGARS & CANNERS, LIMITED  
MONTREAL

Please ship at once

1 pail Maple Hearts, 18 lbs.	- -	\$2.40
1 pail Crystallized Maple Gems, 18 lbs.	- -	2.70
1 pail Maple Buttons, 20 lbs.	- -	2.40
1 c/s Walnutine Blocks, 30 blocks	- -	2.00
1 c/s Pure Twin Block Maple Sugar	- -	3.60
1 c/s Maple Cream Blocks, 30 blocks	- -	2.00

NO CHARGE FOR PAILS.  
8½-Gross Boxes---1 Case



## Make Up a Trial Order For Your Jobber

MESSRS. SUGARS & CANNERS, LIMITED  
MONTREAL

Please ship at once

1 pail Nutty Creams, 17 lbs.	- -	\$2.40
1 pail Fruity Creams, 17 lbs.	- -	2.40
1 pail Mint Buttons, 17 lbs.	- -	2.20
8 ½-gross boxes, Gross Goods, new lines	- - - -	1.05
1 pail Victoria Chocolate Drops, 32 lbs.	- - - -	4.16
1 pail Minto Mix, 32 lbs., Jellies and Creams	- - - -	2.72
1 pail Mikado Mix, 32 lbs.	- -	2.72

Something for the mother to bring home to the kiddies, or something that the kiddies will make the mother buy. Cheap, pure and profitable.

OLD-FASHIONED  
CHOCOLATES

Salesmen Carry Our Lists.  
Lines.

They will be pleased to book your order.

# RS, LIMITED, MONTREAL

## ADVANCE—OR RETIRE?

There's no Standing Still in Business

It's lines like H.P. SAUCE that make for progress.  
Good Value, Good Profit and Good Advertising—some of you are  
doing great things through H.P. Sauce. Now how about you?

W. G. Patrick & Co., Tor., Mont. and Van., B.C.  
Donnelly, Watson & Brown, Ltd., Calgary, Alta.  
W. H. Escott, Winnipeg, Man.  
R. B. Seaton & Co., Halifax, N.S.  
The Midland Vinegar Co., Birmingham, Eng.

# H.P. SAUCE



### KEEP OFF THE SICK-LIST

by taking a dose or two of

### MATHIEU'S SYRUP

### OF TAR AND COD LIVER OIL

if you have a chill or have been exposed to inclement weather.

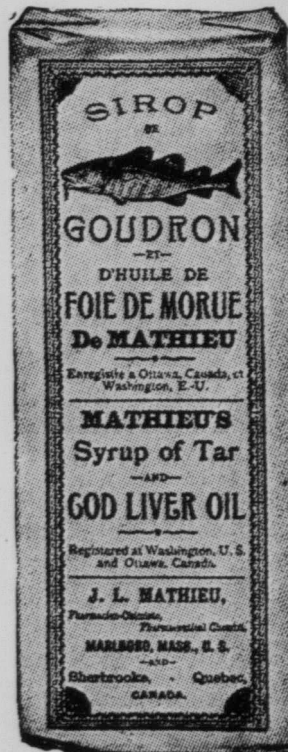
And when you've seen its effects you will recommend this very excellent remedy to your customers.

Every household should have a bottle handy.

**J. L. MATHIEU CO., PROPS.**  
SHERBROOKE, P.Q.

### Mathieu's Nerve Powders

are another useful remedy. Not only are they an unequalled headache and neuralgia cure but they are invaluable to check a fever and stop the ache of bones and chest which comes with a heavy cold.



### Freight Saved for E. T. Grocers

Buying from us you can save freight, as our prices are the same as those of wholesalers in larger cities. Make us prove this. Send us a trial order for such lines as:

Dried Fruits  
Canned Goods  
Onions, Vinegars  
Pickles

Our range of groceries contains all standard brands. Everything guaranteed. Now is the time to order Goods which must be shipped before frost sets in. We also handle a full line of Flour and Feed.

WRITE FOR SAMPLES AND PRICES

**C. O. Genest & Fils**  
Sherbrooke, Que.

### New PEAS (with MINT) in Cooking Nets (Farrow's Patent)

You may have new peas now, or at any time of the year, if you buy Farrow's "Patent Net" Peas and cook them as directed.



### FARROW'S 'Patent Net' PEAS

are the finest early green peas, gathered at the beginning of the season when peas are sweetest, most tender and delicious. Our process preserves ALL their natural flavour. When cooked they are so delicious and tender that you cannot detect them from fresh garden peas. They are very easily cooked and remarkably cheap—a 10 cent Net provides liberal portions for 8 people. Farrow's "Patent Net" Peas are English grown, absolutely pure, free from all preservatives and colouring matter.

The grandest 10 cent line the Old Country has ever sent us.

#### CANADIAN AGENTS:

W. G. Patrick & Co., 77 York Street, Toronto.  
T. A. MacNab & Co., Cabot Bldgs., St. John's, Newfoundland.  
W. A. Simonds, 89 Union Street, St. John, N.B.  
Ruttan & Chapman, Fort Garry Court, Main St., Winnipeg.  
Rose & Lafamme, 400 St. Paul St., Montreal.  
C. E. Cheate & Co., Pickford & Black's Wharf, Halifax



## A. C. LANDRY

Ste. Flavie Station  
Quebec

## WHOLESALE MERCHANT

SPECIALTIES IN  
GROCERIES,  
FLOUR,  
GRAINS  
AND  
PROVISIONS



## Symington's Soups

are so easily sold; they give you a good profit and bring repeat business. Let us send you samples--- also ask for the special introductory offer.

**W. SYMINGTON & CO., Ltd.,** Market Harboro ENGLAND

Oppenheimer Bros.  
25 Pender St.  
VANCOUVER

Frederick E. Robson & Co.  
25 Front St. E.  
TORONTO

Scott, Bathgate & Co.  
Notre Dame St.  
WINNIPEG

When writing advertisers kindly mention this paper.

**Tartan**  
**BRAND**  
[THE SIGN OF PURITY]

**Tartan Brand** Teas, Coffees, Spices, Extracts, Baking Powder, Canned Fruits and Vegetables Salmon and Sundries. Every tin and package guaranteed.

**Wagstaffe's** Jams, Jellies, Marmalade.

**Imperial** Vinegar.

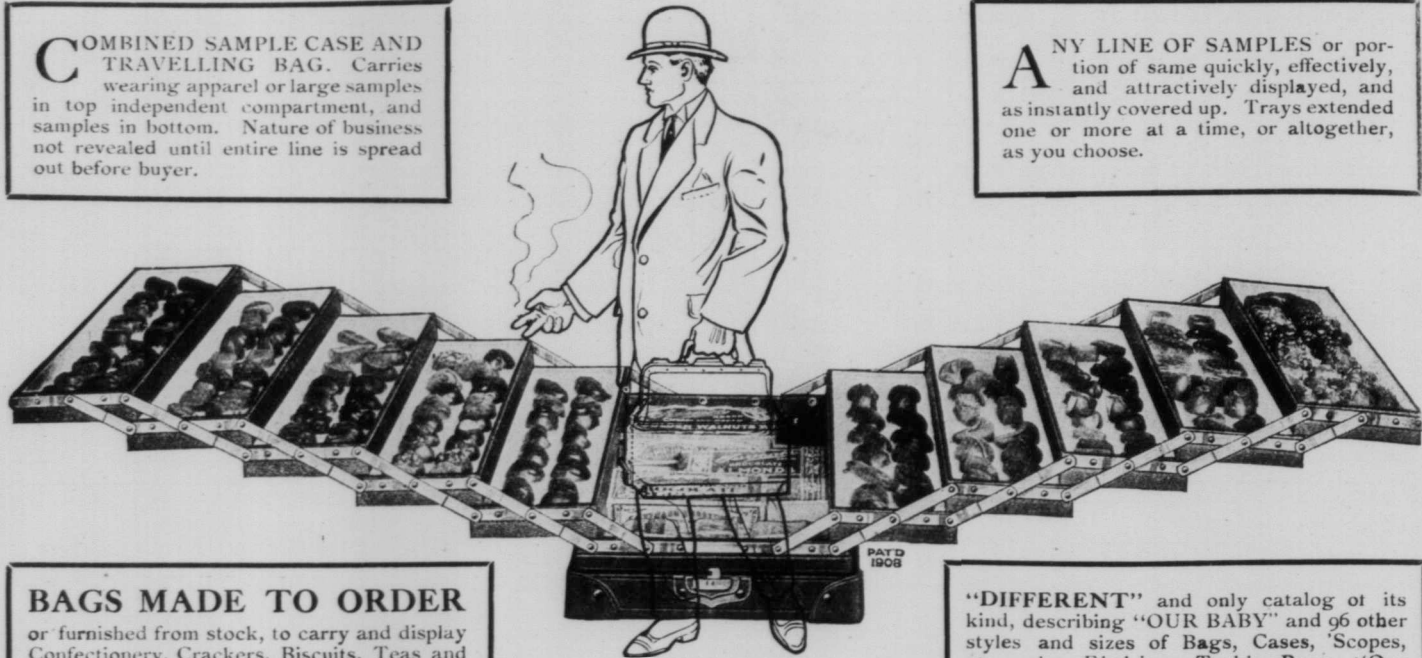
The above lines are fully guaranteed for quality, appearance and sale.

Phone 3595. Exchange to all departments.

**BALFOUR, SMYE & CO.,** WHOLESALE GROCERS . . **HAMILTON**

**C**OMBINED SAMPLE CASE AND TRAVELLING BAG. Carries wearing apparel or large samples in top independent compartment, and samples in bottom. Nature of business not revealed until entire line is spread out before buyer.

**A**NY LINE OF SAMPLES or portion of same quickly, effectively, and attractively displayed, and as instantly covered up. Trays extended one or more at a time, or altogether, as you choose.



**BAGS MADE TO ORDER**  
or furnished from stock, to carry and display Confectionery, Crackers, Biscuits, Teas and Coffees, Groceries, Seeds, All Package or Bottled Goods, Soaps or any line of samples whatsoever.

"DIFFERENT" and only catalog of its kind, describing "OUR BABY" and 96 other styles and sizes of Bags, Cases, 'Scopes, etc., also Fishing Tackle Bags, "One Piece" Leather and "One Piece" Fibre Traveling Bags.

"Our Baby" No. 1

CATALOG GLADLY SENT FREE ON REQUEST

**KNICKERBOCKER CASE CO.** Specialists and Original Designers  
Fulton and Clinton Sts. ESTABLISHED 1900 Chicago, U.S.A.

# DAVIDS'

A WATER  
COLOR FOR  
PEN or BRUSH

*Letterine*  
TRADE MARK REGISTERED 1892.

READY FOR  
USE—IN ALL  
COLORS.

**Recommended and Used by Prominent  
Card-writers as a Rapid Drying, Lustrous**

Prices as follows:

	Quarts	Pints	2 oz.
Black	\$1.25	70c	15c
Red	\$1.25	70c	15c
Blue	\$1.25	70c	15c
Green	\$1.25	70c	15c

**SHOW CARD INK**

Prices as follows:

	Quarts	Pints	2 oz.
Violet	\$1.25	70c	15c
Yellow	\$1.25	70c	15c
White	\$1.25	70c	15c
Gold	2 oz. bottle for 25c.		

A Water Color. Ready for Use.

For use with Brush, Steel Stub or Shading Pen. Extra glossy, strong bright colors. For making Show Cards, Advertising Signs, Price Tickets, etc.  
Write to our Canadian Agents for prices on Red Sable Brushes and Text Writers' Stub Pens.

**THADDEUS DAVIDS CO.**

Established 1825.

CANADIAN AGENTS:

**BROWN BROS. Ltd., TORONTO, Ont.**

New York, U.S.A.

# "PRIDE OF CANADA"

## Maple Syrup and Maple Sugar

"Absolute Purity"



### The Judgment and Verdict

The consumer passes final judgment, remember, on all the goods you sell and you no doubt want the verdict to be satisfactory.

#### "Pride of Canada"

MAPLE SYRUP AND MAPLE SUGAR

never causes any dissatisfaction, because the experimental stage is passed and we have gained a triumph.

*Its purity is established.* Examine the Government Bulletins--the best means of verifying our statements.

*No charges of adulteration* ever laid at our door. A unique honor.



YOU CAN FREELY RECOMMEND

### "Pride of Canada"

## The Maple Tree Producers' Association

LIMITED

58 Wellington Street, - Montreal  
512 Dundas Street, - Toronto

WHEN YOUR GOODS ARE PURE YOUR TRADE IS SURE



# BISCUITS

## from the Old Country

Notice to Grocers and Stores in Canada  
**McVITIE & PRICE**

are now sending regular supplies of their biscuits to Canada.

When you sell **McVITIE & PRICE'S Biscuits** you are supplying your clients with first-class goods noted for their excellent quality and absolute purity.

All goods packed in hermetically sealed tins.

AGENTS: Manitoba and Saskatchewan  
**RICHARDS & BROWN, James Street, WINNIPEG**

Ontario and Quebec:  
**W. G. PATRICK & CO. :: TORONTO**

# NATION'S CUSTARD POWDER & Egg Powder

The dainty, delicious dessert sold by leading grocers from coast to coast, and always in season.

AGENTS:

Ayre & Sons, Ltd.,  
 St. John's, Newfoundland  
 F. Coward, Toronto  
 (For Ontario)  
 The W. H. Escott Co.,  
 Winnipeg, Man.  
 McKelvie, Cardell, Ltd.,  
 Calgary, Alta.  
 Distributors, Ltd.,  
 Edmonton, Alta.  
 W. H. Malkin, Ltd.,  
 Vancouver, B.C.

5-CENT PACKETS  
 HALF-POUND TINS  
 ONE-POUND TINS

Sample free by post.

## Special Announcement

Owing to a considerable increase in our business during the past few years, evidence of the popularity of our lines, we have experienced no small difficulty in filling all orders on given time. We are out to give you the best possible service, and to have your goods with you without any delay. In order to effect this we must have your co-operation. You can assist us considerably by sending orders early.

### MINING CAMPS AND LUMBER CAMPS

Please let us have your Fall orders for

**KING GEORGE'S NAVY SMOKING  
 MASTER MASON CHEWING } TOBACCO**

at the earliest possible date. The demand for these lines is very much larger this year.

## THE ROCK CITY TOBACCO CO.

QUEBEC

WINNIPEG



## It's all Moonshine

to say that other coffee essences 'sell as well'—'please as well,' or are 'as good as' 'Camp' Coffee. There's no coffee 'as good as' 'Camp,' and for this reason 'Camp' sells more quickly and pleases better than any other. Get it into stock and you'll know why it pays to sell 'Camp'

*R. B. ...*

# CAMP COFFEE

## Dried Fruit For Particular People



### Will Satisfy.

### This Mark on Every Box

Place Order Now for  
Fall Delivery

All First-Class Jobbers Handle

# GROCERY

WE SELL  
PURITY  
SALT

## Advertise The Fact

that you sell "PURITY" SALT. It is a sure sign that you are pleasing your customers. Your customers can buy staples in any store, but they will go a long way to get a high-grade table salt. The people will have "Purity" Salt, therefore we say, stock this quality article and make known the fact you have it for sale and watch how rapidly it sells.

THE  
WESTERN SALT CO., Limited

Mooretown, - Ontario |

## Grocery Profit Insurance

- ☐ You can get Insurance against many losses, but none to prevent loss of profits.
- ☐ The best profit insurance is a stock of salable goods; most of the losses result from "dead stock."
- ☐ HEINZ PURE FOOD PRODUCTS are the kind of goods that are "Safe to Buy" and "Safe to Sell," because always salable.
- ☐ The 57 Varieties are every one guaranteed Pure and guaranteed to please, or money back. You take no chances when stocked with reliable brands that are advertised and backed by their makers.

H. J. HEINZ COMPANY

New York      Pittsburgh      Chicago      London

## Is Mrs. Smith baking cakes this week?

If so, she will want some candied peel, but not the sort that turns hard and dry when baked. She wants the kind that keeps its rich, juicy flavor after cooking—the kind made by

### John Gray & Co., Ltd., of Glasgow, Scotland

John Gray's Candied and Drained Peels are cured thoroughly—our hundred years' experience has taught us how—and they retain their flavor when cooked.

Mrs. Smith will thank you for recommending this good peel, it will make her cakes taste twice as good.

*Prices from*

Agent for Maritime Provinces, Quebec, Manitoba, Saskatchewan and Alberta: W. H. DUNN, 396 St. Paul St., Montreal; Toronto: LIND BROKERAGE CO., 73 Front Street East; Ottawa: E. M. LERNER & SONS, 11 York Street; British Columbia and Yukon: KIRKLAND & ROSE, 312 Water Street, Vancouver.

## CONCORD Norwegian Sardines

will bring satisfaction and profit to every Grocer handling them, because they are highest quality goods, backed by a guarantee appearing on each tin.

Only the finest, freshly-caught autumn fish and the purest olive oil are used, all hard, tough fish being rejected. 24 to 28 fish go to a tin, and they are mild cured and not too much smoked.

The demand for these high-class sardines is steadily increasing, appreciation of their quality being thereby shown.



Are you handling CONCORD? Order from your wholesaler TO-DAY.

#### LIST OF AGENTS

R. S. McIndoe, Toronto.      Watson & Truesdale, Winnipeg.  
A. H. Brittain & Co., Montreal.      W. A. Simonds, St. John, N.B.  
Radiger & Janion, Vancouver and Victoria, B.C.

## "EUREKA" Canada's Scientific and Sanitary REFRIGERATOR



There are more Eureka Refrigerators in use in Canada by Butchers, Grocers, Creameries, Hotels, Restaurants, Hospitals, Public Institutions, etc., than all other patented Refrigerators combined.

The above is the strongest guarantee of an article's superior merits.

WRITE FOR CATALOGUE AND PRICES.

**Eureka Refrigerator Co., Ltd.**  
54 Noble Street - TORONTO  
Montreal Representative  
JAS. RUTLEDGE - Telephone St. Louis 3076

## SYMINGTON'S COFFEE ESSENCE

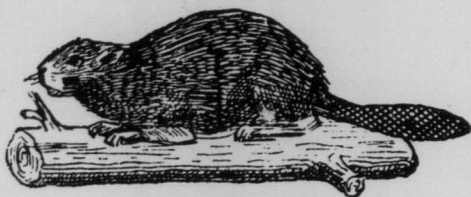


will satisfy your most discriminating customers. It is prepared from the choicest Coffee, and is the only Coffee Essence that retains the flavor and fragrance of the Coffee Bean. Its economy and handiness make it indispensable to every housewife.

**Thos. Symington & Co., Edinburgh and London**

AGENTS— Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.





Unless we ourselves were thoroughly satisfied that "Beaver" Brand fancy quality and "W. Abel" Brand standard quality raisins were all that the packers claim, we would not have temerity to offer you these

### Valencia Raisins

But we are convinced that in offering these brands for your consideration, we are placing before you fruit that for quality and uniformity of packing, are absolutely unsurpassed. Put up by the reliable firm

**Mahiques, Domenech**  
& Co. - Denia, Spain

**José Segalerva**

Malaga, - Spain

For several years we have been advising you to specify this brand when ordering Malaga Table Raisins. Because our sales have increased enormously we know that our suggestion has been followed by a greater number of merchants annually. Now, these

### Malaga Table Raisins

must be what we have represented them to be, year after year, else this could not be. There must be growing a warranted confidence in the brand. These raisins assuredly meet all requirements—quality, price and package.

STOCKS SHOULD BE IN YOUR POSSESSION NOW



TRADE MARK.



**Rose & Laflamme**  
Limited  
Montreal - Toronto



# THE NAME "FAIRBANK" MEANS SOAP SURETY

## GOLD DUST



saves work for your customers by its cleansing power, and GOLD DUST advertising saves work for you by its selling power. One is as searching as the other—just as GOLD DUST itself goes into every nook and corner of the household after dirt, GOLD DUST advertising goes into every corner of the country after customers and sends them to your store.

MADE BY

THE N. K. FAIRBANK COMPANY, MONTREAL



## **Mr. Manufacturer :** **"The Field is Yours"**

But you will need someone to do the ploughing, seeding and harvesting.

**WILL YOU LET US ASSIST YOU ?**

Years of experience here, and exceptional facilities for introducing your goods, make us your logical representatives.

Only firms of the highest standing represented.

# T. A. Macnab & Company

Manufacturers' Agents, Commission Merchants, Importers and Exporters

Cable Address: "Macnab," St. John's.  
Office and Sample Rooms: Cabot Buildings

ST. JOHN'S, NEWFOUNDLAND

Codes used: A. B. C. 4th and 5th Eds. and  
Private. Warehouse: Tessier's Wharf.





## SIMCOE BRAND BAKED BEANS

are everywhere admitted to be first in quality, because of the great care taken in the selection of beans and spices. Long experience, perfect equipment and close observance to rigid sanitary conditions, have all played a part in gaining the confidence and support of the best trade in Canada—**AND THAT TRADE IS OURS.**

Have you seen the new style package "Simcoe" 3's Family Size? A larger tin at a lower price. A nourishing meal for an entire family for 10c.

It will pay you to stock Simcoe Brand Baked Beans. Pays in first profit and in holding trade.

*Send for our pamphlet on  
Valuable Hints on Storing  
Canned Goods.*

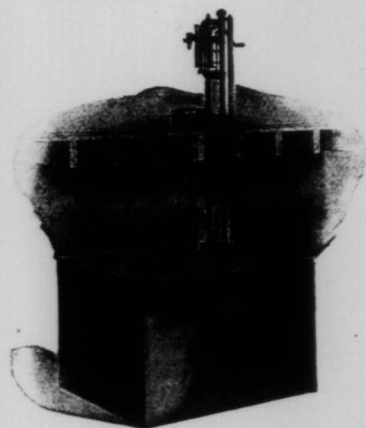


**Dominion Cannery, Limited**  
**Hamilton, Canada**

## System in Keeping Oils Brings Increased Trade

The most rigid, cleanly methods must be adopted nowadays to make storekeeping a success. Is it not right that the public patronize a grocery where cleanliness is first thought—wherein lies the store's success?

Oil improperly cared for in a grocery will make itself a menace to that store's success, but if stored in a



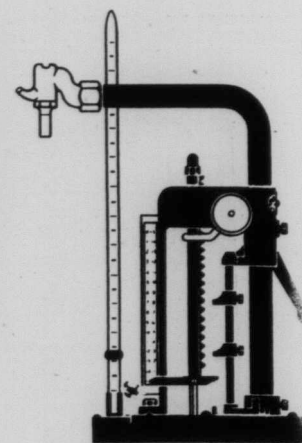
# BOWSER

### SELF-MEASURING OIL STORAGE SYSTEM

the disagreeable odor is entirely eliminated; at one stroke it will discharge a gallon, half-gallon, quart or pint, guaranteed measure, directly to your customer's can, without the use of filthy measures or funnels.

The Bowser Anti-Drip Nozzle shuts off the flow of oil as soon as pumping ceases. The Bowser System is guaranteed evaporation and leak proof.

The variety of sizes and styles will enable you to suit yourself in price. Ask us for Booklet 5 and be convinced of the genuine saving of time and money we can effect you by its installation.



S. F. BOWSER & CO., LTD., 66-68 Fraser Ave., TORONTO



**GUARANTEE OF \$500**

That LAWRASON'S SNOWFLAKE AMMONIA equals in power any similar powder on the market selling for twice its price.

5c. per giant package. 5c.

## You Have But to Stock!

We are telling the public in convincing language in newspapers, large bill-boards, attractive cards in street cars, of the wonderful cleansing and disinfecting properties of

### LAWRASON'S Snowflake Ammonia

You have but to stock. We have created the demand through our extensive advertising. The goods are solid wherever used. Ask somebody who has used Lawrason's.

The giant package for 5c makes it a wonderful stock—you don't have to SELL—you have but to STOCK—it will sell itself.

**S. F. LAWRASON & CO., London, Ontario.**

THE CANADIAN GROCER

ROYAL



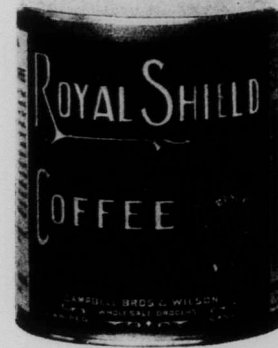
SHIELD



The name Royal Shield is synonymous of purity and excellence.

We aim to keep the quality up to the high standard set ourselves.

The Grocer appreciates this as he does the fact that Royal Shield Brand stands the test and invariably satisfies his trade.



**"ROYAL SHIELD"**  
Teas, Coffees,  
Extracts



Jelly Powders,  
Baking Powders,  
Etc.



The reputation they enjoy makes them saleable the year round and as they are good profit makers they are the goods the retailer can push to advantage.

Your orders solicited direct or to any of the branches will receive prompt and careful attention.



**Campbell Bros. & Wilson, Limited**  
WINNIPEG

CAMPBELL, WILSON & HORNE, LIMITED, CALGARY

CAMPBELL, WILSON & SMITH, LIMITED, REGINA

CAMPBELL, WILSON & ADAMS, LIMITED, SASKATOON

CAMPBELL, WILSON & HORNE, LIMITED, LETHBRIDGE

# RICHARDS & BROWN WINNIPEG

**Our New  
Home Recently  
Opened.**



**20,000 sq. ft.  
Warehouse  
Space.**

This new and spacious warehouse is at your service.  
Do you want to take advantage of our splendid equipment, our experience and progressive policy? If so,

### **LET US HANDLE YOUR BUSINESS**

Six salesmen call on retail trade every thirty days in MANITOBA and SASKATCHEWAN.

We handle merchandise direct from manufacturer to retailer, and work on close margins consistent with our large turnovers.

#### **STRAWBERRY JAM:**

A scarce commodity, but we are in a position to quote CHIVERS' in ones, twos, and fives, and guarantee delivery.

#### **TOMATOES:**

We have four thousand (4000) cases unsold. Write us for prices.

#### **PEAS:**

We are short of domestic, but would recommend a good ITALIAN PEA in 1-lb. tin, or Marrowfat in 1-lb. bag.

#### **FISH:**

We have just received car from Moir, Wilson & Co., Aberdeen, of Herring in Tomato, Kippered Herring, Finnan Haddocks, Smoked Haddocks and Fresh Herrings—nothing superior is packed.

Some of the well-known houses we represent:

**RIDGWAY'S**---Tea, Coffee and Cocoa. **McVITIE & PRICE**---Biscuits. **CHIVERS**---Jams and Jellies. **HOLBROOKS, Ltd.**-Sauces, Pickles and Sardines. **CANADA PRESERVING CO.**-Jams, Mince Meat and Catsup.

**GOOD TRUCKAGE FACILITIES.**

**RICHARDS & BROWN,**

- - - -

**WINNIPEG.**

## Canned Products of Exceptional Merit

There are no other brands on the market with higher reputation for absolute purity of materials and delicious flavors than Lasso or Highlander Brands possess.



Lasso Tomatoes  
are  
Reliable.



Lasso Apples  
All Winter Stock—Pure White

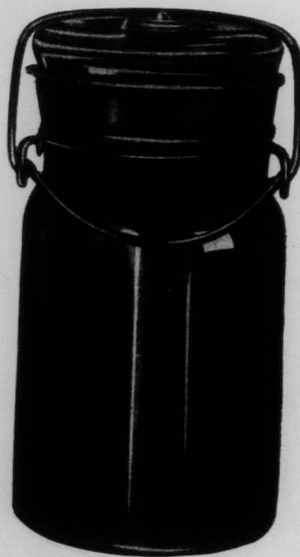


Highlander Tomatoes  
are  
High Quality Stock

You can sell these popular products to nine customers out of ten if you tell them the truth about Lasso and Highlander Brands. The truth is this:

Lasso and Highlander products are made exclusively of the high grade constituents of the choicest and ripest fruits of Ontario's best fruit district.

Packed in sanitary cans without solder or acid, add to their exceptionally good keeping qualities.



After you have sold a customer her first can of Highlander or Lasso canned goods you can rest assured she will bring you her repeat orders. They make fast friends with all who want highest quality combined with perfect cleanliness.

Drop us a card for prices and samples.

**Church Bros.**  
Picton, Ont.

( Prince Edward )  
County

**J. B. Orser**  
Bloomfield, Ont.

# Success Brings Success

Owing to the heavy increase in our business all over Canada this year, we have opened two new branches in Vancouver, B.C., and Winnipeg, Man. This gives us a much better opportunity of looking after your interests. Every agency has shared in this increase. Our offices and sample rooms are located as follows:

**Head Office, 77 York St., Toronto, Ont.**

**454 St. Paul St., Montreal, Que.**

**110 James St. E., Winnipeg, Man.**

**16 Hastings St. E., Vancouver, B.C.**

Are you interested, as far as you've gone? We devote our individual attention to the Import Business, and represent only the most reliable and highest grade producers of their various lines.

## Your Interests are Our Interests

With our large connection in all Foreign Countries we are able to give you the best prices obtainable. We can supply you with several Xmas Specials. (See **Opposite Page**)

**Another New Agency** — We have been appointed agents for **Edwards Desiccated Soups**

Our first car sold out in one week. Another car is now on the way.

*Write for Samples and Prices*

# W. G. PATRICK & CO.

IMPORTERS

Toronto

Montreal

Winnipeg

Vancouver

# New Season's Shelled Walnuts

**Order** Our First Shipment is due here about November 10th **Early**

Look Through our List of Specials and Order Now for Xmas

- |                 |           |                       |
|-----------------|-----------|-----------------------|
|                 | Almonds   |                       |
| Brazils         |           | 2 Crown               |
| Cashews         |           | 3 Crown               |
| Filberts        |           | 4 Crown               |
| Persico Kernels |           | 5 Crown               |
| Pignolias       |           | 6 Crown               |
| Pistachio Nuts  |           | Jordan                |
| Pecans          |           | Majorcas              |
| Peanuts         |           | Blanched              |
| French Fruits   |           | Extracts              |
| Crys. Cherries  |           | Ginger in Jars        |
| Glace Cherries  |           | Gelatine              |
| Turkish Delight |           | Canned Peas           |
| Cocoanut        |           | Coffee Essence        |
| Lion Macaroni   |           | Cerebos Salt          |
| Famous Mustard  |           | Crossed Fish Sardines |
| Malt Vinegar    |           | H. P. Sauce           |
|                 | Olive Oil |                       |

## ACME

BRAND REGISTERED

We are Agents for



Canned Goods

BRAND REGISTERED

WRITE FOR PRICES

# W. G. PATRICK & CO.

IMPORTERS

Toronto

Montreal

Winnipeg

Vancouver

THE CANADIAN GROCER

# THE PRIDE OF THE KITCHEN

is generally the stove. You can both please and satisfy your customer by supplying



## JAMES DOME BLACK LEAD

A Stove Polish that will give absolute satisfaction all the time.

Pays a Good Profit

Gives Great Satisfaction

W. G. A. LAMBE & CO., Canadian Agents, TORONTO


**THE "WALKER BIN" SYSTEM**


is the only Complete Line of Modern Grocery Fixtures Manufactured in Canada.

It affords the best-known facilities for handling a grocery stock of any size and displaying that stock to the best advantage.

A "Walker Bin" Outfit will put new life into your business, and the cost will be small compared with the results that are bound to follow.

Write for Illustrated Catalogue  
"MODERN GROCERY FIXTURES"  
and let us give you an estimate.

**Walker Bin & Store Fixture Co. LIMITED**

REPRESENTATIVES:—  
 Manitoba: Watson & Truesdale, Winnipeg, Man.  
 Saskatchewan and Alberta: J. G. Stokes, Regina, Sask.  
 Montreal: W. S. Silcock, 33 St. Nicholas Street

Berlin, Ontario



**Three Lines You Should Know  
and Introduce to Your  
Customers**

Tone up your stocks of Condensed Milk by adding these three lines—New Ones and Good. They will bring you new customers and quick returns.

St. George Evaporated Milk, 4 doz. in case, \$3.35  
 Princess Condensed Milk, 4 doz. in case - \$3.90  
 Banner Condensed Milk, 4 doz. in case - \$4.40

Order from your wholesaler or direct from the factory.  
Delivered in 5 case lots to any point in Ontario or East to Halifax.

**J. MALCOLM & SON**

ST. GEORGE

ONT

The **RETAIL GROCER** makes considerably more money selling **JAPAN TEAS** and can unhesitatingly assure his customers that they are absolutely **PURE** and give better general results.

*JOBBERS, kindly ask our Agents for samples  
of New Crop on hand of all grades.*

# FURUYA & NISHIMURA





## These Advertisements are Working for You

From Halifax to Vancouver, up and down, the length and breadth of the country, you can see "Cowan's Perfection Cocoa" advertisement in the Newspapers, on the fences and in the Street Cars. We are demonstrating at exhibitions, handing out samples, novelties, beautiful store cards and hangers, to build a trade for Cowan's Perfection Cocoa.

Are you making the most of this advertising? Are you keeping our goods where people will see them, and know you have them? Our advertising is bringing new customers to you. Why not help us and at the same time increase your own profits by helping your customers decide in favor of Cowan's?

**THE COWAN COMPANY, LIMITED**  
TORONTO



Put up in attractive pails,  
very handy when con-  
tents have been used.

# L & B

## Banner Brand Jams and Jellies

With this brand on your shelves you  
have an unequalled quality article to  
offer your customers.

Guaranteed to contain nothing but **pure**  
fruits and **best** granulated sugar.

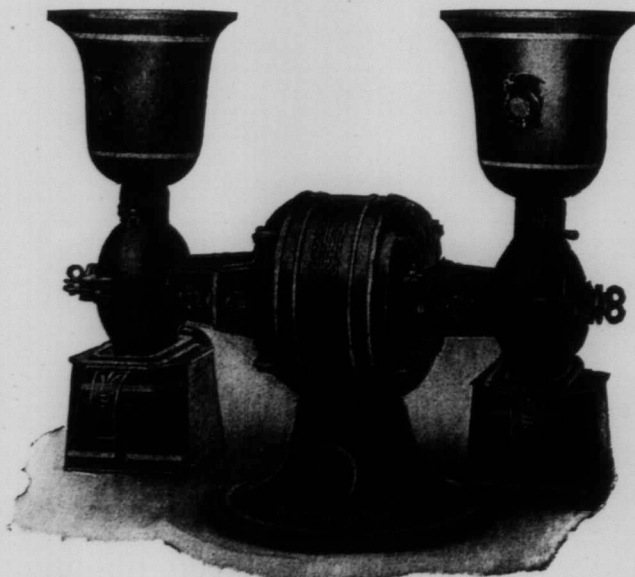
**A POPULAR PRICED LINE**

**Lindner & Benner, Toronto**

Western Agents--Laing Bros., Wholesale Grocers, Winnipeg

## "ENTERPRISE"

**MR.** Up-to-date Grocer, your ambition is (or should  
be) to install an Electric Coffee Mill.



When you do—get a good one, as  
good as you can afford.

If it's an "Enterprise" it will be  
backed by the oldest and largest manu-  
facturers of these goods in the country.

Note the style illustrated. The  
grinders are connected direct to the  
shaft of the motor. No belts or gears to  
litter up the store and make it look like a  
machine shop and *fewer parts to wear.*

Perhaps you'd be glad to look over a  
catalog of electrically driven Coffee  
Mills, Meat Choppers, etc. Glad to send it.

**The Enterprise Mfg. Co. of Pa.**

PATENTED HARDWARE SPECIALTIES  
Philadelphia, Pa., U. S. A.

21 Murray Street, New York 544 Van Ness Avenue, San Francisco



# Increase Upon Increase



## Are You Sharing ?

A perusal of the following figures will show how wonderful has been the growth of "SALADA" sales for the first 43 weeks of 1911 over the same period of 1910. 852,913 lbs. increase is a record unparalleled in the history of the Tea Trade. It points the way to success for you.

The following figures show our increases and decreases in each week this year compared with the corresponding week of last year.

Week ending	Jan. 7,	Increase = 14,774 lbs.	
" "	" 14,	" = 28,016 "	
" "	" 21,	" = 21,414 "	
" "	" 28,	" = 5,953 "	
" "	Feb. 4,		Decrease = 2,910 lbs.
" "	" 11,	" = 33,483 "	
" "	" 18,	" = 6,980 "	
" "	" 25,	" = 4,086 "	
" "	March 4,	" = 1,692 "	
" "	" 11,	" = 46,956 "	
" "	" 18,	" = 23,563 "	
" "	" 25,	" = 24,467 "	
" "	April 1,	" = 16,043 "	
" "	" 8,		Decrease = 7,137 "
" "	" 15,	" = 94,705 "	
" "	" 22,	" = 73,090 "	
" "	" 29,	" = 24,173 "	
" "	May 6,	" = 33,001 "	
" "	" 13,		Decrease = 28,366 "
" "	" 20,	" = 920 "	
" "	" 27,	" = 12,790 "	
" "	June 3,	" = 32,631 "	
" "	" 10,	" = 40,396 "	
" "	" 17,	" = 6,435 "	
" "	" 24,	" = 43,395 "	
" "	July 1,	" = 12,712 "	
" "	" 8,		Decrease = 11,840 "
" "	" 15,	" = 16,055 "	
" "	" 22,	" = 29,494 "	
" "	" 29,		Decrease = 885 "
" "	Aug. 5,	" = 4,584 "	
" "	" 12,	" = 8,075 "	
" "	" 19,		Decrease = 4,268 "
" "	" 26,	" = 4,111 "	
" "	Sept. 2,	" = 52,343 "	
" "	" 9,	" = 11,037 "	
" "	" 16,	" = 8,553 "	
" "	" 23,	" = 18,354 "	
" "	" 30,	" = 44,315 "	
" "	Oct. 7,	" = 18,052 "	
" "	" 14,	" = 45,217 "	
" "	" 21,	" = 25,293 "	
" "	" 28,	" = 21,161 "	
	Total Increase	908,319 "	Decrease 55,406 "
	Less Decrease	55,406 "	
	Net Increase	<u>852,913 lbs.</u>	

TORONTO **The Salada Tea Company,** MONTREAL

# CANADIAN GROCER



## THE CANADIAN GROCER

Established - - 1886

### THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President.

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

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

#### OFFICES:

**CANADA—**  
Montreal—Rooms 701-702 Eastern Townships Bank Building.  
Telephone Main 1255. O. S. Johnston

Toronto—143-149 University Ave. Telephone Main 7324  
Winnipeg—34 Royal Bank Building. Phone Garry 2313

#### UNITED STATES—

New York—R. B. Huestis. 115 Broadway, New York.  
Telephone 2282 Cortlandt  
Western States Representative—A. H. Byrne. 607 Marquette  
Building, Chicago.  
Telephone Randolph 3234

#### GREAT BRITAIN—

London—88 Fleet St., E.C. Telephone Central 12960.

E. J. Dodd

#### FRANCE—

Paris—John F. Jones & Co., 31 bis Faubourg Montmartre.

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

**PUBLISHED EVERY FRIDAY.**

### INCREASE YOUR FALL AND XMAS TRADE.

The retail grocer is now upon the threshold of one of the best seasons of the year.

There is usually more money afloat at this time than at any other. The farmer is turning the fruits of his summer's work into dollars and cents, and in many cases is laying in winter supplies.

Christmas is less than two months distant, and there is no necessity to elaborate on what this greatest of all festive seasons brings forth.

It remains for each individual dealer to make every effort to increase his business beyond the figures of last year. Waiting for demand will never bring increased trade. One must go out after the business—not simply hand over the goods asked for like some mechanical device.

Advertising in its broad sense must be done. Advertise the store, the goods, and the service, at every possible opportunity. Not merely on paper, but by putting forward best efforts to send away satisfied customers.

In succeeding pages of this, our annual Fall Campaign Number, are scores of actual methods in use all over Canada for selling goods beyond actual demand and the giving of adequate service. Each of our readers should sift out what is best for him, and probably by the application of some of the principles laid down by other Canadian retailers, he may be better fitted to carry to a suc-

cessful conclusion his fall and Christmas campaign.

Let us know what you think of this issue.

### FROM ALMOST EVERY PROVINCE.

Results of our competition on why and how confectionery should be given attention in the grocery store appear elsewhere in this issue and the prize articles submitted are worth attention. These cover pretty well the points the dealer should feature in handling this line and will be read with profit.

The particular feature in the replies to this contest is the fact that every province in Canada is represented, except Prince Edward Island. Newfoundland was represented, too, and, moreover, was successful in carrying off first prize. Those who study the arguments of the winners will find much food for thought and will understand why the honors were given to them.

Other articles are also good, and we only regret we have not in this issue the opportunity of presenting more of them. In future issues it is our intention to publish some of those worthy of special mention.

### THE WESTERN WHEAT CROP SITUATION.

The weather has brought little improvement in wheat conditions throughout the entire west, except that sharp

frosts have been prevailing the last three nights and these may possibly indicate a return to a period of dry weather. Threshing has been resumed and is in full progress wherever climatic conditions are favorable, and results show that in many districts better returns are being obtained than was anticipated a week ago.

From many points in Saskatchewan, however, reports of low-grade wheat are prevalent, although the yield remains fairly high. Those farmers who have an opportunity of threshing have taken advantage of the high prices. The supply of Nos. 1 and 2 Northern appears, however, to be decidedly limited and it is a matter of speculation at the present time among wheat authorities as to whether much higher prices will now prevail for these two lines. The terminal elevators at Fort William and Port Arthur have announced that they will not be responsible for damp wheat and that they will not store it after the close of navigation, which is expected to take place within a month, without being treated.

Much speculation is being indulged in at the present time as to the facilities at the head of the lakes for drying the enormous quantity of damp wheat in the country, and there is an increase during the week in the low-grade and rejected columns.

#### WINDOW DRESSING AND AD. CONTEST.

On another page of this issue is the announcement of The Grocer's annual Christmas Window Display and Advertising competitions.

Opportunity is afforded every dealer and clerk at this time of the year to use originality. The Christmas season is the most festive of the year. There is no dearth of goods available for a good display. Plan early for a window that is attractive and that will sell goods. Decide now to enter our competition, and even in the rush of the Christmas trade don't forget to have a photographer get you a good picture.

Mail it to us before the last day of the year, and forward also one or more of your best Christmas newspaper advertisements. Read all about the two competitions on page 192.

#### DIRTY BASKET SPOILS A SALE.

Dealers striving for success must learn sooner or later that they cannot afford to lose a customer through unsanitary conditions about the store.

Here is an actual case where a sale was lost on account of uncleanly habits. Not only that, but the customer will not in future have many good words for such a store.

The purchaser in question, in giving her regular order, asked the proprietor if he had any breakfast bacon. There was none in sight. He wasn't sure; he thought he had, and pulled an old dirty basket from beneath the counter. There was bacon in it.

But—he didn't make the sale. The customer saw the basket and that was the end of it.

"I don't believe I do want any bacon to-day, after all," she politely said; "I remember now I have some left," and went off without it.

#### CONSTRUCTIVE VS. DESTRUCTIVE SALESMANSHIP.

We have heard a great deal about constructive salesmanship. Everything that aids in the making of sales,

or, more properly, in the making and holding of customers, is included.

There is a variety of salesmanship that makes sales but does not build for the future. That might be defined as "destructive salesmanship."

Examples of it are not lacking, nor are they few. This method is employed by those who can see only the immediate profit, but not the greater loss which lies ahead.

We find a dealer at times recommending goods which he really knows should not be recommended, or about which he knows absolutely nothing. We find him at times stretching the truth in his personal talks, or in his advertising. We find him sending goods to customers which lack in quality, and even at times we will find him using what he may term "tricks of the trade," but which verge upon dishonesty.

All these methods may be included in "destructive salesmanship," the kind that may bring a little larger profit at the time, but which breaks down the confidence of the customer in the merchant, and eventually brings loss to the merchant.

The merchant himself must choose which method he will adhere to in his business, constructive or destructive salesmanship. It is his pleasure to make a choice. In making that choice he should consider the experiences of others. He will, if he is wise, decide on the method that not only makes sales, but holds customers.

#### DEFINITE CLOSING HOURS FOR DELIVERY.

The early-closing movement gathers weight as it moves along, and a greater number of merchants all over the Dominion are coming to the conclusion that keeping their stores open to late hours every night does not pay—that just as much business can be done through concentrated hours as spreading it over many.

Barrie and Orillia, Ont., have had early-closing for some time now, all the grocery stores closing at six o'clock week evenings and eleven Saturday night.

But Barrie added a new feature in its rule of early closing of orders for delivery. All orders intended for delivery on the day received must be in by five o'clock on week days and by seven o'clock on Saturday evening, else the goods will have to wait until the next business morning.

This allows the driver to get away on his route by 5.30 on week days and 7.30 on Saturdays for his last delivery, and allows him to get through his work at a reasonable hour, as well as guaranteeing to the purchaser an early delivery of goods.

#### EDITORIAL NOTES.

The cover design of this, our annual Fall Campaign Number, is worthy of attention. It is the work of F. S. Coburn, the artist who illustrated Dr. W. H. Drummond's famous "Habitant" and his other French-Canadian poems.

\* \* \*

The egg carriers now in use by many Canadian grocers are well thought of by the trade. They are handy and safe, and therefore save money.

\* \* \*

Self-measuring pumps is one of the outstanding features of modern merchandising. They save time and labor, prevent uncleanness and insure proper measure.

# The Business Situation In Canada

The business outlook in Canada at the present time, in the opinion of those most competent to judge, could scarcely be improved upon. There is ample money for all legitimate requirements; there is large expansion in railroad building, and in ordinary building; crops on the whole have been excellent, and immigration continues on a large scale, and, finally, the English market, which had shut its doors to our securities during the past two months or so, has again improved its position to such an extent that it is willing to take them.

The expansion of railroad building, of course, depends directly on the London market, for it is there that the railroads sell their securities which they issue to raise the money for new branch lines and improvements on old ones. The immigration not only gives us more mouths to feed, but it gives the railroad companies the large westward haul of goods and chattels, which offsets, to a small extent, the heavy eastward traffic in grain and cattle. This means that the railroads can employ more men and spend more money in other ways, with the result that Canada profits doubly.

## An Optimistic View.

The eastern daily press has been busy since August killing the western crops, and as a result many otherwise well-informed people who are dependent on the daily papers for their western news, are decidedly depressed over the outlook for the coming year. The general managers of the various banks, however, are in a very different frame of mind. The largest of those doing an extensive business in the west is fairly bubbling with optimism. Easy money conditions abroad and in the United States, and our own carefully-laid plans for financing the heavy grain movement this fall, have combined to leave money easier than it has been at the corresponding time in a number of years, and, therefore, their worries are smaller than formerly. This enables them to look on the western situation without other misgivings to influence their attitude, with the result, as previously stated, may be summed up in the two words, "optimism and satisfaction."

No doubt, of course, many districts have been injured, and in many places there will be heavy loss on the crop, with the result that payments on mortgages and on accounts of commercial contracts will be slow. But the mortgage companies are not worrying, as the treasurer of one of the largest Canadian insurance companies remarked to the writer last week: "Of course, there are a number of districts where the re-payments on account of principal will probably not be made this year, and perhaps interest will be in arrears in a number of cases. But," he continued, "we would rather have our money out bearing interest, and we can still afford to forego the relatively small amount of interest arrears from the few districts that have been hailed out, or destroyed by frost."

Meantime, the insurance companies are borrowing from the banks in order to loan the money out west, in anticipation of future premiums. This is a customary movement at this period of the year, and the fact that it is not lessened in the present year shows that not only the banks, but the insurance companies, approve of the western business which the latter have been doing.

## From Millers' Standpoint.

The millers, however, are not so optimistic. They probably are influenced by the fact that there will not be the amount of high-grade milling wheat commensurate with the tremendous total yield. In the case of one large east-

ern milling concern it would appear that they loaded up with wheat at a time when the western crop promised to be very small and are now rather taken aback with the outlook for a substantial yield, though naturally their attitude also was biased. The others, however, appear to look on the western situation with equanimity, which is doubtless the result of finding that their earlier judgment of the situation at present coincides with events. On the whole, conditions are satisfactory in Canada, although the delay in getting out the western wheat has caused some uneasiness by the requests for the expansion of credit. Again the banks display a cheerful tone.

## Effect of Strike in England.

The strike in England has had a serious effect on Canada in two ways; the first indirectly through its effect on the English security markets; the other directly through the difficulty Canadian wholesalers have in obtaining goods ordered from England. A few weeks ago one wholesaler complained to the writer that he had orders for ten cars of coffee which he could not obtain from the shippers, owing to the fact that, so far as he could tell, it was still lying on the wharves at Liverpool, as the shippers were giving right of way to perishable freight, and it would take them some time to catch up. This strike has also affected prices on other goods of this class, and the result is that it is quite possible there may be a shortage of some during the next few weeks.

The dullness in trade in the United States has had little effect on Canada, except in the west, where the dumping of cheaper grades of United States lumber, regardless of cost, and in some parts of Ontario, where the cement industry has suffered from the same cause, have been the chief effects. Probably to this cause, too, must be assigned the dullness in the asbestos industry in Quebec, which is dependent, to a large degree, on the building trade in the United States, where the greatest consumption of asbestos takes place.

## Ease in Money Situation.

On the other hand, the ease of money in the United States, combined with that in Europe, has reacted favorably on us here, and the result is that money here is quite easily obtainable, contrary to the usual condition of things at this period of the year.

Everything considered, therefore, the outlook is very bright. Ontario crops, of course, suffered severely from the drought, but Ontario is in a better position to stand the off year than most parts of the country, owing to the very good yield it had a year ago.

## KEEP STOCK FRESH.

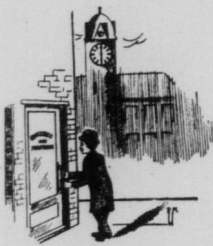
To begin the fall season well, a first consideration is the quality of the stock that has been on the shelves during the past summer. Some of them may not have been sold and others may not have been brought in from the store room.

The fact is that some grocers carry large stocks and there is the possibility of them overlapping and some goods may become stale. This applies to package currants, jams, rolled oats and similar goods.

A grocer recently found two glasses of jam in such a condition that he had to throw them away. He had purchased them before the summer set in and it must be remembered that the weather was intensely hot at times. This grocer, in referring to the fact, blamed the weather. A package or two of rolled oats was also in such a condition that a customer might not have appreciated them.

## Long Hours Not Necessary to Success

Dealer Proves Explicitly in Facts and Figures That Just as Much Business Can be Done in Shorter Hours—Public Need to be Educated—Has Always Closed at Six Except Saturday—If Grocers Maintain Long Hours They Cannot Expect Good Men to Enter Business—Other Trades Have Shorter Hours.



THE belief that to be successful in the grocery business you must open your store at sun rise and close only when the last night loafer might choose to

go homeward has been steadily losing ground in recent years. Still there remain grocers who call themselves business men who continue to be slaves to the business by continuing the long hours that make the business anything but pleasant.

In many cases we find the dealer from early morning until late at night, six days out of the week, both winter and summer confined within the four walls of his store with nothing on his mind but business. Is it any wonder if the mind gets clogged and that "Don't care" feeling shows itself? When considered seriously it is perhaps the retailer's own fault, as he had got into the habit and makes no effort to change or improve affairs.

### Former Wholesaler's Opinion.

Neil Carmichael, grocer, 1212 Yonge street, Toronto, is a strong advocate of short hours. While he has only been in the retail end of the trade for the past year and a half, over a quarter of a century's connection with different lines of the grocery trade has made him conversant with all the details pertaining to it.

"If I could not conduct my business on an early closing basis, I would quit," he says. "Every grocer, unless circumstances connected with his trade are most unusual, can do just as much business by closing early every night."

This is a strong statement of Mr. Carmichael, but he backs it up by facts and figures showing that a dealer may close every night and be just as far ahead in the end.

### Decided to Close at Six.

Mr. Carmichael took over the present business a year ago last April. The store had been kept open every night until around ten o'clock by his predecessor. He had studied the problem from all standpoints, and determined to close every night at six o'clock, barring Saturday.

What was the result of this determination on his part? Did sales fall off or the business decrease as other dealers often fear will be the case under similar conditions.

### \$1,200 Per Month Increase.

Striking an average for five months from April 1st, his business this year in spite of or probably in view of closing early, has increased at the rate of \$1,200 per month. No better proof that shorter hours does not affect business could be asked for. He was operating against odds too, being a new man in



The Clerk Who Expended His Energy Working Late the Night Before.

the retail business. Many of the surrounding dealers kept open, while his store too had previously been a "long hours" one.

### From Seven to Six.

"There should be shorter hours in the grocery business than is generally the rule," maintains Mr. Carmichael. "A man should be able to do a day's work from seven in the morning until six at night, and business could be confined to those hours if the merchants only decided on this course and educated their customers along the same line. No merchant, or his clerks, can do a day's work and do it properly if he has been

working until all hours the night before. For that reason it is wise that the grocer confine himself to shorter hours.

"People may think you independent by refusing to supply them with food at all hours of the day or night. I do not mind catering to the public because that is what we are here for, but I do not believe in being a slave for them."

### A Labor Day's Conversation.

"Will you be open on Labor Day?" inquired a woman customer, prior to that holiday.

"No, we certainly will not," he replied, "We close on Labor Day."

"Oh," replied the customer, "you seem to be very independent."

"Is your husband going to work on Labor Day?"

"No, he is not," she replied.

"Well neither are we," he said, "we like to have a day off just the same as everyone else."

Thus, Mr. Carmichael has stuck firmly to the idea of putting his business above the drudgery state into a higher plane. "I would not stay open after six o'clock for any money," he says, and he is a man who appears to mean what he says.

### Long Hours Make Poor Clerks.

He attributes a good portion of the poor clerk problem to the long hours in the business. "The hours are so long," he maintains, "that we cannot get men who would make good clerks to engage in it. The grocery business has got the reputation of slavish hours and young men avoid it. In other walks of life, a nine-hour day is the general rule, and to these the young men are attracted.

"I remember when I began to learn the grocery business in a small town; I had to get down at ridiculously early hours and remain until late at night. It was then that the germ of shorter hours in the business began to grow, when I looked at it from the viewpoint of the clerk, and now that I am engaging clerks myself I have some consideration for them.

"Leaving out the matter of principle, I believe it is to the advantage of the grocer to give his clerks shorter hours because in the time they are at the store, they can do much better work. How can the merchant expect the clerk to put life into his work when his energy is about all expended working late the night before? Then, again, we cannot expect to retain good men in the business unless we give them decent hours."



Interior View of Handsome New Store of Fraser, Viger & Co., Montreal.

## Realizes Value of Modern Fixtures

Big Montreal Firm In Erecting New Store Show Appreciation of Facilities for Displaying Goods and Giving High-Grade Service—Fixtures Include Quarter Cut Oak Fittings, Meat Slicer, Electric Coffee Grinder, Display Bins for Rice, Spices, Cereals, etc., Electric Cash Register, Large Refrigerator, Several Show Cases, Banana Rack and Vegetable Display Fountain.

**T**HE steady advancement of the grocery business is best illustrated by the new ideas, the splendid equipment and the general improvements that are found in the new stores. Grocers long established are more likely to be satisfied with their place of business. They are slow to replace old counters with new ones, and are for the most part content to continue business as they have been accustomed to it.

But the new store opens with the latest notions in shelving, bins, show cases and general equipment. Labor saving devices are all to be found in the bright new store of to-day, and it is by visiting one of these that you come to realize the advancement that is being made from year to year in the good old grocery trade.

Fraser, Viger & Co. have opened an uptown branch on Laurier Avenue, Montreal, the heart of one of the best residential districts in Canada's largest city. The wisdom of the choice of this situation is proven by the success that has attended the venture during the past two months. That part of the city is being rapidly settled, and it was with the intention of catering to many of these newcomers, and also to the store's customers in that section that the branch was opened. As stated above, it has already proved its worth and is a testimony to the business instinct of those who planned it.

### Quartered Oak Fittings.

The store fittings are in keeping with the class of trade catered to.

Fraser, Viger & Co. stock groceries of the highest quality and they have been displayed to good advantage by the equipment that has been installed. The shelving is of quartered oak and the counters are of the same material. Showcases are very noticeable to those who appreciate good store fittings, which means practically every customer. More will be said of these showcases later.

### Use Modern Meat Slicer.

A short counter on one side has been devoted to meats and provisions. It is close to the refrigerator and is therefore convenient when orders for provisions, including butter and cheese, are being made up. A marble slab on the counter of this department is a



## THE CANADIAN GROCER

good idea. It can be kept clean easily and it always looks neat and appealing to the customer. A modern meat cutter is naturally a feature of the department.

### Have Electric Coffee Grinder.

Coffee is a leader in this store and special arrangements have been provided to ensure the entire satisfaction of customers. To begin with an electric coffee grinder has been installed in a conspicuous part of the store. A customer gives her order for a pound of her favorite coffee and it is ground while she waits. Thus has modern science invaded the grocery business. But the usual method is to grind a certain amount of coffee every morning. Five different grades are commonly sold. On a counter a large round tin divided into compartments is used for this coffee and as one kind is ground it is placed in its section of the tin, similarly with the next until the usual amount is ready for the day's requirements.

Often it is found necessary to grind another supply early in the afternoon. By this means the coffee is always fresh and the customer may have it ground as fine or coarse as desired.

### Fine System of Bins.

The system of bins in this store is perhaps the finest and most complete the writer has ever seen. They are behind the main counter and provide for almost everything. In the lowest row

the individual bins are large and roomy.

They are devoted to rolled oats, Graham flour and similar goods. The second row is composed of smaller bins and there is another tier of still smaller bins. It would seem impossible to think of another article to be provided for. Rice, tapioca, spices, nuts—they are all there.

The bins enhance the appearance of that part of the store, and especially do they delight one who realizes just what such a system means in the store management. Above them are shelves for canned and bottled goods, such as pickles, catsups, sauces, jams, etc.

### Electric Cash Register.

An excellent fixture is one of the latest types of cash registers. It works by electricity and combines all the features that are now indispensable to this particular system of taking care of the cash and performing the other valuable duties of the register. This one in particular makes it easy to find the amounts of the sales made by the clerks. This is only one of the accomplishments. It is compact and neat and fits well with the general quality of the store's equipment.

### Refrigerator a Feature.

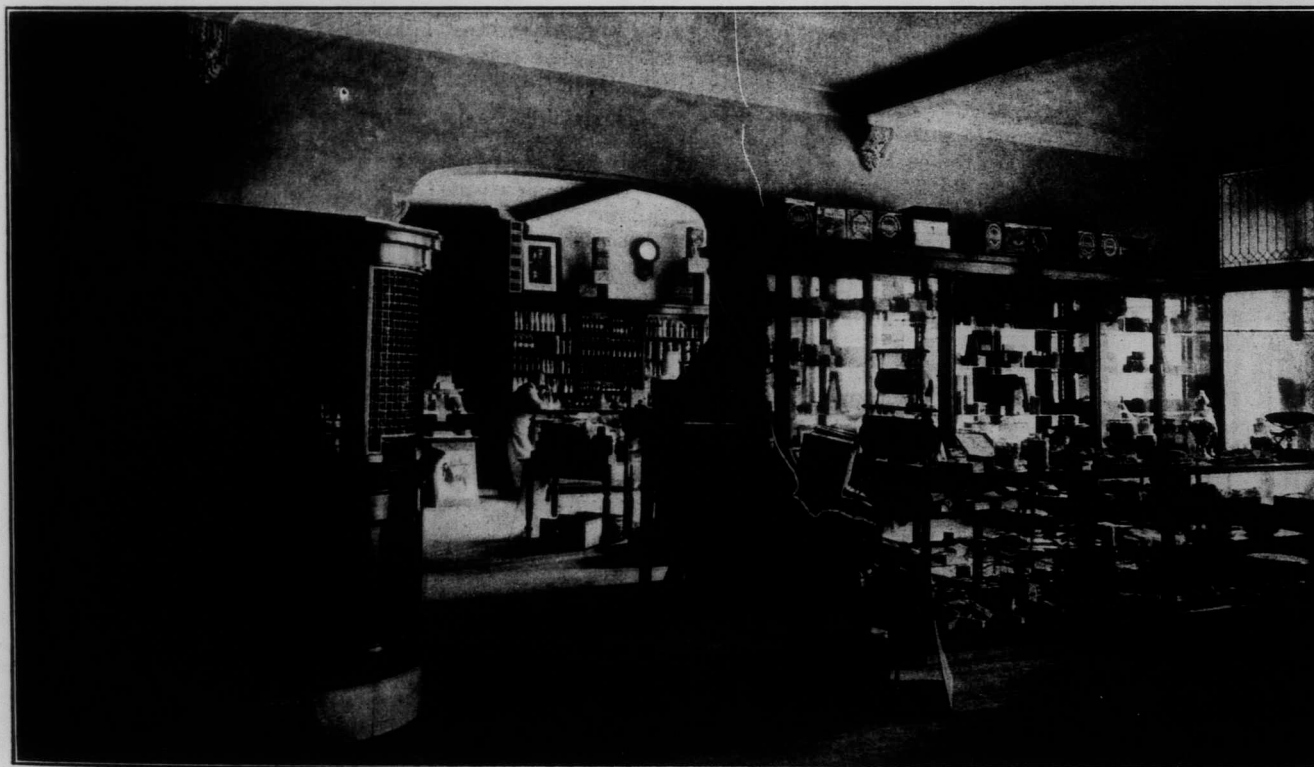
At the rear of the store, extending across almost the entire width is a large refrigerator finished with the same care and richness of the rest of the equipment. A glass front enables the

customer to see most of the articles on the shelves. Butter cheese and some lines of meat, etc., in jars, are shown in the refrigerator, which proved its worth particularly in the warmer weather. It will be invaluable in future summers. This is certainly a capacious refrigerator with access to the shelves being obtainable from the rear.

### Showcases, Banana Rack and Vegetable Fountain.

Other fixtures there are worth mentioning, such as banana rack and fresh vegetable fountain, but the different showcases are worthy of the very best store. They are in the same material as the shelving and are large and well put together. One is devoted to cigars, cigarettes and tobaccos, another to confectionery, another to soaps and toilet preparations, another to honey, jams, marmalade and other glass goods.

Throughout the store are found articles of foremost quality, displayed in settings that are worthy of them. The appearance of the store should appeal to the most fastidious customer, and the care the firm has bestowed on their northern branch is already being repaid by increasing trade. H. Hampton is the manager of the branch store. He has worked up to this position from that of a clerk. Fraser, Viger & Co. stand among Canada's foremost grocers and they strengthen their position by the practically model store that bears their name on Laurier Avenue, Montreal.



Another View of the New Fraser, Viger Store. Note the Cash Register, Silent Salesmen, Biscuit Display Rack and Attractive Office.

# A Call to Grocers from the Mother Land

More About the Institute of Certificated Grocers—Tends to Level up the Whole Trade—How the Institute is Making a Science of the Grocery Business—“Optimistic Enthusiasm,” The Institute’s Keynote—Sample Examination Paper on Opposite Page.

By J. A. Sharwood, London, Eng.

Editorial Note.—A few weeks ago occasion was taken on the visit in Canada of J. A. Sharwood, F.G.I., a leading English member of the trade, and vice-chairman of the Institute, to introduce to the readers of The Canadian Grocer the Institute of Certificated Grocers. So much interest has been shown by the Canadian trade in that society we have considered that a further account of its purposes, personalities and methods would not come amiss in our Fall Campaign Number. Mr. Sharwood has written this article at the request of The Grocer. We feel that this question is one of the highest importance to the future of this country and would urge everyone to study it carefully. The Institute is a comparatively new organization and aims at uniting the whole trade, including merchants, managers, clerks, and even apprentices, in one body; and that, not only for the benefit of the trade and of each and every member of it, but also for the benefit of the public at large.

The first idea of the Institute grew out of the feeling in the trade that the quality of the clerk was deteriorating. Of old the trade was recruited by means of a five, and even a seven years’ apprenticeship; but times changing, of late grocers have ceased to take and teach apprentices, and thus clerks entered the trade and learnt it, or did not learn it, in a haphazard way. Evidence of this was found in the frequent complaint among employers that they could not get good, skilled, competent clerks, and the effect was felt in the management of many a business, especially those of the better class, up and down the country.

## The Seed Plot of the Institute.

Consequently about six years ago a number of men variously connected with the trade, took counsel as to the means of improving the training of the grocery clerk from a practical standpoint. They argued that systematic education and inducements thereto were what was needed. They saw that at the evening schools and polytechnics, instruction was provided for the workers in other industries during the winter months, and that, both in commercial and scientific branches. Why should not the young grocer attend these institutions and receive well arranged tuition in the goods he handles, such as teas, coffees, cereals, dried fruits, provisions and so forth, as well as in the management of the store, the laws which affect his trade, the art of salesmanship, book-keeping and even in arithmetic and the use of his own language? That nineteen out of every twenty clerks should profit by it, they were well assured; and the trade would soon feel the benefit of such a levelling up process was their conviction. The National Asso-

ciation of Grocers’ Assistants, of which body J. Aubrey Rees was then the energetic secretary, decided to form a technical education section, and invited me to become its chairman. Already in Manchester, John Williams, since chairman of the Institute Council, had formed the Manchester Grocers’ Technical Society, subscribing liberally to its inauguration.

## Formation of First Classes.

Soor classes were founded in London, Manchester, Leeds, Belfast, Brighton, Bristol and other centres, a prominent manufacturer giving a prize for all England competition, after the first three years of training, of a shop valued at £500 (\$2,500). This was awarded in the fall of 1908, after a written and practical examination lasting three days.

At the same time it was felt that to concentrate and to widen the movement for systematic education, and to ensure its continuance, a separate society was needed, and after much deliberation it was decided to found the Institute of Certificated Grocers. A precedent and example from another trade was already to hand in the Pharmaceutical Society, to which every one carrying on the business of a retail chemist and druggist must belong, after proving his qualification by a series of examinations. Accordingly a provisional council was formed to fix the constitution of the Institute, consisting of leading merchants and traders, men eminent in the world of education, and representatives of the managers in the retail trade. Sir William R. Anson, Bart., M.P., Warden of All Souls’ College, Oxford, and late a secretary to the Board of Education, willingly accepted the first presidency, and John Williams, the veteran retail grocer of Manchester, already mentioned, was chosen chairman of the council, with myself as vice-chairman; whilst J. Aubrey Rees became general secretary.

## Legal Recognition.

Thus the Institute was launched and steps immediately taken to give it a legal status by incorporation. Articles were drawn up, and after approval by the Board of Trade, the Institute was granted a certificate of incorporation in November, 1909.

In the meantime the trade, both wholesale and retail was showing its

practical approval of the venture by gifts of money for its purposes, and a valuable prize list was soon also secured, including an annual prize of \$500 offered for ten years by Cadbury Bros., Ltd.; a silver challenge shield, and an annual prize of \$50 by the Nestle & Anglo-Swiss Condensed Milk Co., Ltd.; and a prize of \$125 by J. & J. Colman, Ltd., besides other awards to be bestowed upon the best men of their year at the spring examination of the Institute.

## Three Grades of Membership.

Membership was arranged in three grades; thus the council set itself to elect fellows from among the traders of established position and reputation all over the country, who by carrying on a successful and respectable business for upwards of ten years at least, had proved their right to the honorable and ancient title of “Grocer.” With them were associated merchants and manufacturers in sympathy with the movement, and of course the ultimate aim was to be the inclusion of the whole trade. Lower grades of membership were to be those of associate and member, to be gained by the young men after a course of study and the test of examination, each grade to contribute to the up-keep of the Institute by an appropriate yearly subscription (Fellows \$5.25; Members \$2.50; Associates \$1.25).

But to come to the practical working of the Institute, and the progress it has made. An organizing secretary was appointed two years ago, whose duty it has been to be the missionary, so to speak, of the Institute throughout the trade. Wherever enquiries have been made, there his work lies with the local education authority on the one hand, and with the master grocers and their clerks on the other. The master grocers are interviewed and the objects of the Institute and its methods explained to them, with a view to enlisting their sympathy and active support.

## Methods and Propaganda.

If a grocers’ association exists in the place the president and secretary are approached and perhaps the committee is addressed. With their concurrence, the stores are visited and the clerks are made aware of the Institute; and its classes, examinations, prizes and certificates are explained to them. Possibly

THE INSTITUTE OF CERTIFICATED GROCERS

(INCORPORATED)

16 PHILPOT LANE, LONDON, E.C.

"LOCAL" EXAMINATION PAPER

April 5th, 1911.

TIME ALLOWED FOR PAPER—3 HOURS

FIRST YEAR PAPER

Section A.—GROCERY.

1. What is Coffee, and what are the principal Coffees used in this Country?
2. Name the different grades of Tea, and how would you judge the leaf and liquor.
3. How would you judge the quality of Dried Fruit, namely: Currants, Raisins and Sultanas?

PROVISIONS.

1. Describe a Cumberland cut, Rib Belly, Pienie Ham, Short cut Ham, Wiltshire cut.
2. State from what countries we import Butter, and in what months.
3. State the different kinds of imported Cheese and the countries they are imported from. Name the various kinds of English Cheese, and the countries in which they are made.

Section B.—BOOKKEEPING.

1. Enumerate the books you consider should be kept by a grocer doing a family and ready-money trade of about £100 a week.
2. How, in your opinion, should the percentage of gross profits be calculated—on purchases or sales? Give an illustration exposing the fallacy, if any, of adopting the opposite method to that you suggest.
3. Open all necessary books, post the following transactions and balance the accounts. Analyse your Cash Book Entries as you think desirable.

Cash at Bank, January 1st, £100: in hand same date, £10. Jan. 4th. Sold goods to Mr. Brown, £2: returned empties Huntley, £3. Drew for personal use, £1. Jan 10th. Received from "customers" £25; and paid into Bank. Received £3 bonus. Jan. 15th. Paid cheque £20 to Huntley (owed them £30 on Jan. 1st). Jan. 16th. Bought goods Travers, £25; paid cheque Jan. 23rd and took discount of 5 per cent. Brown returned goods value 10 shillings. Jan. 26. Bought goods for cash £2. Paid wages in cash, £3. Jan. 28th. Brown paid balance of account in cheque which bank returned marked "refer to drawer." "Customers" owed £40 on Jan. 1st.

Section C.—COMMERCIAL ARITHMETIC.

1. What is the value of 17 cwts., 2 qrs., 19 lbs. at 67 /6 per cwt.? (Credit will be given for a short and expeditious method of working).
2. Make out the invoice, deducting two and a-half per cent. discount, of the following transaction:—  
1¾ lbs. Tea at 1 /8, 7 lbs. Lump Sugar at 2¾d., 2½ lbs. Butter at 1 /3., 2¼ lbs. Cheese at 8½d. per lb., 3 tins Apricots at 6½d., 3 lb. jar Strawberry Jam, 1 /1½., 7 lbs. Marmalade, 1 /10½., (charge jar 3d.) Hearth Stones, 4d. 1½ lbs. Sultanas at 6½d., 1 lb. Currants at 4d., 3 bars Yellow Soap at 8½d.) 1 lb. Rice at 2½d. Allow for 11 jam jars, already returned, at 8d. per dozen.
3. What is the simple interest from April 5th to September 16th, at 3¾ per cent. per annum on £1,151 6s. 8d.?

**Note.**—Although definite questions are not set under the heading of "KNOWLEDGE OF ENGLISH," the Candidate's attention is drawn to the fact that extra marks will be awarded for correct spelling, punctuation, composition, and the answering in clear language and logical order the questions in each Section. Hand-writing will also be considered.

INSTRUCTIONS TO CANDIDATES

1. Candidate's number must appear on each sheet of paper. The name of the Candidate, or any other mark of identification will disqualify.
2. Only one side of the paper must be written on, and a blank margin space of about one inch left.
3. Each answer must appear on a fresh sheet of paper, and the section and the number against each answer. The question itself must not be copied out.
4. The answer, or answers, to each section are to be pinned together, and the sections handed separately to the Supervisor.

**N.B.**—At least 2 questions must be attempted in Groceries, 2 in Provisions, and 2 in each of the other Divisions, and not less than nine in all.

a public meeting of all the trade is held, and a resolution is passed welcoming the Institute's activities and calling for the establishment of courses of instruction, whilst the names of those willing to become students are taken. Next, armed with a mandate, so to say, from the local trade, the local education secretary is interviewed with the purpose of getting a course of instruction arranged during the ensuing session at the evening technical school, in preparation for the spring examination of the Institute. If the co-operation of the authority is enlisted, a small local advisory committee is formed, and one of the traders is chosen as local correspondent to be the medium of communication with the Institute headquarters, and it is not long before the young men get to work. Thus at Hull and at Middlesborough, for example, this plan has been lately followed with excellent results. At the former place, a class of 89 is now meeting, and at the latter a class of 60.

With regard to the teaching, which, it may be thought, presents some difficulty. In many places a member of the trade has been found who combines good knowledge and experience of the store and all its details, with teaching ability. In others the lessons in book-keeping, commercial arithmetic and law (all given by the regular teachers of the local evening school) are supplemented by visits, weekly or fortnightly of experts in various subjects. Thus on one night, a practical demonstration of "coffee-roasting," may be held, on another, a lantern lecture on "bacon and hams," on another, a lesson on "cereals" illustrated with numerous samples, etc. In time it is believed that many of the brightest students will become, in their turn, able teachers, as is already in some instances the case. The average cost to the clerk of a course of instructions is about \$2 for the whole winter session, and in April he sits for an examination, on passing which he receives a certificate. After the second year's examination he is eligible to take up the associateship. Finally at the end of the three years' course he can take the final examination, which is both theoretical and practical, and gain the special final certificate, entitling him to election as a member, besides standing a chance of winning a valuable prize.

That participation in the above is of immense value to the young clerk is obvious. The institute stands for the truth that the leaders and employers in the trade in England are taking a thorough interest in their employes. This should encourage them to become really

skilled and efficient. Moreover the rule is that remuneration follows efficiency, and the man who makes himself worth big money, invariably gets it. To study the trade systematically induces a man to put head and heart into his work, gives him an interest in it, makes him happier whilst firing him with an ambition to get on. This is the Institute gospel, and its leaders are convinced that it is having an incalculable effect, and will have more so as it grows, in raising the tone of the whole body of clerks. Enthusiasm is the keynote of the Institute's council, officials and members, and it is permeating the trade with a new spirit of optimistic hopefulness.

**The Institute a Public Benefit.**

And the Institute in making the trade more efficient and more useful is doing a big public service. Just as the nation wants good carpenters, good chemists, and good doctors, so it wants good food purveyors. The Institute is out to make the distributing of groceries and provisions almost a fine art, in short to hand the nation so large a part of its food supply as well chosen, as well bought, as well handled as pos-

sible. The public aspect of the Institute has lately been recognized again by that eminent authority on food, Sir James Crichton-Browne, M.D., F.R.S., who presiding at the annual banquet last month, freely admitted the national service the Institute was calculated to do, and blessed its work in no equivocal terms.

Thus, then, the trade of the Old Country is seeking to set its personnel in order, and the time is rapidly coming when the letters F.G.I. (Fellow of the Grocers' Institute), after a trader's name will be the recognized guarantee to the public of the most reliable grocery service. It has been hinted to the writer that a field for similar energies exists in Canada, that there is a call to the Canadian grocery clerk to improve his trade knowledge and skill, his interest in, and esteem for his business, his quality and spirit. Could not Canada and the Old Country march hand in hand in this work?

The Institute of Certificated Grocers is eager to place its experience at her disposal.

What measure of inspiration will the Dominion receive from the Motherland?



Using the hands in weighing goods is not sanitary. It should, therefore, be eliminated.

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## Nova Scotia Dealer's Winter Campaign

**How One Dealer Proposed to Conduct His Winter Campaign—Believes Careful Planning is Necessary for the Best Results—He Intends to Use Plenty of Advertising—Lines He Will Feature During Each Period.**

The "hit or miss" method of doing business is not productive of best results. The dealer who allows trade to slide along without a definite plan of action in every department of his business is likely to be a long time in seeking success in the grocery business. As in every line of endeavor, careful planning is necessary in the grocery trade. "Now and again," advertising conducted without a special aim or without any definite plan of action, will not beget the best results. The same may be said of business in general. Careful planning is essential.

Planning should be done early that the dealer may get off to a good start. I have already outlined a winter campaign. Long ago I found the value of advertising, and have allowed a liberal amount for that purpose, which it is hoped will be money well spent.

### A Five Months' Campaign.

My present campaign will cover five months from the first of November. There is nothing like making a big start. Early November a good sized circular devoted to general lines will be issued. That will be to improve general business.

### Prominence to Fish.

Towards the latter part of November with the opening of Advent, fish will be splendid sellers, and special prominence will be given to this line. I used to wait until after the rush of Christmas before starting to feature fish, but have found that by starting with Advent many more steady winter customers can be attracted. Frozen fish are the chief lines handled during Advent, but later on smoked and pickled fish are added.

By the first of December it will be high time to get the housewife interested in her Christmas cake and other Christmas cooking. Therefore begin to feature dried fruits, peels, nuts, spices, and other baking essentials. I usually begin my advertising in this regard by publishing a recipe for a Christmas cake. The strong points in advertising are the superior qualities of the goods, pointing out that the housewife would rather pay a little more and get goods that will make her Christmas baking a success. Sometimes I have placed a special price on one particular line, such as lemon peel, as a trade attractor.

### Display Christmas Novelties.

Fully two weeks before Christmas, special prominence should be given to Christmas novelties and those goods that are acceptable for Christmas gifts.

I devote one window the first week to this line, still retaining one for baking goods. Decorating in our store is done early so as to get the public in a Christmas spirit as early as possible. I believe in getting the advertising started early also. On the Monday of the week preceding Christmas, we send out a small dodger, just to bring the store before the people, before they do their final buying. One of our windows will show Christmas novelties and presents, and the other fruit, candies, nuts, table raisins, and kindred lines.

### Get After New Year's Trade.

We all used to consider the week between Christmas and New Years a holiday season, but not now. I believe in "making hay while the sun shines," and while the public are in festival, we take the opportunity to increase sales. Therefore, keep right on showing fruits, nuts, etc., and give special attention to the confectionery department, for sweetmeats are good sellers at this season. We make an attempt to clear out any Christmas goods that might have been left over.

### After the New Year.

With the opening of the year, we enter upon the second portion of our winter campaign, and with this in view, we again do more advertising. Like the first big spread, it usually covers general lines. Get the good will of the people by asking them to begin the year right, by dealing with you.

About the middle of January, our plan is to specialize each week on one line in display and advertising. I believe that concentration of efforts on one line at a time brings the best results. The lines we usually feature each week are: Canned goods, dried fruits, flour and cereals, fish, fruits.

Beginning with March, we remember our duty on cleaning up the winter lines, on which there is a chance of making a little profit. The arrival of Lent means special attention to fish again, and once more the cycle of the seasons brings us to spring and increased trade.

### HE WAS A JOKER.

In a grocery store there appeared a sign "We give \$38 for 1899 pennies."

In walked a man and laying a penny on the counter triumphantly asked for \$38.

The clerk took the penny, examined it closely, asked if it were genuine, and

after several minutes sighed, and said he guessed it was good.

"Certainly it is," exclaimed the man. Then pointing to the sign, said, "where is my \$38?"

"Oh," said the clerk, "where are the other 1898 pennies?"

## Honey a Highly Nutritious and Palatable Food

The food value of honey is not sufficiently realized either by the consumer or the retailer who sells it. A writer in a German paper recently referred to it as follows:

"Honey is easily digested, and goes direct into the blood vessels without leaving deleterious residues in the intestines, so that a spoonful of honey means a spoonful of food. It contains: grape sugar, fruit sugar, and cane sugar (all differ chemically), water, fat, albumin, and some other substances, and its use cannot be substituted by grocers' sugar. It is a good food to take at breakfast time, being sustaining, warming, and aiding in the digestion of other foods taken. Eaten with bread it is very palatable, and is also better than molasses with porridge.

"In many countries of Europe honey is more freely eaten than in England; in Germany, Switzerland, and Denmark amongst others; and by the people of old: the Indians, Egyptians, Jews, Greeks, and Romans, it was held in high estimation. In addition to its nutritive qualities, honey is also held to have therapeutic properties. Its great power for restoring health lies in the ease with which it dissolves excess of mucus in the human system. In troubles of the stomach and intestines, the use of honey by breaking up the mucus, frequently prevents acute inflammation; in the same way it mitigates the evils of lung consumption, and has been found most useful in diphtheria, especially among children.

"Honey is also recommended for delicate young people suffering from anaemia, as it is a useful stimulant, imparting warmth to the body, and helping the circulation. It is very largely used against anaemia in Denmark and some parts of Germany. Made into a poultice, for which purpose mix with flour, it acts as a cleanser and healer of putrid sores and ulcers."

"Yesterday is dead—forget it: Tomorrow does not exist—don't worry; To-day is here—use it."

# Interesting Views of a B. C. Dealer

Gives Some Good, Homely, Practical Advice—Started Strictly Cash but Found This System Not Always Best—Later Gave Credit Carefully—Keeps Complaints For the Traveler—Story of Scotch Knight of the Grip—Inferior Goods and Low Prices.

By R. G. Joy, Nelson, B.C.

**M**Y literary efforts are confined to ad-writing and letter writing, but I always read *The Canadian Grocer*, and have got many useful hints from it. So now I am trying to make some reading matter for my brother grocers. The previous proprietor of my store was of Jewish extraction. He called it the "Ideal Cash Grocery," and I shall tell why I call it "Joy's Cash Grocery."

When I commenced business on the new venture (or I might say we, because my good wife helped me considerably with the books), I tried the first year to do a strictly cash business. Yes; it was cash, but I could not get sufficient turnover to show much more than a living at the end of the first year, so I launched out into the credit business. I was careful with whom I did business and found that the sign "Joy's Cash

Grocery" helped me several times, it often kept undesirables away.

## Gave Credit Carefully.

Some of our citizens would come and ask me if they could open an account because it would be so convenient when sending the children on messages. I then made inquiries, if I did not know them personally, and I still have some of those customers on my books that opened an account with me ten years ago,—in fact I might call them friends.

Some brother grocers may ask, did you have any bad debts? Yes, I have had some, but most of them were contracted when the head of the family met with some misfortune or sickness came into their midst. Some of the public say, "Yes, we who pay, have to pay for those who do not pay." I say they do not in my case. I and my family put up

the balance; there is that much less to my credit on the right side of the ledger.

Ha, ha, say some, look at Joy, he's fat and hearty, says he suffers. Yes, they say, I am a living advertisement for the quality of my groceries, and "Joy will meet you at the door" is my motto, and "Smile" is written on the little card above the cash register. I smile when the money comes in, I smile when the money goes out, for I am happy when I can meet those chilly things called drafts.

## Favorable to Draft System.

I think that the draft system of collecting is quite satisfactory and the wholesalers know that Joy meets them with the cash. The most enjoyable time I have is when a drummer comes in, one that sells good goods, for goods well bought are half sold. I believe in buy-



A Nelson, B.C., Store and its Proprietor, R. G. Joy, the Writer of Accompanying Article.

## THE CANADIAN GROCER

ing goods with a good reputation for quality. They move quickly, and the faster the goods move the more profit for Joy.

Some grocers say, "sell the goods on which you make the largest profit." This advice does not always work. I knew a grocer in England that bought a corner grocery doing a good business, but he was not satisfied with the lines his predecessor carried. They were good lines, the kind that people come again for, the kind that mother used and who would turn to her daughters and

come puffing into the store and say, "These hills are a terror," and hinting that an order would appease them for their efforts of climbing. I have received good advice from some of the Knights of the Road. They are always welcome at Joy's corner. One of the knights was an old grocer. He failed in business, not entirely his fault if the truth were known, and this was his brief summary:

He said, "I failed in business. Competition was keen, I had to raise a large family. I gave them a good education and fed them well; my oppo-

After some time Mac came around for another order. I took the bottle and showed it to him, with a few remarks about such unsanitary methods of bottling, etc. He did not turn a hair (it was red), he looked up at me, and said, "I would na waste it, tak it to the hoose and use it yer' sel'."

### Meat Slicer Free From Flies.

You will find under separate cover two photos of the interior of my store. In one of them you will notice that my meat cutter is in an enclosure made of



This View of Joy's Store Shows Meat Slicing Machine in Case by Itself to Prevent any Possibility of Flies Being Attracted by the Meats.

say, "Now children, you can always depend on the things that you get at Blank's."

### Inferior Brands Not Wanted.

The new man bought brands that he could make more money on, but alack, alas! the customers quit. He had the inferior brand of goods, but no business. I say, sell the best you can buy, be careful of your weighing, cut out mistakes in your accounts, take an interest in your business, like it, and success will follow.

I spoke about commercial men. There are all kinds that come up the hill to see Joy. The easterners, especially,

sition ate what he could not sell and died of cancer in the stomach. I am still alive, and selling merchandise to good grocers."

### Tenders Complaint to the Drummer.

When I have a complaint to make, I wait till the drummer comes round. I find that when I write to the house a letter comes back that makes one get his back up. One time I purchased through a traveler of Scotch descent, some pickles. On receiving them, I found in one of the bottles a large bluebottle fly. I put the bottle aside and said to myself, "It is a good thing I noticed it; it might do the firm harm if I sent it out with the fly showing."

wood and the ordinary fly screen wire netting. It opens like an ordinary window, up and down, the sashes are balanced with weights. I found that during the hot weather the flies could not be kept away from the meat slicer when cutting boiled ham, and to cover it with a cloth would not be practicable, so I devised the enclosure shown in the photograph. I noticed that when the ladies came into the store they took particular notice of it and congratulated me on keeping my meat, cheese, etc., from the flies.

I also have fly screen doors. A clean store is a good advertisement. My store is located in the residential portion of

Nelson. Some of the famous Kootenay fruit is grown in gardens that surround the residences. My clerk and I are English but have adopted Canada as our home and country and my children are good Canadians.

Now, brother grocers, we all have our little troubles. This is the generation of big combinations, not individual effort. Lots could be said of this, but I say take an interest in your business and take an interest in your city. Some say keep out of politics, but I think it is the duty of every business man to take an interest in the government of his country, for with good government you get good business.

You do not have to talk politics in business hours. Close at six. We all close at six in Nelson, except on Saturdays, and close on Wednesday afternoons in the summer time. I see no reason why we should not close in the winter one half day. This prevents making Sunday a day of recreation. Some say the day of the small dealer is past. If you think this you will pass out of business, but do not think it. Sell as much as you can for cash, but I find that it is not always convenient for my customers to pay cash owing to the monthly system of wage payment.

"Joy cometh in the morning,  
And in the evening too;  
If you buy his groceries,  
You will be Joyful too."

#### ONE BUYS FLOUR FOR ALL.

Trade in Orillia on Good Terms With One Another.

Co-operation in buying is evidenced in an especial way in the case of flour among the grocers of Orillia, Ont. T. B. Cramp, one of the leading grocers of that town, buys a car load of flour at a time. He has too much for his own use, so divides it up among the other grocers, they allowing him the cost price, plus a margin of 10 cents a bag for what they buy.

No doubt this plan of buying has already been tried in other places, and where there is a good understanding among the grocers the plan has much to commend it, so far as flour is concerned. There is a saving all round in the cost of the flour through buying in large quantities and in the expense of freighting.

There are two flour mills in Orillia, one of them owned by Vick's grocery and bakery concern, and the local brands have, of course, a good call. They sell to the grocers and in some cases sell to farmers, but both mills prefer selling through the trade. When they do sell direct they charge the grocery trade's retail price, in this way protecting the trade and making for a good feeling all round.

## Actual Instances Where Clerks Go Astray

A Dealer Who Never Learned How to Control Debts—Case Where Clerk Gave Overweight to the Purchaser—His Employer Had Not Impressed the Point of Correct Weight.

The object of the reference to the clerk question lies in the desire to impress upon retail salesmen the necessity of fitting themselves for the openings that are going to be presented some time when they are least expecting them. Initiative is required and perseverance.

Memory recalls the story of a New Brunswick grocer who has made a success of his business. When a young man he decided to study the art of reading character, a power that is invaluable in any walk of life. Many times he found this unusual ability an aid in deciding when to give credit, when to believe tales of "woe" and in other instances. This is not mentioned with a view to urging clerks to give some time to this study, but as an illustration of the



"To-day he is worrying with question of establishing a cash business only."

desire they should have for improving themselves, no matter what method they may adopt.

#### Could Not Control Collection.

The idea that the grocery business is merely the handing out of goods asked for is no longer admitted. Ploughmen and boilermakers may think so, but when their savings are spent in the "game" they thought so easy, the realization of their mistake comes too late. The writer knows a grocer whose delivery wagons seemed to be always on the road. He sold a great deal of goods but he could not secure control of collections. To-day he is worrying himself with the question of establishing a cash business only. The elevation of the grocery business of the coming generation to a higher plane depends upon the education of the clerks of to-day, and therefore depends upon the efforts of the grocers in the cities, towns and villages from one end of the country to the other.

This question is so important to the

grocer himself that it is a wonder it does not receive more attention. How many employers stop from the daily grind to point out the value of co-operation, even though the clerks know that in united efforts the best results are obtained? How many ask for suggestions from the clerks or enquire about any difficulties the clerk may be having? It is leaving the clerk to his own resources that is the bane of the latter's advancement.

#### Where the Buyer Gained.

One clerk the writer knows who but a few years ago used to disdain returning to a bin or drawer a quantity of goods that remained in his scoop or measure, unless the latter was nearly full. In parcelling up sugar if the last scoopful happened to contain more than the exact weight, and if the measure were about half full, the purchaser received that much more than she paid for.

It was the same with currants and raisins, rice and all down the list. With cheese, and meats and other articles served in that manner, the same thing happened. This clerk actually cost his employer far more than he was worth. But he was only a young boy just out of school and did not realize what an ounce lost here and there meant in a day's work. His employer told him prices, gave him an apron and told him to go ahead, but the grocer did not know that he himself was going behind.

It would have been so easy to have explained by a few figures the necessity of giving a customer what he pays for and no more.

#### Good Buying Handicapped.

This same grocer used to advertise that he had bought "right" and undoubtedly he had at times made purchases at the right time, but here was one of his clerks who was certainly not selling right. A part of the profit secured in extensive buying was lost unnecessarily through the grocer's sin of omission; he had omitted to impress upon his apprentice clerk the significance of what the latter deemed insignificant.

#### TEACH THE BOY.

When the boy starts in with you, teach him the things that he should learn. Get him interested and anxious to learn. Show him how to properly wrap and tie a parcel, to keep the counter and scales clean, to always keep busy at something, whether it is the arranging of a shelf or a counter display. Teach him to be saving of paper and of twine. In short, teach him to make your interests his own.



# A Window Trim Minus Selling Power

More Than a Dozen Articles Distributed Bearing Little or No Relation to One Another—Observed in Suburb of Large City—Six Important Points to be Considered in Dressing a Window—Space Useless Unless it Sells Goods or Creates a Good-Will.

## IS THIS WINDOW DISPLAY ?

Ginger-snaps, laundry soap, fancy biscuits, corn flakes, ornamental brooches, wheat cereal, pork and beans, corsets, hat-pins, more fancy biscuits, men's socks, leather mitts, baby's dolls, cups and saucers, buttons, sweaters and a Union Jack all in one window.

The artist who dressed this fine window was loyal, if nothing else. Possibly we should have referred to the Union Jack first, but it happened to be the last item observed.

This display was not made in any newly-settled district either, where some laborer out of work "set up shop" to keep the wolf from the door. It was shown on the main street of a suburb of one of Canada's largest cities.

What was the merchant's occupation anyway? A look beyond the window was just as confusing. The shelves, counters, barrels and boxes, shared space with the biscuits, buttons, pickles and feminine paraphernalia. There was no system whatever attempted, the floor being crowded with all sorts of containers separated by zigzag aisles.

### Prospects are Poor.

And this practically in the midst of a great, busy, bustling city, where merchants are supposed to know better! Such a display is not likely to attract much attention apart from a window critic. It was almost useless as a business getter, particularly as it was located among stores carrying these goods exclusively, and where the windows were not all a conglomeration of articles.

The outstanding feature in every good window is its power to not simply attract, but to hold the gaze of the passerby who is a probable purchaser. Unless the window artist can provide something to HOLD attention, the window is useless. Once this has been accomplished, it remains for his ingenuity to present the goods displayed in such a tempting manner that they will be bought.

The initial part of this article demonstrates how not to dress a window. No display that shows a number of articles that bear no relation to one another is considered good for the business.

### Basis of a Good Window.

What then are the fundamental principles underlying a positive selling display ?

They might be enumerated as follows :

1. The Goods to be Displayed.—In considering what you want to put into the window, take into consideration the season, the timeliness of the display, the quality of the goods you have for sale and the margin of profit. Turkeys shown in July will not attract the same attention as if shown prior to Christmas, and soft drinks at Christmas time in place of July, would be equally poor policy. Goods of inferior quality or even those whose quality you are not in a position to recommend, through lack of knowledge, should never go into the window. Never get behind an article that you cannot stake your reputation upon, even if margin of profit is alluring. If, however, you have two similar articles, and you are sure they are equal in quality, the one with the better margin is the one to display.

### Planning the Background.

General Plan.—Once the goods are selected, what sort of display will show them to the best advantage? Displaying for instance, maple syrup and sugar, a sugar-camp in the woods in miniature suggests itself as a background. If you want to display dried fruits for the Christmas season, remember to have a show card or two calling attention to housewife's plum pudding and Christmas cake. Canned fruit suggests a neat pile of wholesome raw material, etc. Think out your plan first.

### Have Window Suggest Something.

3. Association of Articles.—Bacon and eggs go well together; fresh fruit and sugar; all the ingredients of a Christmas cake; poultry and cranberry; meats and fish of all kinds and meat sauces; all varieties of utensils necessary for housecleaning, with cleansing powders and liquids, etc. This association of articles, provided there are not too many, tells a story which every purchaser appreciates.

4. Cleanliness.—Every window should be spotlessly clean, if the maximum results are to be obtained. To this end every dealer will find it profitable to

install a floor in the window of clean, planed, matched lumber, or tiling. This can easily be kept free from dirt.

### Value of the Showcard.

5. Show Cards and Price Tickets.—Some windows may possibly be better without price tickets, but show cards are indispensable. Every good dealer realizes the importance of his word-of-mouth suggestion to his customers. The show card does the same work, only it lacks the follow up power of the dealer should first reading not prove strong enough to convince the probable purchaser. There is no window that will not be the better of a neatly written, convincing, but inoffensive show card.

Price tickets in most cases are effective. Their use is generally to be commended in a district where dwell middle classes and laborers. In a district where trade is of a very high class, they may not be such a big factor, as price is not such a consideration there.

### Last But Not Least.

6. Attractiveness.—Although attractiveness is named last, it is one of the most important selling factors in a window. Few windows can be thronged with a motley supply of goods and attract much attention. On the other hand, a display consisting of one or a few articles, can be easily made attractive, and if it draws the people, it will nine times in ten sell the goods, providing cleanliness, appearance, and the dealer's recommendation goes with them. Make the display a thing of beauty and stop the public. If you can do this, the remainder is easy.

Motion in the window should be included under this heading, but the artist should be careful that the gaze of the passerby must not concentrate upon the thing in motion, unless it bears some direct relation to the goods displayed. A railway company showing a small moving train is good display, but the same train in a grocery window will be ineffective as a positive selling force, unless it be used to bring out some point in connection with the goods. It might, of course, get the public talking about Jno. Jones' store, but as a direct seller it must be placed in a low class.

### Summary of Good Points.

To revert to the inspiration of this article. The window in question was not attractive; it had no show cards

or price tickets; there was no association of articles—unless it were the laundry soap and socks; no study whatever was made upon the background or general plan, and it is safe to say that the dealer did not know what goods he intended showing until he had finished throwing them in.

The window can be made one of the best assets of any dealer. Merchants in

country, village, town and city stores, have proven this. Then is there any reason under the sun, why all the advantage possible is not taken of them?

Dress the window according to sane, sound principles. Make it speak out to the passing public, and reap from it the profits that lie within its power to bestow.

## Your Xmas Window Should Tell a Story

This Sort of Display Holds Attention More so Than Something Novel Without Logic—For Instance, Tell the Story of Plum Pudding—Examples of Good Selling and Inferior Displays—Olive, Coffee, Sugar and Syrup Plans Suggested.

By Victor Lauriston.

**"I**SN'T that a queer notion—wasting a whole big window just to show nothing else but those olives?"

That remark, voiced the other day on Carisford's main street, was followed by other comment, some of it explanatory.

"Jackson does get up some queer window displays, doesn't he? Just think of it—nothing but olives! And there wasn't much to the window—I studied it all out. He put eight wooden basins in the window, and covered the whole thing with cheese cloth, and then put bottles of olives in the basin—half a dozen bottles in each basin, and each basin a different kind. I never imagined there were so many different kinds of olives."

"Say, what are they for, anyway?"

"What—olives? Well, I donno—something like pickles, I guess. Reckon I'll drop in and buy a bottle just to find out."

Well—when you get down to hard cold fact, was that a waste of window space?

Jackson's grocery in Carisford does get up some odd window displays. But, as in this instance, they are displays that invariably attract attention, arouse curiosity and stimulate sales—which, after all, is the object of all window display.

### Story Told in Every Window.

For Jackson wasn't satisfied to make his window a mere shelf, upon which to shove goods for the time being in order to get them out of his way. Rather, he was inclined to reverse the process—to make every shelf serve as a window, and therefore a help in making sales. As for his windows, each one of them was designed to tell a story. Furthermore, it must be a new story every time—and interesting.

That sounds difficult, but it is far from being as difficult as it sounds. Making the window tell a story doesn't necessitate anything elaborate—in win-

dows, as in fiction, the simpler and more direct the story, the stronger its appeal to the person whose eyes rest upon it.

What constitutes a window-story? Well take the olive window as an example. Jackson showed olives with pimento, ripe olives, Spanish olives, French olives, olives done in this way and olives done in that—a complete short story of the final product of the olive industry. It told the passerby something of the importance and possibilities of olives—and, helped out by show cards and price tickets, led to the logical climax of inducing him to purchase.

### A Coffee Display.

Another such story was told recently in the Jackson window on Main street, Carisford. It was a story of coffee. Jackson showed coffee in bags—unroasted coffee, Java roasted but unground, Mocha roasted but unground. In little dishes were samples of various blends of ground coffee. There was coffee, ground, sealed in air-tight tins. In one corner was the electric coffee cutter, with, nearby, a show card telling in a dozen words or so the advantages of steel cut coffee over ordinary ground coffee, and the added advantages of having it freshly roasted and freshly cut. That was a story of coffee from the unroasted bean to the ground product. With a larger window or more time for preparing the display, Jackson could have given pictures of the coffee fields, of the various phases of coffee harvesting, of its shipment; and a table could have been set with an electric percolator and cups of the finished beverage to be sampled by all comers. That would have expanded the coffee short story into a coffee novelette, but still carried out the story idea.

### Something New Always Noted.

"There are lots of stories—thousands of them—but there's always a place for

the story whose appeal is fresh and new." Those words of a magazine editor with reference to magazine fiction, the art of window display just as closely. And, inferentially, they tell why it is that so many window displays fail to justify the elaborate efforts spent upon them.

The first great essential in the window display is, that it attract the attention of the man or woman in the street. It shouldn't be just a sort of temporary accommodation for this or that line of goods; it is a story, an advertisement, with reference to those goods. And the quality that best attracts attention—but let me quote a regular, safe-and-sane business friend of mine.

"What's the use of putting a lot of care and attention on a window display," Smithers mourned to me last spring. "Here I've spent hours and hours putting together an Easter window that's a dream of beauty. And across there Jones just put a pine box with half a dozen white rabbits in his window—and six people stop to look at those rabbits for one that takes a good, interested look at my display."

Therein lay the whole secret. Smithers put together a conventional, elaborate display. Jones tossed in a few rabbits in a common pine hutch. The value of any display is measured, not by the work put upon it, but by the effect it produces. Smithers' window was conventional. People in the street had seen the same sort of Easter window, year in and year out. Those rabbits were something novel—in a window. Therefore they attracted attention. The remedy was for Smithers to inject something of the rabbit quality into his display. If he had exploded a cannon cracker in the centre of his display, and put up a card, "Competition all shot to Smithereens," he'd have done the trick.

### Logic Behind Interest.

But that doesn't mean that Smithers' display was the poorer business getter of the two. Where twenty-four people paused to look at the rabbits, four saw the Smithers' display, but the logic of the Smithers' window may have convinced three out of that four, while the lack of logic behind the other window may have repelled all but two of the twenty-four. It's one thing to secure attention in the first place, and another thing to hold it. To secure attention you must have novelty. To hold attention you must have logic—the logic that leads the interest of the passerby right up to the purchasing point.

A year or two ago the hardware stores throughout Ontario suffered an epidemic of "millinery windows." Ingenious

hardwaremen manipulated stovepipes, pans, pots, brooms and other articles in such fashion as to burlesque the freak hats shown in the millinery openings. These displays were clever and ingenious, no doubt of that. They caused many a laugh. But were they business-getters?

"Say, that's great, isn't it?" one spectator would chuckle to another. Then, having had their laugh, they'd saunter on, and probably buy their nails later in the hardware store that was most convenient. Such displays caught the eye; but they failed to hold the interest right up to the buying point. Behind the millinery burlesque there was usually no argument with reference to any particular line of goods. The display led the passerby to talk about the story, which was a good thing from a business point of view; but there was in most of these displays practically nothing to induce him to walk right in and make perhaps his first purchase at that store. And, when it comes down to tacks and nails, or, for that matter, to flour and sugar, one actual new customer is worth a dozen people who talk about the store and then buy somewhere else.

There's a difference in window displays just as between well and poorly told stories. Take a pickle window, for instance. You've probably seen scores of pickle displays. "Bill," says Smithers to one of his clerks, "fix up a pickle window"—and Bill gets down about 40 bottles of pickles, and ranges those bottles in regular rows. First he puts a mustard pickle, then a sweet pickle, then a common, garden, every-day mixed pickle. And so on, till he has two or three regular rows of them, all as neat as a new pin. But what do they tell the passerby. Merely that pickles are for sale in Smithers' grocer, which is something he knows anyway. The platoon of bottles stares stupidly at the passerby, and the passerby, having seen that sort of pickle display time and again, doesn't even stop to reciprocate by staring stupidly at the platoon of bottles.

#### Well Studied Pickle Window.

Jones, on the contrary, had a clerk with a few vagrant ideas about window display that he had picked up by reading the trade papers and studying other windows and thinking things out for himself. Jones' clerk took practically the same groundwork—the window flooring, and behind that a ledge or shelf just a little higher, the whole covered with white cheese-cloth. On the front terrace he arranged four groups of pickle bottles—half a dozen bottles of

sweet pickles grouped together, and half a dozen bottles of mustard pickles grouped together, and half a dozen bottles of a high grade English pickle, and half a dozen of the common mixed pickle. And on the upper terrace he grouped (each kind by itself) five more of another brand.

In a central position was a basin of the ordinary cucumbers in brine. Attached to each group was a neat card bearing a catchy phrase that hit off the especial virtue of that particular variety, each card climaxing with the price. Jones' clerk, taking practically the same groundwork and practically the same pickles, by putting emphasis on contrast, made an effective display. His window wasn't a gem but it appealed to nearly a dozen different tastes. It could hardly fail to strike and strike hard, a responsive chord in every passer-by who was at all interested in pickles. Jones' clerk helped the pickle-



This Window Artist Doesn't Forget a Show Card or Two.

interested to choose and select, instead of making it difficult to do so.

Therein lies the difference between the window-story poorly told and the window-story well told.

Then old, every-day lines can be treated in a new way. The coffee window is an instance. It treats coffee from a new view point, and incidentally reminds the passer-by that Jackson makes a speciality of coffee. Such a window is convincing evidence that Jackson knows more about coffee than can be learned just by selling the ground product in sealed cans, or in paper bags.

#### Sugar and Syrup Displays.

Another such window could be made of sugars and syrups. Take granulated sugar, raw sugar, loaf sugar, brown sugar (in its various grades); molasses, maple syrup, corn syrup, honey if you like. A window showing the whole range of sugars and syrups is an interesting thing, even though sugar itself is a common place. And a show card attached to each sample displayed, not-

ing that this quality of sugar is just the thing for preserving, that taffy pulling is a jolly evening enjoyment, and that this especial syrup is just the thing for pancakes—such cards follow out the logic and lure the man or woman in the street more than a step nearer to the purchasing point.

A window need not be devoted to one article alone; but it should have one central idea, and every article shown and every word on every show card, should directly relate to and help out that central idea. Nothing kills the effect of a window so much as a discordant note. A pile of package teas in one corner of the sugar window would do much to spoil its effect.

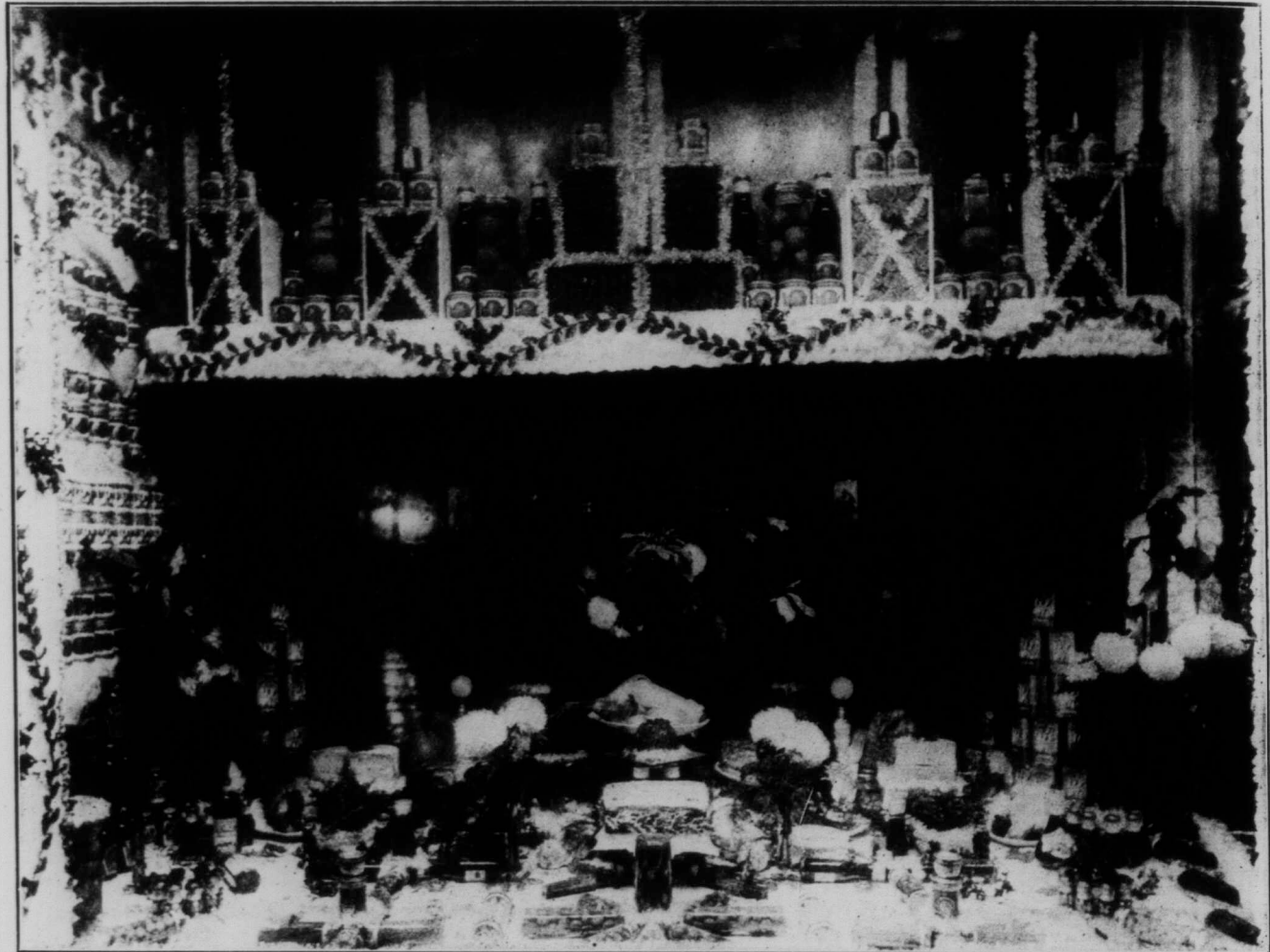
#### Ingredients of Xmas Pudding.

Thus, a Christmas pudding window early in the Christmas season—the earlier the better—would prove interesting. Show all the ingredients—raisins, currants, peel of various kinds, flour, nuts, sugar. Group in that window everything you sell that goes into the making of Christmas pudding—not excepting eggs, if the recipe calls for them. Give prices of each, and emphasize the quality. Paste upon other cards neatly typewritten or printed, recipes for Christmas pudding—give three or four of the best recipes you can find. And on your most prominent card emphasize this fact, that Christmas pudding is the better for being made well ahead of time, and kept for a few weeks. Thus you build up a logical-window-story, which leads the eye-witness from the vague, general idea of Christmas pudding right along to the climax of purchasing the ingredients at once.

#### Substitutes for Butter.

The window can tell stories of new things, making those stories applicable to the moment. Thus, at the time of a butter famine some years ago, Jackson, previously referred to, made up a display composed entirely of substitutes for butter—peanut butter, banana butter, butterine, cream cheese, ordinary cheese and a lot of other lines, many of them novelties, that in one way or another would take the place of actual butter. That window, being a timely novelty, not merely effected quite a few direct sales, but helped to introduce several new lines convincingly to the customer.

Dozens of new lines can thus be effectually brought before the public through the medium of the window display. But it isn't enough just to shove the articles into the window and leave them there. Help them out with show cards, price cards, and in every possible way, and tell the people in the street, not merely that they're there, but what they are and what they're there for.



Reproduction of Handsome Xmas Window That Has Been Shown by Dixi H. Ross, Victoria, B.C.

## Make the Christmas Window Sell the Goods

While It Should Be Attractive, See That Its Beauty Is Not Overdone—Nothing Should Detract From the Goods to be Sold—Three Christmas Displays and Their Chief Features.

With Christmas less than two months in the distance, dealers must soon begin to think about that important silent salesman—the Christmas display window.

There are a few points to be taken into consideration in arranging any display, Christmas or otherwise. Be sure your window is going to be attractive; see that it is clean and contains goods you are anxious to sell; display nothing but goods the quality of which you thoroughly understand; know that you are going to get a fair profit on them, turnover considered, and see that your window is actually the silent salesman it is intended for.

Attractiveness and selling power are the most important of the lot, since they are relative conditions, whereas,

one can be reasonably sure of securing the others. What one probable customer might consider attractive, another wouldn't; or what would bring one into the store to purchase, would not appeal to another. The aim of the dealer, therefore, should be to arrange a display that will arouse the greatest number of passersby to purchase goods displayed.

The Christmas window must not be simply a pretty picture. Attractiveness is all very well, but unless it sells the goods it availeth little. Attractiveness and selling power combined tend to get the maximum results.

### A British Columbia Display.

On this and succeeding page are shown three examples of good Christmas win-

dow displays. Dixi H. Ross & Co., of Victoria, B.C., are now well known to the Canadian trade as artistic window trimmers. Their windows always bear that delicate touch that only the handiwork of the artist can give them and, therefore, at first glance command attention by reason of their beauty.

Often it is said, the pretty window is not a good seller. However, in the case of Dixi H. Ross & Co., we can safely say we have a combination of attractiveness and high selling value. While there are some floral decorations, yet they do not detract from the goods shown, but rather tend to make the goods show up to better advantage.

### A Two Storey Window.

A glance at the illustration, shows that the window is divided into two

## THE CANADIAN GROCER

sections—an upper and a lower story. On the top shelf are four attractive boxes of dried fruits, two on either side of four boxes of figs. Interspersed among these, are preserved and canned fruits, which in original colors would give an exceedingly fine appearance to the upper section of the display.

To the centre and rear of the lower shelf, in front of a bouquet of flowers, is placed the indispensable Christmas turkey on a platter. In front of the turkey is the next prominent portion of the greatest of all meals. This is the plum pudding.

Figs and confectionery in glass are prominent among the other articles in the window. On the outskirts may be seen canned goods, biscuits, etc.

### Confectionery Well Shown.

For a comparatively small centre, Bracebridge, Ont., produces some fine window displays. The one shown here is a Christmas trim with special attention given to confectionery. It was a motion window, in which boxes of confectionery revolved about a floral display. A bunch of grapes hung to the end of each box, so that when in motion this display would naturally at-

tract much attention. The attractive open boxes of chocolate look quite tempting, and must have made a number of actual sales.

Nuts, figs, dates, wines, etc., systematically arrayed constitute the floor. Santa Claus overlooking all, tends to further the Christmas idea. Sometimes the Santa Claus idea is overdone. It takes up so much of the window that nothing else is seen, but such a criticism can scarcely be made in this case.

The dealer should bear in mind that he makes a display with the intention of selling goods, and not simply to attract.

### Dried Fruits Hold Sway.

While different in many respects to those already mentioned, the Bruce & Sanderson, Toronto, window is worthy of attention. Christmas goods are certainly shown and in a very neat system. It must have taken great pains to plan and work out the design.

The floor is composed of dates, figs, raisins, etc., in packages, nuts of all kinds, peels and extracts. The illustration itself shows how these were arranged. Large open boxes of figs, boxes

of peel, packages of raisins, support a shelf of wines.

This window contains several price-tickets, but there is a deplorable lack of display cards in all three. Now that the Edwards' course in card writing is running in The Grocer, we shall expect to see an abundance of these window cards, neatly printed, a year hence. While in some localities price tickets may not be appropriate, yet there is no window that would be the worse of a show card or two.

Editorial Note.—The points noted in the above article should be taken into consideration in planning this year's displays prior to Christmas. Remember too, The Grocer's window dressing competition, announced elsewhere in this issue, and decide now to become a participant.

### WINDOW SHOULD ALWAYS TALK.

A window undressed for any period means a considerable loss to the store; the amount of such loss depending on the location of the store, and its usual power in making sales. To avoid any



Motion Display of Confectionery. This Window Comes From Bracebridge, Ont.

## THE CANADIAN GROCER

more delay than possible, it is best to have everything prepared as far as possible, before commencing to remove the old trim. In this way the time that the window is out of commission as a selling agent is reduced to a minimum.

There are stores which make a specialty of one line on a certain day with a special price. They will possibly have a window display with the price attached. At the end of the day, when the special price has come to an end, they have to draw the blind, and the win-

dow during the evening is doing no work at all.

In such cases it would be profitable to arrange for a change of the window display late in the day, showing the line or lines that are going to be featured the next day.



Well Arranged Dried Fruit and Nut Display Shown by Bruce & Sanderson, Toronto.

## Methods for Increasing Syrup Trade

**A Good Season and a Good Year for the Sale of Syrups—Not Only Pleasant to the Taste, But Has High Food Value—Prominence Should be Given to It in All Departments.**

When baby sticks his finger in the syrup and then with a thrill of pleasure licks the "treacle" off; when Jonny emerges from the pantry with his face and clothes besmearcd with the sugary liquid, then are we brought to a realization of how agreeable to the taste that article called syrup is.

This is probably the best season for the sale of syrup and molasses and grocers should ponder over the possibilities in the sale of these lines.

### **A Seller the Year Round.**

There used to be a time in the grocery trade when dealers believed that the only time they could sell syrups and molasses was in the middle of winter. That idea is, however, a thing of the past, and the best grocers not only keep

it on the shelves but push it's sale at all seasons. It is without doubt an all-the-year-round seller.

### **Has High Food Value.**

Syrup, as the grocer does, or at least should, know, is not so largely used for the reason that it is pleasant to the taste. It possesses a relatively high food value for is it not kindred to sugar, and is not sugar considered an excellent and nutritious food? Whether it is maple or corn syrup, the user is assured that he is consuming a highly nutritious food. Then the price is comparatively reasonable and within the reach of all. It can be transported easily, a fact which increases its use in the mining and lumbering camps.

How shall we proceed to secure the best results? Prominence is, of course, the keynote and should be carried out in counter and window display, advertising and personal talks. It helps, of course, if it is displayed in conjunction with associated lines, but a window devoted to syrup and molasses alone will attract attention and create sales. Show cards pointing out its good points could be used to good advantage.

### **Direct Selling Forces to It.**

It is a good plan to give emphasis to syrups and molasses in all departments at once. Select a certain week, exhibit it in the window, boom it in your advertising and talk it to customers. Results should be gratifying.

Last winter a dealer in a Nova Scotian town known to the writer helped his syrup sales by a neat counter display showing the various lines, while syrup and molasses were shown in bottles so that customers could pass upon its quality.



# Lesson 7--Complete Course in Cardwriting

The Edwards Short-Cut System—Demonstrating the Lower Case of the Capitals in the Preceding Lesson on Brush Stroke Roman.

By J. C. Edwards. Copyright, Canada, 1911.

**M**UCH has been said in favor of the brush stroke Roman lettering by card-writers. This style of show card letter can be executed very quickly and a large amount of legibility can be obtained. The accompanying plate shows the lower case or small letters which are allied with the letters of last lesson—the brush stroke Roman capitals. If you refer to the previous lesson (No. 6) you will notice the card made exclusively with Roman capitals is not so readable and neat as the card accompanying this lesson which is made with capitals and lower case letters of the same style of lettering.

There is one very important point to learn in writing the Roman, and that is the great care required in putting the spurs on the letters. This either makes or mars the letter, for the beauty rests entirely on the evenness of the spurs.

Keep in mind the absolute necessity of holding the brush properly as illustrated in the picture shown in the left hand corner of the lesson plate. Another important point to observe in Roman lettering is the fact that much greater speed can be attained by making the whole word or line of letters before adding the spurs and moreover, a much neater and more symmetrical effect can be obtained. The hand is steadier and produces better and truer spurs where it has quite a number to make all at one time, instead of adding the spurs to each letter as you go along.

The idea in writing brush stroke Roman is to produce neat cards quickly and this is accomplished more readily when the capitals and lower case letters are used together as shown in the main one of the card "Floral Effect."

The strokes of this letter will be recognized as being the strokes that appear in the first alphabet that appeared—brush stroke block. This, one might say, is rather singular but you will find that if you have been successful with the first and have practiced every stroke and become quite familiar with each and every one, that you are on "easy street" during the balance of the lessons, whether they be for pen or brush. Your attention was drawn to this fact in the first lesson and is one of the features that the Edwards' shortcut system embodies. Of course, there are many new strokes shown in this lesson that have not been used before in former lessons.

In executing the Roman letters, the position of the brush in the hand never varies except in a few instances, and the secret of success lies in the rigid adherence to this rule. The exception is the letter "S."

The hand turns in this case to give the full breadth of the middle stroke which is necessary and could not be done if hand and brush were held in the same position as in the execution of even the top and bottom strokes of the same letter.

There are only a few minor points in this plate which will not be perfectly clear to the student, but upon close study of the strokes, these can be overcome.

be carried out in colors or in shade of grey. It serves as a relief and takes the bareness off the card without destroying the legibility. The same brush, No. 7 or No. 6 red sable flat in albata, was used to make this card throughout.

When making the stems of the flowers allow the hand to run lightly on the finger as shown in the corner illustration of the plate, holding the brush in such a manner that the edge rests very lightly on the card. Do it quickly,



Card showing application of the brush stroke Roman.

The most important is the finishing of such letters as "a," "c," "i," "r," and "s." It will be noticed that the finish is not unlike an attached "comma" and if you turn back to plate No. 2, you will find that the strokes for the comma are given along with the strokes which form a "period." Practice this part of the letter and you need have no trouble in getting it properly. The shading we recommend for this style of letter is the left hand lower shade—the same as shown in plate No. 1.

The decoration of the card here shown is simple and yet quite effective. It can

practice it often and don't be afraid to try. If you go at it slowly, you will get it very uneven and also get amateurish-looking curves. For lining the card, hold your brush as indicated in the accompanying illustration, letting the fingers rest lightly but firmly on the "T" square and keeping the brush even always. Do not move your hand but move the whole arm.

If further particulars are required regarding brushes, outfits, etc., write to the author, J. C. Edwards, care MacLean Publishing Co., Toronto, or to this paper.



Showing position of brush in hand while drawing straight lines.



Plate N<sup>o</sup> 7. Brush Stroke Roman  
Lower Case



a n a a a b l h b.  
 c c c d d d e e e,  
 f f f g g g h h,  
 i i j j k k k l l m m  
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 r r r s s s s s s,  
 t t t u u u v v v w w w,  
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Plate illustrating brush stroke Roman, lower case. Follow arrows carefully and practise persistently.

## Everlasting Problem of Profit Figuring

Which Should It Be, Cost or Selling Profit?—Question Again Dealt With By Well-Known Merchant Writer—Task of the Deliveryman—Laws in Respect to Peddlers Not Enforced.

By Henry Johnson, Jr.

### Misunderstanding About Figuring Margins.

Some time ago F. C. Williams, Ridgeville, Ont., discussed several points about the retail business very instructively, but he seemed to be under the impression that, in computing margins on the Selling Price, a man might slight cost. He says, for instance: "I firmly believe a merchant should figure his stock on hand at cost price instead of selling price. In all things he should aim not to deceive himself or make himself think his profits are larger than is actually the case. If anything he should under-rate rather than over-rate."

### Don't Underrate Cost.

That is surely and most emphatically prime wisdom. In fact, no man can even begin to compute his margins until he has ascertained his cost. He cannot possibly be too particular or careful about this; and, just as it is wise for him to under-rate his possessions, so is it only good business to be liberal in figuring his costs. For instance, I buy coffee at a delivered price and all I am supposed to provide in addition is the drayage, which is handled on contract at 50c a ton, or 2½c per 100. But I add ¼c a pound to my invoice cost to be on the safe side.

He goes on to say that we may always take liabilities at their full face value, for we may be sure that we shall have to pay all bills in full, but that stock on hand should not only be inventoried at present replacement cost but that everything of doubtful value should be wiped out. That is also sound. It is the only true way to arrive at a conservative idea of where we stand.

### Inventory Season Coming.

Every word of this is logical business sense, and it is all especially apposite at this time because we shall be taking inventories soon, so the more alive we are to the right way to do it, the better and more secure we shall be. But nothing in all this in any way contravenes the soundness of computing margins on the Selling End. In fact, the very merchant who is logical and orderly enough in his mind to work his business down to a strictly safe basis is the same man who will immediately see that my method of computing margins is in line with his other ideas.

### Deliveryman Taking Orders.

One merchant says his deliveryman makes a practice of getting "Return Orders" when making deliveries. Customers often forget one or two items which may not be ordered for several days, but with this wide-awake boy asking for additional orders, "which will be promptly filled," the lady does not have to plan things systematically or do any thinking at all; hence a lot of additional business is secured.

### An Age of Specialties.

I do not want any of that in mine. I want my boys to get the goods distributed as rapidly as possible and get back to the store for another trip; otherwise I would never get done nor would my trade get their goods. This is an age of specialists and the more we specialize in our help, the better service will we get and give, and the more truly will we operate economically.

Here and there we find a "jewel" of a man on whom we can depend to make time, using every motion to advantage; but these are far between. The average deliveryman is already plentifully supplied with "reasons why" he does not get back in time for more work, and I do not want to give him any more good excuses.

### The Deliveryman's Place.

This does not mean that any man is to refuse another order or be uncivil. It simply means that the deliveryman is there to distribute goods. If he does that he will justify his employment, earn his money, and in the long run build up more business for us than he might ever do through combining soliciting with his other work.

### Gasolene.

The automobile has developed such a demand for gasolene that some grocers who have had little or no trade in that line are pushing its sale. For my part I hope for the speedy arrival of the day when gasolene will be considered as foreign to the stock suitable to a grocery store as boots and shoes. Groceries began with everything—almost any old junk—in fact, "gross-erie," but to-day groceries are primarily foods, accompanied with such household goods as can be dealt in without injuring the foods. Gasolene does not belong in the up-to-date grocery store. It will not be handled in Johnson's after a date less than one year in the future.

### Peddlers and Canvassers for Outside Houses.

Periodically we hear a wail from some quarter: "What can we do to get rid of peddlers and canvassers who take orders for fly-by-night houses on the representation that their goods are high grade, comply with pure food laws, etc.?"

### Laws Not Enforced.

I am informed that there are now on the statute books of almost every section and in the ordinances of towns and villages laws and regulations sufficient to give us all the legal ammunition we need to make these people take out licenses which will put them on a par with local taxpayers. Those laws, if enforced, would go far toward wiping out the peddler and would help a lot with the other fellows; but no law was ever much good if allowed to lie dormant in perpetual hybernation, as is the case with so many good laws.

Something like active, interested participation in the work of the local grocers' associations everywhere would result in the enforcement of these regulations. If we do not like the way some things are going, it is up to us, personally, to get out and hustle among our neighbors to dig these things up and make use of them.

### Know You Have Good Goods.

Meantime, very strict attention to our own "fences" will help some. If we keep our stores clean, orderly, properly stocked with goods that are really good—and which we KNOW are good—we shall not feel the pressure of the peddlers or the transient canvassers very much.

But that of itself is not quite enough. After knowing about our goods ourselves, we must take pains to see that others know about them too. We may have a lot of light, but if all our wires run down cellar, we shall not illuminate the world very much. We must use our windows, and interior displays with neat price signs; and we must use the newspapers or, if your locality can better be served that way, circulars or letters. But whatever we do, we must get our good things prominently before our own people. We have all the opportunity there is to do this; we have too lavish a supply of opportunity which we do not use, otherwise those outside fellows would not have the cinch they find when they come among us. It is our own fault mostly, if they "get away" with anything in particular.

### Something About Cinnamon.

By the way, speaking of KNOWING that goods are right: Do you know that ordinary Canton Cinnamon, in the stick, costs around 6c a pound in first hands.

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## Value of Good Service Well Illustrated

Story of How Salt Manufacturer Held Customer's Trade for 23 Years—Reason Why Leaks Out at Manufacturers' Dinner, Showning Importance of Proper Service — Competitors as Friends.

and that fine Saigon Cinnamon, also in the stick, is worth around 45c in first hands? If these two products are powdered, they will both be pure cinnamon, both will comply with every food law on the statute books; but do you imagine that they will both be equally satisfying to the discriminating consumer? Maybe you better think and study out some of these things when you feel coming over you the disposition to cry out about some special form of "competition."

And, also by the way, you may note that grocers who do study along those lines are usually so busy taking care of their highly profitable trade that peddlers and canvassers do not bother them much, though they are also the kind of men that do their full duty at the polls and as citizens generally to promote the general good.

### Confucius' Little Thinklets.

Appropos of nothing in particular, the following Confucian bits of wisdom seem suitable for closing this talk:

1. He that knows not and knows not that he knows not, is a Fool—shun him.
2. He that knows not and knows that he knows not, is Simple—teach him.
3. He that knows and knows not that he knows, is Asleep—wake him.
4. He that knows and knows that he knows, is Wise—follow him.

### CREAM CHEESE FOR CHILDREN.

An authority on cream cheese says that "it is an excellent thing to give the children now and again. It makes a most welcome change from butter or jam, and is very nourishing and digestible.

"It should be eaten alone, not with butter, and the children should be encouraged to help themselves liberally to salt with it."

### POINTERS FOR CONSIDERATION.

A merchant must take pains in his buying if he would secure a good profit.

When you can't make the sale without stretching the truth let the sale go.

If you have trouble in remembering the things you ought to remember, train and cultivate your memory.

The employe who asks no questions will gain mighty little information. The employer who is bothered if he has to answer questions is not deserving of ambitious clerks.

Reports from western New York say the output of evaporated apples this year will be fully 50 per cent. larger than in the best season they ever had. Canada, it is believed, will have some for export.

John Ransford arrived in this country many years ago from England, and became financially interested in the salt industry at Clinton, Ont.

About the same time C. C. L. Wilson, a Scotchman, settled at Ingersoll, to pack hogs for the British market.

Mr. Ransford needed customers, and it was not long until he found Mr. Wilson. He paid several visits to Ingersoll, and finally got Mr. Wilson interested in the

Ransford said that his policy had been to give the very best service possible and to endeavor to do at all times more than he had ever promised.

It happened that Mr. Ransford's great rival, E. G. Henderson, the manager of the Windsor Salt Works, was seated on Mr. Wilson's right, and he remarked that now he understood why, although he and Mr. Wilson were great friends, he could never sell him a pound of salt.

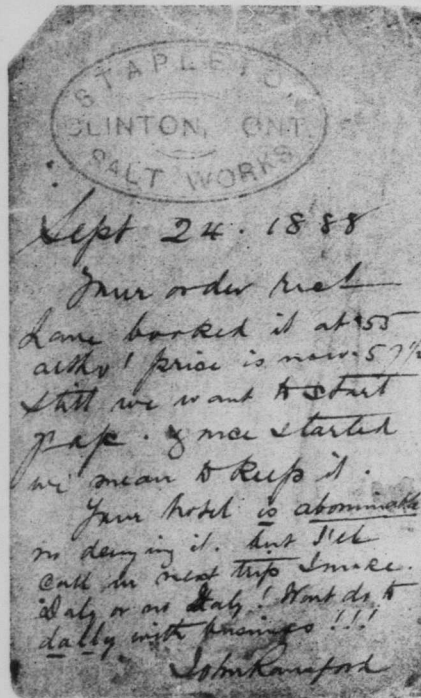
### Business Rivals as Friends.

There are two lessons for the young business man from this experience that are well worth heeding. One is the importance of giving a good service to your customers, and the other that you can be on friendly terms with your competitors. A representative of The Grocer who has attended gatherings of manufacturers and business men for many years has noticed that these two men, Messrs. Ransford and Henderson, are almost invariably together. They are deadly rivals in business and chums in private life.

The accompanying card shows that Mr. Ransford was somewhat of a humorist. He is still quite as bad, for during the meeting of the Manufacturers' Association referred to, he took up a subscription for a wedding present for the retiring president, W. H. Rowley, of the E. B. Eddy Co. He approached Mr. Rowley with a sheet filled with names and said; "I am taking up a subscription for a worthy cause, I would like you to give me a subscription." "What is it for?" Mr. Rowley asked. "Never mind what it is for," he answered. "What do you want?" Mr. Rowley asked. "\$25." Mr. Rowley put his hand in his pocket, and paid over the \$25 with a sigh.

### NEW BROOM FACTORY.

Essex grown broom corn will, it is understood, be largely used in the new broom factory to be established here by Alfred Farnsworth, who recently returned to Ridgetown from the Canadian West. Mr. Farnsworth has secured the Hunter building, on Erie St. north, and has purchased the machinery from the Comber factory, which will be transferred to the Ridgetown building in time to start manufacturing operations in November. Both brooms and brushes will be manufactured.



A 23-year old post card.

products of the Stapleton Salt Works. A few days after his last visit in 1888, just over 23 years ago, Mr. Ransford received his first order from Mr. Wilson. From that day and without any interruption, and in spite of all competition, Mr. Ransford has held that business.

### Service Held the Business.

At the annual dinner of the Canadian Manufacturers' Association a short time ago, Mr. Ransford and Mr. Wilson sat opposite each other at the table. Mr. Wilson opened his pocket book and out of it produced a postal card from Mr. Ransford, accepting the first order and presenting it to the latter. In the conversation that followed Mr. Wilson stated that it had been his policy to stick loyally to firms who had given him good service and who had always shown themselves to be absolutely reliable; and Mr.

# Country Town Dealer and His Methods

Fall and Winter Always Harvest Seasons For Him—Trade Conditions Around  
Barrie and Orillia—Special Features in The Businesses of Merchants In  
These Towns—Much Being Done on Large Scale.

Fall, and in fact winter trading generally, cuts a wider swath in a country merchant's business than does trading at any other time in the year. This is but natural. Dealing direct with the farming community the country merchant be he grocer or other tradesman meets his customers more frequently in the fall when the farmer is disposing of his produce and preparing to lay up his store of supplies.

For the reason that it is swallowed up more or less in the general fall trade the Christmas season in the smaller centres has not been made the feature it is in the cities and larger commercial towns of the country. But times are changing, and with the closer settling of the country districts and the opening up of the rural sections by railways bringing the farm and the town closer together there is a growing demand for what have been regarded as distinctively Christmas groceries by the farmer and his wife.

## Interest is Extending.

And thus we see the country merchant and the grocer in the smaller towns taking more interest in the prices and quotations of dried fruits, peels, and the other lines of Christmas goods than ever before, because the farmer and his family are now looking on these grocery lines more in the nature of reasonable necessities than luxuries.

Just as an example. Barrie and Orillia are two Ontario towns which while not new centres are just now reaching out after enlarged territory. Both are caterers for the summer tourist trade, in which they have met with success, but in the fall and winter have been content with their local and nearby country trade, which, by the way, is not inconsiderable.

At the present time trading with the farming community is at its best, and while the farmers are bringing in their apples and produce they are also buying groceries and provisions. The relations between farmer and trader are decidedly cordial. Barrie has a splendid market; Orillia a nominal one. In the one town the grocers buy largely on the market; in the other the farmers sell direct to the stores. The results are satisfactory in both cases, for in both this farmers' trade is catered to. Payment is made in cash or goods, whichever the farmer wishes, though often when cash is asked a slight dis-

count is made. Butter worth 22 cents a pound in groceries is paid for at the rate of 20 cents in cash.

## What Becomes of Produce.

Butter, eggs, poultry and apples are the produce lines coming mostly to the grocers of these towns and these are packed and shipped to a variety of points—wherever the price happens to be best. They are favored in this regard for demand is free, and comes from both consumers and shipping agencies. One day it is to Montreal for shipment to Europe; again it is to a Winnipeg concern for distribution in the great West; and another time it is sent to a customer in Goderich, or Kingston, or perhaps Toronto.

And just here is where the Barrie and Orillia merchant gets even with the large department houses in Toronto. The catalogues sent out from these large stores may bring some northern business to the department stores, but the grocers in the northern towns sell poultry, eggs and butter right under the noses of these big stores in Toronto.

## Extensive Poultry Trade.

James Vair & Co., of Barrie, ship around five or six barrels of poultry a week to customers of theirs, and much larger quantities of butter and eggs. In apples alone they have shipped to Winnipeg and the West some 10,000 barrels—sufficient to fill 127 cars. They have an egg and butter storage department, candling their own eggs as they come in.

But this is practically what all the grocers and general merchants are doing in that north country, particularly in those two towns. Thos. Mulcahy, Chris. Moore & Co., T. B. Cramp, J. J. Hatley, and Vick's Grocery, all in Orillia, are doing this, with some particular feature emphasized in each case.

The Dominion Government sends out a refrigerator car from Orillia every Monday for the convenience of those shippers sending produce to Montreal and abroad, and practically all of them avail themselves of this convenience. In summer much of the butter received by these grocers comes from the farm in crocks of varying weights, but in winter most of it is received in pound prints, for it is no easy matter to cut cold bulk butter. The prints are convenient in size for handling and for making up box and case shipments, and

the winter weather keeps the butter in sound condition. For these reasons the grocers prefer receiving their butter in prints in winter.

Most of the butter and eggs are shipped to Montreal in summer, the receivers there being ready at all times to take quantities large and small, and there is not the spasmodic demand that sometimes obtains from buyers in other sections of Canada; but in winter when a slight delay in receipts does not make a great difference, or an order from a faraway point is under consideration, the weather outside is sometimes conducive to making shipments to other Canadian points—of course if prices are right. Mulcahy's send lots of butter north and west in winter in various sized consignments, they being certain that if any stock remains on hand at the end of the week it can be sent out on Monday on the Government car to Montreal.

## Their Own Storage Plants.

But often it pays to keep the stock of butter and eggs, and the grocers are prepared for this eventuality, by having up-to-date storages and cooling plants. Mulcahy's have a separate building devoted to this purpose, with distinct compartments for eggs and butter, so have Moore & Co., and also Vick's Grocery. J. J. Hatley has a refrigerating plant, a cooling plant and a separate storage not only for their produce lines, but for their fish, meats, and stocked groceries.

T. B. Cramp while dealing in these produce lines makes a specialty of buying apples for shipment; distributing in return salt to the farmers, and to the trade, and bringing in standard brands of flour in car lots, which he divides up with his fellow grocers.

## Great Summer Resort Trade.

A reference was made to the north country trade, which to Orillia, at least, means a great deal, not only in the future, but in the present. In summer the grocers of the town have the whole Muskoka Lake region to play on, as well as the smaller and less well-known resorts closer at hand; and all the year round there is the immense region between Orillia and North Bay, and the greater territory beyond in the Cobalt mining district right up to Cochrane. Orillia grocers sell in every part of this region. They ship speci-

## THE CANADIAN GROCER

ally heavy groceries, vegetables, meats, bread and cakes. This is a year-round selling ground, while the Lake region is catered to only in summer.

### Fair Profit and Quick Turnover.

But coming back to the strictly holiday groceries and the means whereby the grocers strive to induce greater and better trading. J. J. Hatley, himself a butcher, has in A. E. Hawkins an expert manager of his grocery department, and this department is one of the well-known grocery stores in Orillia. Mr. Hawkins has been in charge for fourteen years, and he knows the business and the needs of his territory and his customers from a to z. He believes in a fair profit on all lines, and a quick turnover of stock. He thinks that a profit of 10 per cent. on goods and a turning over of stock ten times in the year is more profitable than a turning over of the stock but five times at double ten per cent.

He is absolutely opposed to price cutting and does not take much stock in selling even one line at cost or below to induce trade.

Mr. Hatley buys pretty largely of the lines that are staple and which he believes will sell well; carries fruits when in season; all kinds of vegetables the year round, the potato cellar alone is capable of taking care of 600 bags of tubers; confectionery, which used to be a summer line for tourists is now a staple one with a growing Christmas demands; makes a specialty of fish; and handles all fresh and salt meats, having his own packing house and curing plant.

### Dried Fruits at Opening Prices.

Every year he buys larger quantities of dried fruits and peels for Christmas selling. As a rule his manager thinks buying at the first opening price is better than delaying, for quotations are apt to increase with the advancing season, though last year was an exception to this. In buying dried fruits he would rather take double the quantity of evaporated apricots than peaches (or vice versa) if the first named article happened to be quoted at less than the former, for he has found that the demand runs to the lower priced article in the majority of cases.

### Quality First; Price After.

Thos. Mulcahy caters to local, farm and export trade. They do a general store business, but groceries is a decidedly important department. They are already preparing for Christmas trade, and when that season is over contemplate overhauling the department and improving it to meet increased business. Teefy Mulcahy, the manager, states that the store motto is "Quality

first and price after." He is preparing his catalogue for fall, Christmas and winter trading, which is circulated all over the adjoining counties, almost to Barrie on the south, to Beaverton on the other side of the lake, and to the Muskoka lakes on the north. This or a similar catalogue he mails to the residents of all the townships within those boundaries four times a year. And it pays too, he says, judging from results—his reasoning when inaugurating this catalogue being that if it is good for department stores in the large centres it should also be good for the farmer's store in the market town.

### Using the Newspaper.

Chris Moore & Co., are also general merchants with a special grocery de-

partment. They cater particularly to farm trade, exchanging goods for produce lines, depending on newspaper advertising for publicity; and Vick's grocery has a bakery and confectionery department—in fact it is perhaps the biggest bakery in that section of Ontario, supplying the whole Muskoka and northern region from Barrie to Cobalt.

All of the Orillia grocers are enthusiastic about their fall and winter trade prospects, and are anticipating the Christmas season this year somewhat in the nature of an experiment—an experiment, however, which they feel will be successful.



A FALL IN BREAD.

Wrapping bread which a clerk has allowed to fall on floor before a customer, is not good policy.

## Salesmanship Illustrated in N.B. Store

Methods of St. John Dealer to Interest Customers—Makes Frequent Changes of Scenery—Bringing Goods to the Front—How He Obtains Co-operation of Clerks to Move Out Certain Lines of Goods.

There is an atmosphere of briskness and activity coupled with neatness about Gilbert's Grocery, corner of Princess and Charlotte streets, St. John, New Brunswick, which immediately on entering makes a direct appeal to the fancy of the customer, and seems to impress her with the idea that "Here is a good place to buy." The grocery store is roomy and attractive, and has been considerably enlarged since being taken over some seven years ago by Walter Gilbert, the present owner, who is still a young man, with up-to-date ideas of doing business, and who gives great promise of still further expansion, from his modern methods which spell success.

### Changes Store Management.

When a representative of The Grocer called upon him last week, he was busy with what he styled his "fall house-cleaning," though in reality, he explained, he performed a somewhat similar obligation about three or four times a year. By this, Mr. Gilbert said, he meant that he changed the appearance of his store in an inexpensive manner, using the same fixtures, counters, etc., but shifting them and his silent salesmen and showcases, in addition to his goods, about in such a manner, that a customer would really think it was a different store, when glancing at the arrangement of the interior.

"I always endeavor," Mr. Gilbert said, "to have all my goods in season, and for this purpose, every little while I take account, or stock as it is called, of what goods I have on hand, and then I push them to the front, in order that my wares may not become unsalable, and also that I may really know what I have on hand. It is wonderful how goods will pile up on one, if he does not be careful to keep track of what is coming in. I always keep quite a stock of goods in reserve and if you were to look into my cellar now you would see there quite as much of the different lines as are displayed about the store.

### Jams, Soups and Canned Goods.

"As you see for yourself this afternoon, I am having my clerks rearrange the appearance of the store by changing the various lines from their usual positions. For instance, on a portion of one side of the shop, in the shelves, there, I am having all my lines of preserves brought forward, while on the other side, my soups, canned goods, of all kinds may be seen.

"My show cases in which I keep chocolates and confectioneries, I also change about, and instead of having those two silent salesmen on that side, they will be removed to another position. In other various ways I change the interior appearance of the store, and I find that in shifting my goods about, it not only displays them to better advantage, but it also familiarizes my clerks with the stock we carry.

### SPECIAL

#### FRENCH POULET

(ROASTED YOUNG CHICKEN  
IN ASPIC JELLY)

Quarter Chicken, 60c.

Half Chicken, \$1.00

Whole Chicken, \$1.75

Open the tin and what is there?

A choice, plump, tender young chicken of exquisite flavor, put up in real Aspic jelly. Each chicken is roasted on a spit before an open fire.

Automobile parties use them, house-keepers have them on hand for the after-theatre supper; for whist luncheons they are perfect.

**I** TAKE this opportunity of thanking my customers for the liberal patronage which they have extended to me this past year, and trust a continuance of their many favors for the new year.

Wishing you a very Merry Christmas and a Prosperous New Year.

I remain,  
Yours truly,  
WALTER GILBERT.

Sample Page of Neat Folder Sent Out Prior to Xmas by Walter Gilbert, St. John, N.B.

### How Canned Goods Sales are Made.

"Now, every fall, of course, like other grocers, I purchase a large stock of canned goods. But I do not believe in keeping them too long on hand. When I got my supply a few days ago, I had one of my clerks 'phone to my customers informing them we had a choice lot of canned goods and were willing to sell reasonably, and do you know, that in a very short time in one afternoon, we had orders for sixty-five cases of canned

goods. Thus, to my mind, this pushing of reliable goods is better than keeping them in the warehouse or cellar until you dispose of them slowly."

Mr. Gilbert does not believe in the custom of some merchants of buying large quantities of vegetables in the fall, that is barrels of potatoes, turnips, carrots, etc. He does not think it profitable except in a few cases. When he considers the time needed, the help and other expenses, he says, he is content with merely buying a few barrels of one special brand of potatoes, and selling in quantities of a bushel or peck to some customers who have been getting them from him for years.

As the winter approaches, he makes particular effort to see that his store is comfortably heated, both for the benefit of his customers and his clerks, for the latter he thinks will co-operate with him in his business interests more readily when their place of work is warm and comfortable.

### Good Example of Selling Power.

As regards the clerks assisting him in this way, he instanced several lines of goods in which he had met with success. "I take a number of these articles, for example," he said, holding to view some tempting looking bottled preserves, "and I say to my clerks, 'Now, I want you to sell these this week, I guess we can do it, can't we?' And then the power of suggestion at once enters into the business and few customers leave the store without taking with them from the counter on which some have been conveniently placed, a bottle or two of these preserves, or whatever other article I decide to "push."

Mr. Gilbert is of the opinion that he does more advertising than any other grocer in St. John, and he was just in the midst of a eulogy on the benefits of publicity when he was called upon to sign a check for a page he had taken in the city telephone directory. He did so with good grace, as he is a firm believer in the power of advertising, and what is more important, "keeping at it." It is the persistency of the grocer in advertising which in the long run must bring him results and that is why Mr. Gilbert does so much of it.

### Has Seven Show Windows.

There are seven good sized windows in Gilbert's grocery, three on one street and four on another, and each of these helps in "boosting" certain lines of goods, for by frequent changing of the window displays, and by making them attractive at all seasons of the year, the "good work goes on."

"Yes, at Christmas time, I go after as much trade as I can possibly get," said Mr. Gilbert on being questioned in

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this regard. "But my motto is to be 'after it at all times.' However, at this season of the year, I have several hundred copies of a circular printed telling of the articles essential to the enjoyment of the happy season, which may be purchased reasonably at my store. These circulars I send out to all of my customers, and to many other prospective customers. From one customer alone, last Christmas, when I sent out these posters, I received an order which paid the cost of getting them out.

"And one of the first paragraphs to be presented to the customer on looking over the circular is expressive of thanks for the patronage of the past year, and also extending the best wishes of the season.

"I do not wish to be severe upon the calendar publishing companies, but I must say that I have little faith in the delivery of calendars at this season. I have done it in the past, but I do not know that I have gained anything by it.

So far as I can see, presenting calendars only has a tendency to 'make good friends with the cook,' but other than that, I don't see where they are very beneficial in the grocery business."

Mr. Gilbert's practical ideas of doing business have brought him success, as is apparent on making an inspection of his store with all its up-to-date equipments, and modern lines of goods, and there seems no doubt but that the coming Christmas trade will be profitable for him.

# Motor and Horse Delivery Cost

Figures Supplied by Dealers Who Are Now Operating An Automobile Delivery  
—The Advertising Value of the Motor—Quicker Service Supplied to Customers.

The use of the automobile in delivery seems to be steadily gaining ground with Canadian grocers. The fact that numerous grocers are turning to this method of delivery would seem to imply that.

The change so far has been slow in Canada but those dealers who have adopted this system seem to be well satisfied with it both in regard to the service and the cost of maintenance. It is only after careful consideration that the change comes for it means a considerable outlay, the initial cost seems a big item while dealers are not as well acquainted with the cost of running an automobile as with horse delivery.

### Double Horse Work.

"We consider," said the manager of a Toronto retail firm "that an automobile can do more work than two horses. In fact, our change from horses to automobiles proves it.

"An as advertising medium to the grocer using it," he continued, "it is valuable. It is also an advertisement by reason of the fact that it gives prompt delivery. That is as good an advertisement as any store can ask for."

The firm in question has two automobile delivery cars. They formerly had six horses delivering, but now they have only one which they use in the immediate neighborhood.

They figure that the cost of repairs, gasoline, etc., for each machine costs \$25 per month. They have their own garage. The same drivers manage the cars as formerly drove the wagons. Their cars cost \$1,300 each.

### Comparison of Costs.

Here is how the two methods compare in cost:

Original Cost.	
5 horses and wagons, \$350	\$1,750
2 cars at \$1,300	2,600
Maintenance, wagons, etc., per week:	
5 drivers at \$10.00	\$50.00
5 horses, upkeep \$3.50	17.50
	\$67.50
Maintenance automobile per week:	
2 drivers @ \$10	\$20.00
Repairs, gasoline, etc., 2 cars	12.00
	\$32.00
Wagon delivery, \$3,510; auto delivery, \$1,664.	Difference, \$1,846.

The development of any business calls for the development of its facilities. In the city, the automobile allows the store to reach out much farther for its trade. In the country towns it enables the dealer to establish a rural service that may be made to increase the business. It makes speed possible in the delivery of orders. Those who have already installed this system claim that it will do more work than a horse or in some cases, two horses.

### Handy Table of Comparisons.

Herewith is a table compiled by a firm manufacturing commercial delivery cars and shows the total monthly expenses of horse and motor delivery as given by a number of users of these cars. These are accurate figures supplied by merchants who have changed from horse to motor delivery. The cost of maintenance includes the wages of drivers:—

No. of horses	No. of wagons	Cost	No. of commercial cars	Saving	Cost.
2	2	\$190.66	1	\$109.50	\$81.16
*1	1	112.02	1	137.22	25.20
5	3	216.00	1	100.36	55.64
15	6	965.16	3	296.48	668.68
4	2	453.08	2	191.05	262.03
2	2	204.34	1	90.20	114.14
1	1	90.79	1	80.29	10.50
3	1	175.53	1	128.80	46.73
*1	1	94.71	1	105.25	10.54
7	5	457.80	3	298.30	159.50
1	1	91.97	1	84.13	159.50
1	1	101.05	1	69.67	31.38
2	2	178.50	1	130.00	48.50
12	9	427.00	4	251.60	175.40
4	4	120.60	1	91.93	28.67
2	1	74.25	1	64.43	9.82
1	1	66.05	1	50.56	15.49
3	2	231.04	1	113.25	117.79
2	2	150.53	1	60.52	90.01
1	1	114.44	1	107.01	7.43
3	1	127.58	1	80.00	47.58
2	2	97.75	1	17.67	80.08
4	3	278.82	1	150.50	128.32
2	2	192.75	1	78.74	114.01
2	1	105.92	1	105.50	.42
3	3	245.30	1	130.45	114.85
3	2	163.38	1	108.50	54.88
1	1	115.60	1	80.50	35.10
4	3	90.45	1	34.35	56.10
2	2	145.72	1	108.08	37.64
5	2	213.05	1	93.21	119.84
3	3	180.13	1	124.67	55.46
2	2	260.91	1	94.16	166.75
2	2	216.73	1	65.08	151.65

\*In this case the cost of the commercial car is greater, but it does from two to four times as much work.

†Wages not included in this report.

One grocer in speaking of his car, a hard tire one with covered top which presents an attractive appearance and helps in advertising the store declared that it is the promptness in delivery that counts and the accommodation which it affords customers. "It can go twice the distance," he says in the same time as a horse or more. If an order is waiting, you send it out and what does it mean? Nothing but a little gasoline. With a horse you are always waiting to send everything in that direction at once and save the horse, so that the delivery is not satisfactory."

# Selling Methods of a Toronto Dealer

Wm. C. Miller, President of T. R. G. A., Tells of Methods of Conducting Fall Winter and Christmas Trade—Many Sidelines Handled Around Christmas—Believes Proper Display of Wonderful Value in Making Sales—Improvement Brought About by Remodelling Store Front.

Wm. C. Miller, President of The Toronto Retail Grocers' Association, conducts a store on Yonge St., the principal thoroughfare of the "Queen City," and his methods of looking after the fall, Christmas and winter trade, will undoubtedly be of interest to grocers from coast to coast. That his business is on the increase, is evidenced by the fact that he has recently enlarged his establishment at 632 Yonge St. He is not slow to adopt new methods that will increase sales or facilitate the work in connection with the store.

## Makes Plans Well Ahead.

To get the best results from any particular season, Mr. Miller says, that some planning ahead is essential. Not

and give it a Christmas appearance. He handles crackers, bonbons, cossacks, Christmas stockings, bells, and other novelties. He believes that all these associated lines are within the scope of the grocer, and besides a good margin reaped, it facilitates shopping for the customer, and this is something at which the grocer should aim. Of course, there are those lines such as grapes, apples, nuts, table raisins, shelled nuts, and other table requirements to which he gives due prominence at this time.

## Christmas Cake a Side Line.

Around Christmas there are many side lines which Mr. Miller carries to good advantage. For instance, the week preceding Christmas, he sells Christmas



Figure 1.—Front appearance of store before change to double window show case was made.

alone is this necessary in the selling, but also in the buying. In this regard, he purchases his supplies of dried fruits, canned goods, jams, and similar lines to be delivered on arrival. He gauges the amount of his purchases by the quantity he sold the year before. Of course, in this, some judgment has to be used, and prices during both years considered. For instance, if a line is higher than usual, he buys a little more cautiously than he otherwise would.

## Better Choice in Early Buying.

His Christmas goods are bought early in the year, when he has a better choice, and is also sure of getting the goods in plenty of time. Besides the immediate sales, he believes that novelties help in the decoration of the store

cakes as well as short cake, bearing the season's greetings on the wrapper. He also goes into the poultry business to supply all the wants of his customers. He does not buy a big stock ahead, unless he is certain he is getting them at a price that will allow him to compete satisfactorily with the regular dealers in this line.

Christmas trees is another side line which he makes sell well. The farmers bring them in and he stores them at the back of the store, putting one or two in a prominent place for sales purposes. This line yields a handsome profit and does not interfere with the regular business, as trees are easily sold and delivered.

## No Calendars Given Away.

"No, I don't give away calendars at Christmas time," states Mr. Miller, "because I don't think they are appreciated. Instead, I send customers something out of stock, such as a bottle of wine, or a cake. When you give something like that with a Christmas greeting card attached, they appreciate it. I often have some customers call at the store or ring me up on the phone and thank me for my gift, which is never done in a case of many other free novelties.

"It costs more to do this, but it helps to bind a customer to the store, and results are fully in proportion to the amount expended.

## Store Appearance Helps Sales.

"Proper decoration of the store to give it an attractive appearance is half the battle," said he, reverting to Christmas trade. "I try to give the store that appearance that puts the Christmas spirit into customers. I use large and small extension Christmas bells, evergreens, holly, mistletoe, as well as Christmas trees in trimming the window.

## When Christmas Goods Are Shown.

"Preceding and around Christmas, it is necessary to have a series of window displays, and judgment has to be used to show certain lines, when they will create the largest sales. A few weeks before Christmas, I specialize on raisins, currants, peels, molasses, spices, and all the other lines used in preparing the Christmas cooking.

"Then we have to get ready for the Christmas gifts, and my window shows besides the novelties, such lines as tea in fancy caddies, biscuits in fancy tins, shortbread, Christmas cake, and poultry. If the weather is favorable, I hang a few poultry outside, but if too cold, I display them in the window, as when frozen they lose in weight."

## Nuts and Confectionery Time.

When the day draws near, Mr. Miller finds it expedient to give special prominence to nuts, confectionery, oranges, apples, grapes, and kindred lines. Cranberries is also another line, while all during the holiday season, oysters can be sold easily.



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"In trimming the window, I put oranges, grapes and apples in fancy baskets, which show them up better. I have a reserve stock from which orders can be filled, so that the window does not have to be disturbed when once arranged. During Christmas week, I always mark the goods in my window in plain figures. It is a season when people are trying to make a dollar go as far as possible and price is always a consideration. When the rush is on it greatly facilitates serving customers when they are acquainted with the price."

### Work to do After Christmas.

He does not believe in giving up just as soon as Christmas is past. He finds a good many people celebrate New Year, so he gives just as much attention to the window and store display as before. A good opportunity is presented to clear off any left-over gifts, as many people wish to reciprocate gifts received. He buys so that he will have as little left as possible, but if he finds that he will have an over-supply of anything, he marks the price down to clear it out. Staples such as dried fruits, are not given so much attention until after the New Year when he goes back to the ordinary lines. If, as the winter draws to a close, he finds any line sticking, he makes a special effort to sell while it is yet seasonable.

### How He Gets Some Good Trade.

In a city like Toronto, unlike a small town, more judgment has to be used in advertising, or a good deal will go to waste. Mr. Miller, however, at intervals takes a space in the weekly paper covering his district, while dodgers are occasionally used. His best advertisements however, are his show windows, which are always kept attractively trimmed. He can trace many of his best customers to a chance sale through the medium of his window. The window attracted them and good service retained them.

Then, Mr. Miller, carries an ad. on all the paper bags he sends out, which helps to keep his name before the public. In this ad., the name is outstanding while the phone and street numbers are prominent. At the bottom, is the inscription, "the store that aids economists." He believes that this ad. helps somewhat.

Displays in the store are changed frequently, so that goods are presented to customers in a different manner on each visit. Quite often, Mr. Miller spends an evening in removing all goods from a certain section, dusts them and re-arranges, so that the stock looks bright and fresh. Spare time is spent in packaging staple lines. Previous to Christmas, he has a large quantity of

nuts, raisins, sugar, peels, and similar lines all ready in different weights, so that customers may be served with greater rapidity during the rush period.

### Arrangement of Stock.

Mr. Miller has his stock arranged attractively, and in such a manner as to facilitate work and the location of goods. On one side he carries nothing but canned goods, while the other is given over to glass goods. At the rear is found his different package goods. Bulk goods, such as sugar are convenient to the scales.

He is not in favor of a steady use of price cards, believing that they detract in some cases from the attractiveness of the goods. However, when he has special counter displays, or is introducing a new line, show and price cards are used.

### STORE PHILOSOPHY.

If you are going to make any difference in the treatment of different classes of customers, make it in favor of the humbler class. They are the more sensitive.

There are many ways of giving your customers bargains without selling goods at a loss. Better look them up.

Every merchant needs all his advertising space for his own use, without giving any of it up to exploiting his competitors by knocking them either directly or indirectly.

If you can make your customers think you are saving them money, whether you are or not, you will hold them fast.

One plan that is better than buying more goods than you need so as to get quantity discounts, is buying less quantity and more variety.



Figure 2.—Notice improvement in appearance when front was remodelled.

### Store Front Remodelled.

He believes that proper display is the life of trade. It was with this in view that he recently had his store as well as his store front remodelled. The improvement is shown in the two accompanying photographs, one before the change, the other after. It demonstrates what an improvement is possible in the windows. The amount expended returns a good dividend in increased business.

The value of his present window as a display medium is self-evident. It consists of a double platform, the main display being about three feet above the sidewalk, while the space underneath serves as a silent salesman, thus just about doubling the value of the window as a means of selling goods.

You may think you use lots of show cards, but there are a dozen places around the store where another would make sales. Look it up!

Attractive show cards are desirable, but don't make them so pretty that people think they are pictures and forget what they say.

### ADVERTISING PHRASES.

To try it is to buy it.

A visit to our store is an appetiser.

We're after you with some pointed bargains.

Sixteen ounces to the pound—every ounce a bargain.

The fruit of the corn field—canned pumpkin.

It's no boarding house joke—prunes are healthy.

Easy to cook—delicious to eat.

# Methods of Receiving Cash Lose Money

Systems of Three Dealers Analyzed Showing How They are Being Cheated—  
Course of Some Sales' Slips From Provision Counter Which Should Go To  
Cashier—Cash Register and Cash Carrier Two Better Methods Submitted.

By Frank D. Smith.

The grocer assumes his customers are honest, and he is safe in so considering the majority of them. But the writer has conversed with so many of the trade who have recounted stories of petty stealing that it is not a good policy to take for granted the honesty of the "dear public" in general.

When a customer buys at a counter and pays a clerk who sends the slip and change to the cashier via a cash carrier, or gives a cash register receipt, there is little chance of a leakage in the arrangements; but it is not ever store that boasts of a system as perfect as this. By referring to three concrete examples it can be best illus-

trated now the unscrupulous customer tempt anything in this respect, while others who might be dishonest are afraid of the consequences.

## Edge Away Without Paying.

But when the money was to be paid at the office there was a grand chance for the customer to walk away with the cash instead of paying it. On Saturday nights, on "pay day" nights and on occasions when there was a rush around the cashier's cage, it was a very simple matter to put the slip for ham or sausage in one's pocket, glance over the goods on an adjacent counter and gradually edge away. Some people have such colossal nerve they will at-

tempt anything in this respect, while others who might be dishonest are afraid of the consequences. But the fact remains that there were people who played this game and the proprietor when he caught them in the act did not accuse them, but pretended not to have noticed. Thus, he kept their trade, which was a questionable asset and the cashier and the provision salesman were told to watch such and such a one. But the weakness still remained, and it is a question whether it is not in the same condition to-day as it was two years ago, when the writer visited that town last.

## Much Trust Placed in Clerk.

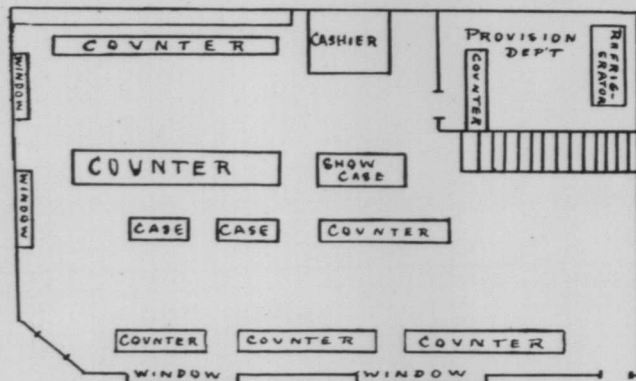
The story of grocer number two is somewhat similar. He is located in a town in Eastern Ontario. His provision department was entirely separated from the store proper, and only a small door afforded means of communication. Thus the clerk in charge of the meat department had to be trusted a great deal. Customers would be given a slip for the

cashier, would enter the front of the store and—well the honest women paid and the others bought something "in the way of groceries," which it will be seen the grocer helped to pay for. This proprietor was trusting his customers and had been duped so often he had become extremely cynical. First it was a dishonest clerk, then it was a realization that some of his customers were cheating him, and the thought that he was powerless to prevent it under that method was a source of great annoyance. People sometimes came in through the provision shop door to enter the store and really did not purchase anything but groceries. Others, however,

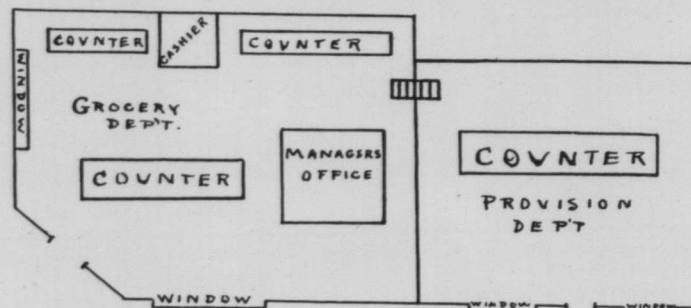
## Montreal Dealer Also Losing.

Then comes Grocer No. 3. He is located in Montreal and is doing a good business. Likewise he has a provision department. You can enter by two doors, one through the meat shop, the other through the main shop door. Coming through the meat shop you mount three or four steps and you are in the main part of the place.

When you purchase meat you receive a check which you are supposed to give the cashier, her cage being in the main store and about three yards from the door that connects the two departments.



Store No. 1.—Note Relation of Provision Dept. to Cashier's Desk. System of Taking in Cash Permits of Thefts on Part of Customers.



Store No. 3.—Similarly Laid Out Store to that of Store No. 1, Presenting Some Opportunities.

trated now the unscrupulous customer tempt anything in this respect, while others who might be dishonest are afraid of the consequences.

## A Slipshod Method.

Grocer number one is an Ontario grocer east of Toronto. He has devoted one corner of his store to provisions. It is enclosed in glass and is certainly a compact and neat department.

By reference to the plan shown herewith it will be seen that just outside this department was the bookkeeper's cage. A customer was supposed to receive a slip from the provision salesman and hand it over to the cashier with the necessary sum of money. At times, however, the salesman, who was trusted absolutely by his employer, took the money himself and put a slip for the amount on a file. At the end of the day he would turn in his slips and his cash. It was a very slipshod method and there was no regular plan followed. One day the customer might have to pay at the office, the next in the pro-

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## THE CANADIAN GROCER

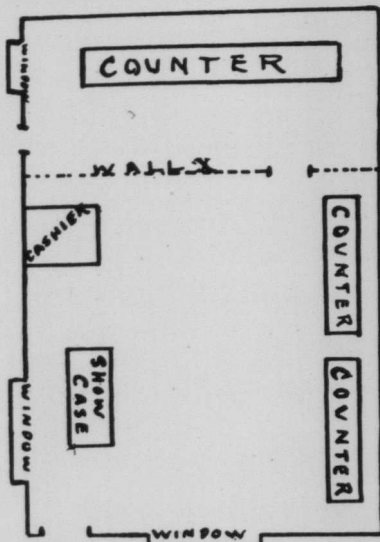
How is the cashier to know who buys meat or not, if a parcel is hidden securely in a capacious pocket or bag? The parcel can be carried even into the main store; the customer looks over this counter or that, stops a clerk a moment about some goods and in a few moments the grocer has been "touched," to use a slang phrase, for the customer is on his way home delighted he

has been pointed out that business leaks should be guarded against. It is one of the first essentials to a secure and

sound business. For what doth it profit a man to sell goods if he know not what it costs him?

### Importance of Proper Delivery Service

Good Service Essential to Holding Trade—How Merchant With Good Delivery Secured Competitor's Trade—Systematic Method of Large City Dealer.



Store No. 2.—Proprietor had Wall X Removed to Obtain Freer Communication with Provision Dept.

or she has saved thirty or forty cents. A block away he tears up the slip and the tiny pieces are scattered to the winds.

#### Are All Busy Men.

Just a concluding word about these three grocers. They are real living dealers, and each one of them has talked with a representative of The Canadian Grocer. No. 1 is a subscriber to this paper, but does not read it as carefully as he should. He is always busy, is generally worrying about getting in some of his credit, and frequently issues a bargain sheet to his customers. No. 2 has been a subscriber to The Grocer. He, likewise, was too busy, and yet he was losing money every day in more ways than one. No. 3, in Montreal, says he has not the time to read The Grocer. He has hardly time to look around. He is making money but not as much as he thinks. A man who sells a great deal of goods is generally puffed up with his "success." He is making a noise in the trade, at least he thinks he is. A little more watchfulness over the inner working of the store methods would be a decided financial gain to many a grocer. Take nothing for granted in dealing with a certain portion of the public. Trustfulness is a sentiment that is heroic, but in these columns time after time it

Delivery service is an important factor in getting and holding trade. Merchants are truly realizing that their patronage depends to a great extent upon the quality of service which is afforded to customers.

Just how much their trade is dependent on their service varies with location and character of trade. The high class trade demand a higher degree of service and are generally willing to pay for it.

On opposite corners in a residential section of a city two grocery stores opened. As far as the appearance of these stores were concerned there was no material difference. The quality of the goods carried by both was good. One purchased a handsome delivery wagon, an attractive horse, took particular care in the selection of a driver and gave special attention to delivery service that it might be the best possible.

The other purchased a second-hand delivery wagon, far from attractive; his horse had no particular features of handsomeness, was not carefully groomed, while he gave little attention to getting the goods delivered on time. He seemed to think that as long as customers left orders it made no particular difference when they received their goods.

#### Better Service Got the Trade.

Comment is hardly necessary as to the outcome. The merchant who gave adequate delivery service gradually gathered in the majority of customers.

In an Ontario town a grocer known to the writer decided his customers were expecting him to cater to them altogether too much by looking for goods to be delivered every day and at all times during the day. He believed customers should be educated to carry their own goods or to order their bulk goods far enough ahead so that immediate delivery would not be necessary. He did not attempt to lessen the number of deliveries each day, but swung to an extreme view on the question and decided he would only deliver every other day. "People ought to be able to order a day ahead anyway," he declared.

#### A Blow to the Business.

What happened to his trade demonstrates that the public demand an efficient

delivery service. Soon his business began to fall off, some of his staunchest friends ordered goods elsewhere and he was forced to return to the old method.

However, he was a business man, and finding that customers demanded a good service, began to plan a method by which he could supply it, but which could be operated with the least cost. In other words, he introduced system into his delivery. When an order was taken the customer was asked when she wished it delivered. All the orders for a certain section were held until the last moment so that the same ground would not have to be covered more than once unless absolutely necessary. One horse was able to do the work. He is now noted in that town for good delivery service, and it is operated with the minimum cost and labor.

#### Drivers Get Certain Sections.

A large city retail grocer who has seven delivery outfits uses system as much as possible. As far as workable each man is given a certain section, so that he becomes thoroughly acquainted with it, and is able to work more speedily.

"We try to maintain systematic delivery," said the manager, "but there is such a thing as carrying it to an extreme with bad results. It is a thing that cannot always be strictly adhered to, and please all customers. I give my delivery men to understand this, otherwise they would feel I was imposing on them by asking them to deliver at other than the set hours or on their appointed route."

Good delivery service is certainly appreciated by customers and binds them more closely to the store.

#### WHERE MAIL ORDERS THRIVE.

Whose fault is it if your clerks do not know enough about the goods to sell them? The mail order houses thrive best in the section where local business men are dead ones.

The merchant would do well to consider the advisability of cleaning up the surroundings of his store before the snow comes. When the blanket disappears in the spring, it will present a much better appearance.

## Store Plan Conforming to Requirements

Barrie, Ont., General Store Designed to Meet Positive, Well-Thought Out Needs—Special Apartment for Goods for Delivery, So That Drivers Do Not Have to Walk Through Store—Room for Incoming Freight—Butter and Egg Storage—How Offices are Arranged.

Why cannot the interior architecture of the grocery store be made to conform to the requirements of the business? Judging by the shipping departments of most grocery stores they are at best only some kind of a makeshift arrangement whereby the baskets of goods intended for delivery are apt to be scattered all about the least used floor space awaiting sending out to customers, with the danger of being kicked over unwittingly by any person entering the store, or smelt over by some customer's dog.

### Delivery System in Barrie Store.

There is, however, no reason why this condition should long prevail. James Vair & Co., Barrie, Ont., have overcome this inconvenience by having a separate room with separate entrance through which the driver enters to get his delivery baskets and boxes and load his wagon, without at all causing confusion, interrupting the regular routine of business or interfering with the comfort of customers entering the store to purchase goods or inspect wanted grocery articles.

### The Display Facilities.

Seasonable fruits are displayed in front of the store and the windows are given over to alternate displays from the various departments. A wide entrance from the main street leads into the store, on each side of which is displayed the special offerings for that particular day. The left hand side of the store is given over to grocery lines proper, and beyond the cash desk on the right is the provision and cereal department.

This front part of the store is at all times free from delivery baskets, empty boxes and debris of all kinds, the counters, even, being cleared, except for the scales, wrapping paper and bag equipment necessary for serving customers and packing up goods. When a customer has made a purchase payment is made at the cash desk.

### How Delivery Parcels are Handled.

Orders for delivery, whether received at the counter or over the 'phone, are filled at the back of the store in a section set apart for this purpose, and as soon as ready are placed in a basket and set in the delivery room, thus indicating they are ready for the wagon when it comes round.

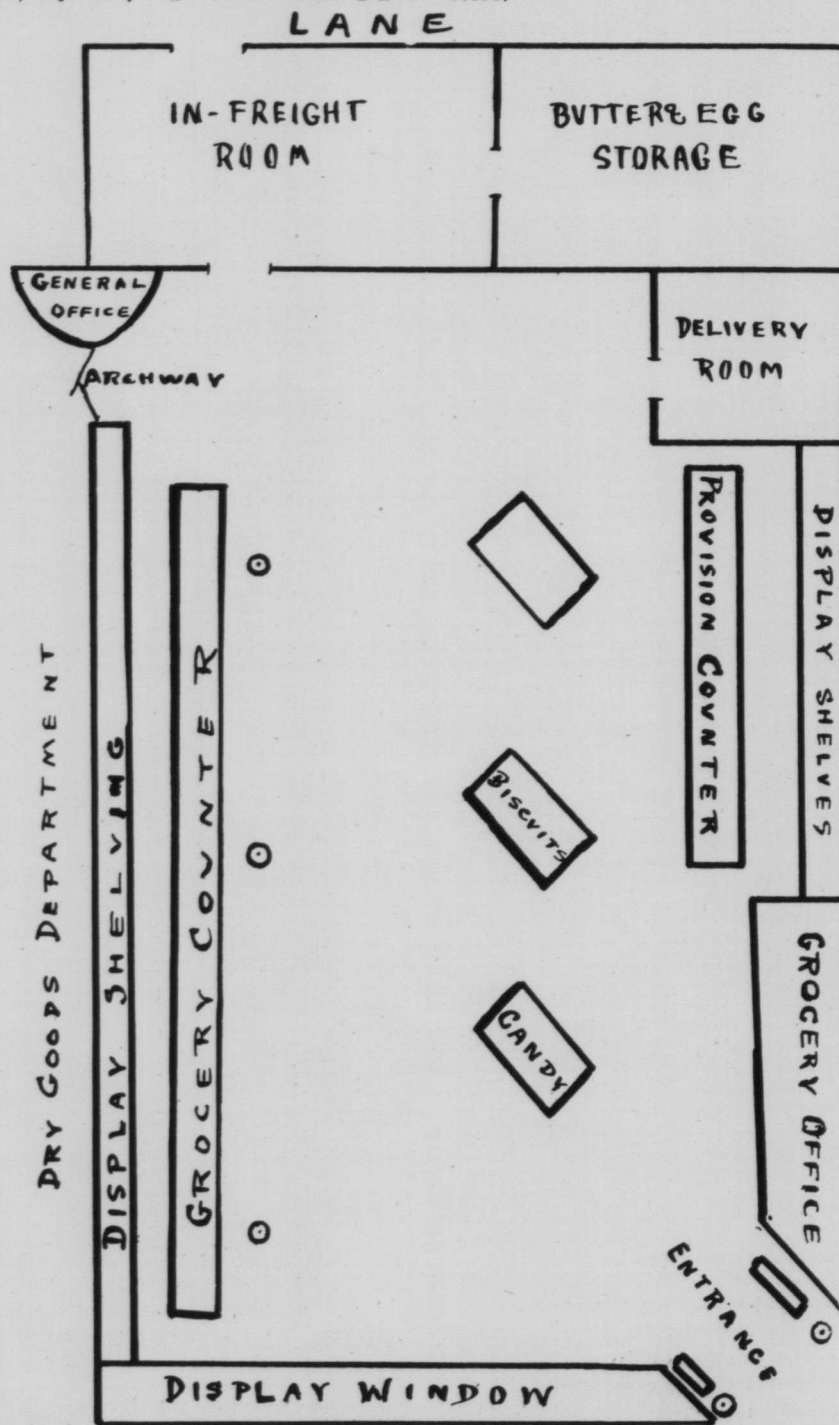
This delivery room is a partitioned off corner at the back of the store contain-

ing about 144 square feet. The partition is mostly of glass, thus affording light from the side windows to flood the store almost as well as if no partition were there. The partition, too, serves as a check to the gusty weather outside, especially in winter when drafts

are liable to make things unpleasant if not unhealthy in the store.

A door off the side street gives entrance to this delivery room for the use of the driver exclusively. When he enters the delivery room he knows that all the boxes and baskets there are for distribution, so he sorts his route and takes out his goods accordingly.

A laneway at the back of the store is used when goods are received into stock. There is a separate entrance from this lane into the stockroom, which is entirely shut off from the rest of the store.



Plan showing facilities for bringing in freight and delivering goods in Barrie Store.

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## Special Efforts to Attract Xmas Trade

Buying Dried Fruit—How It is Displayed—Showing Oranges and Apples—Business Done in Xmas Novelties—Attention to Confectionery Department—Fish Department Carefully Looked After.

**C**ENTRALLY located in one of the best residential sections of Toronto, two doors from the corner of Bloor and Yonge, stands one of the largest retail grocery establishments in the Queen City. It is the store of R. Higgins & Son, an example of what can be accomplished in the grocery trade by proper methods and careful management. Like most of our successful business houses in Canada, it has evolved from a modest beginning and is the result of twenty-five years' strict adherence to business principles, backed by genuine endeavor. For a quarter of a century this firm has been expanding, gradually winning the confidence of a larger number of patrons and necessarily adding to the store in order to care for their wants.

### Had Small Beginning.

The growth of this business from a small beginning to its present large proportions is just another proof to Canadian dealers of what may be accomplished in their appointed trade. Only a year ago a spacious meat department was added. The firm has a staff of twenty-five or more employes, and seven delivery wagons are necessary.

### Fifty Per Cent. Phone Orders.

It has been the endeavor of the firm since the beginning to give the best goods and service possible and it has been this endeavor that has gathered about them some of the best customers the city has to offer. A fact that is worthy of note is that over fifty per cent. of their trade is done over the telephone, demonstrating the wonderful advance in this method of doing business in recent years. The firm does not send men out to solicit orders, but at times they solicit by phone when they have something special to offer. They have a long range of display windows which are of great value in attracting purchasers. With the business at its present proportions special attention must be given to each department, but this F. C. Higgins maintains should be aimed at by every grocer, no matter how small his business may be.

### Preparing for Xmas Trade.

The store has a considerable trade in dried fruits, the larger portion of which are purchased in the fall in good time for the Christmas trade. They fill up pretty well then the Christmas and winter requirements, using the amount sold the year before as an index to their purchases. There is at times one line

which on account of price or some other basis will especially appeal to them. When they arrive they are stored in a cool portion of the cellar until required.

They believe that the best time to push a line is when the public is most likely to want them. Therefore there are certain portions of the season when they are given special prominence.

All dried fruits are displayed under glass in a sanitary manner. Sometimes they are shown in a display case, while the box with the glass top is used considerably for this purpose. If they find, as the season of demand is coming to a close, that some line is sticking, they reduce the price and clear it out. "The first loss is the best," they maintain. They find that there is little demand for table raisins, figs and kindred lines after the cold weather, and try to clear them out before then. This store does not feature nuts during the Christmas season only, as many stores do, but displays them all the year round.

### Buy Apples as Needed.

A display arrangement whereby one box may be placed above another is used in showing oranges and apples. Besides showing them up well, it saves space. A large quantity of apples is sold, but Mr. Higgins does not believe in storing large quantities in the fall. "I find it wiser to buy as we need them, and pay a little more if necessary. Consumers generally follow the same plan. The city people do not go in for buying large quantities at a time. Of course when we can purchase some good line at a reasonable price, we do so."

Their fruit trade during the winter months consists principally of oranges, grapefruit, bananas and apples. In none of these lines, do they buy ahead, but for actual needs only. There is no wisdom, they claim, in loading up in fruit even if the price does look attractive. Fresh vegetables are handled all the year round, being a good trade attractor.

### Christmas Novelties.

Christmas is a big season with this firm and special efforts are put forth at this time. "We handle considerable quantities of Christmas novelties," said Mr. Higgins, "but profits are somewhat uncertain, being cut into sometimes by the carry over. In order to make a good display a quantity such as will generally leave a surplus has to be bought. Once the day is past, it is little use pushing this line, and any left

over have to be carried for another year."

They handle Christmas crackers, tree decorations, fancy candles and novelties. Green wreathing and Christmas trees are also carried, but they find they only pay when handled in quantities, and with a fair measure of profit to allow for depreciation and possibility of waste.

### Handles Confectionery.

"We handle both bulk and package confectionery. In handling bulk goods care should be taken not to give overweight. If a person asks for 10 cents worth of 50-cent chocolates, he will not get a bulky package. The quantity is so small that the salesman is inclined to give overweight. But it is just like tossing coppers into the scale for in 50-cent lines every extra chocolate means a cent given away.

"As we are situated here and having to compete with the stores that handle only confectionery and are open at nights, we do not altogether specialize on this line. The big profit in the confectionery trade is in selling the expensive packages, such as the young man buys for his lady friend. There is no doubt that in the smaller towns where there are no high grade confectionery stores, the grocer could specialize on this line to good advantage." However, in spite of the big competition, the Higgins store does an appreciable trade in confectionery. A good-sized silent salesman is devoted to this line and each individual kind well displayed.

### The Fish Department.

Fish is one of the store's big departments and special attention is given to this line, particularly during the fall, Xmas and winter seasons.

"I was forced to handle fish in self-defence," said Mr. Higgins, "just the same as grocers are required to do with many lines. Their competitors handle some line and in order to hold customers firmly they find it necessary to do so also. It is true that the more lines a merchant handles and does so in such a manner as to appeal, the less chance there is of customers going elsewhere to purchase."

The fish department is situated immediately to the side of one of the main entrances. The counter runs parallel to the window so that the man in charge has easy access to the fish shown in the window. This window is used for displaying fish all the time except in the middle of summer. All fish are sent out cleaned and ready for cooking. The fish are shown on porcelain platters presenting a cleanly appearance. Special emphasis is given to this department in their advertising. Fresh fish are the chief lines sold, the trade in salted lines being comparatively small in the cities.



## Power of Printers' Ink



# Why Town Grocers Do Not Advertise

Their Objections as Related by Newspaper Advertising Solicitor—Do All the People Know Them, Their Goods and the Prices?—Writer Says Not—Public Must be Convinced by Argument or Experiment, and Former Includes Advertising—The Cost in Small Town Paper.

By R. J. Fry.

To the smaller dealers in towns throughout the Dominion the question of advertising in the local press is often a difficult problem.

Does advertising in small grocery businesses pay? There are scores of grocers who will answer promptly that it does not. But there are always two sides to a case. And on general principles advertising always pays and pays handsomely provided you have the right sort of articles to sell and do your advertising in the proper way.

### Objections to Advertising.

But consider for a moment the objections to advertising. Why do the smaller grocers not use newspaper space more freely? The writer recently solicited for advertising in a typical Canadian town of 3,000, where scarcely any of the grocers advertised. There are two weekly papers in the place, each a good medium for reaching the people of the town, which is rapidly growing, and of the rich and prosperous country surrounding it.

When questioned as to why they did not advertise a half dozen or more grocers gave the same story—the people of the town knew them, were familiar with the goods they had to sell, kept in touch with current prices and purchased all they desired without any newspaper solicitation. Under these circumstances advertising, it was claimed, would be merely a waste of money.

### Contentions Made Realities.

So much for the side of the non-advertisers. But are their arguments sound and true? Did all the people of the town know them; were the people familiar with their goods; did they know the prices, and did they buy to the extent of their capacity? Unquestionably the contentions were erroneous in

every instance. And therein is the essential value of advertising—it alone can convert contentions into realities and make facts out of theories.

How can all the people of even a small town know all the merchants? Population is continuously a changing quantity. As old residents depart, with a loss of custom to one merchant, new ones arrive, with an increased patronage for another, who secures them by some means of attraction—a neat store, effective display, personality, solicitation, advertising.

There's magic in repetition. The man who advertises consistently and persistently, if he is doing nothing else, is establishing a reputation for himself in the public mind—he is known and rated among men and buyers and sooner or later will get his returns. What's in a name? Everything if its reputation is reliable, and the fact is made known. The value is in the public knowing.

### End Justifies the Means.

Do all people in a town know the qualities and prices of goods and purchase freely without solicitation? The merchant who imagines they do has yet a wide field of development before him if he will but take advantage of it.

Its fundamentally quality that sells goods. Their are but two ways of convincing people of the merits of any given article—by argument and by experiment. The latter way is the more satisfactory but people will not try a new thing without persuasion. You must argue first—in the newspapers and in your own store in displaying your goods—and the experiments will follow. The result and outcome will be conviction which ensures sales and profits.

Again, prices are a variable quantity and the merchant who would hold his

business must be alive to the fact that the public is keenly interested in prevailing prices. Advertising is the best medium of presenting them.

### The Power of Suggestion.

At times reductions can be made in clearing out lines, strong impressions being possible under such circumstances by judicious advertising. And finally, suggestion is a powerful factor in life and business. It is possibly most potent in its influence in the realm of salesmanship. If persons are to be induced to purchase beyond their mere requirements—if good salesmanship is to assert itself—advertising must be a vital factor in the campaign, for through it will be generated the power to attract and unite and inspire.

### Cost in Weekly Paper.

Yes, advertising pays, if properly conducted; losses are impossible even in the small town. In the town to which reference has been made space was available at 12 or 14 cents per inch per week in either of the local newspapers. Fifty cents a week would secure an ad., which if changed every week, would keep a grocer's name before an ever-changing population, preach quality and prices in his goods, and enlarge his sales materially through reasonable suggestions. The cost would be so trifling that a single extra sale per week would meet it, while the enlistment by publicity of ten or twelve good customers as a direct result of such advertising might mean an increase of \$1500 or \$2000 in a year in genuine new business. Such is quite within the range of possibility in addition to stimulating regular patrons to larger purchases.

And yet some grocers wonder whether advertising at 50 cents a week in small towns pays?

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# The Features of Well Written Ad. Copy

Not Enough Importance Given to Form and Subject Matter, Says Critic—Fitness, Size, Uniformity, Intricacy, Symmetry and Variety, The Principles to Consider—Samples of Canadian Retail Advertisements and How Improvements Might be Made.

By A. H. Mackay.

It is strange how few grocers give thought to the value and importance of form and subject matter in their newspaper advertising, for unless they do their advertising cannot help but fall short of what they expected. In retail advertising it should be kept in mind that the value of an ad. is reckoned by the amount of goods it will sell.

The question is, then, how can an ad. be made to sell? and the answer is, inject selling talk into the ad. and arrange

your advertising over his doubting mind must be complete before your written message will clinch matters and draw the bargain to a close. If it acts thus then it has passed what would seem to be the supreme test in advertising.

The assembling of the copy, clever though that copy be, is not all that is to be considered—there is also the psychology of form. It is admitted by all, and rightly so, that certain forms appeal more readily to the eye than others.

## Two Good Reasons Why

You Should Buy Your Groceries at This Store.

1. Because you are sure of getting quality groceries that are strictly fresh.

2. Because for the same quality groceries you pay less here than at any other place.

The quality of the goods mentioned here cannot be questioned, and always bear in mind we save you money.

**SALADA** is the tea with the taste you will like. It brews out strong and delicious in flavor and has no bitter taste. Put up in one pound lead packets at 40c.

Crisp, fresh Celery at 15c per lb., 2lb. for 25c. Large onions at 5c lb. Lemons 50c doz. Oranges 40c doz. Green Tomatoes 5c lb. Cabbages 4 lb. 25c.

Eight Hundred Baskets of choice Niagara Grapes, large, sweet and every one perfect. Three kinds. Blue, Red Rogers and White. 35c per basket or three for One Dollar.

New stock Wagstaff's Jams and Marmalades just in. Nothing purer in Preserves made. Made from following fruits, Strawberry, Raspberry Peach, Apricot—Per pail 75c and 85c.

Twenty Five Barrels of the finest Ontario and Nova Scotia Apples we have ever had. Both eating and cooking apples at 4lb. for 25c or \$6.50 per Barrel.

Only 15 cases of peaches left, and they are just right for preserving—large, juicy and ripe. Price \$1.50 per case. Quart Jars \$1.25 Doz. Half Gallon Jars \$1.50 per Doz.

47 PHONE **THE PEOPLE'S STORE** PHONE 47  
**GEO. McCULLOUGH & Co.**

A Well Planned Advertisement From Stoughton, Sask.

the words so they will please the eye, drive home the message and ultimately compel action.

### The Supreme Test.

To make a man agree with your view of a subject costs him nothing in the coin of the realm, but to make him buy five dollars' worth of your goods costs him five real dollars in cold, hard cash. The average man being prone to stop when going ahead means spending real money, it is evident that the conquest of

Since the possibilities of your printer may be limited you must of necessity confine yourself to the elementary forms of beauty such as are within reach of all.

### Principle of Fitness.

To begin with there are certain principles or laws which one should become familiar with before attempting to arrange the form of an ad. The first of these may be termed "fitness" and concerns the size of your ad. It stipulates

**Bell Trading Co.**

## Our Loss Is Your Gain

20 boxes fancy Hyslop Crab apples, regular \$1.50, to clear \$1.

25 boxes Wealthy Apples..\$1.75

30 boxes Alexandras ..... 1.75

## The Last Call for Preserving Peaches

We have been successful in securing a limited number of boxes of peaches for preserving. Note the price.

**\$1.00 box**

## Our Tea

The Economy Blend is well named, goes farther than any other tea and is better than many brands offered in lead packets at 50c.

**35c  
3 lbs. \$1.00**

**Bell Trading  
Co.**

**The Up-to-Date  
Grocers**

A British Columbia Advertisement Presenting Some Good Features.

that it should be large enough to avoid the appearance of being skimmed, and yet not bulky enough to denote extravagant waste. There must be due proportion. If you are introducing a new brand of goods through the medium of your ad. you must give that fact more than ordinary prominence. In like manner less important statements should be given less space.

**The Size of the Ad.**

The second principle might be called "quantity"; for much as one disparages undue extravagance in space, it cannot be denied that we are sometimes deeply impressed by the magnitude of things. A large building or a huge ship command our attention; so also will a half page or a full page ad. sometimes receive more attention than the subject matter deserves.

The third principle is "uniformity". For instance, the various articles placed uniformly on your shelves are much more pleasing than they would be were they strewn about haphazard. The same applies to the layout of your ad.

**Intricacy and Symmetry.**

The fourth principle is "intricacy." An active mind seeks employment. The love of pursuit seems to be implanted in human nature, consequently the eye often delights in following the ins and outs of a design no matter what form it may take; and any combination of lines which will lead the eye a chase, is assured of at least that much attention.

The fifth principle is "symmetry." Have you ever noticed how you shrink from anything that shows signs of toppling? A wagon with only three wheels would appear to you as ridiculous, as would a row-boat with only one oar. To be brief there must be completeness or at least a counterbalance.

**Variety a Virtue.**

And the last and perhaps most im-

portant of all principles is "variety"—the spice of life. Without variety our lives would indeed be dull, and so would our advertising.

**Some Criticisms.**

Herewith are given a few examples of the advertising placed by grocers in their local papers. These ads. have been selected indiscriminately from different parts of Canada.

The first, that of the Bell Trading Co. of Nelson, B.C., is a one-column panel ad. Part of the subject matter has been cut out for the purpose of making the illustration. The ad. is an unusual type but it certainly has fitness. There is no attempt to crowd the words nor yet is there any noticeable waste. In the sub-headings and paragraphs there is an attempt to be uniform. The unusual shape serves for intricacy, while the heavy style of type at the beginning and the end denote symmetry and balance. The numerous articles mentioned together with the prices and terse remarks serve to give it added interest. It might be improved if a little more descriptive matter were introduced at the beginning of each subject heading.

**Printer Gets Censured.**

From a typographical standpoint the ad. of Edgett, Grady Co. ranks poor. The border is badly connected, the word "molasses" is somewhat distorted and the spelling and spotting of several words is faulty. The layout idea is good, though the wording is a plain business statement that cannot be expected to get many immediate results. No prices are quoted and no attempt is made to induce people to buy.

**A Lack of Balance.**

G. T. Whelpley's ad. is fit enough—that is the space is sufficient to say quite a deal about Barrington Hall Coffee—though with regard to uniformity it hardly fills the bill. The principles of

quantity and intricacy do not apply. There is practically no symmetry and it has violated the law of variety. The whole ad. needs to be re-arranged. As it stands it is a business card advertising Mr. Whelpley, when he wishes to advertise "Barrington Hall" Coffee. The cut-off rules should be eliminated; the first phrase should be in one line and the merchant's name should correspond with it in size. A great deal could be said about the quality and price of the coffee, for there are in the ad. some striking descriptive phrases.

Again in the ad. of Miles' Cash Stores there is no attempt made to induce peo-

**The Coffee Without A Regret**

---

**Barrington Hall** THE STEEL CUT **Coffee**

A Mellow, Fine and satisfying Coffee.

TRY A POUND

---

**G. T. Whelpley**

508 Queen St. - FREDERICTON, N. B.

New Brunswick Advertisement Which Might Have Been Improved On.

ple to buy. There is a too liberal amount of white space. Had the various groups of words been arranged in a symmetrical form there would be more pleasure given to the eye, and this could be added to by an apt illustration, or an appropriate motto, or some descriptive matter about the goods in the superfluous white space. The proofreading, too, is shaky.

**Design Well Thought Out.**

The last ad., that of Geo. McCullough & Co., Stoughton, Sask., has evidently been designed and thought out beforehand. It is much in advance of what is usually found in the average country weekly. It might be improved typographically, but no doubt the limitations of a small printing office have much to do with type arrangement. It does, however, contain the elements of good advertising copy.

**Opinions of Western Ad. Writer.**

Since the above was written B. McLean, who looks after the advertising for McCullough & Co., has sent us expression of his opinion on the subject of advertising. Mr. McLean says:—

"I think it always pays to be honest in advertising. State what you have to sell in a clear, concise manner, and tell why people should buy it. Always use short, strong words familiar to everyone and I think you will find better results will be obtained.

FLOUR, MOLASSES, ETC.

---

We have in stock 500 bbls. of the very best quality Flour also Cornmeal, oiled Oats, Split Peas, Wheat Bran, Middlings, Beans, Cracked Corn, and extra Fancy Barbadoes Molasses.

Canned Goods in Peas, Beans, Tomatoes, Corn, etc., of which we are selling at reasonable prices.

We are payin CASH for Oats, Potatoes, Eggs and Washed Wool. When in town call and get our prices.

We have in stock 500 bbls. of the very best quality Flour also Cornmeal, oiled Oats, Split Peas, Wheat Bran, Middlings, Beans, Cracked Corn, and extra Fancy Barbadoes Molasses.

Canned Goods in Peas, Beans, Tomatoes, Corn, etc., of which we are selling at reasonable prices.

We are payin CASH for Oats, Potatoes, Eggs and Washed Wool. When in town call and get our prices.

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EDGETT, GRADY CO.

SUMMERSIDE, P. E. I.

Example of Too Many Typographical Errors. A Prince Edward Island Newspaper Ad.

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McDowel have reali up-to-date but have a giving it some of t



## Got Results in Buy-at-Home Campaign

Back Page of Newspaper Contains Advertisements of Merchants in Different Lines of Trade—Strong Talk on Buying at Home in Centre of Page Gets Attention.

"Every merchant should advertise articles of good quality. To advertise bad or indifferent goods is not good business and is certain to injure the firm. For instance, if oranges are advertised as "large, juicy and delicious" and a customer comes in and finds them nothing out of the ordinary in size or flavor two people are going to be disappointed—the merchant is going to lose a sale and the confidence of that customer is going to be lost in not getting exactly what was advertised. Honesty is the best policy in advertising as in everything else.

"I think advertising is absolutely essential to the upbuilding of any business, and that far more attention should be paid to it than the majority of merchants are giving it. If an article is advertised, and as a result a demand

The merchants of Barrie, to induce home trading, struck upon the idea of advertising that fact in a campaign of education through their newspapers. While the idea is not entirely new there are certain features about it which are somewhat novel. The merchants (one in each line of business) contracted with "The Saturday Morning," a local paper, to use the whole back page of the weekly issue for six months to advertise their goods in such a way that comparison could be made in quality and price with the offerings of catalogue houses and stores in the larger centres.

### Reasons for Buying at Home.

A "Buy in Barrie" letter, giving reasons why townspeople should patronize their own merchants instead of buying away from home, occupied the centre of the page and around this letter were grouped the advertisements of the town merchants, giving sample lists of their range of goods and prices.

The wording of the letter was changed weekly, and the reasons why purchasers should patronize their own home stores were put in short, sharp, crisp sentences. Some of the reasons may be read in the accompanying sample letter. Each of the advertisers occupied the same positions always, the advertising matter being changed weekly.

There was thus a uniformity to the appearance of the page.

### Brought Noticeable Results.

In this way the page soon became a looked-for feature with a distinct news

value, which, of course, added to the worth of the advertising. Gren. Caldwell, who represented the grocery trade in this department, stated that it was a splendid advertising feature, bringing business not only to his own store, but inducing a better and more loyal feeling between the Barrie purchasers and the Barrie merchants on strictly business grounds.

Jamacia Grape Fruit  
Preserving Plums,  
Native Celery  
Sweet Potatoes  
Niagara Grapes,  
Sweet Cider

**MILES' CASH STORES**  
GLACE BAY AND NEW WATERFORD.

Sample of an Ad. From Nova Scotia.  
White Space Too Prominent.

created for that article, advertising produces value because sales are made, profits increased and competition lessened.

"There are a number of merchants who look upon advertising as an expense, but I think money spent in advertising is an investment just as much as if put into buildings or real-estate, and that good advertising will bring back splendid returns on the amount invested.

"Another way that advertising is valuable is that it should convince people what they want to buy before they come into a store, and in this way one clerk is able to wait on more customers and his sales are more quickly accomplished."

McDowell Bros., of Dunnville, Ont., have realized the necessity of keeping up-to-date, not only in their methods, but have also equipped their store, after giving it a general overhauling, with some of the latest improved fixtures.

**BUY IN BARRIE**

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**Buying Your Goods Away From Home.**  
you deal with strangers—pay for extravagant advertising—inevitably complain of errors—support city stores—give your home stores a swat—wait for the goods and fret.

**Buying Here at Home**  
you deal with neighbors—pay less for the cost of selling the goods—return goods if not right—build up your own home store—help to build up your town—get immediate possession of the goods—and if you want a favor you do not go to the City Stores to ask for it.  
Think it over—does it not pay to

---

**BUY IN BARRIE**

Sample Talk Used in Centre of Newspaper Page Surrounded by Advertisements of Various Local Merchants.

## EARLY CLOSING QUESTION IN ST. JOHN, N.B.

Dealers Generally Endorse It, Although Police Magistrate Has Condemned By-law—Former Opponents Now Favor Practice.

Practically all organized opposition to the early closing movement in St. John, N.B., has ceased, and although the by-law governing the matter was condemned by the police magistrate, yet the spirit of the law has been quite generally observed throughout the summer by the shop keepers. They are not compelled under the interpretation of the law by the police magistrate, to close their doors at 7 o'clock, the time mentioned in the ordinance, but the great majority of grocers and other dealers, do so, thus giving themselves and their clerks a longer respite from labor than if a later hour were agreed upon.

M. E. Grass, grocer, of Germain St., who has been one of the leaders in the movement for early closing, says that

many of those dealers who actively opposed the enactment, and gave money to the fight to defeat the passage of the bill, are now in favor of early closing, as they have found that their business interests are not affected. Even after the by-law was declared ultra vires by the court they kept their stores closed. He hinted at action by the Early Closing Association in the near future to have the passage of an act by the provincial legislature, authorizing the police to close the shops in the evenings.

The clerks of the city are almost unanimous in approving of the early closing, and there would probably be strenuous opposition on their part if asked to return to the system of closing "any time before ten."

RESULTS OF CONFECTIONERY CONTEST

First Prize	- -	Arthur R. Martin, St. John's, Nfld.
Second "	-	Allister R. McLeod, Sydney, Cape Breton
Third "	- -	Chas. J. Snider, Brantford, Ont.
Fourth "	-	Geo. S. McKenzie, Kelowna, B. C.

Other good articles received were from the following :  
J. A. Cronin, Kincardine, Ont.; J. J. Jackson, Brandon, Man.;  
G. P. Colwell, St. John, N.B.; H. E. Osborne, Edmonton,  
Alta.; Joseph Dubuc, Quebec, Que.; Robt. McPhie, Nutana,  
Sask.; J. Brunner, Tavistock, Ont.; Chas. Simmons, Strath-  
more, Alta.; Chas. E. Fisher, Iroquois, Ont.; Henry Slason,  
Winnipeg, Man.; J. P. Browne, Cherry Valley, Ont.;  
A. J. Northmore, London, Ont.

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# Handling Confectionery -- First Prize Essay

By ARTHUR R. MARTIN  
St. John's, Newfoundland

Should a grocery dealer handle confectionery? Well, this depends; if he is a live man in business for what he can make out of it, and is desirous of increasing his profits, then he should certainly handle confectionery.

I know of no line of goods which command such a ready sale and yields such a good all-round profit as this does. Candies properly handled, should bring in from 15 p.c. to 30 or 35 p.c. profit.

## Must Know the Goods.

But, of course, a man must watch himself carefully—he must know the goods he is selling. If this be impossible, if he has never paid attention to this branch of his grocery business, and has not the time to attend to it personally, let him engage a capable assistant who has a thorough knowledge of confectionery—its varieties, makes, qualities and its prices. Or let him select one of his staff who has a pretty good general knowledge, one who is quick with ideas, neat, methodical and tidy. Place this clerk in full control of the confectionery branch, let him attend solely to it, and if the goods handled are of the right kind and prices right, before long he will begin to reap the benefit of good profits, quick returns.

## Quality Should Supersede.

There are various things to consider. Let quality, not quantity, be the first thought. If you sell a line of chocolates that pleases—however small or large the sale may be—you can count on many a customer coming again.

Care should be taken in the selection of confectionery of all grades. Should you wish to carry goods of different grades see that each is of the best quality and purest ingredients. I do not mean to say that only the most expensive lines should be handled; but if you have the choice of several articles retailing at the same price, choose the best of that class. It is of utmost importance that the candy you retail at 15c or 20c per lb. be the best obtainable at that price, as it is for the 70c lb. candy to be the best of its line.

## The Whole Truth.

Beware, too, of recommending or stating goods to be of better quality than they really are. For instance: You sell a 30c candy recommending it to be worth 40c; if it be not so, nine out of every ten of your customers will quickly notice the difference, and as far

as your store is concerned it will probably be "never no more" with them. Besides, if the candy is really worth 40c, there is no earthly reason why you should not sell at 40c.

## Where Cleanliness Comes In.

Remembering the old saying, "cleanliness is next to godliness," see that everything in connection with your confectionery trade be kept scrupulously clean. See that your attendant is clean and nattily attired, and have all loose candies taken up with a "scoop" or candy shovel, not with the fingers. Nothing offends a particular—and often a not very particular—customer so much as to see confectionery handled with the naked hand. Besides being distasteful to the sight, it is not safe from a sanitary or hygienic point of view.

All goods, either loose candies or the dainty fancy packages so dear to women's hearts, should be under glass—either on the shelf or in showcases and "silent salesmen." This keeps them practically, if not wholly, free from dust and prevents them becoming damp. Dampness will quickly spoil any pure sugar candies and high-grade confectionery.

## Selling Loose Candy.

For the dealer's own good it would be better did he not sell loose candies in too small quantities. I know of one firm here who will not sell less than a half-pound loose, although selling packages of  $\frac{1}{4}$  or  $\frac{1}{2}$  lb. Others, again, do not handle loose confectionery of any kind, declaring that in selling in small lots there is so much "breakage" of weight that they derive little or no profit from the transaction. This, of course, depends upon the weighing. If carefully done there is no reason why one should lose profit; but oftentimes when selling lots less than a half or a quarter pound the quantity seems so small for the money that one is constrained to put in a few sweets extra. This must be carefully guarded against. For it not only swallows up all profit, but the next time a customer comes he expects to get the same amount for the same money, and you frequently have to give it else lose his custom. Needless to say a customer of this kind is not worth having.

## Using One's Selling Power.

Ingenuity and attractiveness of display are big selling factors. I would

advise all dealers to devote a certain part of shelving to confectionery—especially package goods—having the shelves made dust proof and damp proof by sliding or hinged glass doors. This should be in a prominent part of the shop, and in front of it "silent salesmen" and convenient showcases for loose candies. Both the shelves and showcases can, with a little trouble, be so artistically arranged as not only to immediately catch the eye, but also to give an air of distinction and attractiveness to the whole store. You have no idea till you have fitted one up how "catchy" and fetching a well-arranged confectionery case looks.

Neatly printed or brush work price cards, telling the different varieties and prices of the candies might be placed here and there to great advantage.

## Always a Fresh Stock.

An all important thing to see to is that your stock of confectionery be always fresh. It will please your customers to have goods they can rely upon and with this end in view you would obtain better results by carrying a varied stock sufficient for a few weeks, than by laying in a big stock which would take months to sell. Better buy in small quantities even if the cost is a little higher, for what you lose by spoilage in the other case would more than off-set the slight difference in profit.

An occasional window display would help increase your sales. But care should also be taken here to avoid the dust, dampness and sun. Choose, if possible, a window into which the sun does not shine, or failing this, one which can be protected from the sun's rays. If your windows are not closed at the back by doors, glass or otherwise—display your goods in showcases placed in the window. Of course package goods might be placed in the open window, but it is always safer to keep them under cover.

## Give Attention to Paper Bag.

Always, when selling, have loose candies put into bags made of good, clean, strong paper. A good idea is to have some small cardboard boxes made with a ribbon handle, suitable for holding half-pound or pound purchases. These may bear your business name and a suitable advertisement. The cost is trifling and the convenience and neat-

ness are a source of pleasure to many people.

**The Best Seasons.**

There are certain seasons when there is bound to be a large increase in the daily candy sales—Christmas, New Year, Easter and others. Experience will teach you the requirements of each and you will generally want to lay in a larger stock than usual, particularly of choice goods. A small advertisement at such times—and indeed at any time—will bring good results, especially if

you feature certain popular lines at popular prices.

To give a resume of what has already been said:—

I.—Keep your goods free from dust, dampness and sun.

II.—Have everything in connection with handling spotlessly clean.

III.—Let quality be of the best and prices in keeping with the quality.

IV.—Know your goods; if necessary read them up so as to be able to talk intelligently about them.

V.—Keep your stock fresh and new.

VI.—Watch the weight and keep your goods constantly before the public.

A confectionery display attracts the passerby who, if well pleased, will come again and may eventually become a regular customer. By far the largest part of the sales is cash, the turnover is quick and the profit good. Surely this is sufficient inducement for any dealer to handle confectionery! If not, there must be something wrong with his make-up, and the sooner he gives up business and retires the better it will be for everyone.

## Handling Confectionery--Second Prize Article

By ALLISTER R. McLEOD  
Sydney, Cape Breton

It is the ambition of every live up-to-date grocer to make as much money out of his business as possible. Consequently he is always on the alert watching for methods and schemes by which he can extend his business and make it more profitable. Owing to the fact that the profits in the retail grocery business are being yearly weighed down, and the fact that it now costs the grocer so much more to conduct business than in former years, it is necessary for him to branch out and handle other lines in which larger profits are made.

That is why the majority of grocers to-day, who are the up-to-date ones, carry a nice line of confectionery, which pays handsome profits. From my experience I would say that the grocer who to-day neglects confectionery along with his grocery stock is neglecting one of the best paying propositions in his business.

**It Needs Attention.**

But, of course, as with any other line of merchandise, the confectionery department has to be given careful attention. The day has passed, and I think gone forever, when a grocer's stock of confectionery consists of a few pails of bulk goods and the cheaper grade of chocolates, and when there was no demand for the higher priced goods.

The customer who to-day purchases confectionery demands the same high standard of quality he receives in groceries. People have at last got acquainted with the fact that cheap groceries are dear at any price, being injurious to the health.

**Advises Modern Fixtures.**

As I mentioned before, the grocer who wishes to successfully conduct a confectionery department has, as in other branches of his business, got to devise

methods and plans to make it a paying proposition. To do this many up-to-date grocers have gone to considerable expense in having this department fixed in an attractive manner by installing expensive and up-to-date fixtures, and it is here where a good many grocers "fall down flat." They realize there is good profit in confectionery. But not having the means of making a display, and lacking the courage to invest a few dollars in fixtures and display cases, which would in a very short time pay for themselves, they give the idea up. They rest content with handling a few lines which they have hid under their counters, or displayed on their shelves, where they are exposed to dust, sun and heat, flies and germs of all kinds.

No wonder these grocers sometimes sit back and complain about business being dull, or no money to be made in certain lines of goods, or wonder how it is their brother grocers across the street are doing such a large business.

**Make Success Sure.**

From my experience in handling confectionery, that goes back over the past ten years with some of the best firms in Nova Scotia, I would advise any grocer who intends going into this line, to go into it with a determination to make it a success. Don't be afraid to spend a little cash, when starting. As the old saying goes, "Never venture, never win."

There is perhaps no better season than at present.

The Christmas trade will be on in a few weeks, and this holiday season affords an excellent opportunity to make some money, as everybody wants candy at Christmas. By starting in now the grocer has lots of time before the Christmas rush to get this department

in good running order, and providing he stock a good class of goods, at right prices, he can make a nice extra profit.

Confectionery should be attractively displayed. The dealer should also do a little advertising.

**Silent Salesmen Valuable.**

There is no better way or means of display than the use of one or two nice "silent salesman" display cases. This necessitates the outlay of a little money, but in a short time will pay for themselves in increased sales, and at the same time give the store an up-to-date attractive, inviting appearance.

**Buy Often and Light.**

The next question, and a very important one, is the purchasing of stock. To this part of the business the grocer should give his most careful attention. In getting the right class of goods, and in buying in right quantities, and especially during the summer season, attention should be given. The better plan is to order only a small quantity and order often, rather than in large lots, and run the risk of having the goods spoil on your hands. In any case, I would advise ordering only a month's supply at once.

Always keep your goods up to the same high standard, and you will always have satisfied customers. Remember, the quality of the goods is remembered long after the price is forgotten.

**Patronize Best Manufacturers.**

The better plan is to avoid handling the product of too many different firms. Stick to the firms who produce the class of goods that give entire satisfaction to your trade, even if you have to pay more for them. In this way you can generally depend on having satisfied customers, and in a great many cases,

## THE CANADIAN GROCER

by buying all your goods from two or three different manufacturers, there are times when one can get many advantages in the matter of prices, terms, etc.

On receiving goods, see that they are opened up, and checked off carefully. Mistakes are liable to happen with the best of firms, and in packing the goods shortages are liable to occur, and where there is, perhaps, a shortage of a box of high-grade goods, it cuts the profit down considerably. To avoid losing anything, check carefully, so that you will get all that is coming to you. It is customary now with a good many firms to supply glass trays for holding different lines of confectionery, and it is as well to have these, even if it is necessary to purchase them. They afford a better means of display, and, where the more expensive "cut glass" trays are used, it gives the display a rich appearance.

### Using Camel Hair Brush.

Although it requires a great deal of time, still it is a good idea to have each chocolate brushed or wiped off, that you use for display, giving them a much better appearance. A small camel hair brush can be purchased at a trifling cost, which will serve the purpose.

After display is neatly arranged in "silent salesman," have a few small price tickets printed, arranged on the trays in a position that will not mar or spoil to the effect of your display, but at the same time bring about the desired result.

Do not sell from display case, but from surplus stock, which should be stored in a cool dry place. A portion of store should be set out for this stock. Keep chocolates free from air; the air as well as heat has its effect upon this class of goods.

### Scoops Versus Fingers.

Great care should be exercised in handling these goods to the customer. Nothing is more disgusting to the average customer, than to see a clerk picking out chocolates with his fingers. This is a practice which should not be tolerated in any store. At an outlay of a dollar or so, a grocer can purchase a number of scoops suitable for this purpose.

The higher priced goods should never be put in a paper bag where a customer purchases half pound or more, or any reasonable quantity. This should be placed in an attractively gotten up carton, which can be purchased at a reasonable cost in any

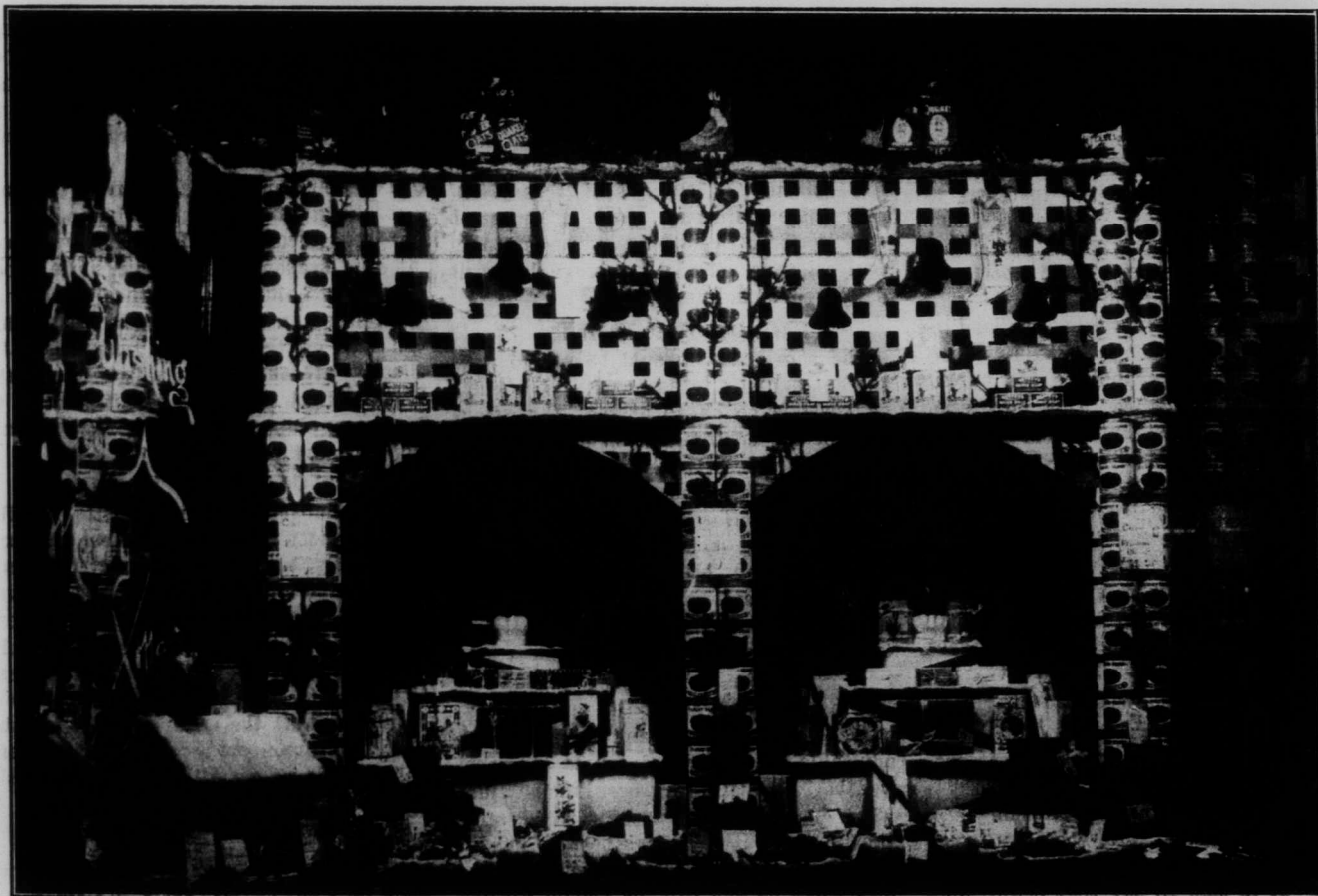
large quantity. This method insures the customers of her goods being kept from getting "mussed," as is the case with chocolates when put in a paper bag. At the same time it offers an opportunity of doing a little advertising, as an ad. can be printed on the carton.

### Small Ad. Brought Results.

I know of a case where a package of chocolates had been purchased at a store where I was formerly employed, and sent to a friend in the country some miles distant. Our firm's name and line of merchandise was neatly printed on the bottom of the carton, along with the following little ad.:-

Quality Groceries and Confectionery,  
"Our Motto," "Then Prices."

The family to whom the package had been sent, did not know there was such a firm in existence, but at this particular time they required their annual supply of groceries. They were in the habit of mailing their cash orders to one of our competitors down the street, who was not just giving them entire satisfaction. Seeing our name on the package, and noticing we handled groceries, they decided to give us a trial. We received a \$25 order, and now they are regular cash customers.



Christmas Window Which Has Been Shown by W. Dowling & Co., Brandon, Man., Featuring Confectionery.

# Handling Confectionery--Third Prize Article

By CHAS. J. SNIDER

Brantford, Ont.

How often we come across the grocer who, no matter how large or how small his business, says he can't be bothered with confectionery; that it is out of his line or that he has no room for it, but who really never took the time to figure it out and get down to plain facts.

Now in the first place in answer to the question of why every grocer should handle confectionery (or anything else for that matter) the most important consideration is profit. Is there a living profit in confectionery? I should say yes, decidedly, if properly handled. The grocer to-day considers himself amply repaid with a profit of 25 per cent. Suppose then if we tell him he can add an extra 10 per cent. or 15 per cent. to that, and in many instances, in the confectionery trade easily double it, would he then say there is no money in confectionery? I think not.

## Weighing Correctly.

Well then considering the question of profit settled the next thing I would call important, and by the way, the more one fails to practise it the more important it becomes, is the habit formed through handling this class of goods, of always giving the exact weight and no more. In handling confectionery sold by weight in nearly every instance we find the better class lines, even though commanding a higher price, are invariably the better sellers, and not only that but the more profitable.

My point then is this,—in handling confectionery, to get the maximum profit out of it one cannot be too careful about correct weight. This may seem rather hard at first but with the computing scale or other up-to-date weighing machines so universally used at the present time, this little knack is soon acquired. This in itself is an education and a valuable one for the simple reason that the clerk who learns to be careful in weighing high-priced goods will do it every time regardless of price, thus ensuring the grocer his full profit.

## It Attracts New Customers.

Those of us already handling confectionery often find some of our best customers are "confectionery customers"—people who seldom buy anything else and who, chances are, wouldn't come near the store at all were it not for this. It is safe to say that before long these customers see on our shelves or counters some little thing they require,

and often we find them buying more and more until soon we have them on our grocery list,—customers gained solely by coming to the store in the first place for their little luxuries.

## The Young Man Buys.

Then there is the young man who drops in for a cigar or his particular brand of tobacco. Before he leaves the store we have the satisfaction of seeing tucked down in his pocket a package of something tempting for his "lady-love," and last but not least is our regular grocery customer who, once in a while takes a notion for a few candies and find that they can satisfy their cravings without going "across the street."

So much for that; now for the best methods of handling confectionery to produce the maximum turn-over, profit and good-will. The care or expense required in handling this important commodity is by no means great. In the first place we have a good show case or silent salesman which we reserve entirely for our confectionery. This should be fitted with pans and, where economy of space must be considered though the pans be small have a goodly number of them, so a little variety may be displayed. A pan holding from three to five pounds is quite satisfactory. Of course the more room you can spare for display the greater will be your sales as confectionery like everything else well displayed is half sold.

## Showcase Near Entrance.

The show case should be placed near the entrance or in as prominent a place as possible so as to attract the attention of the customer upon entering the store. Needless to say it is imperative at all times to keep everything connected with the confectionery department (not excepting of course the rest of the store) as clean, bright and attractive as possible. Small scoops in either brass nickle or aluminum are quite satisfactory to use for this.

## Hints on Buying.

In buying confectionery it is not necessary to buy heavily and by no means advisable especially of course in warm weather. Until the grocer knows just what class of goods appeals to his particular trade it is always best to buy in small quantities, but when he knows just what he can sell, he should always make sure that he has plenty of each line to carry him over until the next

call of the confectionery traveler, because nothing hurts trade more than continually being "just out" of any staple line. I have already mentioned the absolute necessity of exercising care in weighing. Too much cannot be said about this and if we bear it in mind we will find it will help us in more ways than one.

## Pays the Higher Price.

Another word about buying. Here is a practise I have seen "kill" more than one promising confectionery corner in the grocery store. In buying goods of any kind where quality counts I always find it good policy to pay a cent or two more a pound or a dozen for an article and know your customer will come back for more even though your profit may not be quite as large as it would be on a slightly inferior article; for after all the satisfied customer is the grocer's best advertisement.

If you find a certain line doesn't sell as quickly as it might, put it on the shelf for a week. Give it a rest and when you get it out again it will soon disappear. Don't let the customer have a chance to get tired of seeing the same thing every time he comes into the store.

The Christmas season, now fast approaching, offers a splendid opportunity in the confectionery line. Every grocer at this season lays in his little stock of oranges, nuts and other Christmas delicacies, and how could he better finish this off than with a tempting little display of candies any where from the cheap mixed candy for the "kiddies" to the more elaborate package that appeals to the most refined taste?

## Keep Customer in Your Store.

The almost absolute necessity of the confectionery department should especially apply to the grocer who may not be situated in the centre of the town. Don't let the customer go elsewhere when you could as well as not supply that little want and remember these little wants soon grow to be irresistible habits so that the candy counter in the grocery store soon becomes an indispensable and above all highly profitable proposition.

Editorial Note.—The fourth article, that by Geo. S. McKenzie, Kelowna, B. C., has been held over until a future issue on account of lack of space.

## Success of Western Pioneer Merchant

**Ontario Man Who Went West in 1874, and Who From Small Store Has Built Up Large Business in Moose Jaw—Staff Has Increased From One Boy Assistant to Fifty Employees.**

T. W. Robinson, founder of T. W. Robinson departmental store in Moose Jaw, Sask., is an old Ontario boy who has made good in the West.

The future of this portion of Canada was still an unknown quantity, when he decided to throw his energy and vim in that direction. The development of the West is indeed well known and it may truly be said that Mr. Robinson has kept well up with this advancement. From experience he knows much about the trials and tribulations of the Western pioneer merchant, which he has

made it. The railway passenger service only extended as far as Regina, but the railway force had moved forward to Moose Jaw. In the surrounding country there were only twenty or thirty settlers. The railway employes, numbering about 300, were good customers, and while they remained, there was a fair amount of business in dry goods and groceries for Robinson & Rumsey, and also for their opposition, a man named Wellington.

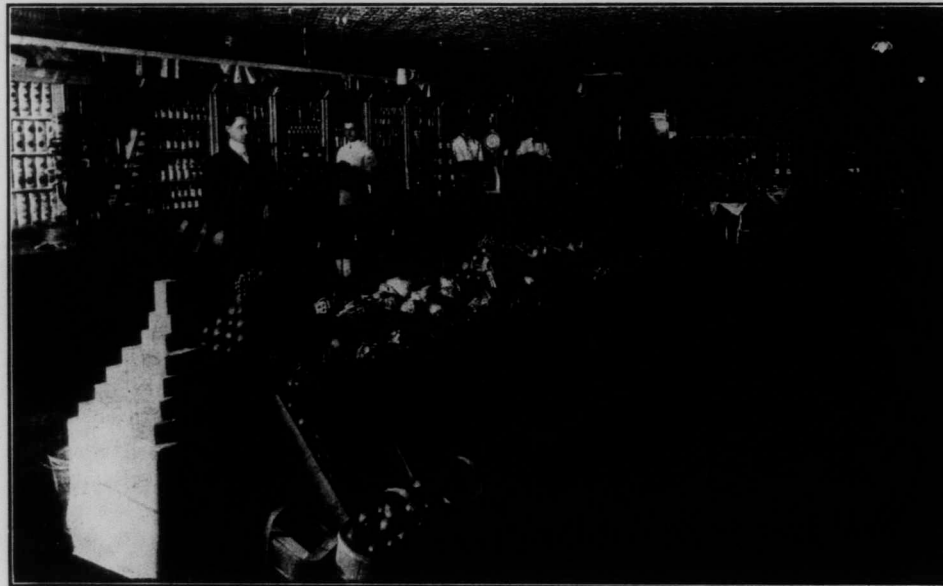
The railway camp remained until 1885, in which year also Robinson & Rumsey

president; W. F. McBean, formerly of Forest, Ont., as secretary-treasurer and manager; and Arthur Lowe and D. H. Thompson as directors. Mr. Thompson has since retired. These three men had all been with Mr. Robinson from 6 to 9 years previous.

Since then there have been other enlargements. They have several departments and groceries is, by no means the least important. The floor space of the original store was 600 square feet, while the present is more than 20,000 square feet, showing the big expansion.

### Encourages Young Men.

Mr. Robinson believes in encouraging the young men whom he gathers about him. This is evident by the partnership opportunities which he extended to those who had given him faithful service,



Grocery Department T. W. Robinson Co., Moose Jaw. A view that suggests business-like methods.

gleaned in the development of his business from shack size to that of a large, modern departmentized store.

### Worked in Winnipeg.

Newmarket was the birth-place of Mr. Robinson and it was in 1874 that he first turned his steps westward. His first position was with Stobart Sons & Co., general merchants of Winnipeg, where he remained six years, and then served one year with the Robinson & Co. store.

The spring of 1883 found him on his way to success. With W. H. Rumsey also a Newmarket man, as partner, he opened a store in Moose Jaw. The building in which they commenced was one storey and a half high and 20 by 30 ft., the upper portion of the building serving as a residence.

### A Small Construction Camp.

In those days, Moose Jaw was only what the C. P. R. construction camp

sold out and returned to Winnipeg. Mr. Robinson was there a week when he heard that Wellington had failed. He immediately turned around, took over the Wellington stock from the creditors and sold it. Settlers were then beginning to come into the country, and he determined to remain in Moose Jaw.

### Enlarge The Store.

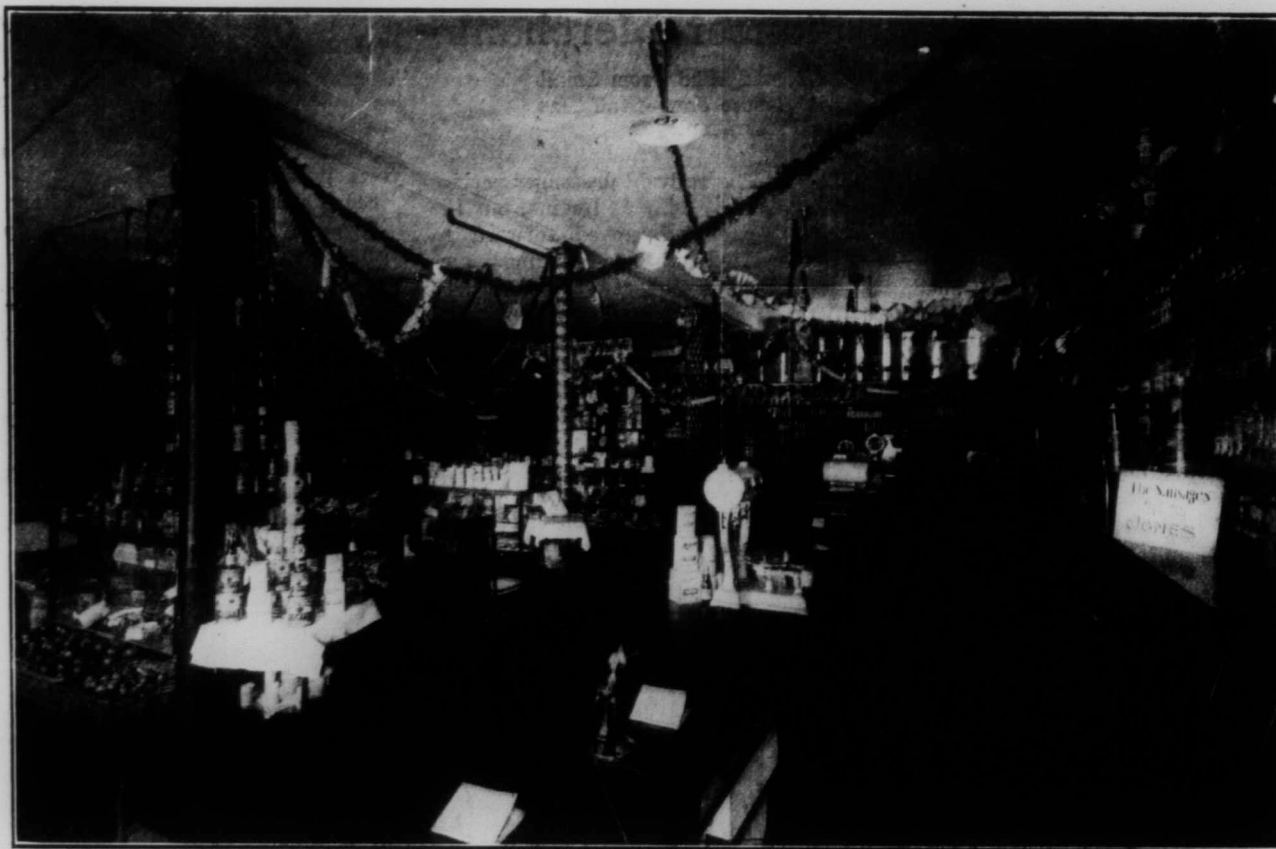
Following the Red River rebellion in 1885, times were very hard. "Settlers were steadily pouring in, however," states Mr. Robinson, "and conditions gradually improved. In 1889 we doubled the capacity of our store, making it 60 feet instead of 30 feet. In 1893, we bought the next lot south and built a store of solid brick, 27 x 80 ft. with two storeys and a basement."

It was in 1903 that the present firm was formed with T. W. Robinson as

and of which they immediately took advantage. In the rapid development of the West, the ambitious young man is eager for business in which he has personal interest. Mr. Robinson immediately recognized this fact, and a loyal, enthusiastic, efficient organization is the result.

Not only does this firm use the Moose Jaw papers for advertising purposes, but a price list is thoroughly distributed over the field every six months. Thus the Robinson Co. are as constantly represented in the homes of the people as are the distant mail order houses and the plan has done much to educate and hold the local and district trade.

Enthusiasm will not keep itself alive either in employer or employed. See that your clerks have constantly before them an example and incentive.



Hardy & Buchanan's Fine Store in Winnipeg, Man.

## Canadian Dealer Not a Slot Machine

Typical Case of Winnipeg Grocer, Illustrating the Power of The Retailer to Sell Goods in Which He Has Become Interested—Gets After Business—Doesn't Wait for Demand—Some of His Methods.

"What is our motto, did you say? Why, The Store of Plenty, Good Things to Eat—and hobby? Always Something New! and we endeavor to live up to them."

Such were the words of W. P. Buchanan, junior member and general manager of Hardy & Buchanan, one of the oldest established firms in Winnipeg.

And truly this firm appears to be living up to its motto, for the store is bright, clean and attractive and everything businesslike.

### Went West From London and Ottawa.

The success of this firm has been in keeping with the development of Winnipeg and the West. Coming West from London, Ontario, where he had been engaged in the grocery business, Mr. Hardy established a business at the corner of Notre Dame and Isabella streets in 1883, where he gradually built up one of the largest family businesses in the city.

Twenty years ago W. P. Buchanan came west from Ottawa, Ont., a mere lad, and started his career as a clerk for Mr. Hardy. His capabilities soon

became apparent to his employer, and in 1896 he was taken in as junior partner. With the development of Winnipeg, however, business increased and the store was being continually enlarged to accommodate the trade, until the fall of 1898 a branch was opened on Market street.

Business continued to develop and another branch in 1903 was started in Fort Rouge, which was at that time fast settling as a residential district. A few years later, however, Mr. Hardy's health broke down and he was forced to retire from active business. This disaster resulted in the sale of the downtown stores and the concentration of Mr. Buchanan's energies to the Fort Rouge store, which required all his time. To one who has not lived in a growing city such rapid development and settlement may seem amazing, and to some extent it certainly is.

In building the first section of his present store in Fort Rouge, 7 years ago, Mr. Buchanan was forced to cut down trees to lay the foundation, and to-day this section is looked on as an

old settled district where the streets are paved and cars have been running for years.

### Extensions Necessary.

Since building in 1903 the store has been enlarged three times, the latest addition being only last fall, when an adjacent store was taken in, until it now possesses capacity enough to handle one of the largest retail businesses in the city. Seventeen helpers are required, viz.: Five drivers, one bookkeeper, warehouseman, and ten clerks, who are kept on the move, as well as a boy to carry out short orders in basket.

### Follows Up Residential Trade.

Upon looking at the splendid fixtures and displays, one naturally thought the firm must own the premises, but such is not the case. "No," said Mr. Buchanan, when asked, "we do not own these premises; as I cater to a family trade you can readily understand that I have to follow the residential districts. If they move I move. I believe in a growing city like Winnipeg that the best policy is to rent store space."

"Well," said Mr. Buchanan, referring to the building up of his trade, "as I stated before, our motto is the store of plenty, and good things to eat, and hobby, 'Something new.' and I endeavor to live up to them.



**Always Looking for New Lines.**

"We are continually on the lookout for new and attractive lines, and are thereby always increasing our stock.

"Towards this end I take a trip south and east every winter to the principal cities such as Chicago, Boston, New York, Montreal and Toronto, to pick up new ideas as well as lines. If I see a line that I think would sell, I secure a sample and try it. If it goes I order more.

"But there is no use securing new lines if you don't advertise them. By this I do not mean newspaper advertising altogether, but make large window displays, changing the display regularly once a week. In fact, certain clerks look after the windows and are continually trying new designs. We never use price placards in our windows, as we can't find time to write them, but I believe the practice is a good one, and will sell the goods. I have found that it always pays to display your lines to the best advantage.

**Four Phones Busy.**

"Do I advertise my goods only by window displays, did you say? Why no, this would not be enough. I don't use the papers, but I make it a point to let our customers know what we have. We do a large telephone business. We have four 'phones which are kept busy most of the day, and night when a holiday comes along. All or any of the clerks take orders, and if a new line has just been introduced he mentions it to the customer. Many of our customers will ring up and ask for a certain clerk each day. This, I think, is a good plan, and we encourage it, as the clerk gets to know exactly what that particular customer likes, consequently, if something is introduced which might take this customer's fancy, he rings her up and notifies her about it. Customers like this interest taken in them, and they invariably order, and come back again. Each clerk puts up his own orders so that there can be no possible mistake, and if any it can be located immediately.

**Interior Displays.**

"I think interior displays are also advisable, such as silent showcases, silent refrigerators and delicatessen counters where cooked meat, ham and bacon are displayed. We always carry a large stock of all kinds of imported goods, especially United States, as we have a large American trade, and they seem to prefer these goods.

"A good example of this is seen in Jones' Dairy Farm Sausages. Three years ago I paid Mr. Jones a visit at Ft. Atkinson, Wis., and made him an agreement to handle his line exclusively in Manitoba. When I received the

first shipment I telephoned some of my American customers and told them I had this line for sale. Orders immediately began to pour in. Our customers told their friends and I secured many new and good customers amongst Americans by this move. Then again, to further introduce this line, Mr. Jones had a model of his farm made for me in New York, for use in window displays. This model can be lit up with electricity, and when different colored bulbs are used a good effect can be obtained. This is used in the winter, as these sausages and bacon are only manufactured in the winter.

"But new lines are no good unless advertised or displayed so that they would sell. If a particular line seems

hard to sell, keep moving it around the store, and sooner or later it will go. "Keep the lines moving in every way is a good system to always follow."

"How do you go about to increase your fall or Christmas trade? Mr. Buchanan was asked.

**Keep Store Fixtures Clean.**

"Well," was the answer, "I don't do anything special or out of the ordinary. At Christmas we decorate, and keep on displaying our lines, of course, showing those which are more appropriate to the season. Good display windows and show cases, always scrupulously clean, will do the trick. If a new customer comes in, give him satisfaction, and he will like your cleanliness and come again.

**"Seventeen Ounce to Pound" Store Closes**

**Did Not Last Long in Montreal—Also Gave 13 to the Dozen and Cent With Each Purchase of Canned Goods, Etc.—A Jobber's Opinion.**

The "17 oz. to the pound" grocery opened a short time ago in Montreal is no more. Like the oft-quoted Arab's tent it quietly disappeared, in striking contrast to its official opening, considerable newspaper advertising having been used to inform the consuming public that this new grocery enterprise offered a golden opportunity to save money practically with every purchase. Seventeen ounces, the people were told, was this firm's offer as against the other grocers' sixteen, and the word "dozen" was effaced, for the "baker's dozen"—thirteen. In addition, one cent was given with every article of canned or bottled goods.

The "17-oz. pound" grocers certainly invited the public to a pleasing store where modern ideas in the grocery business abounded. Their stock was new, and it was displayed to advantage. In this respect many of the stores of the city might have profitably taken a hint. The windows were always attractive and the store was well lighted throughout. But the people did not vie with each other in an endeavor to leave their money with the new firm and "the golden opportunity" was regarded rather lightly.

As one jobber remarked, "The people on this side of the line lack the United States sentiment towards stores of this kind." It may meet with approval among our neighbors to the south, but if this store's experience is to be taken as an example it is safe to say that Canadians prefer their own staid and regular method of doing business. It is

not known just exactly why this store was unsuccessful, but the fact remains that a clothier is now in possession and one can hardly realize that the transformation was so precipitate and complete.

**USING WHITE WRAPPING PAPER.**

The use of light white paper in wrapping many groceries impresses customers when they observe its purpose. The writer has recently been in a number of good stores, and noticed the rather frequent use of this kind of paper. In the ordinary store, articles like lard are first covered with a thin paper, which is somewhat proof against grease.

The paper referred to is almost the same. It was used to wrap fresh sausages, new figs, dates, and some other articles that were inclined to be oily or moist. With the usual paper outside of this, the parcel reaches the customer in a neat, clean condition, the outer paper showing no marks of where the oil or moisture might have come through. After all, it is in these little points that the real class of a store is often noticed most.

Leithbridge, Alta., expects to secure a vinegar industry. Geo. Kellar, Spokane, has been there looking over the ground.

J. Wagstaffe, Wagstaffe, Limited, Hamilton, has gone to the Pacific Coast on a pleasure trip.

## Operating Two Stores in One City

**Kingston Dealer Caters to Residential District With One and Laboring Class District With the Other—Both Classes Would Not Deal at One Store, He Claims—Much of Buying for Both Is Jointly Done.**

An old saying declares that it is not wise to put too many eggs into one basket. Some have disputed the statement, saying that the large deposit may safely be made if the basket is then carefully guarded. This seems to have little to do with the grocery trade, yet it has, since the two courses are being followed in business every day.

Is it wiser to have one large store, or to have two or more smaller ones? Is it better to sell all the eggs from the one large basket or from two smaller baskets? Which course is likely to result in the profitable disposal of the greater number of eggs?

As in all other questions there are many factors which would have to be considered before a correct answer could be given. The individual grocers will know of these factors, better possibly than the writer, it will be proper, therefore, to set forth in this article only one side of the question—the contention held by John Gilbert, of Kingston, Ont., that it is more profitable to operate two stores than one store which would be as large as the two combined. Mr. Gilbert does not lay this down as a rule which would apply everywhere. But he does say that it is so for him, in Kingston.

### The Case of Expense.

The expense of operating two stores in different parts of the city are greater than those which would be incurred in running one store as large as the two. This, Mr. Gilbert states frankly. But that is only one side of the question. It is not so much what he spends but what he makes for the expenditure which interests every business man, and Mr. Gilbert has found that the returns from his two stores are enough greater than the greater expense to make his policy seem entirely wise.

In groceries, more than any other class of trade, business is done with a neighborhood. It is the woman living two or three streets over who sends her child in with an order a few minutes before six o'clock. It is the man who passes the store in the morning who brings in a daily order. And so, by increasing the number of stores, the number of neighborhoods from which business is naturally drawn is increased.

### Location of the Two Stores.

In Mr. Gilbert's case, one store, a fine one, is situated in the heart of a residential district. There trade is se-

cured from the best of Kingston's citizens. The other store—less fine but still a thoroughly up-to-date place of business—is located in an entirely different section. There live laboring men and their families. It is these from whom trade is secured.

Now, through advertising, people of the better class might be—and as a matter of fact are—brought to Mr. Gilbert's principal store from all parts of the city. But no amount of advertising would be likely to induce many of the laboring people to do their buying there. They would not go to that locality. The housewife in a working man's home has not much time to devote to shopping. She sends out, or goes herself, to the nearest shop.

So, this second store of Mr. Gilbert's catches a class of trade that he would in all likelihood, otherwise miss. In other places this might not prove to be the case, for it might not be possible to get two neighborhoods so different, but in Kingston the doubling of stores has proved a good move.

The buying for the two establishments is of course looked after from the larger place of business. Some lines are carried by both places, but there are others which suit one store and not the other. Mr. Gilbert knows of these, and in fixing every order has one or other store in view.

In both shops an effective and cheap form of advertising is adopted—not to the exclusion of newspaper advertising—but as a supplement to it.

### Potato Nailed to Blackboard.

A good supply of potatoes is secured for instance. A black board is taken outside the door. One of the finest potatoes is impaled with a nail and fastened on this; and underneath is written the kind and price of the potatoes. It is surprising how such a device interests passers-by and regular customers. It puts the potato before people and they buy.

In the preserving season a sealing wax was being sold. This, Mr. Gilbert advertised in the papers. But he did not stop there. Outside his window he showed some jars, sealed up with the wax. The object lesson brought exceedingly satisfactory results, as object lessons practically always do.

### How an Ad. Sold Cider.

Another good advertising move made by Mr. Gilbert was during a recent ty-

phoid scare. The water, rightly or wrongly, was blamed for the spread of the malady; and taking advantage of this, Mr. Gilbert advertised cider. "It is considered unsafe by many to drink water," he stated through the paper. "Drink some of the fine new cider we can supply."

That ad. brought the brisk business in the apple juice which Mr. Gilbert had experienced in years.

## Possibilities in Pushing the Sale of Macaroni

Macaroni, vermicelli and spaghetti are reasonable groceries worthy of special attention now that the cold weather is practically here. Considering macaroni alone, for there is but little difference between the three articles, there are a number of reasons why the grocer should interest himself in it. In the first place it is wholesome and nutritious, and everybody likes it. It offers no trouble to the housewife in its preparation. It is cheap and should be easily sold to those who have not been using it. It can be safely recommended to customers of all classes, and lastly, but by no means least, consider the profit to be obtained by large sales of macaroni.

### Demand is Growing.

The fact is that in the past the majority of people have eaten macaroni only when they dined at hotels and restaurants but for some reason they did not bring it into their own homes. Of late, macaroni is finding its way into more and more grocery stores and naturally the trade are putting their selling powers behind it with the result that it is becoming better known among consumers. This is the usual method by which a good strong business is built up. The writer recently passed an east end Montreal store in one of the windows of which was an attractive display of macaroni and vermicelli.

Much can be done with these articles if they are handled in the proper manner. It is hardly necessary to say that soups have a special appeal to people during the frosty and cold weather. Now, although macaroni has many uses it is best known from the fact that it is mostly used in soups and should therefore find a place for itself in the fall and winter campaign.

## Sherbrooke Dealer's Xmas Preparations

Arrange Displays That Attract Trade — How They Gauge Their Buying—Fish Department Separate From Groceries — Handle Poultry Extensively.

Bray Bros., Sherbrooke, Que., grocers, will soon begin to give their store that appearance suggesting Christmas. When the new dried fruits, nuts, peel, etc., have arrived, their customers will receive more than one reminder. To a representative of The Grocer, one of the members of the firm stated that a window display with interior arrangements are the principle methods by which the seasonable goods are advertised. Of course with telephone customers, suggestion has to be depended upon for the most part. Women begin shortly to purchase these goods and it is not a difficult matter to get rid of them.

As various grocers have stated, they employ their ordinary but none the less effective methods with the majority of the season's goods. Those that are in most demand are brought forward and by many different methods are made conspicuous. But first position, especially in interior arrangements, is given to lines that need a little extra effort to sell.

### About Buying.

Mr. Bray in buying his fall and Christmas supplies bases estimate principally on the business done in the previous year. If one line had sold particularly well there was a good reason for buying a little more of that for the coming year, while articles that proved slow are cut down in quantity. Experience seems to be the best guide in these matters. When one finds himself in the middle of January with a stock that may linger too long on his shelves his best opportunity for selling has gone. The average opinion is that it is best to have but a small carry-over after the rush. This means that the grocer has obtained a good price for his goods, he does not need to hold special sales, and he can generally buy for future requirements at favorable figures.

Of course, he must be guided by market conditions. If the tendency is upward, it is best to provide for a rise and vice versa. The grocer may make his usual purchases in the early summer but should watch the markets in the fall in order to obtain a fair idea of what way they are going to move and to protect himself for whatever contingency arises.

### A Fish Department.

Bray Bros., have an extensive fish trade. They have regular customers for fresh fish the year round and with the beginning of the cooler weather add haddies, bloaters, kippers, cod and such

lines. Mr. Bray expressed the opinion that this is a legitimate and profitable line for the grocer. The principal demand for fresh fish is on Friday and arrangements are made for express delivery on Thursday. Bray Bros., have a refrigerator for fish alone. It is kept in the cellar where the fish receives whatever preparations are necessary for delivery as soon as they arrive. The firm has regular customers and the trade is therefore guaranteed. Mr. Bray stated that very seldom, indeed, was there trouble over the quality of the fish. The large dealers are eager to satisfy their customers, the retailers, realizing that their business is bound to be affected by delivering inferior stock. In the example mentioned above the fish is kept apart from the groceries with practic-

ally no extra trouble. The main thing is the refrigerator and cleanliness in the handling of goods and in the care of the articles used thereby.

There is always a good demand for the prepared fish, oysters, lobsters, etc., especially during the fall and winter seasons.

### Handle Poultry, Too.

With the first frost there is the beginning of the poultry trade, which reaches its height during the last two weeks of December and the first of January, and is more or less in evidence throughout the rest of the season. Bray Bros. used to import the most of their supplies from the west but as the price advanced they gradually secured their poultry from the Eastern Townships. Arrangements are made beforehand in order to be sure of at least a certain amount of stock.

On the whole, the fall and Christmas business receives considerable attention from Bray Bros., who are now well into the first round of the work.

## GROCERY STORE THAT NEVER CLOSSES

A Non-Closing Plan Being Tried Out by a Missouri Grocer—Can Buy Goods at Any Hour.

A non-closing grocery store has been opened by Ira L. Daley at St. Joseph, Mo., in direct opposition to the early closing movement which is gaining popularity throughout the world.

The "all-night" grocery store was opened in May of this year. There are no telephones in the store and no delivery wagons on the route. Sales made during the day are to transients and cut prices are the attraction.

After regular business hours, the "open all night" feature is the head line and brings a certain amount of trade that would go to other stores operating during daylight hours. Every sale is for cash.

### Located Close to Theatre.

Considerable trade, the proprietor reports is transacted up to midnight. The store is located in a theatre district, and to theatre-goers it suggests food to be taken home for a post-theatre lunch. From midnight until three o'clock there is little demand for groceries. After that time the worker who begins his labors early, comes in for supplies for his breakfast and the lunch that he carries with him.

"Such a store as mine," admitted Mr. Daley, "might not succeed were it not in an unusually good location.

### Gets Waiting Street Car Crowds.

"It is also at a street car transfer point and being open at all hours people

make it a waiting room. We welcome them for I know by experience they seldom pass out, without making a purchase.

"Even if they do not buy anything while waiting for the cars, we have gained something; these people will have become familiar with the store, and will sooner or later become customers. That is one reason why a location is an important factor in an all night store."

Is there a demand for an all night grocery store in any large city? Will it become popular? Is it profitable?

### FOR CARE OF FLOUR.

The lack of air and light is bad for men, says a writer, and equally so for flour. That is why the flour storehouse ought to be of good dimensions, preferably with a high ceiling and well lighted and ventilated.

It is best that the flour storehouse contain nothing but flour. It should be particularly free from odorous substances, because the flour readily absorbs the odors to the detriment of its quality.

It is preferable not to store offals or bran in the flour warehouse. Offals are frequently infested with "mites" which easily get into the flour. Cleanliness should be the inflexible rule in flour warehouses.

## Handsome Interior of Quebec Store

Relation of an Attractive Interior to Business Done—The Particular Customer Prefers to Purchase From a Sanitary Looking Establishment—Some Features of Importance.

The attractive grocery establishment has come to stay.

Scores of successful grocers have built up big businesses merely on the first essential of neatness and cleanliness and after that, good service.

So much by way of general argument as to the importance of interior arrangement and display. What now of the detail and application?

### Fine Quebec Store.

As an instance, take the splendid grocery establishment of Elzear Turcotte, of Quebec City. Views of the store are presented herewith. A study of them cannot but prove of interest and profit to all grocers.

First impressions, whether or not the best, are certainly lasting. On entering this store one is immediately struck with the splendid light from the wide windows by day and gas and electric by night. The windows, of course, are also utilized for attractive displays. The excellent light, combined with a light sani-

tary metal ceiling, which is also somewhat of a reflector, and the hardwood floors, make a most attractive outline within which the general detail of store furnishings, may be worked to advantage.

### Display of Canned and Bottled Goods.

In the one illustration it will be noted that excellent use has been made of canned and bottled goods in the way of display. The bottled goods are on the spacious shelves extending the full length of the store, while the canned lines are arranged in the form of a pyramid in front of the counter.

Cases are utilized to good effect with extracts and small bottles. On top of each are soda boxes tastefully displayed, while along the shelves an occasional sign relieves the uniformity. The counter, spotlessly clean, and the stools in front, are also catchy features.

Not less attractive is the other illustration. The shelves, with bottled, package and tin goods, surmounted by

the canned goods, present the same neat appearance. The light from the window shows the case goods admirably, both in front and in the rear of the counter. The bottled lines make a striking effect. The desk wicket with the cash register neatly centred, adds dignity and lends a truly business aspect to the entire scene. What is shown of the walls gives the appearance of artistic taste and simplicity in general treatment.

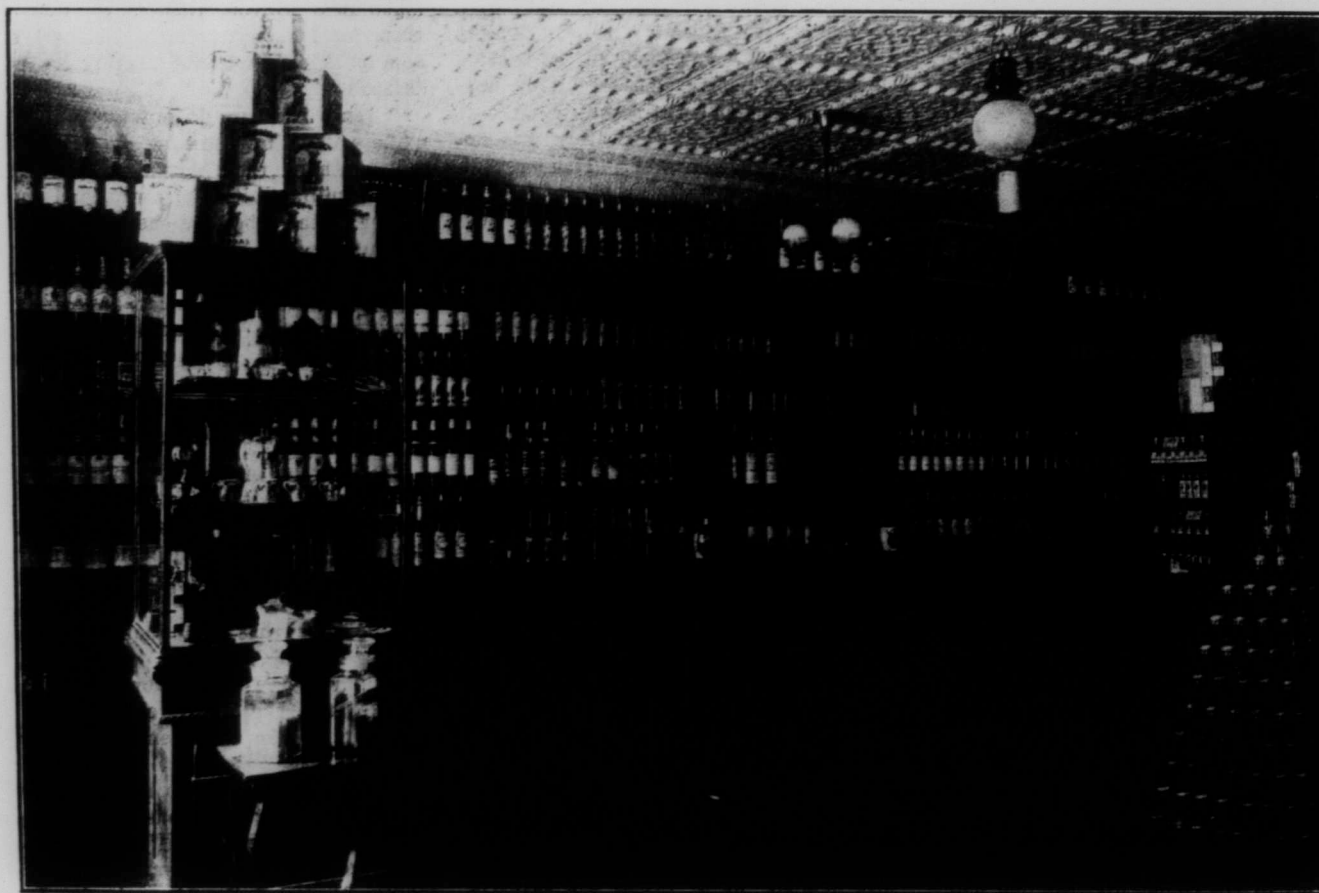
### The Heating System.

And one more item, lest it might be overlooked or forgotten if not reserved till the conclusion. Note the heating system, as may be determined by a glance at the radiator. A hot water-heating system! How many grocery stores have one? There are no evidences of old stoves and coal scuttles or wood-boxes in this establishment. Modern methods prevail throughout. The hot water system of heating is, indeed, ideal for any grocery store.

Do these methods and fittings cost money? Of course they do. But the point is they make money, too.

In years past any sort of a corner store would do for the grocery business.

To-day, however, conditions have changed and the grocery must be num-



Above Illustrates Fine Arrangement of Bottled and Canned Goods in Elzear Turcotte's Establishment, Quebec.

## THE CANADIAN GROCER

bered among the most attractive of the modern stores.

Did you ever think that people—the ordinary run of people anywhere—are more particular in purchasing what they eat than in the selection of anything else?

Therein is the key-note of success for the modern grocer. By a fine store and a neat display he can readily impress people, impress them so forcibly that instinctively they will be drawn to his store and give him their custom.

ing a gross of any line if a dozen of the same article will last for three months. They not only depreciate in value, but the interest on the money in nearly every case will more than cover the extra charge on small quantities.

The management of the grocery department needs a good deal of tact and forethought. To get each clerk adapted to his work is the most important matter to be dealt with. Nothing can be done without a system. Each clerk takes a share in the keeping of stock, in attending to the fixtures, bins, or whatever part is allotted to him; and any stock not in place can be located at any time, by the manager knowing what each clerk is expected to do.

Telephone orders are most important and it requires the best man in the store to attend to these.

Errors made in filling orders should

### Management of a Grocery Department

**Views of a Manager in Western Canadian City—Peculiarities of Buying—A Gamble in Many Cases—Bottled Goods An Important Item in the West—Methods of Order Taking—Assigning Duties For Each Clerk.**

By Leonard L. Stephens, Regina.  
Mgr. Grocery Dept. Regina Trading Co.

The buying for a grocery department to-day is practically a gamble. Canned goods must be ordered before the 31st

that a manager must know the class of trade he is catering to, and also see that the clerks are familiar with that trade



An Interior View of the Elzear Turcotte Store in Quebec. Note the Attractive Metal Ceiling and Display Bins.

of May to get the 2½ per cent. discount on opening prices; but as far as this year's prices are concerned we find that we are on the winning side, not only in canned goods, but on cheese, salmon and a number of other articles.

#### Importance of Bottled Goods.

One of the chief items in a grocery stock in Western Canada is bottled goods. These are so many and varied

as well as the goods. It requires a good deal of tact to be a good grocery salesman.

When a customer asks for a certain line of goods she has been using perhaps five thousand miles away, it is up to the dealer if he is ever alive to the business to do his best to procure it. But if there is only likely to be a limited sale for that article he should buy a limited quantity. There is no necessity in buy-

be attended to personally by the manager.

#### How Orders are Taken.

The order counter system works well in our grocery department. All orders taken by the clerks are entered with the time and number of the clerk and then are checked and transferred to the order counter; from there they go to the delivery room, where we have regular hours for delivery.

## Post-Xmas Trade Changes from Years Ago

Not the Falling Off in Business After Festive Season There Used to Be, Say Eastern Ontario Men—Napanee and Brockville Dealers Express Their Opinions—Comparison of Business in December and January.

Have people's ideas of Christmas changed?

Ask the hardworking father of a family, struggling to get the money which will enable his wife to give all the presents she wants, and he will say that they should. Ask the grocer who supplies the Christmas board and he will say that they have.

Yes, Christmas customs like all other customs have altered with the years. The season is not now what it used to be, and grocers have to make different preparations from those which were necessary a decade or more ago.

Christmas is still a time of merry making. Still it is a time of feasting, but not of unaccustomed feasting. Once the Christmas season was like the seven years of plenty following the seven lean years. It was the time when everyone ate everything possible—varieties and quantities unknown during the rest of the year. But now that simple old custom has passed. People prepare for Christmas dinner, but only as they prepare for many special dinners. The meal has ceased to be a landmark.

### A Season of Brisker Trade.

The grocers are the ones who notice the change. "Prepare for Christmas?" said one. "Why of course we prepare for Christmas. But you must remember that we only regard it now as a season when trade is a little brisker than ordinary. The delicacies sold at this time are in greater or less demand the year around. The day when business fell off alarmingly after the heavy Christmas buying has passed. Of course there is still a little slowness for a day or two, but it is short lived."

A. S. Kimmerly, of Napanee, Ont., is one of those who testifies to the change in the Christmas celebrations. "The season is not one for gorging now," he remarked. "It is a time when we can sell a few more delicacies than ordinarily; when we can sell goods for decorative purposes better than at other seasons; but it is a time when we can sell all the staples too. Our trade is heavy before the great holiday, but it is not followed by any great depression."

According to Mr. Kimmerly, the merchant may best guide his Christmas preparations by those which he made the

year before. By the transactions he has carried on during the whole twelve months he can tell whether the demand is likely to be greater or less. If he has kept track properly he will know which articles he was short of the former season, and will thus be able to judge how much extra he had better buy.

Regarding new lines the grocery does not have to worry greatly. Through advertisements he is advised of these, and travelers call for his orders. "I have found that it is simply a case of deciding what I will need and then placing my orders," said Mr. Kimmerly.

### January Compared to December.

As proof of the contention that it is not necessary for business to fall off after the Christmas season is over, might be quoted figures from an Eastern Ontario merchant's books. These show that in December, 1910, the business transacted amounted to \$8,300, that in January, 1911, the business done was only \$100 less, while in February the volume of business was over \$10,000.

A part of this satisfactory condition must be attributed to the fact that the grocer carried on a grain business in connection with his store. The sales here were heavy after January, so that the total business transacted grew rather than diminished.

Such a line might not be good in cities, but in towns where there is a good farm trade, it might be profitably added if the conditions were favorable. The grocer, of course, would have to have considerable room at his disposal to take on such a branch. Also it would be only a source of loss and not of gain if so many others were in the field that competition would be strong.

As is the case when a merchant is considering the addition of any new line it is essential that great judgment should be exercised.

### A Brockville Opinion.

Like Mr. Kimmerly, so William Rhodes of Brockville Ont., states that Christmas now does not make the difference in provision buying that it did in years gone by. Yet some lines, fruits, spices, candies, and similar goods, are still in great demand.

Special lines, Mr. Rhodes believes, are well worth carrying. They may not always bring a great profit but they do bring people to the store, and that means an ultimate profit. Special lines, moreover, may be used to make attractive

window displays, and their use may be advocated in the advertisements.

### Benefit From Advertising

Advertisements. That is a much argued point. There are grocers who contend that their lines cannot be advertised effectively. Mr. Rhodes is not one of these. "I believe in advertising," he said, "and do more about Christmas time than at any other season. In large cities, where a man gets all his trade from a certain section, advertising might not pay; but in a city like Brockville it is different. Men and women from all parts of the city deal with me. Farmers from the country round come in. I find the papers a good way to let them know of some specialties I am handling."

### BREAD KEPT ON GLASS SHELVES.

A neat and clean method of handling bread is employed by N. Chartrand, a grocer on St. Antoine St., Montreal. On one side of his store there is what might be called a cupboard built into the wall. It is about six feet high, or a little more, two or two and half feet wide and about the same depth. It has a door with glass panels enabling the clerk or customer to examine the interior, without opening the door.

The best feature, however, are the glass shelves. They are of the same thickness as window glass and can be removed whenever desired. There are no cracks or crevices into which crumbs can drop and mildew. The walls of this cupboard are always kept clean and the glass shelves make the rest of the work a very easy matter indeed. Mr. Chartrand likes the idea, himself, and knows that it pleases his customers, too. He is also careful about bread remaining long in this display case. It is capacious and can accommodate quite a supply of the staff of life. He keeps it fresh and clean by always carrying only fresh bread, and in this respect he is simply carrying out the store principle that he has made his motto.

E. M. Trowern, of Toronto, secretary of the Retail Merchants' Association of Canada, was in Chicago recently, where he addressed a meeting of retail merchants, representing two hundred thousand dealers in thirty-five States of the Union. The convention lasted three days and an association was formed along similar lines to the Canadian Retail Merchants' Association. Our neighbors to the south have never had a national institution until this, the "Federation of Retail Merchants," was formed.

M. J. Maloney, President of the Detroit Retail Grocers, was elected president of this newly organized body.

## Store Cleaning Starts Off Fall Trade

**First Consideration in Montreal Dealer's Preparation for Coming Season—Why This "House-Cleaning" Is Necessary—Effect of Bad Odors on Public's Opinion of a Grocery Store—Pushes Sale of Flour.**

Off with the old and on with the new. N. Chartrand, a St. Antoine St., Montreal grocer, puts cleanliness first in his considerations of store management. When the representative of The Canadian Grocer called at the store a short time ago he found the first part of the fall painting done and was told that in a few days the work would be entirely completed.

The ceiling had received a new coat of immaculate white and other exposed parts of the interior showed signs of recent attention. A wash-woman was expected to give the floors a thorough cleansing. This was to be followed by the dusting of the shelves, biscuit boxes and the other goods in tins and bottles, and a final touch was to be given the interior to make sure that none of the dust had simply settled again, but that it had been removed.

### Getting Ready for Fall Trade.

This, by the way, was Mr. Chartrand's method of preparing for his fall, Christmas, and winter trade. To the representative of The Grocer he gave his explanation of this care and cleanliness.

"During the summer" he said, "dust is bound to make its way into the store. You may go over the shelves regularly but there is bound to be an accumulation. Also, flies may have crawled in behind the boxes and bottles to die and there is certainly a need for a renovation of the store. During the summer the doors have been open and there has been fresh air a plenty. But it will soon be time now to keep the doors closed and you must have an agreeable, inviting air in the store, otherwise customers will not like it. You will understand that if the dust and flies of the summer are not removed and the interior not brightened and made pleasing it is almost certain that when the heat is turned on it will not be long until the presence of dust is noticed."

This then are the reasons for the cleanliness in the Chartrand store. The proprietor is a believer in the value of this care and attention and each season is inaugurated with a general house-cleaning.

### Banish Bad Odors.

While on this subject, Mr. Chartrand voiced a few other opinions which will be upheld by the best grocers. One of these might be termed the general effect of bad odors within a store. It all arises from carelessness, said this grocer. An over-ripe apple here, a banana there, a

sweet potato somewhere else, grapes, potatoes and so on. Saturday is always a busy day and it is a poor store that has not been upset by a day's activity. The grocer knows the picture of Saturday night about the time the blinds are being pulled down.

The doors are shut tightly, and the store is left in this condition until Monday morning. Mr. Chartrand claims that this is not as it should be. The people have brought in the dust of the street, and there is the litter following a busy day. There may not be an odious smell in the store but it is not sweet and wholesome. Goods that are at all



This Dealer's Fall Campaign Begins With Brightening Up the Store.

likely to take up the store odors will certainly do so.

There is a certain fragrance about the air in a good clean grocery store that appeals to customers. It may be regarded as a guarantee of wholesomeness and cleanliness and it should be found in every establishment that makes any pretensions of quality and modernness.

### Winter Goods are Shown.

Having renovated the store and made it brighter and more pleasing than ever, Mr. Chartrand brings out his fall and winter goods more prominently. In the centre he has had a purely summer display. It generally consisted of seasonable goods. These are removed now and the space devoted to dried fruits, such

as currants, raisins, apricots, prunes, dried apples, dates and figs. The staff begin to put their selling efforts behind these new goods and business hums in the new season.

### Flour Gets Attention.

Flour is another article that Mr. Chartrand gives special attention. He has always found new interest in flour as soon as the cooler weather sets in and naturally he leaves nothing undone to get his share of the trade. He makes a display in a conspicuous place and now and then puts in a window. To The Grocer he stated that the customer still bought a large quantity of flour especially during the time of the year now approaching. These several lines illustrate the general plan by which Mr. Chartrand begins his fall trade. "If you come back in about two weeks," he said, "you will find quite a change, I think. One must keep abreast of the times and it would never do not to anticipate the wants of our customers during the various seasons of the year."

### WOULDN'T BE WITHOUT MEAT SLICER.

"If I did not have a meat slicer during the summer months," said J. Smith, a Montreal grocer, at the corner of Bernard and Clark streets, "I do not know what I should have done. Often there were four and five people at a time to be served, and I know that if I had to cut the meat in the old-fashioned way those customers would have grown weary of waiting, and might not have waited. Besides, when you are cutting boiled ham you can make clean cuts with the machine that would be almost impossible in the old way."

Mr. Smith is a modest grocer, doing a safe business, and he realizes that cleanly methods are always appreciated. "The meat cutter is sanitary and neat. You do not have to touch the meat with your hands, and the customer not only likes the manner in which the slices are made, but she can see for herself that everything about the cutting and handling is as she would have it."

Continuing Mr. Smith said: "Boiled ham is one of the features of the summer trade, and just about this time breakfast bacon becomes prominent. There is always a steady demand and considerable work to be done with a meat cutting machine throughout the whole year. Of course, you have to cut quite a bit of meat before you have paid for your machine. Mine cost \$85, but in the long run it has paid for itself, and you are pleasing customers and making money for yourself, for the cutting machine prevents odds and ends of bacon and hams collecting."

## Village and Catalogue Prices Compared

The Mail Order Question as It Stands in Havelock, Ont. —  
Prices of Local Grocers Below Those of the Toronto Mail  
Order Stores—Big Houses Using Few Low-Priced Lines as  
Baits—Ad. Used by One Dealer to Defend His Trade.

In Havelock, Ont., 100 miles east of Toronto, the merchants tell you they have had strong competition from the mail order houses. Investigation at the express and freight offices there shows that big Toronto houses are drawing considerable trade that rightly belongs to the merchants of Havelock.

However, there is one thing that the merchants there do claim, and that is, that the amount of mail order sales would be a great deal larger if they had not put forth some efforts to offset advances of these catalogue houses. They did not shout to the housetops that they were commencing a campaign against mail-order buying, but quietly, whenever opportunity presented itself, each merchant impressed upon a customer the fact that he could give just as good value, quality considered.

Thus, has much been done to overcome this drawback of the trade.

### A Railway Centre.

Havelock is a railroad town; wages are received monthly, so that on pay day each month, the people have plenty of money with which to purchase from mail-order houses, if they are so inclined. It is well known that an extremely large volume of money flows into Havelock monthly, and the mail order houses, always alive to such facts, have seen that their catalogues are profusely distributed in the town. The prices in them look cheap, because they are able to pick out a few odd lines, which the mail order house have underpriced as baits. The conclusion is that they are selling cheaply.

### What Comparison of Prices Shows.

Merchants of Havelock, or of any other town have, however, an important lever, which if properly used, should put a complete stop to mail order buying. It is true, that taken straight through, quality considered, merchants of Havelock have the mail order houses beaten on prices. This is not mere hearsay, nor the idle boast of a dealer, but a statement founded on facts and figures secured by impartial investigation on the part of The Grocer.

The prices of a number of staple lines as listed in the catalogue of one of Toronto's big mail-order houses were secured. Dealers in Havelock were asked to give prices on the same goods of the same quality. The comparison is here given, and demonstrates beyond doubt that the good people of Havelock, although their intentions may be the best,

are losing money by purchasing from the catalogue stores. Not alone are the home prices as a whole lower, but in comparisons, freight, draft exchange and postage, should be added to the mail order prices.

This is the strongest argument possible against mail-order buying. It is not necessary for the dealer to appeal only to the loyalty of citizens. Opportunity is open to appeal to their business instinct, and to show them in dollars and cents just why they should not send their money away from home.

### Power of Good Advertisement.

One dealer in a small town discovered his prices were below that of catalogue houses. He drew up a comparison somewhat similar to the one here given. He used a full page in his local paper, heading it; "Some facts and figures concerning mail order competition." Then followed: "The practice of buying goods of mail-order houses is an expensive habit, and in the end is a money loser for those who practice it. Let us compare a few methods and prices. You are obliged to send them your money before you see what you are buying. You are obliged to buy from pictures and descriptions. You must pay the freight charges. In case goods do not suit, you have the goods and they have the money. It is a well recognized fact, that many people will accept goods of these catalogue houses without a murmur, which they would not accept of the local dealer at any price. For bait, they may sell you sugar and a few other articles for less money than they purchase them. But they must do more than make up on other articles. Their expenses are enormous. It costs them far more to sell a dollar's worth of goods than it does any average dealer. Few people realize that it costs one of these houses \$350,000 a year to merely issue their catalogue, and this is surely added to the selling price of the goods."

### Injuring Property Values.

"Not counting all these things—the fact that you are hurting the value of your own farm or property, when you hurt this town by diverting money; the fact that we take your produce and give you goods in exchange; the fact that you can get credit here when you haven't the ready cash, and can always bring goods back and exchange them when they are not satisfactory; in spite of all these facts, if you could get goods

cheaper of the mail-order houses than of us, we would advise you to do it. But you can't do it. You have a catalogue that you can study in the evenings, and prices in it look cheap, because you have plenty of time to study them, and the description is written in fine language. But, if you take your catalogue and compare prices right through, and if we don't furnish you the same articles, quality considered, cheaper than the mail order house does, we will give them to you, and you won't be buying anything from a book description either. In support of our statement, we quote a few prices for comparison."

### COMPARISON BETWEEN MAIL ORDER AND SMALL TOWN PRICES.

	Mail Order	Havelock
Extracts, assorted, 2 oz. ....	.10	3 for .25
Coarse salt, per barrel .....	1.75	1.50
— corn syrup, 2-lb. ....	.12	.12½
Molasses, per tin .....	.10	.10
Sweet sugar corn .....	.10	.10
Carrots, 2-lb. tins .....	.15	.13
Pumpkin, 3-lb. tins .....	.10	.10
Jelly powder, per 3 pkg. ....	.25	.25
— oats, per pkg. ....	.25	.25
2½-lb. pkg. fine sodas .....	.25	.25
Corn Flakes .....	.10	.10
Fancy macaroon biscuits, lb .....	.50	.45
Arrowroot biscuits .....	.16	.17
Bartlett pears, 2-lb. cans ....	.18	.18
Finest selected Valencia		
raisins, 2½-lb. box .....	2.70	2.50
Peanut butter, jar .....	.10	.10
— Salad dressing .....	.09	.10
— meat sauce .....	.10	.10
— sauce, bottle .....	.34	.35
Kipperd herrings, tin .....	.15	.13
Domestic sardines, tin .....	.05	.05
— starch, pkg. ....	.09	.10

### SPECIAL CONFECTIONERY DEPARTMENT.

In order to make the most of his opportunity to sell confectionery, fruit and nuts during the Christmas and New Year's season, R. C. Braund, Peterborough, Ont., prepares a special department for these goods, and engages a clerk to attend to it.

The first advantage is that confectionery is thus brought more forcibly than ever before the attention of regular customers and others. This department is always given a prominent position in the store, and no one can fail to see it. A good assortment of candies and chocolates is shown, and the display is made more attractive by the addition of fruit and nuts.

Mr. Braund does not hesitate to let it be known that Santa Claus has made his store the headquarters for these goods, and the extent of the sales has always demonstrated the wisdom of this method. Every grocer knows that nuts, fruit and confectionery are features of the Christmas trade. By thus emphasizing this section of the Christmas stock there is the realization by customers that they must have nuts, fruit and candy for the holidays. And practically every household purchases not a little, but a large supply of these goods for their own pleasure and to add to the welcome they wish their friends to feel when Christmas goodwill is exchanged.



## Stirring Up Fall and Christmas Demand

**Montreal Dealer Uses Various Selling Methods to Make Sales—Maintains That People Must Know What You Have Before Being Brought to Purchasing Point—How Dried Fruits Are Handled—Present Season Means Extra Sales in Flour, Cocoa, Beef Extracts, Etc**

**L**AST year I did not handle a pound of currants or raisins that were not package goods," said T. J. Stevenson, of Kyle & Stevenson, 143 Fairmont Ave., Montreal. "I have gone over to the package idea in a great many lines," he continued. "I buy butter in pound prints, and on the same principle have I handled currants and raisins. When you buy 50 pounds of butter in prints, you sell them without any real possibility of a loss. That is under ordinary circumstances.

"I also buy bacon in pound packages, and I sell it as I buy it. There are no waste ends and one package is as good as another. It is not necessary to mention the many other articles that are sold in this way. The packages of currants and raisins have simplified handling them to a great extent. Every time a pound of either currants or raisins are weighed there is the possibility of a

loss, but by the package system this contingency is avoided."

### The Fall Campaign.

Mr. Stevenson remarked upon the importance of the fall campaign extending through the Christmas season. After the second week in October the fresh fruits begin to thin out, the weather is tinged with frost and people are beginning to think of foods that will put heat in their bodies, instead of the cooling foods of summer.

The first signs of the changing demand appear with larger sales of cocoa and coffee. Beef extracts are asked for and a display on a counter or in the window puts life into the new demand. Then there is felt a better enquiry for rolled oats and people who have been buying lightly of flour increase their orders to the regular winter size.

"The baker gets quite a lot of the

summer bread business," Mr. Stevenson continued, "but in the fall and winter the home baking begins again and flour is a very important article. Prepared soups are becoming more popular every year. We have one particular line that sells well, and already our sales have been encouraging."

### Depends on Salesmanship.

Mr. Stevenson's method might be called the regular method of selling. He places much dependence on his window and counter displays, upon the salesmanship abilities of himself and his clerks, and lastly upon the quality of the goods he carries. He has been running an advertisement in a district paper, but is of the opinion that better results can be obtained by putting this expenditure into his goods and his store.

### Never Caught With Dried Fruits.

Mr. Stevenson has always prepared for one season by a glance at what he had done in the corresponding season of the previous year. In other words one must be guided by experience. "In handling dried fruits," he said, "I have never been caught with more than I could handle, nor would I want to be. A glance over your last



A Corner of Kyle & Stevenson's Store, Fairmont Ave., Montreal.

year's business will give you a good idea of what you are likely to do during the coming season, if conditions remain favorable. By a little extra effort and by a slightly increased demand you may expect a little more than you accomplished a year ago. But in handling these lines I am inclined to keep within safe bounds."

**Selling Fruit.**

"If you have the goods people buy them." This is a business axiom which Mr. Stevenson has found from actual experience to be worth following. During the past summer he tried it with fruit and it worked wonders. In the past he used to buy, for example, six baskets of peaches. He would sell them and then buy others. But there was generally a short period when he might be without them. He would replenish his stock and

thus it went, buying in small lots and selling them. With grapes it was the same. When he purchased ten baskets he sold them. Then he bought ten more. But during the past summer he bought in large quantities. Instead of six baskets of peaches it was fifty or sixty and similarly did he handle grapes.

The encouraging feature of the change was the manner in which the heavy stocks of fruit were sold out. The mere fact of the having of the fruit impressed customers and people who passed. They apparently passed the news around "that Kyle & Stevenson had a fine lot of peaches, plums or grapes," whereas formerly the limited supplies failed to attract attention. Mr. Stevenson is of the opinion that this principle applies to a great many articles, but as in the

case of the fruit they must be made prominent before the public. A good window display, newspaper advertising or some other method is required to attract attention.

**Selling Flour.**

For his flour demand Mr. Stevenson has two of the recognized leading brands. He sells them in 7, 14, 24½ lb. bags, in addition to the larger size which is asked for by home bakers. A flour window is easily and quickly arranged and it is an article that is readily suggested.

The fall season is welcomed by Mr. Stevenson, who is always prepared for the new business and helps to give it a start by bring out the seasonable goods the people want but which they have been slow to begin purchasing.

## A Talk to Sales Managers

An address given before the Executive Club, Chicago.

By R. R. Shuman.

The problem of winning the individual and collective heart of a vast and unseen multitude is very different from the problem of persuading one man face to face, eye to eye.

A clever salesman may sell a customer.

Advertising must make a thousand customers want to buy.

When the salesman who, by force of his stronger personality, persuades a weaker man than he to buy what he does not want or more than he needs, or more than he can afford to buy, he is illustrating the difference between selling a man and making the man want to buy the goods for their value's sake—their worth's sake to him.

The victim in that case is buying not goods, but experience—and sometimes dearly.

A sale of that kind has no permanent value and is usually cancelled; or, if not cancelled, is consummated under protest.

It makes enemies, not friends.

**Personality Versus Merit.**

The other kind of selling—the selling that creates the desire to buy, has a deeper foundation than that of a temporary surrender of will. It goes to the very foundation of things and builds business from the ground up.

The word-of-mouth salesman depends on his own personality more than on the quality or merit of his goods.

The printed salesman depends more on the merit of the goods or proposition advertised than on personality.

Yet there may be and indeed must be personality in the printed or written selling talk—for the composite buyer has a human side—a heart—just as the individual has; and the man who can best play on the soul side of the vast audience who reads his ads., his form letters or his booklets, is the man who has come the nearest to the secret of success in the important matter of building business friendship by wholesale.

The old-fashioned way to advertise had for its keynote the thought "We want your orders." It was the plea of the beggar, supported sometimes with a beggar's threat.

The new way to advertise is to reach away down into the mainspring of self interest—the self interest, not of yourself, but of the other man.

In many lines of business it can go no farther than the second Sheldon step—creating a desire to buy—getting the inquiry; and the salesman must do the rest.

**Attention, Interest, Desire, Resolve.**

In other activities, as in mail order advertising, it runs the whole scale of the Sheldon formula.

But in either case the printed word, to be effective, must be so attractive that it first forces attention to itself; then overcomes the inertia of the reader sufficiently to make him do more than glance at the headlines; then so convincing that it overcomes all the powers of personal persuasion of the eye-to-eye salesman who is waiting his turn

to be heard, or who has just made his personal appeal.

It is not an easy thing to do. Indeed, it is so difficult that few succeed at it. Yet it is so intensely important a business force that the advertising manager of most businesses should, at least, rank with the sales manager.

The sales manager who handles 10 salesmen perhaps makes through them 100 calls a day, let us say on retail grocers, at an expense to the house of \$100 a day—a dollar a call.

The advertising manager at the same time may easily call on 200,000 men in the same day at a cost of one cent a call—measured by full-page ads in trade journals that reach the same men that the salesmen reach.

Yet you men—you who are sales managers and proprietors, hire "kids" to do this work and pay them kids' wages plus the high-sounding title of "Advertising Manager." You hire them, not to manage advertising, but to grind out copy—such as it is. You hire them, not to buy advertising, but **not** to buy advertising—convenient buffers between your august selves and the advertising solicitors,—and they have to run to you with every \$10 item.

You trust them to handle the multitude of prospects while you busy yourselves with the few who happen to call or write.

**Poor Prospective.**

I was in a store the other day when I heard this conversation.

## THE CANADIAN GROCER

"Say Hanson, what are you doing?"  
"Oh, I'm grinding away at that ad."  
"Jerusalem! Man, can't you see there are a couple of customers up front? Go and wait on them instead of wasting your time on that fool ad. I'm sorry I ever listened to that solicitor."

I got acquainted with Hanson, under some pretext, and from him learned that he was trying to get up an ad. for the Sunday Tribune, and that the Boss would never let him alone 10 minutes at a time.

Think of it! Making a man neglect his talk to 350,000 in order that he might talk to one!

Think of trusting the speech to such an audience to a cub salesman who happened to be willing to undertake the job!

I am now talking to 80 men. Though I have nothing to sell you—no self interest whatever—I am trying to make my talk 80 times as worth while as if I were talking to one man.

And this is my thought whenever I write an ad.

Say I am writing a page soda fountain ad. to go into a drug journal that has 10,000 circulation; I see before me 10,000 druggists, seated in a vast auditorium, eyes turned toward the platform where I stand—men who paid for the privilege of hearing what I have to say and what others have to say—paid in the form of their annual subscription to the paper.

What an opportunity! Ten thousand men, with an aggregate buying power of 30, 40, 50,000,000 of dollars. The value of all advertising is measured by the buying power of the audience that reads it and that's why I am a champion of trade journals. Of those 10,000 certainly 1,000 must need soda fountains—and that thousand will buy from somebody—a thousand fountains at an average cost of \$1,000 apiece—\$1,000,000 in real prospective business in my line seated before me!

Ye gods! for the power of a Pitt or a Webster! It is a supreme moment! What shall I say to win them?

First I must get their undivided attention. They are tired. They are listless. Some are talking. That is the problem of the headline and the picture, and in both I shout so that they must hear.

Metaphorically, I single out a little old fellow far back under the gallery, and make him lean back comfortably instead of straining forward with his hand to his ear.

Metaphorically, I also single out as I proceed with the text of the ad. one after another of the audience who shows interest, and talk to him as man to man.

Do I say "We want your order?" Not on your life. He knows that. I tell him—and in doing so tell all the

great audience—how earnestly we strive to make our fountains better than the rest; point out mechanical features in which they are better, and in every word and thought try to put myself in his place and show him what he has to gain in dollars and cents, in increased business, in the friendship of his own satisfied customers.

### A Vital Calling.

Nobody can talk slightlyingly about advertising in my presence. Nobody can call me "Only an advertising man" in my presence. My calling is vital. Its possibilities are boundless. Its power cannot be measured by the yard stick with which you measure the individual salesman. It is the new force in business that lays foundations of future greatness. Its work is permanent. Its responsibilities, too, are multiplied by the magnitude of its opportunities.

Every advertisement talks to an audience, and every audience has its own personality—its composite heart and soul, hopes and fears, likes and dislikes. It is different from any other audience, and it must be appealed to as a composite personality, rather than an impersonal thing.

That audience is a harp of myriad strings and every clear true note I utter sets corresponding harp strings and heart strings to vibrating in harmony with me.

I must be discreet, for the printed word, with no trick of eye or voice to interpret it, is so easily misunderstood.

I must be truthful: for there is no unsaying or explaining away a thing once said.

I must be earnest, for indifference on my part is absolutely fatal.

And above all I must speak in simple language.

Let me say that again; Advertising to succeed must be expressed in simple language. In short, it must be easy reading, and it must be worth reading.

Lincoln said that the Lord must have loved common people or he wouldn't have made so many of them.

### Plain Talk, to Common People.

When you advertise you are talking to common people: or even if you are talking to a special audience of the cultured few, your best success lies in sounding the homely notes that are common to all.

No advertisement was ever great just as no oration was ever great that did not ring true.

No advertising man ever achieved permanent greatness who did not speak from the heart—and honestly.

A clever salesman may deceive and delude one man, but no man is shrewd enough to deceive a multitude—not for any length of time. Let him try it and a

thousand eyes will bore deep into his insincerity and a thousand tongues will expose his rascality.

### Necessary Qualities.

For this reason personal honesty, nobility of character, sincere personal belief in the thing advertised are necessary first steps in the making of a man who will make a talk that will win a host of other men.

And a second step is the quality of being in tune—in tune with his fellow man, and particularly in tune with the particular audience which he is addressing.

To be in tune with any audience, he must know his audience—his composite man just as a salesman should know his individual man.

And the best investment a firm can make in its advertising department is to give the advertising man such capable assistants that he himself has the time and the strength to go out and get acquainted with men and conditions on the outside, so that when he writes his printed message to those men, he can see them clearly before him, in the composite, and understand their problems, their methods of thought, their attitude toward the printed word.

Advertising has ceased to consist merely of writing and printing something and sending it out.

### Treating Advertising Slightlyingly.

Yet, how do you approach this opportunity?

By treating advertising solicitors like book agents.

By getting rid of them as long as you can; then finally silencing them by signing their contract for as small a space as you think will pacify them, and tossing them a "card" for copy.

You don't believe me?

Go back to your office and look through the "junk" in your advertising contract envelope—bought, not because you wanted it or even knew what you were buying; bought from a mixed sense of fear and duty, just as I buy tickets to the switchman's ball when a couple of ugly mugs shove them under my nose.

And what do you get?—CARDS.

CARDS—public acknowledgement of your own weakness—vertebrate and financial; CARDS that automatically put you—no matter how rich you are—down in the "Piker" class at the bottom of an obscure back page.

CARDS that show little faith in your own goods and actual contempt for the audience that asks for bread and receives a stone.

### What the "Card" Says.

Here's what a CARD in a trade paper says to me.

Continued on Page 145.

# Latest Review of the Grocery Markets

Shipments of New Crop Dried Fruits Being Received—Delivery of Canned Goods Reported Slow—Salmon Coming From the Coast and Delivery Will be Small—Valencia Raisins Firmer in Primary Market—Coffee High and in Strong Hands—Beans Firmly Held—Corn Syrup Higher in Winnipeg.

## QUEBEC MARKETS.

### POINTERS—

Shelled Almonds—Down; now 33-35.

Coffee—Up several cents.

Dried Fruits—New stocks. Prices high.

Montreal, Nov. 2.—Business is running along smoothly and is beginning to settle down to the demands of the Christmas trade. Dried fruits are arriving and are coming on a bare market. They seem to be, as a whole, later than usual. Canned goods are coming in steadily, salmon being included in the more recent arrivals.

Thanksgiving trade was quite up to expectations, and while jobbers are already delivering Christmas goods to retail trade, the latter will likely rest easy on their oars for a few weeks yet before they are deep into the year-end business. There are quite a few features to the present business but they have all been referred to more or less before.

Collections are quite satisfactory. Fall weather has helped the sales of fish, flour, dried fruits, soups and similar lines that receive particular attention at this season.

Sugar.—The demand for sugar is steady and the tendency seems to be to carry light stock. The continued unchanged prices seem to have created the impression that next movement will be downward rather than a further ascent. Of course, no one can tell just what will happen, but it is rather significant that the upward price tendency has stopped short, and that jobbers and others are keeping close to the line where there is little or no danger of being caught. Primary conditions are still firm, but it is the general opinion that they are not quite as strong as a few weeks ago.

Granulated, bags	5 85
" 20-lb. bags	5 90
" Imperial	5 70
" Beaver	5 75
Paris lump, boxes, 100 lbs.	6 55
" " 50 lbs.	6 55
" " 25 lbs.	6 35
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	6 55
" " 100 lb. boxes	6 65
" " 50 lb. "	6 75
" " 25 lb. "	6 95
" " 5 lb. cartons, each	0 37 1/2
Crystal Diamond Dominoes, 5-lb. cartons, each	6 35
Extra ground, bbls.	6 20
" " 50-lb. boxes	6 20
" " 25-lb. boxes	6 10
Powdered, bbls.	6 30
" " 50-lb. boxes	6 30
Phoenix	5 85
Bright coffee	5 60
No. 3 yellow	5 60
No. 2 "	5 60
No. 1 " bags	5 45
Bbls. granulated and yellow may be had at 5c. above bag prices.	

Molasses and Syrups.—There is a good demand for syrups, and molasses are fairly firm with considerable enquiry. Syrups are particularly seasonable just now and retailers are taking advantage of the improved opportunities for business.

Fancy Barbados molasses, puncheons	0 35	0 37
" " " barrels	0 36	0 38
" " " half-barrels	0 38	0 40
Choice Barbados molasses, puncheons	0 30	0 32
" " " barrels	0 32	0 35
" " " half-barrels	0 34	0 37
New Orleans	0 25	28
Antigua	0 30	
Porto Rico	0 40	
Corn syrups, bbls.	0 03 1/2	
" 4-bbls.	0 03 1/2	
" 2-bbls.	1 75	
" 25-lb. pails	1 25	
" 25-lb. nails	2 40	
Cases, 2-lb. tins, 2 doz. per case	2 75	
" 5-lb. " 1 doz.	2 65	
" 10-lb. " 1 doz.	2 60	

Dried Fruits.—New stocks are arriving but they have been slow. Jobbers report the receipt of new prunes, raisins, etc., but in many cases actual delivery from the docks and stations will not be made until the end of the week. In practically every instance, new goods are coming on bare markets, and the firmness of the market is best illustrated by the appended prices. Prunes are undoubtedly dear, particularly in larger sizes. Spot currants are scarce and so are prunes and raisins just at present although the removal of this state of affairs is not far distant. Evaporated apples should be plentiful following a large crop, but there is not much to report in this regard as yet. Figs are moving freely from the retailers and with the arrival of new goods there should be a better trade. Present demand has been supplied from express shipments. Evaporated peaches, pears and apricots are quoted at a high figure. One certainty is that new stocks will be welcomed by both jobbers and retailers.

Evaporated apricots	0 27	0 24
Evaporated apples	0 10 1/2	0 11 1/2
Evaporated peaches	0 18	0 19
Evaporated pears	0 18	0 19
Currants, fine filiatras, per lb., not cleaned	0 07	0 08
" " cleaned	0 7 1/2	0 08
" 1lb. package, fine filiatras, cleaned	0 08	0 09
" Filiatras, per lb.	0 08 1/2	0 09
" Vestras, per lb.	0 06	0 07
Dates, 1-lb. packages	0 07 1/2	0 08
Dates, Hallowee, loose	0 06 1/2	0 07 1/2
Figs	0 11	
Figs, 3 crown	0 07 1/2	0 10 1/2
Figs, 4 crown	0 08	0 11 1/2
" 5 crown	0 08 1/2	0 13
Figs, 6 crown	0 09	0 14
Figs, 7 crown	0 10	0 15
Figs, 9 crown	0 14	0 17
Comadre figs	1 30	1 40
Glove boxes, 16-oz., per box	0 10 1/2	0 11 1/2
Glove boxes, 10-oz., per box	0 07	0 07 1/2
Prunes—		
30-40	0 15	0 16
40-50	0 13	0 14
50-60	0 11	0 12
60-70	0 11	0 11 1/2
70-80	0 10 1/2	0 11
80-90	0 10	0 10 1/2
90-100	0 09	0 09 1/2

Raisins—		
Choice seeded raisins	0 10 1/2	0 11
" fancy seeded, 1-lb. pkgs.	0 09 1/2	0 10
" loose muscatels, 3-cr. wn, per lb.	0 08	0 08
" 4-crown, per lb.	0 09	
Select raisins, 7-lb. box, per box	0 63 1/2	
Sultana raisins, 1-lb. per lb.	0 12	
Sultana raisins, 1-lb. cartons	0 13	0 13 1/2
Malaga table raisins, clusters, per box	2 50	5 75
Malaga table raisins, clusters, per 1/2 box	0 80	1 00
Valencia, fine off stalk, per lb.	0 06 1/2	0 07 1/2
" select, per lb.	0 72	0 08 1/2
" 4-crown layers, per lb.	0 08	0 08 1/2

Nuts.—There has been a noticeable improvement in the demand for nuts during the past two weeks. This is explained by the holiday trade, but from now on there should be a good enquiry until the first of the year is passed. The arrival of new stocks has relieved the market in some cases and explains lower prices as spot stocks were becoming scarce.

In shell—		
Brazils	0 17 1/2	0 18 1/2
Filberts, Sicily, per lb.	0 11 1/2	0 13 1/2
" Barcelona, per lb.	0 10	0 10
Tarragon Almonds, per lb.	0 13	0 16
Walnuts, Grenobles, per lb.	0 15	0 19
" Marbots, per lb.	0 15	0 16
" Cornes, per lb.	0 11 1/2	
Shelled—		
Almonds, 4-crown selected, per lb.	0 35	0 37
" 3-crown "	0 32	0 35
" 2-crown "	0 31	0 32
(in bags), standards, per lb.	0 27	0 28
Cashews	0 15	0 17
Valencia shelled almonds	0 33	0 35
Peanuts—		
American—		
Coon, roasted	0 09	0 09 1/2
Coon green	0 08	0 08 1/2
Diamond G, roasted	0 10	0 10 1/2
Diamond G, green	0 08	0 09
Ron Ton, roasted	0 12 1/2	0 13 1/2
Ron Ton, green	0 11	0 11 1/2
Sun, roasted	0 11	
Sun, green	0 10	
Spanish, No. 1	0 12	
Virginia, No. 1	0 13	0 15
Pecans, 3 crown, per lb.	0 17	0 18
Pecans, jumbo	0 22	0 23
Pistachios, per lb.	0 75	
Walnuts—		
Bordeaux halves	0 36	0 37 1/2
Brokens	0 30	0 32

Coffee.—The coffee question remains a vexing problem. Prices are higher, following recent advances in the primary market and manufacturers who desire to uphold the quality of particular brands without advancing prices until it is absolutely necessary have to "stand pat" before what in many cases must be a loss to them. Should the present stringency remain for some time it will surprise none of those who have followed the market closely to see prices advanced. In the meantime the retailer is probably meeting with a somewhat similar problem, only in his case he generally has to follow the market except, of course, with particular brands. There has been some irregular movements in the market of late, but they are not regarded as of any account. Firmness and high prices seem to have the spot light and will not be soon displaced if existing reports are really authentic and they are, apparently.



# THE FALL CAMP FRUITS IS NOW

The markets, as usual every year, have made some wide and advance right from the opening of the season, and now the crop is unfilled. In Currants the market has also made a steady advance season. About the only line in all the list that has not followed the slumped. Perhaps it was because they were started high, but from We have made good provision for a large trade in all lines and we the year, and that you can with every confidence buy your holiday the money until that time.

## Valencias

Merle's Selects,	- -	8
Rowley's "	- -	7 $\frac{3}{4}$
Trenor's "	- -	7 $\frac{3}{4}$
Rowley's Seedless	- -	9 $\frac{1}{2}$

## Malaga

Seedless, Boxes 28lb.	-	7 $\frac{1}{4}$
Connoisseur Clusters	-	2.35
Extra Dessert "	-	3.30
Royal Buck "	-	3.90

## Dates

Choice Hallowees, Crop 1910 in excellent condition		5 $\frac{1}{4}$
---	--	-----------------

## Eleme Figs

Camel Brand, 3 Crown,		9 $\frac{3}{4}$
" " 4 "		10 $\frac{1}{4}$
" " 5 "		11
" " 6 "		12 $\frac{1}{4}$
" " 7 "		13 $\frac{1}{4}$
" " Umbrella Boxes		14 $\frac{3}{8}$
Comadre Figs in Serons,		3 $\frac{7}{8}$

## California Seeded

Monarch Brand, Fancy	-	9 $\frac{1}{4}$
Griffin " "	-	9 $\frac{1}{4}$
Raven " Choice	-	8 $\frac{3}{4}$
Red & Gold " "	-	8 $\frac{1}{2}$

# H. P. ECKARDT & CO.,

Cor. Front and Scott

# CAMPAIGN IN DRIED NOW FULL ON

side and  
crop is  
advance  
owed the  
but from  
and we  
holiday

unexpected fluctuations. In Valencias there has been a continual said to be about exhausted with many orders out that are still from the start and is now at least a cent above the low point of the procession is California Seeded Raisins and they have certainly California it is usually hard to get an explanation for a drop. feel satisfied that the markets are now settled for the balance of requirements with a feeling of safety that the goods will be worth

## Peels

Morton's Candied Lemon	8 <sup>7</sup> / <sub>8</sub>
" " Orange	9 <sup>5</sup> / <sub>8</sub>
" " Citron	14 <sup>1</sup> / <sub>2</sub>
" Turned-down Lemon	9 <sup>1</sup> / <sub>2</sub>
" " " Orange	9 <sup>7</sup> / <sub>8</sub>
" " " Citron	15 <sup>1</sup> / <sub>2</sub>

## Currants

Our well known and popular brands.

Half-cases Pantry	-	7 <sup>3</sup> / <sub>8</sub>
" Monogram	-	7 <sup>5</sup> / <sub>8</sub>
" Victor	-	8
" Monarch	-	8 <sup>3</sup> / <sub>4</sub>

## Nuts

Tarragona Almonds	-	15 <sup>1</sup> / <sub>2</sub>
Brazils, large, washed	-	18 <sup>1</sup> / <sub>2</sub>
Filberts, Sicily	- -	10 <sup>3</sup> / <sub>4</sub>
Pecans, large	- -	17
Walnuts, Grenobles	-	14 <sup>1</sup> / <sub>2</sub>
Walnuts, Marbots	- -	12 <sup>1</sup> / <sub>2</sub>
Walnuts, Cornes	- -	11 <sup>1</sup> / <sub>2</sub>

Prices for nuts are for original size bags—for less quantities we make an extra charge of <sup>1</sup>/<sub>2</sub>c. per pound.

CO., Wholesale Grocers  
Scott Streets, TORONTO

# THE CANADIAN GROCER

Gal.—Gooseberries, standard	7 60	7 02½
2s.—Lawtonberries (blackberries), h. syrup	1 77½	1 80
2s.—Lawtonberries, preserved	1 97	2 00
Gal.—Lawtonberries, standard	7 02½	7 05
2s.—Pineapple, sliced, heavy syrup	2 25	2 25
2s.—Pineapple, grated, heavy syrup	2 25	2 25
2s.—Pineapple, whole, heavy syrup	2 25	2 25
3s.—Pineapple, whole, heavy syrup	2 32½	2 35
2s.—Raspberries, black heavy syrup	2 25	2 25
2s.—Raspberries, black, preserved	2 35	2 37½
Gal.—Raspberries, black, standard	7 25	7 27½
Gal.—Raspberries, black, solid pack	9 50	9 52½
2s.—Raspberries, red, heavy syrup	2 25	2 25
2s.—Raspberries, red, preserved	2 25	2 27½
Gal.—Raspberries, red, standard	7 25	7 27½
Gal.—Raspberries, red, solid pack	9 50	9 52½
2s.—Rhubarb, preserved	1 52½	1 55
3s.—Rhubarb, preserved	2 27½	2 30
Gal.—Rhubarb, standard	3 52½	3 75
2s.—Strawberries, heavy syrup	2 01	2 25
2s.—Strawberries, preserved	2 05	2 25
Gal.—Strawberries, standard	7 25	7 27½
Gal.—Strawberries, solid pack	9 50	9 52½

## VEGETABLES

2s.—Beans, red kidney	1 15	1 15
2s.—Beets, bl od red Simcoe	1 00	1 00
2s.—Beets, whole, blood red Rosebud	1 30	1 30
3s.—Beets, sliced, blood red Simcoe	1 35	1 35
3s.—Beets, whols, blood red Simcoe	1 40	1 40
3s.—Beets, whole, blood red Rosebud	1 55	1 55
3s.—Cabbage	1 00	1 00
2s.—Carrots	1 00	1 00
3s.—Carrots	1 30	1 30
2s.—Cauliflower	1 67½	1 67½
3s.—Cauliflower	2 10	2 10
2s.—Corn	1 05	1 05
Gal.—Corn, fancy	1 07½	1 10
Gal.—Corn on cob	4 80	4 80
3s.—Corn on cob, golden dwarf	1 80	1 80
2s.—Parsnips	1 15	1 15
3s.—Parsnips	1 30	1 30
3s.—Pumpkins	1 00	1 00
Gal.—Pumpkins	3 12½	3 12½
3s.—Squash	1 15	1 15
Gal.—Squash	3 35	3 35
2s.—Succotash	1 15	1 15
2s.—Tomatoes	1 07½	1 07½
3s.—Tomatoes	1 60	1 75
Gal.—Tomatoes	4 80	4 80
3s.—Turnips	1 15	1 15

Group B is 2½ p.c. less than Group A.

2s.—Asparagus Tips	2 52½	2 55
2s.—Beans, crystal wax	1 10	1 25
2s.—Beans, golden wax, midget, Auto brand	1 30	1 30
2s.—Beans, golden wax	1 10	1 25
3s.—Beans, golden wax	1 37½	1 40
Gal.—Beans, golden wax	4 25	4 25
2s.—Beans, r-fugee or valentine (green)	1 10	1 25
3s.—Beans, refugee (green)	1 37½	1 40
2s.—Beans, refugee midget, Auto brand	1 33	1 33
2s.—Peas, extra fine sifted size 1	1 75	1 77½
2s.—Peas, sweet wrinkle, size 2	1 40	1 40
2s.—Peas, early June, size 3	1 35	1 35
2s.—Peas, standard, size 4	1 30	1 30
2s.—Spinach, table	1 27½	1 30
3s.—Spinach, table	1 77½	1 80
Gal.—Spinach, table	5 30	5 32½

## Clover Leaf and Horseshoe brands salmon:

1-lb. talls, dozen	2 45	Cohoos, per doz	1 90	2 01
1-lb. flats, dozen	1 55	Red Spring, doz	2 10	2 25
1-lb. flats, dozen	2 50	Northern River		
Other salmon		Sockeye		2 45
prices are:		Lobsters, halves		
Humpbacks, dz.	1 35	per dozen	2 75	2 85
Pinks	1 35	Lobsters, quarters, per dozen		1 60
Chicken	4 00	Soup, 2s.	1 90	
Tu key	4 00	Soup, 1s.	1 40	
Ducks	4 00			

## ONTARIO MARKETS.

### POINTERS—

- Evaps.—Weaker.
- Beans—Holding steady.
- Valencia Raisins—Firm.
- Coffee—Prices maintained.
- Canned Goods—Slow delivery.

Toronto, Nov. 2.—A good volume of new business is being done by local wholesalers, while they are also busily engaged in sending out goods for which orders were placed earlier in the season. Among other lines are new crop dried fruits, new peels, canned goods, etc.

Considerable trade is also being done with those dealers who get in supplies before the close of navigation, thus saving on freight rate. Requirements for goods which frost will affect are also being looked to.

Thanksgiving trade on the whole was

good and prospects are bright for the remainder of the year. The weather is now more favorable for the sale of numerous lines and with Christmas only two months off, dealers expect to be kept busy.

Sugar.—Sugar market in Canada is stationary and of waiting nature. A great deal in regard to the future depends on whether Russia will be allowed to export her surplus supply of sugar this year. Those who are party to the contract are favorable to the proposition but each country has to first pass the necessary legislation before this will be possible. The Brussels Convention will convene again Dec. 8, when if contracting countries have passed this legislation, surplus in Russia will be allowed to be exported. Probabilities are therefore somewhat uncertain.

In New York, refined has begun to adjust itself to new crop conditions but prices were forced so high there during the flurry that they will have to decrease considerably before they are on a level with Canadian quotations. The estimates of the new cane and beet crops combined show a loss of 1,636,594 tons over last year, although compared with two years ago when the yield was short, a net increase of 400,000 tons is shown in this estimate. The Cuban estimates show an increase of 400,000 tons over last year.

European beets are quoted at 5.59 centrifugals in New York. New crop Cubas for January shipment are held at 4.86 landed, so it seems as if there should be some adjustment yet.

Demand is not brisk but normal for the season.

Extra granulated, bags	5 95
"    "    20 lb. bags	6 05
Imperial granulated	5 75
Beaver granulated	5 75
Yellow, bags	5 55
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, bris.	6 35
"    "    50-lb. boxes	6 55
"    "    25-lb. boxes	6 65
Powdered, bris.	6 15
"    "    50-lb. boxes	6 15
"    "    25-lb. boxes	6 55
Red Seal, cwt.	7 10
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	6 85
"    "    in 50-lb. "	6 95
"    "    in 25-lb. "	7 15

Syrup and Molasses.—Trade in syrups is active. Not alone is this confined to one line, but corn syrups as well as maple, both pure and compound, are finding good sale. General markets on Barbados molasses have been gradually firming up in sympathy with high sugar market and general conditions but no changes have been noted in local quotations as yet. It does not seem that the same attention is given to sale of molasses in Ontario as in some of the other provinces. While conditions connected with its sale are not so good here, greater efforts would no doubt work for a better trade.

Syrups—	Per case	½ gals., 24 to case	5 40
2-lb. tins, 2 doz.		Pints, 24 to case	3 00
in case	2 40	Maple Syrup—pure	
5-lb. tins, 1 doz.	2 75	Gallons, 6 to case	6 60
in case	2 75	"    "    12 to case	7 25
10-lb. tins, ½ doz.	2 65	Quarts, 24 to case	7 25
in case	2 65	Pints, 24 to case	4 00
20-lb. tins, ¼ doz.	2 60	Qt. bottles, 12 to case	3 60
in case	2 60	Molasses—	
Barrels, per lb.	0 03½	New Orleans	
Half barrels, lb.	0 03½	medium	0 30 0 35
Qtr. barrels, lb.	0 03½	New Orleans	
Pails, 34 lbs ea.	1 75	barrels	0 28 0 32
Pails, 25 lbs ea.	1 25	Barbados, extra	
Maple syrup—Compound	4 80	fancy	0 45
Gallons, 6 to case	5 40	Porto Rico	0 45 0 52
½ gals., 12 to case	5 40	Muscovado	0 30

Dried Fruits.—General steadiness prevails in dried fruits, both locally and at primary points. The fact that Valencia raisins have stiffened materially in Spain leads wholesalers to be a little firmer in their ideas, as any further purchases can only be made at an advanced figure.

New crop dates will probably arrive about Nov. 15. First shipment has already been well sold ahead. The crop in Persia has been lighter on the whole than last year. Hallowees will be higher in price, while Fards will be about the same as last year.

Prunes on coast are holding firmer and are on a considerably higher basis than was quoted earlier in the season. Raisins in California also are apparently holding steady.

Wholesalers are now busily engaged in shipping new crop dried fruits to retailers. The trade are said to have generally ordered fairly well for requirements.

Prunes—	
30 to 40, in 25-lb. boxes	0 17
40 to 50 " " "	0 16½
70 to 80, in 25-lb. boxes	0 10½
80 to 90, in 25-lb. boxes	0 09½
90 to 100, in 25-lb. boxes	0 09
Same fruit in 50-lb. boxes ½ cent less.	

Apricots—			
Choice, 25 lb boxes	0 25 0 26		
Fancy " " "	0 27 0 28		
Candied Peels—			
Lemon	0 09 0 11 Citron	0 13 0 15	
Orange	0 10 0 12½		
Figs, 2 to 2½ inches, per lb.	0 12½ 0 13½		
Tapnets, " "	0 04 0 04½		
Bag figs	0 04½ 0 05		
Dried peaches	0 17 0 18		
Dried apples	0 09 0 09½		
Evaporated apples	0 11½ 0 12		
Currants—			
Fine Filistras	0 07½ 0 08	Voetizzas	0 10 0 12
Patras	0 08 0 08½		
Uncleaned ½ cent less			

Raisins—			
Sultans	0 10 0 12		
"    "    fancy	0 11 0 13		
"    "    extra fancy	0 14 0 16		
Valencias selected	0 07½ 0 08		
Seeded, 1 lb packets, fancy	0 10		
"    "    16 oz. packets, choice	0 09½ 0 09½		
Sairs	0 05		
Dates—		Package dates,	
Hallowees—		per 1 lb.	0 06½ 0 06½
Full boxes	0 05½ 0 06	Fards choicest	0 10 0 10½

Tea.—A general steadiness is in evidence in all varieties of tea. There have of late been no special features bearing on the market. A fair amount is now being taken by the retail trade.

Coffee.—Prices locally, following conditions at the larger coffee centres of the world, are well maintained. The world's supply of coffee is in strong hands and local coffee men can see nothing ahead, at least for some little time, but a continuance of the present steadiness.



THE CANADIAN GROCER

Prices which retailer has had to pay for coffee have been going upward. In order to still continue to sell coffee at a profit he must either sell a lower grade or raise the price. The latter is the most preferable and will be found best in the end for the dealer who wishes to maintain his coffee business.

Rio, roasted.....	0 22	0 23	Mocha, roasted.....	0 30	0 2
Green Rio.....	0 20	0 21	Java, roasted.....	0 32	0 35
Santos, roasted.....	0 24	0 25	Mexican.....	0 27	0 28
Maracaibo, ".....	0 24	0 25	Guatemala.....	0 24	0 25
Bogotas.....	0 26	0 27	Jamaica.....	0 24	0 25
			Chicory.....	0 12	

Spices.—Already, according to local dealers, retailers are ordering spices in anticipation of Xmas trade. Although this is a "between" season, retailers report a considerable demand.

It is officially estimated by the Zanzibar Government experts that the clove crop for the 1911-12 season will exceed that for the season of 1908-9. The clove season runs from July to June, and is now in full activity. With new crop coming forward, prices will before long show a declining tendency. Allspice is holding firm while nutmegs are on an upward trend

	Tins	½ lb. pgs. d.	½ lb. tins doz.
Allspice.....	15-18	60-70	70-80
Cassia.....	24-32	85-115	95-125
Cayenne pepper.....	22-31	80-105	90-115
Cloves.....	22-29	75-95	85-110
Cream tartar.....	28-00	90-00	
Curry powder.....	25-30		
Ginger.....	22-29	65-85	75-95
Mace.....	50-80	0-25	
Nutmegs.....	35-60	90-00	1 60-2 50
Peppers, black.....	22-00	67-75	80-91
Peppers, white.....	29-00	90-105	1 05-1 15
Pastry spice.....	17-27	65-95	75-110
Pickling spice.....	18-22	75-00	75-09
Turmeric.....	16-00		

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

Mustard seed, per lb. in bulk.....	0 12
Celery seed, per lb. in bulk.....	0 20
Shredded cocconut, in pails.....	0 19 0 22

Nuts.—Thanksgiving and Halloween created a heavy demand for nuts. Many retailers featured them with good results. General steadiness prevails in spot goods which are being fairly well cleaned up. New crop quotations are holding firm. Large arrivals will not be in evidence until just previous to the Xmas season.

Almonds, Formigetta.....	0 16
" Tarragona.....	0 16 0 17
" shelled.....	0 35 0 38
Walnuts, Grenoble.....	0 17 0 19
" Bordeaux.....	0 15
" Marbots.....	0 15 0 15½
" shelled.....	0 38 0 40
Filberts.....	0 12 0 12½
Pecans.....	0 18 0 20½
Brazils.....	0 14
Peanuts, roasted.....	0 11 0 18

Rice.—Rice can easily be said to be holding its own. Apparently world's conditions fully warrant advances. Fancy grades are pointed upward.

Tapioca is steady with nothing apparently in sight to shape it otherwise.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal.....	3 55
Rice, standard B.....	3 55

Per lb.	Tapioca—
Rangoon..... 0 03½ 0 03½	Bullet, double
Patna..... 0 05½ 0 06	goat..... 0 08
Japan..... 0 05 0 06½	Medium pearl..... 0 06½ 0 07
Java..... 0 06 0 07	Flake..... 0 08
Carolina..... 0 08 0 10	Seed..... 0 06½ 0 07
Sago, medimm brown..... 0 05½ 0 06	

Beans.—White beans continue steady. While farmers are sending forth consid-

erable new crop, there is a strong demand. There is a general expectation that prices will hold. Quality is good and on whole better than last year.

Prime beans, per bushel.....	2 30	2 35
Hand picked beans, per bushel.....	2 40	2 45

Evaporated Apples.—Market with increased offerings is weaker, ranging around 9½ cents. Demand has been good and large quantities are moving to the West. The quality is good and the amount evaporated this year is considerable.

MANITOBA MARKETS.

POINTERS—

Sugar.—Firm.

Syrup.—Advancing.

Coffee.—Strong.

Beans.—Advancing.

Winnipeg, Nov. 2.—No greater indication of the growth of the West during the past six months can be obtained than by general review of the wholesale grocery trade. At this season, when as a rule harvesting is generally completed and retail merchants are able to meet their debts, prospects have always looked more encouraging than the year before. This year, however, optimism has been the prevailing spirit in the trade. Starting with an early spring, prospects for a bumper crop were very encouraging, after the severe drought which prevailed last year, as moisture was abundant. Until the grain was almost ready for harvest, this feeling continued to prevail, and prospects for a phenomenal crop were bright.

Just as the harvest, however, appeared secured, the weather conditions became worse, and continuous rain prevailed for a period of a month or six weeks. Harvesting was, therefore, considerably delayed, and farmers were forced to sit around and watch their yield as well as grade gradually decrease day after day. Many fields were cut and in the stook, when the wet weather arrived, and consequently the grade of these was considerably affected. At last, however, some two weeks ago, the harvesting was generally completed and threshing operations begun. Wet weather again delayed these, and at present there is still a large quantity of grain to be harvested in the West. In spite of these continuous delays, however, faith of inhabitants of the West has remained steadfast in the country, and trade has maintained the standard set some three months ago. Sharp frosts have been prevailing during the last few days, and it is expected that fair weather will continue after this change. If such does prevail, conditions will be found to be in a favorable state, but if the winter sets in at once, many serious problems will be encountered.

Sugar.—As stated above, trade has been steady, and as a general rule the tendency has been upwards on all lines of food material. Sugar, the principal commodity, advanced steadily from June till September; the total increase approximately being 1 cent per pound. For the last five weeks, this line has been remaining stationary, and an advance or decline would not be at all surprising.

Montreal and B.O. granulated, in bbls.....	6 40
" " in sacks.....	6 35
" yellow, in sacks.....	5 50
" " in sacks.....	5 95
Iceing sugar, in bbls. (25 lbs.).....	6 75
" " in boxes (25 lbs.).....	7 00
Powdered sugar, in bbls.....	6 55
" " in boxes.....	6 55
" " in small quantities.....	6 30
Lump, hard, in bbls.....	7 25
" " in 100-lb. cases.....	7 25

Syrup and Molasses.—Both these lines have been extremely active. Former has advanced 25 cents per case in the last six weeks, due to conditions prevailing on the corn market to the south. Speculation as to the future prospects of the market has been indulged in, but as no reliable information can be secured, it is deemed advisable to refrain from any predictions. Molasses of all grades have advanced from 2 to 10 cents per gallon, in sympathy with sugar market during this period, and is remaining steady. The demand for these two lines is not exceptionally strong, and consequently stocks have not been enlarged to any great extent.

Syrups—	
24 2-lb. tins, per case.....	2 33
12 5-lb. tins, per case.....	2 68
6 10-lb. tins, per case.....	2 56
3 20-lb. tins, per case.....	2 57
Half barrels per cwt.....	4 00
Barbadoes molasses, half barrels, per gallon.....	0 62
New Orleans molasses, half barrels, per gallon.....	0 45
New Orleans molasses, per barrel, per gallon.....	0 47

Evaporated Apples.—Coming in on a bare market as this line did some six weeks ago, the evaporators were quite independent, and consequently high prices ruled around 10 to 10½ cents, which consequently meant an 11 to 12 cent basis for the retailer. After the first demand was supplied, however, the price gradually receded, and it is the prevailing opinion at present time that no great deal of business will be placed till lower basis is reached.

California Dried Fruits.—Since the opening price of prunes was named, viz., 4½ cents bulk basis, prices have steadily advanced, until to-day's ruling figure at 6 cents bulk basis finds ready purchasers. Raisins have held fairly firm since opening prices, with the exception of a possible reduction of ½ cent per pound. Peaches and apricots are still soaring, and the prices asked for are practically prohibitive, and the demand is therefore very much curtailed.

New prunes.	Per lb.	Valencia raisins.	
90-100s, 25, s.p.....	0 08½	Fine on stocks, 28s, s.p., per box.....	1 75
90-100s, 10s, s.p.....	0 09½	Fine selected, 28s, s.p., per box.....	1 85
80-90s, 25s, s.p.....	0 09	4 crown layers, 28s, s.p., per box.....	1 95
80-90s, 10s, s.p.....	0 10	4 crown layers, 14s, s.p., per box.....	1 00
70-80s, 25s, s.p.....	0 09½	4 crown layers, 7s, s.p., per box.....	0 55
70-80s, 10s, s.p.....	0 11	Ne plus ultra, 28s, s.p., per box.....	2 30
60-70s, 25s, s.p.....	0 10		
50-60s, 25s, s.p.....	0 10½		
40-50s, 25s, s.p.....	0 11½		

## THE CANADIAN GROCER

**Canned Goods.**—The exciting situation which has been prevailing in these lines has been from time to time pointed out during the year. The demand in all lines has been good, notwithstanding the large production of local garden truck and fruit, as well as the large quantities imported from California and Ontario. The short pack in Ontario this fall renders the situation at the present time serious, particularly in tomatoes and peas; the former having advanced 50 cents per case since first prices were quoted, while the latter is up 30 cents per case. The United States market on these lines is also short, and when next spring comes along, short stocks and high prices are bound to prevail.

**Brooms.**—During the last two months brooms have advanced \$1.25 per doz., which is almost 33½ per cent. This increase is reported to be due to the conditions of the broom corn market in the States.

**Tea.**—All lines of tea have been in strong demand during the summer and large quantities of bulk tea are being used. No phenomenal increase or changes in the trade is noticed, but conditions represent more a period of steady growth and development of trade.

**Coffee.**—Next to sugar, coffee showed the most active market during the summer, advancing steadily practically every month of the year. Although there is a temporary break at the moment, it is the unanimous feeling that prices will not stop until a 20 cent per pound basis is reached. In spite of the high prices prevailing at the present time, the demand has remained strong, and large orders are still being filled.

Coffee, standard Rio. 0 16	Coffee, choice..... 0 16
	Coffee, extra choice 0 13

**Beans.**—About a month ago the market on this line, which had been advancing steadily for several months, weakened somewhat, but has since strengthened up again. The feeling prevailing is that there will not be any further reduction in this line. The demand is only normal, and as far as can be learnt the size of stocks at basis of supply is the principal cause of the re-strengthening of the market.

Beans, 3-lb. picker, per bushel .....	2 45	2 55
Hand picked, per bushel .....	2 55	2 65
Peas, split, 100 lbs. ....	2 60	

**Butter.**—Condition prevailing in butter has been improved. Prices held firm during the summer only to fall with the approach of fall. This weak spell, however, did not last long. The small supplies of milk and cream coming in from the country resulted in forcing prices up again, and at the present time Manitoba fresh made creamery bricks are selling at 30 cents per pound, and boxes at 29 cents. Dairy butter is also very scarce and the supplies coming in are limited. Indications at present would

seem to point towards a greater scarcity existing. Strictly No. 1, delivered Winnipeg, is now quoted at 21 cents per pound; No. 2, at 18 cents; No. 2, at 15½ cents; and No. 4, at 13½.

**Cheese.**—The past season was perhaps one of the smallest outputs for Manitoba cheese factories since they have been established. At present there is little or no cheese of local manufacture offered for sale on this market. Ontario cheese appears to be in fairly large quantity, but high prices are prevailing and it is likely to advance. Dealers are quoting Ontarios at 15½ to 15¾ cents per pound, delivered Winnipeg.

**Provisions.**—There is little new that can be stated with regard to the provision trade, which has been holding firm during the summer. The movement of live stock this fall is somewhat different from what it was last year. The scarcity of feed, owing to the drought last summer, caused the western farmers to sell all their young stock in the fall at considerable loss. This year the reaction is being noticed, and as a result wholesalers claim they cannot secure enough for the fall trade.

Receipts of both live cattle and hogs have been decidedly small, when compared with last year.

Hams, large..... 0 16½	Tomato sausage
Hams, medium..... 0 18½	per lb..... 0 10
Breakfast bacon	Pork sausage..... 0 09
backs..... 0 19½ 0 20	Beefsauce..... 0 08
Breakfast bacon	Lard, in tierces
bellies..... 0 17½ 0 18½	per lb..... 0 12½
Shoulders..... 0 14½	50-lb. tubs..... 6 40
Short rolls..... 0 16½	20-lb. pails..... 2 65
Long, clear sides	10-lb. pails, cases..... 7 95
per lb..... 0 12½	5-lb. pails, cases..... 8 10
Boneless backs,	3-lb. pails, cases..... 8 10
per lb..... 0 16	Compound, 20-lb
Mess pork, 1-bbl..... 24 00	pails..... 2 10
Mess pork, ½-bbl..... 12 50	Steers, heifers,
	abattoir killed..... 0 08

**Poultry.**—The movement in poultry from the country to the city has been considerably delayed this year, and is just commencing. The quality of the stock appears to be in advance of last year, although the quantities as stated above being received are smaller. Turkeys appear in the best shape, and one wholesaler stated that he thought them 25 per cent. better than last year. It is expected, however, that the quantity will increase as the Christmas season approaches. The price prevailing is very good, and ranges about the same as last year.

Boiling fowl, delivered	Spring chickens..... 0 12
Winnipeg..... 0 09	Ducks..... 0 12
Turkey, del. Winnipeg 0 14	Geese..... 0 10

### NOVA SCOTIA.

Halifax, Nov. 1.—Wholesale grocery dealers report business brisk. Trade with the shore ports is heavy. In past years merchants along the coast have left their orders until late in the season, and as a result there was a rush during late autumn months that it was hard for wholesalers to keep up with. All the coastal steamers have been so crowded with freight that it was im-

possible to ship the goods within any reasonable time.

This year wholesalers have overcome this to large extent, and now the goods are being sent forward, that heretofore would not go until a couple of weeks later.

Markets generally show advancing tendency. Rolled oats have been marked up to \$6 per barrel, and some dealers say that they would not be surprised to see them go still higher. Beans are also higher, hand-picked being quoted at \$2.50, and prime at \$2.25. Spanish raisins have been marked up a fraction and may go still higher. Sugars are unchanged.

Flour markets are firm, Manitoba patents being quoted at \$6.35 to \$6.50, and Ontario blends from \$5.10 to \$5.20. Cornmeal is \$1.80 to \$1.85, and feed flour from \$1.70 to \$1.75. Middlings are quoted at \$28 to \$29 per ton, and bran at \$26.50 to \$27 per ton.

### NEW BRUNSWICK.

St. John, Nov. 2.—Few changes were recorded in local markets during past week. Dealers report owing to fact that in the West of late there have been heavy rains, beans have shown a tendency to soar during the last few days. Prices have gone up from 10 to 15 cents a bushel, and first shipments of new crop are looked for next week. It is thought possible that since Yellow Eye Beans are almost as cheap as hand-picked, the consumption of them will be greatly increased. The effect of long continued drought this summer is expected to make a material difference in prices of many kinds of foodstuffs. Pork and pork products are expected to be about the only articles which may be cheaper. In pot barley the jobbing price is now \$7 a barrel, while this time last year it could be had for from \$4.25 to \$4.50. Rice is now selling for from 50 cents to 75 cents higher than last year.

Local grocers report a shortage in crop of peaches and apricots, and as consequence evaporated goods in these lines will be higher.

Raisins and currants will be higher, but why the former should be advanced is not definitely known. Fall shipments in dried fruits are now beginning to be received. Speculation among the exporters of figs is thought to be responsible for a rise in that commodity. Several lines of nuts are higher.

Already the expected has happened in regard to tomatoes. Local grocers have had to send to the States to keep up with the demand, as the scarcity in Canada has prevented their orders being filled more than 40 per cent. Higher prices are expected to prevail.

The wheat market during the past

## New and Full Grown Fish Departments

Methods of Barrie and Orillia Dealers for Developing Trade in Fish—Former Starts by Stocking Thursdays and Fridays—Latter Purchases Certain Quantity for Each Day's Trade—His Facilities for Handling This Article.

To have a fresh water lake right at one's door would lead a person to the natural conclusion that plenty of fish abound in the vicinity.

But this does not always follow, even when fish dealers offer pretty fair prices for supplies. Because of this fact the grocers of Barrie and Orillia, Ont., are getting the fish sales in their respective towns in their own hands. Both places are located on Lake Simcoe, but old fishermen say the fish caught there are few and far between.

### Getting All the Fish Trade.

Grocers all along have of course been scooping the trade in tinned, boxed and dried fish, and with the fish peddlers out of the way (because no local supply is available) they are also getting the trade in fresh fish.

During summer there is a steady, though small, demand from the tourists for fresh fish daily, and in the fall and winter and at Christmas there is a growing call from local trade for fresh and frozen fish that is well worth cultivating.

### Prepares for Friday Trade.

To meet this local demand S. G. Caldwell, Barrie, stocks up with fish on Thursdays and Fridays. He has not bought largely as yet, nor does he purchase fish the rest of the week, though he believes that if the trade is cultivated it would grow. His weekly orders keep up and every little while he adds a new customer which enables him to take on more stock.

### Purchases Stock Daily.

Perhaps J. J. Hatley, of Orillia, does the biggest fresh fish business around the Lake Simcoe region. He orders about 175 pounds of fresh fish daily, with an extra 300 pounds on Fridays. One recent Friday evening he opened his fish box and found but seven pounds remaining, and his manager told him he had sold 650 pounds in the two days (Thursday and Friday). This gives an idea of the business that might be developed if the trade is cultivated and encouraged.

In Hatley's store there is a regular fish department at the back of the grocery section. A large fish case filled with ice occupies the centre of this room, and attached is a table with draining-board on which the salesman places the fish for inspection.

### Fish Cleaning Outfit.

In connection with the department is a complete fish-cleaning outfit, with

running water keeping the room at all times clean and wholesome. Should it be necessary to carry a large stock there is a refrigerating and cooling plant with a fish compartment capable of handling several weeks' supply.

In winter, of course, there is greater scope for handling dried and frozen fish by the trade, because then ice is not so necessary, but the two grocers named above carry fresh water and sea fish the year round on ice in addition to the dried and frozen fish.

Mr. Caldwell is an example of the beginner adding a fish department, and Mr. Hatley's business shows how the trade can be developed. That a fish department pays can be vouched for by both grocers.

### A TALK TO SALES MANAGERS.

Continued From Page 137.

I am Blind! Blind to the opportunities of the business world about me. Blind to the power of true advertising. Blind to the fact that the countless eyes of the composite customer are scanning the printed page for something worth reading about my goods. Blind to everything but the dollar I own—and the fear lest I lose it is wrenching even that dollar from my very grasp.

Not blind only, but DEAF.

Deaf to the clang and roar of the business world about me. Deaf to the questions the world is asking about my goods. Deaf to the clear call of duty to my business, myself and my family. Deaf to every sound save the clink of the dollar I own, and I squeeze that dollar so tightly that its ring is turned to lead.

Not deaf only, but DUMB.

Standing here on the platform of a great auditorium—a multi-million-dollar audience of purchasers of my own kind of goods before me, and, though invited to tell that vast company of buyers my business story, I stand mute with only power to hold up my shrinking little business "card" and run to cover.

Gentlemen, you can't win the great composite buyer with any such miserable makeshift as a "card." Cheap as it is, it is money thrown away. No cheap advertising is worth its cost—it only cheapens and discredits you in the eyes of the men you wish to reach.

The composite buyer is great and broad and must be approached greatly and broadly.

ten days has continued quite strong, and two advances have followed in Manitoba patents amounting to 20 cents per barrel. Ontario patents are also higher. It is thought probable that the higher prices will prevail for the greater part of the season, as there is reported to be considerable damaged wheat in the west.

Bacon.....	0 15	Eggs, henney	0 28 0 30
Beans, hand		Eggs, case	0 23 0 24
picked, bus	2 50 2 55	Fin. Haddies	4 40 4 50
Beans, yellow		Fish, cod, dry	6 25 6 50
eye, bus	2 60 2 65	Flour, Manitoba	6 45 6 50
Butter, dairy,		Ontario	5 60 5 65
lb.....	0 21 0 23	Ham	0 15
Butter, cream-		Lard, compound	
ery, lb.....	0 24 0 27	lb.....	0 11 0 11½
Buck wheat,		Lard, pure, lb.	0 12½ 0 13
west, grey, bag	2 65 2 70	Lemons, Mess-	
Cheese, new, lb.	0 15½ 0 15	na, per box	4 50
Currants, 1's, lb.	0 08½ 0 09	Molasses, fcy.	
Canned goods—		Barbados, gl	0 35 0 36
Beans, baked	1 15 1 25	Oatmeal, rolled	5 75
Beans, string	1 02½ 1 05	Oatmeal, std.	6 35
Corn, doz	1 00 1 05	Pork, domestic	
Pean, No. 4	1 20½	mese	22 00 22 50
" No. 3	1 25	Pork, Ameri-	
" No. 2	1 30	can clear	21 25 23 00
" No. 1	1 80	Potatoes, bbl.	1 50 1 75
Peaches, 2's,		Raisins, Cal.,	
dozen	1 95 2 00	seeded	0 10½ 0 11
Peaches, 3's,		Rice, lb.....	0 03½ 0 04
dozen	3 00 3 05	Salmon, case—	
Raspberries,		Red spring	7 75 8 00
dozen	2 05 2 10	Cohoos	7 25 7 50
Strawberries	1 85 1 90	Sugar—	
Tomatoes	1 75 1 80	Standard gran.	6 00 6 10
Clams	4 00 4 25	Austrian	5 90 6 00
Cornmeal, gran.	5 25	Bright yellow	5 80 5 90
Cornmeal, bags	1 80	No. 1 yellow	5 50 5 60
U.S.	3 75	Paris lumps	7 00 7 25

### GOOD XMAS LINES.

Macfarlane, Lang & Co., Glasgow, Scotland, biscuit manufacturers, have a most appropriate article for the Christmas season in their "Yule Log" tin. This is an out-of-the-ordinary decorated biscuit tin, made to resemble a log, the handle of the lid being in the shape of an axe. It is filled with assorted, small, dainty biscuits and should now be



a splendid seller. They have also on the market a "Highland Shortbread" round decorated tin which is also quite appropriate for this season. These tins can be had filled either with thin sugared shortbread or with one thick cake Scotch shortbread. Their "Forfar" biscuit is put up in oblong tins with gold embossed wrapper and contains delicious finger-shaped cakes of thick shortbread. This firm specializes on shortbread and only the best materials are used.—Adv't.

# CURRANTS

We are proprietors of  
 "AFRODITE" brand, the best AMALIAS  
 currant on the market,  
 "NARCISSUS," fine FILIATRA currants  
 "ELEKTRA," fine FILIATRA cleaned  
 currants,  
 and importers and distributors of  
 Highest-grade PATRAS and VOSTIZZA  
 currants.

We aim to give the trade the best grades  
 of currants obtainable from season to season.  
 We solicit the opportunity to quote on  
 your CURRANT needs at all times.

**CANADIAN REPRESENTATIVES:**

JAMES S. MacDOUGAL, London  
 A. B. LAMBE & CO., Hamilton  
 W. G. A. LAMBE & CO., Toronto  
 H. D. MARSHALL, Ottawa  
 ARTHUR P. TIPPET & CO., Montreal  
 J. W. GORHAM & CO., Halifax  
 W. H. ESCOTT CO., Winnipeg, Man  
 McKELVIE & CARDELL, LTD.,  
 Calgary, Alberta  
 W. S. CLAWSON & CO., St. John, N.B.

**GREEK CURRANT CO.**  
 124 WARREN STREET NEW YORK  
 THE LARGEST CURRANT HOUSE IN GREECE

# MINCE MEAT

Purity is the first consideration in the  
 Mince Meat which we offer you.

Fresh Beef, Good Apples and Finest  
 Dried Fruits only are used in making it.

The most scrupulous cleanliness is  
 required in putting it up.

5-lb. tins; 12-lb., 25-lb. and 75-lb. pails.

MADE UNDER GOVERNMENT  
 INSPECTION

**F. W. Fearman Co.**  
 LIMITED  
 HAMILTON

## Reindeer-Jersey Evaporated Milk

(UNSWEETENED)



is enriched by evapora-  
 tion to the consistency  
 of Cream, perfectly steril-  
 ized, yet retaining the na-  
 tural fresh Cream flavor.  
 No smoky taste on  
 REINDEER - JERSEY  
 BRAND. Ask your  
 customers to try it in the  
 next oyster stew they  
 make and when they re-

order, as they always do, be sure your reserve  
 stock of REINDEER-JERSEY BRAND is com-  
 plete, as present demand exceeds supply.



Truro,

Nova Scotia

# Roll Bacon

ESPECIALLY MILD CURED.  
 AS FINE AS ANY BREAK-  
 FAST BACON.

WE ARE MAKING A SPEC-  
 IAL CUT IN PRICE AT  
 PRESENT.

## THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants

Packing Houses  
 FERGUS

70-72 Front St. East  
 TORONTO

# Thanksgiving Poultry Was in Poor Shape

**Poultry That Came Forward for Festive Season Showed Lack of Proper Feeding—Check on Downward Trend of Live Hogs—English Bacon Market is Lower—Butter and Eggs Maintain Strong Position.**

Thanksgiving, as usual, brought out a flood of poultry. This year the quality for this festive season was not good, that is, the birds were in poor shape. Chickens were generally plentiful but thin. Turkeys were quite scarce with arrivals poorly finished, showing lack of proper feeding. This seems to be the most reasonable explanation of the abundance of poor poultry coming out.

The downward trend of live hog prices which has been so marked during the past month or so, has received a check for the time, at least. Values show no further depreciation over last week's prices, and at the moment market appears fairly steady. Movement of hogs to market centres has been quite free, but there has been a general good demand from packers.

The English bacon market, however, continues on an easy scale, last week witnessing a further decline. Quotations are at 52 to 54 shillings as compared with 58 to 63 shillings at the beginning of October. There is at least no firmness in provision prices here, although a moderate demand is generally reported.

Butter still maintains its steady position, with nothing apparently at hand to shape it otherwise. The butter market in England is quiet and lower, and demand from that quarter has been dropping off, although Western Canada is taking any surplus in the east.

Eggs also continue strong. Although production is falling off, some centres report larger receipts than for the same period last year. There were several hundred cases of eggs exported last week to English markets, the largest proportion going to Liverpool.

## MONTREAL.

Provisions.—One feature of provisions this week is an advance of one-half cent in the price of pure lard. This article is scarce but only temporarily. There is a good demand for it and with a scarcity reported the situation is made firmer. Live hogs are down to from \$6.25 to \$6.35.

<b>Pure Lard—</b>	
Boxes, 50 lbs., per lb.	0 12½
Cases, tins, each 10 lbs., per lb.	0 12½
" " " " " " " "	0 12½
" " " " " " " "	0 12½
Pails wood, 20 lbs. net, per lb.	0 12½
Pails tin, 20 lbs. gross, per lb.	0 11½
Tubs, 50 lbs. net, per lb.	0 12½
Tierces, 3 5 lbs., per lb.	0 12
One pound bricks	0 13
<b>Compound Lard—</b>	
Boxes, 50 lbs. net, per lb.	0 09½
Cases, 10-lb. tins, 60 lbs. to case, per lb.	0 09½
" " " " " " " "	0 09½
" " " " " " " "	0 10

Pails, wood, 20 lbs. net, per lb.	0 09½
Pails, tin, 20 lbs. gross, per lb.	0 9
Tubs, 50 lbs. net, per lb.	0 09½
Tierces, 3 5 lbs., per lb.	0 09½
One pound bricks	0 10½

<b>Pork—</b>	
Heavy Canada short cut mess, bbl. 35-45 pieces	24 00
Bean pork	17 50
Canada short cut back pork, bbl. 45-55 pieces	23 00
Heavy short cut clear pork, bbl.	22 50
Clear fat backs	23 00
Heavy flank pork, bbl.	22 00
Plate beef, 100 lb bbls.	7 0
" " 200 "	14 50
" " 500 "	21 50

<b>Dry Salt Meats—</b>	
Green bacon, flanks, lb.	0 11
Long clear bacon, heavy, lb.	0 10½
Long clear bacon, light, lb.	0 11½

<b>Hams—</b>	
Extra large sizes, 25 lbs. upwards, lb.	0 11½
Large sizes, 18 to 25 lbs., per lb.	0 13½
Medium sizes, 13 to 18 lbs., per lb.	0 15
Extra small sizes, 10 to 13 lbs., per lb.	0 15
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 15
" " " " " " " " " " " "	0 16½
Breakfast bacon, English, boneless, per lb.	0 14½
Windsor bacon, skinned, backs, per lb.	0 16
Spiced roll bacon, boneless short per lb.	0 11½
Boiled ham, small skinned boneless.	0 24
Hogs, live, per cwt.	6 25
" " " " " " " " " " " "	6 35
" " " " " " " " " " " "	9 25
" " " " " " " " " " " "	9 50

Butter.—The market holds firmly with supplies still coming forward rather freely. Prices are unchanged. The demand is good and general conditions are reported satisfactory.

Creamery	0 28	0 28½
Dairy, tubs, lb.	0 23	0 24

Cheese.—The price of cheese remains unchanged for the week. There is a good enquiry but no particular feature. The season is now drawing to a close after what should prove to be a good year.

Quebec, large	0 16	0 16½
Western, large	0 16	0 16½
" " " " " " " " " " " "	0 16	0 16½
" " " " " " " " " " " "	0 16	0 16½
Old cheese, large	0 13	0 17

Eggs.—New laid eggs are in good demand and prices are expected to soar before the week is passed. Supplies are said to be a little more liberal than at this time last year, but there is an increased home consumption and a better demand from England. The market is firm just now and it is believed will go higher before long.

New laid	0 36	0 38
Selects	0 28	0 28
No. 1	0 24	0 24

Poultry.—The new poultry season has opened with good business reported. Thanksgiving Day was responsible for quite a demand and henceforth there should be a steady enquiry. Prices ruling are:—

Fowl	0 14	Turkeys	0 20
Chickens	0 15	Ducks	0 20
Geese	0 14		

Honey.—A fair demand is felt for honey, but it is quite an ordinary trade. Prices are unchanged, as follows:—

White clover, strained	0 12
White clover, in comb.	0 15
Buckwheat, strained	0 10
Buckwheat, in comb.	0 12

## TORONTO.

Provisions.—Trade in pork products is at a good volume. Smoked meats

are naturally with the cooler weather in lighter demand. The heavy lines of pork are receiving more attention. There is considerable trade produced by mining and lumbering camps now putting in their fall and winter supplies. Lard is also moving freely

Live hogs, after a long continued drop, have steadied up for the moment at least. Indeed, some firms are quoting a slightly higher figure this week. Arrivals have been fairly large but more stunted than for the previous few weeks. Pork products are generally unchanged. Long clear is quoted at 12 to 12½c.

<b>Smoked meats—</b>	
Light hams, per lb.	0 15½ 0 16
Medium hams, per lb.	0 15 0 15½
Large hams, per lb.	0 14 0 15
Backs, plain, per lb.	0 18 0 19
" " " " " " " " " " " "	0 20
Breakfast bacon, per lb.	0 16 0 17
Roll bacon, per lb.	0 10½ 0 11
Shoulders	0 10½ 0 11
<b>Pickled meats—1 cent less than smoked.</b>	
Long clear bacon, per lb.	0 12 0 12½
Heavy mess pork, per bbl.	19 00 20 00
Short cut, per bbl.	21 00 22 00
Cooked hams	0 22 0 24
Lard, tierces, per lb.	0 11 0 11½
" " " " " " " " " " " "	0 11½ 0 11½
" " " " " " " " " " " "	0 11½ 0 11½
" " " " " " " " " " " "	0 11½ 0 11½
" " " " " " " " " " " "	0 09 0 09½
Live hogs, at country points	5 75
Live hogs, local	6 00 6 10
Dressed hogs	9 00 9 25

Butter.—Steadiness still prevails in the local butter market, with indications of a continuance of the same conditions. Indeed, one firm is quoting creamery 1 cent per pound higher. Production is on a small scale and storage butter is already being used.

<b>Fresh creamery print</b>	
Per lb.	0 27 0 28
Creamery solids	0 26 0 27
Farmers' separator butter	0 25 0 26
Dairy prints, choice	0 24 0 25
No. 1 tubs or boxes	0 11 0 11½
No. 2 tubs or boxes	0 17 0 18

Eggs.—The same strength caused by the same conditions continues in eggs. Production has been and still continues to lower, while a good demand is in evidence. A considerable volume of storage stocks is now being used. The market is firm.

Storage eggs	0 23	0 25
New laid eggs	0 27	0 30

Cheese.—Quotations remain unchanged from a week ago. The market has not moved in either direction to any extent. Easiness, although slight, prevails in some quarters. A moderate volume of trade is being done.

<b>New cheese—</b>	
Large	0 15 0 15½
Old cheese	0 17
<b>New twins</b>	
Old Stiltons	0 16½ 0 16½

Poultry.—A plenitude of supplies with quality below the average was the feature of Thanksgiving flood of poultry to this market. There was an over supply of poorly finished fowl and chickens. Prices for the former went as low as six cents per pound, while chickens went down to 8 to 10 cents.

The Thanksgiving turkey was scarce, and to make matters worse, they were very poorly filled out. Geese and ducks were not very plentiful. This week finds considerable poultry on the market, mostly chickens and turkeys.



Who loses, Mr. Merchant, when your clerk is interrupted and forgets to enter a charge sale?

Or when your clerk offends a customer by overcharging---or charges goods against the wrong customer?

Putting a National Cash Register receipt in every parcel prevents such mistakes, and saves you many a penny.

That's why customers prefer to deal in stores that have a National Cash Register. Also it is the reason a million merchants have adopted this system.

Successful Merchants put a Receipt in Every Parcel

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Head Office for Canada and Canadian Factory, TORONTO

F. E. MUTTON, Manager in Canada



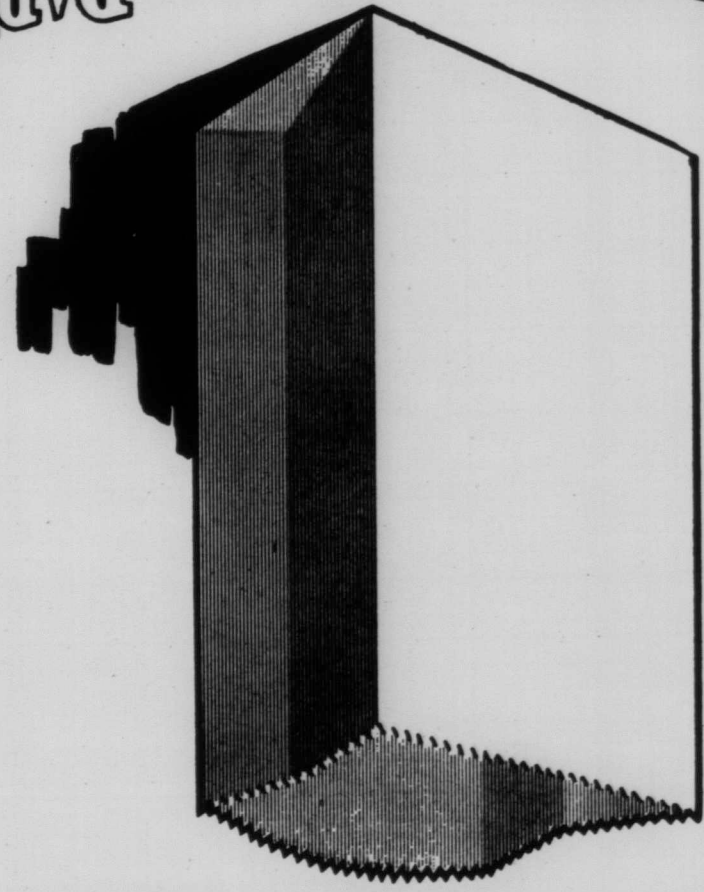
We manufacture Cash Registers in various styles and prices to suit every pocket and every business from \$13 to \$870. We guarantee to supply a better Cash Register for less money than any other concern in the world.



The Beautiful Red Rose.

The emblem of the Tea that is as good as the  
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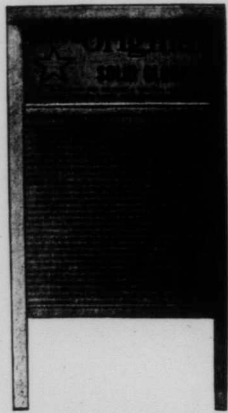
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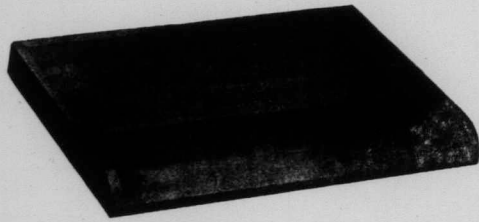
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THE CANADIAN GROCER

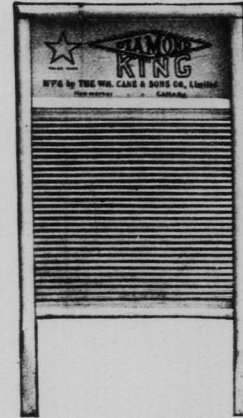




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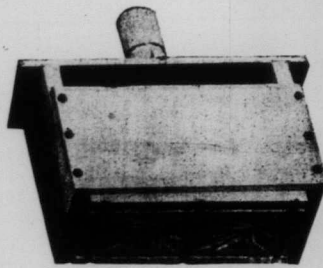
These cuts illustrate a few of our high quality, quick selling specialties.

The past service that our lines have given proves that they are the most reliable and most efficient articles of this kind now on the market—articles that are the best value that money can buy.

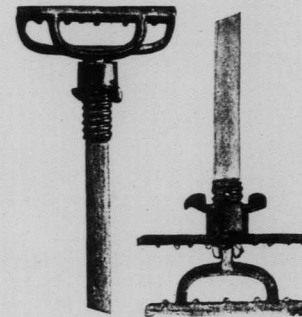
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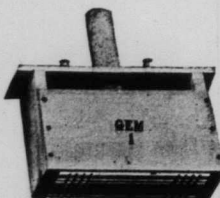
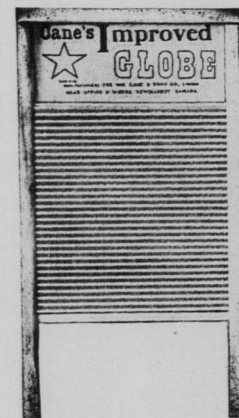
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PAILS

## A Sauce with a Record



## A-1 SAUCE

For 100 years and more, Brand's famous A-1 Sauce has had an international reputation as a relisher for fish, flesh and fowl.

Sold at prices which bring it within the reach of poor as well as rich, its users are universal.

At this season, by an effectual display, Brand's A-1 Sauce will find a ready sale, with profit to grocers and satisfaction to customers.

It will maintain its record. We also make a full line of Meat Extracts, Essences, Soups and Potted Meats.

### BRAND & CO., Limited

Purveyors to H.M. the Late King Edward VII.  
MAYFAIR, LONDON, ENGLAND

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NEWTON A HILL, 25 Front St. E., TORONTO,  
McLEOD & CLARKSON, VANCOUVER, B.C.

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One  
Writing

**The McCASKEY SYSTEM**

The  
End  
of  
Drudgery

Simplifies the Handling  
of  
Accounts



Q You might just as well use a quill pen instead of a steel or gold one as to keep your accounts in a set of books instead of The McCaskey System.

Q More than 70,000 merchants in all lines of business are using The McCaskey System. It shortens and simplifies Bookkeeping, keeps every account posted and totalled to the minute, keeps every customer informed of what he owes. By giving a statement of the account in full with each purchase you improve your collections, put an end to errors and misunderstandings with customers over their accounts.

Q The McCaskey system keeps you from forgetting to charge an account. It automatically limits the credit of those upon whom you wish to set a credit limit. It will prove your loss to the penny if your store burns.

Q We'd like to send you some letters from people you know about The McCaskey System. There is also an entertaining book "Bookkeeping Without Books," that will be sent for the asking.

### Dominion Register Co.

LIMITED

90-98 Ontario St. Toronto, Canada

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THE LARGEST MANUFACTURERS OF CARBON COATED SALESBOOKS IN THE WORLD

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FINE  
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## “MEADOW-SWEET” CHEESE

Let us talk about this high class cheese and see what business you can do with it. You have at least fifty good customers who are consumers of some brand of cheese. Don't you think that you can sell twenty of them two packages a week?

**Retails at 10c. per package**

This means that you can put in your cash box at least four dollars a week without any bother, but of course we are putting things in their mildest form.

**“MEADOW-SWEET”  
in a Dainty Package**

Will make your shelves look good.

Has a flavor all its own.

Peculiarly nippy and appetizing.

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**Meadow-Sweet Cheese Co., Montreal**

AGENTS: Laing Bros., 307-309 Elgin Ave., Winn peg, Man.; Fred. Coward, 402 Spadina Ave., Toronto; W. Durance, Hamilton, Ont.; Bellefeuille & Giroux, Three Rivers, Que.; Dominion Fish & Fruit Ltd., Que.; Denault Grain & Provision Co., Sherbrooke, Que.; McLeod & Clarkson, Vancouver, B.C.; W. A. Simonds, St. John, N. B.; Ottawa Cold Storage Ltd., Ottawa, Ont.

## Two Great Selling Points

in



## ROYAL METAL POLISH

Our brands of polishes and pastes give the greatest satisfaction to the user and yield the most profit to the dealer.

### Satisfy the User

There is satisfaction in it to the user. The quality is particularly adapted to all requirements and is such as to commend itself to all who use it. The range of purposes to which our brands may be applied is wide, covering all practical needs.

### And the Dealer Too

There is profit to the dealer because our lines, being made in Canada, are not subjected to duty, as are foreign goods entering this country. Thus what we save in duties and distribution we are enabled to share with the dealers, without interfering in the least with the high standard of the quality of our brands.

**Royal Polishes Co., Montreal**

CANADA: No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S: No better Chocolate

---

## "Elite"

true to its name, the best cooking and drinking chocolate made.

## Diamond

nothing better for eating in this style is made anywhere AND IN ADDITION good profits to the retailer.

Ask your jobber.

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### John P. Mott & Co.

Halifax, N.S.

SELLING AGENTS:

J. M. Douglas & Co.	R. S. McIndoe	
Montreal	Toronto	
Jos. E. Huxley	Tees & Perse	Johnston & Yockney
Winnipeg	Calgary	Edmonton
	Frank M. Hannum.	Ottawa

## Do You Realize

what it means to handle biscuits in perfect condition? Why, it is the very crux of a successful biscuit trade!

## Carr's Biscuits



are sent out in air-tight tins, are well packed and invariably reach the retailer in first-class condition, crisp and fresh. Prompt delivery is guaranteed.

Send your order to our nearest Agent

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### CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Montreal and Toronto; Hamblin & Brereton, Winnipeg and Vancouver, B.C.; L. T. Mewburn & Co., Ltd., Calgary; T. A. MacNab & Co., St. John's, Newfoundland.

## Another Advance in Coffee

—says a press dispatch under date of October 19th

A stirring circular recently issued to the coffee trade, shows a decrease of consumption of coffee in two years of, in round figures, 200,000,000 pounds.

The above news items are interesting.

Do you realize, Mr. Grocer, that your profits on

# POSTUM

are equal, if not more than on coffee, and they are sure! There's no fluctuation.

Some Americans seem to prefer a healthful, home-made breakfast drink in place of coffee which chemists class among the drugs and not among the foods.

## "There's a Reason"

Attractive, easy-to-put-in Postum Window Displays help sales! Sent free by prepaid express upon request. Write for it!

---

Canadian Postum Cereal Company, Limited, Windsor, Ont.

## Good Time to Feature Flour and Cereals

Retailers Who Put Greater Efforts Behind These Lines at the Present Time Will Be Well Pleased With Result—Housewife More Inclined to Make Her Own Bread — Weather Favorable for Sale of Cereals—Advance in Manitoba Flour Generally Recognized—Markets Losing Ground

The present is an excellent season for the retailer to put greater efforts behind his flour and cereal departments. Grocers who attempt to liven up these lines will find results gratifying. The season has come when fires are essential and the housewife is more inclined to make her own bread. The dealer who gives prominence to flour will thus suggest this to the housewife. Then again the cooler weather stimulates the demand for cereals, but it is necessary for the grocer to feature them if he wishes to reap the best results.

There is not the same firmness in either flour or cereals in evidence a week ago. While the advance of 10 cents per barrel in Manitoba flour became general before the end of last week, the quotations on the raw material have been easing off since, so that flour is less firm. Cereals have been also losing ground due to the reductions in the raw material. This easing reflects the bearish sentiment of the trade in the speculative centres both at home and abroad.

The grading of wheat that comes forward from the Canadian West from now on will have a big influence on the market. So far it has been poor. There are hopes, although not strong, that it will improve. At present there is little real good milling wheat obtainable. The big yield in Canada this year is pointed to by some dealers who expect the market to ease off. They say the amount coming forward would be larger if cars for shipment were available.

Argentine is expected to have an important bearing on the world's situation. At present there is weakness in the principal Argentine markets.

### MONTREAL.

Flour.—The market has remained firm since the recent advance. Demand from the country and locally is good, but export trade is rather quiet. Retailers are showing a new interest in flour since the near future.

Winter wheat patents, in bags.....	4 80
Straight rollers, in bags.....	4 30
Manitoba 1st Spring wheat patents, in bags.....	5 60
"    straight patents, in bags.....	5 10
"    strong bakers, in bags.....	4 90
"    second, in bags.....	4 40

Cereals.—Rolled oats are steady with a brisk enquiry. The primary market was a little weaker at the beginning of the week. Corn meal is also in good demand. The market does not give evidence of any particular movement for the near future.

Fine oatmeal, bags.....	2 86
Standard oatmeal, bags.....	2 86
Granulated oatmeal, bags.....	2 86
Bolled cornmeal, 100 bags.....	1 75
Rolled oats, jute bags, 90 lb.....	2 60
Rolled oats, cotton bags, 90 lb.....	2 65
Rolled oats, barrels.....	5 45

### TORONTO.

Flour.—The advance of 10 cents per barrel in Manitoba flour announced by some mills last week became general towards the end of the week, so that the present prevailing price is \$5.50 per barrel for 1st patents, with 10 cents more per barrel being asked by some firms for cotton sacks.

The market has been losing ground, however, since Friday last. Although flour prices have not been affected, wheat quotations have been easing off. Trade just at the present is not overly brisk. Ontario wheat has, however, under small offerings and a good demand been holding firm.

Manitoba Wheat	
1st patent, in car lots.....	5 50
2nd patents, in car lots.....	5 10
Strong bakers, in car lots.....	4 90
Feed flour, in car lots.....	3 00 3 20
Winter Wheat.	
Straight roller.....	4 20
Blended.....	4 50 5 00

Cereals.—Those dealers who are pushing cereals are finding a good demand. The season is now favorable for their sale. The rolled oats market does not possess the same firmness as a week ago but is nevertheless steady. The same is true of other lines.

Rolled oats, small lots, 90-lb. sacs.....	2 60
Rolled oats, 25 bags to car lots.....	2 50
Standard and granulated oatmeal, 95-lb. sacks.....	2 86
Rolled wheat, small lots, 100-lb. barrels.....	2 90
Rolled wheat, 5 barrels to car lots.....	2 75
Cornmeal, 100-lb. bags.....	2 00
Rolled oats in cotton sacks, 5 cents more	

### WINNIPEG.

Flour.—Trade in flour is brisk at the present time and from all quarters a strong demand is prevailing. Export bids have been active, and millers have been busy rushing all export and eastern orders off before the close of navigation, which is expected to take place within a month. A change has been made by Winnipeg millers in quoting flour, owing to the cost of cotton sacks. At the present time, flour will be quoted in cotton and jute sacks; the difference being 5 cents in favor of the latter. There has been a slight all-round advance in flour prices for the week. Prices quoted below are Manitoba car lot prices in cotton sacks. In jute sacks prices will be 5 cents less.

1st Patents.....	2 90	3rd Patents.....	2 55
2nd Patents.....	2 85	1st Clares.....	2 30

Mill Feed.—During the past month



## Is Your Gun Loaded ?

Have you a well assorted stock of Mooney's Biscuits to take care of the popular demand resultant from the unparalleled excellence of every biscuit.

The other fellow's gun is loaded and it is poor policy on your part to send custom to his store when you can easily retain it by stocking the goods asked for.

The matter of buying biscuits must be gone into carefully. The quality of our goods and the service we give will stand prominently among all others.

Have a Trial  
Order Sent  
T O - D A Y

## The Mooney Biscuit and Candy Co., Limited

Stratford, Ont. Winnipeg, Man.

BRANCHES AT HAMILTON, OTTAWA  
SYDNEY, C.B. HALIFAX, N.S.  
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## MAPLEINE

(THE FLAVOR DE LUXE)

Sells  
Satisfies  
and  
Sells Again

Order a supply from your  
jobber, or—Frederick E. Rob-  
son Co., 26 Front St.  
E., Toronto.

The Crescent Mfg. Co.  
SEATTLE, W.N.

## THE CANADIAN GROCER

prices on rolled oats have been active, and have advanced from 20 to 25 cents per bag. To-day's prices range from \$2.10 to \$2.20 per sack, as asked by millers. Bran has also been strong, and a large quantity has been exported during the last few weeks to Germany. Trade with this country is not always possible on account of prices prevailing, but this year large orders have been received, and while the exact tonnage was not procurable, it is learnt on good authority that a large quantity has been shipped to this country. Price asked at the present time is \$21.00 per ton, which is \$1 a ton over that prevailing last week. Shorts are quoted at \$22 to \$23 a ton. Chopped barley per ton in sacks \$29 to \$30; oats \$28 to \$29; barley and oats \$29 per ton.

### THE CLERK WITH INITIATIVE.

He is The One Worth More to Employer  
Some Don'ts to Turn Over.

There are clerks trying to discover methods of getting out of work, instead of finding work to do. It is only by looking for work, and constantly working for your employer's interests that a clerk can expect advance in salary or responsibility.

Endeavor to sell just as much goods as if you were working for yourself.

Study every customer and cultivate his acquaintance.

Learn the names of as many of your customers as possible. Show your willingness to serve customers when they come in. It's just as easy, you'll feel better and so will they.

Remember its not how much you say that makes sales, but what you say and how you say it.

### A FEW DON'TS.

- Don't argue with customers.
- Don't try to force goods on them, they don't want.
- Don't make claims for your goods that you are not positive are true.
- Don't hide the "stickers" under the counter. Get them out and sell them.
- Don't talk to friends when customers are waiting.
- Don't always wait to be told.
- Lastly, be a salesman, not a machine. Learn to do things; possess some initiative. Look around and see what there is to do, then do it.

### TO TALK ON PROFITS.

Invitations are out for a smoker, under the auspices of the Retail Grocers' Association, of London, Ont. The affair is to be held in Duffield Hall, on Tuesday evening, Nov. 7. Wm. Turnbull, of Edward Adams & Co., will talk to the retailers on profits. It is expected that other wholesale grocers will be present to talk on other matters of interest to the trade. Cyril Hayes, former secretary of the Retail Grocers' Association, who has been studying education in England for the past year, will be present and favor the grocers with some recitations. Thos. Selby, vocalist, will also entertain the guests.



### "How's That for a Minute's Work?"

What woman could fail to get a great deal of satisfaction from her ability to make a delicious dessert in a minute?

It is done with

# JELL-O

There are other preparations of the jelly powder order, but they are not Jell-O, and no woman will ever tolerate the other kind after once using Jell-O.

Nothing else is quite so easy to make up or so delicious when made up.

Seven Jell-O flavors: Strawberry, Raspberry, Lemon, Orange, Cherry, Peach, Chocolate.

THE GENESEE PURE FOOD CO.,  
Bridgeburg, Can.

The name Jell-O is on every package in big red letters. If it isn't there, it isn't Jell-O.

**FINEST  
ENGLISH KIPPERS  
AND  
EUROPEAN GAME**

**Venison  
Exporters**

CORRESPONDENCE INVITED

**ROBERT ISAAC, Ltd.**

23 GL. CHARLOTTE ST.  
LIVERPOOL, England

## A Hint To You, Mr. Dealer!

You will both satisfy your customers and add prestige to your store by carrying McCormick's Maple Leaf and Lemon Cream Biscuits—two extremely popular lines.

**Wholesome and Delicious,  
unrivalled for daintiness  
and flavor.**

Our extensive advertising campaign will aid you in making sales easily.



Order from nearest shipping point

# McCORMICK'S MAPLE LEAF AND LEMON CREAM BISCUITS

FACTORY AT LONDON

WAREHOUSES AT MONTREAL, OTTAWA, HAMILTON, KINGSTON,  
WINNIPEG AND CALGARY



# ROYAL BAKING POWDER



**Absolutely Pure**  
**The only baking powder**  
**made with Royal Grape**  
**Cream of Tartar**  
**No Alum, No Lime Phosphate**

**ALL** grocers should carry a Full Stock of Royal Baking Powder.

It always gives the greatest satisfaction to customers, and in the end yields the larger profit to the grocer.

**THERE IS NO SUBSTITUTE**

**EVERY PACKAGE**  
**OF SPICE YOU SELL**

**Advertises Your Standing as a Grocer**

**DO YOU KNOW**

**THAT EVERY TIN, PACKAGE, PAIL, BOX AND BARREL OF**

**WHITE SWAN BRAND OF SPICES**

**BEARS THE GOVERNMENT APPROVED FORM**

**OF WARRANTY AS TO PURITY?**

IF YOU HANDLE THIS BRAND

**Your Customers will Appreciate the**

**Fact that You Serve Certified Goods**

SEND US A TRIAL ORDER AND  
WATCH THE RESULTS

**White Swan Spices and Cereals, Limited**  
TORONTO



## High Cheese Market Likely to Last

**Drought in Great Britain This Summer Chief Cause—Production There Falls Off 35 Per Cent.—Heavier Demand for Butter—Not Much Cheese Held in Montreal.**

The season of 1911 will go on record as one of the highest priced seasons for cheese the trade has ever known. Owing to the drouth which affected the pro-ing to the drought which affected the pro-estimated to have fallen off about thirty-five per cent., and as Great Britain produces about twice the quantity of cheese as is exported from Canada, it meant a total shortage of over one million boxes.

Of course, in the light of conditions of this kind, it goes without saying that prices were advanced sufficiently to curtail the consumption within the limits of the quantity available, and the result has been the establishment of new records, both in cheese and butter. The current prices being paid in the country this week run from 13½c to 14½c, and Septembers were delivered on a basis of about 14½c to 15c at shipping points, and as it is the September and first half of October make that is generally carried for winter use, it is easy to come to the conclusion that we shall have high prices during this coming winter.

### More Butter Wanted.

Another factor in the situation has been the increased demand for butter, both for home consumption and for export. Prices for this article have also established a new record; last week at Cowansville, Que., the leading board of the Eastern Townships Dairymen's Association, butter sold at 27¼c, equal to 27½ laid down in Montreal.

Owing to the increased and improved demand for cheese and butter at the high prices, the exports have been very much larger than usual, the total shipments of cheese from May first to the present date are 1,571,685 and the receipts 1,617,844 packages, so it is easy to judge from this that the quantity held in Montreal warehouses is small compared with previous years. The exports of butter show considerable increase this year over last, the total being 134,013 against 27,753 packages last year. This leaves the stock available for use in the winter very light, and consequently high prices must prevail.

It is likely that this year many deal-

ers have refrained from buying, anticipating that they might be able to secure the later made October cheese at less money, but owing to the conditions aforesaid, these expectations are hardly likely to be realized.

### BAR DOGS FROM THE STORE.

A chronic complaint from grocers and a righteous one, too, is that relative to the bringing of dogs into stores where so many and so much food-stuffs are displayed within easy reach of an animal's snout. A grocery traveler now in business for himself, speaking about this to a representative of this paper said, that one of the Berlin grocers had pretty well squelched the annoyance by having prominently displayed in his store a sign worded "Dogs and tobacco smoke not allowed here,"—and his customers applauded, too, even those who, because of want of thought, had brought dogs into the store.

W. T. Grose, the Montreal manager of the Ontario Lantern & Lamp Co., has resigned his position as eastern representative on account of ill health. W. H. Ginder, the president, presented Mr. Grose, on behalf of the company with a handsome piece of silverware suitably engraved, as a slight token of the company's appreciation of his work during the past three years.

## On the Way From the Sunny South

Loaded with Choicest Cotton Seed Oil for GUNNS  
"EASIFIRST" Shortening, Cooking and Salad Oils.



We operate the only Cotton Seed Oil Refinery in Canada, and can outdistance all competition in price and quality, Cooking and Salad Oil is put up in fancy 2-lb. tins.

# GUNNS,

# Packers, Toronto

**GETTING VINEGAR FROM THE BARREL.**

**Barrel Placed on Side—Vinegar Pump Is Used.**

A good deal of time is saved and a lot of heavy lifting done away with in handling vinegar, in a simple manner by a Perth, Ont. store.

A vinegar pump is used but instead of standing the barrel on end and boring a hole in it as is usual, the barrel is left on its side, the bung knocked out and the pump placed in the opening. A small transferable platform which can be made by the grocer himself in five minutes is placed on the top of the barrel, forming a flat surface for measures and jars.

A change from one barrel to another can be made in this way in a couple of

minutes, so that there is no loss of sales because a new barrel has not been tapped.

Unusual interest was manifested in Philadelphia recently in the arrival of a British steamship with sugar from Java by reason of the fact that the vessel's cargo increased in value in transit more than \$107,000. The vessel sailed from Java on August 1, bound for the Me-Cahan Refinery there. When the six thousand tons of sugar were put on board the value per 112 pounds was 14s. 6d. Quotations for Java sugar were 18s. 6d. on the arrival of the steamer. The advance of four shillings in the price will net the owners \$107,000 over the original purchase price. The duty

paid on the Kwarra's cargo totalled \$180,000 or on a basis of \$30 per ton.

Andrew Watson, Montreal, Canadian representative of the Molassine Company, Limited, Great Britain, intimates that his firm has been awarded the Grand Prix at the Festival of Empire at the Crystal Palace, for Molassine Dog and Poultry Foods, and Molassine Meal. This award is the highest obtainable, and the Festival of Empire being one of the Confederation of International Exhibitions, the Grand Prix is much sought after, as manufacturers recognize that it hall marks their goods as of value and repute.—Advt.

If you want mince meat that is  
**MINCE MEAT IN REALITY**

as well as in name—write us and we will tell you about our goods.

We have qualities suited for every class of trade and are giving—without a doubt—the best values on the market.

**TEST US**

Drop us a postal card.

Tell us your wants.

We have—

<b>Tins</b>	<b>Pails</b>	<b>Tubs</b>	<b>Kege</b>	<b>Bbls.</b>
2 lb.	7 lb.	50 lb.	100 lb.	400 lb.
5 lb.	12½ lb.	70 lb.		
7 lb.	28 lb.			

Also our condensed in cartons.

**J. H. Wethey, Limited**  
ST. CATHARINES, ONTARIO  
"THE MINCE MEAT PEOPLE."

There is Health and Strength in Every Cup of **EPPS'S COCOA**

The favorite with young and old. Delicious, fragrant, "Epps's" contains the maximum of nourishment in Cocoa. "Epps's" stands for excellence

**EPPS'S MILK CHOCOLATE**

of unsurpassed quality at a popular price.

Special Agents: WILLSON & WARDEN, Toronto.  
J. W. GORHAM & CO. Halifax, N.S.

Manitoba: BUCHANAN & GORDON, Winnipeg  
C. A. MUNRO, St. John, N.B.

**KEEP POSTED ON SUGAR**

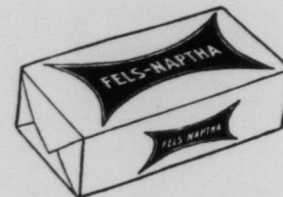
Having been identified with Sugar for the past thirty years, and being in constant touch with all sections of this country and foreign markets, we are in the best possible position to keep you posted by mail and wire of any actual or contemplated changes and general gossip of the markets. Some of the largest concerns are subscribers, and we should like to place our proposition before you. For further information write

SMITH & SCHIPPER CO., 138 Front Street, NEW YORK

**The Friend of Women**

that takes wash-day work off her shoulders, is Fels-Naptha soap!

Plentifully stocked in your store, it will likewise ease your work in selling soap. For Fels-Naptha's sale is always steady and growing—--an excellent feature in merchandise.



We Have Proven Our Worth  
as  
**BUSINESS      GETTERS**

We want the manufacturers of  
**Europe      United States      Eastern Canada**  
to let us handle their account in Western Canada.

We have the

**Experience**

**Staff**

**Money**

**Aggressiveness**

to do it right.

Office and warehouse at

**WINNIPEG**  
Man.

**REGINA**  
Sask.

**SASKATOON**  
Sask.

**EDMONTON**  
Alta.

**CALGARY**  
Alta.

Our salesmen are always  
**ON THE JOB**

---

---

**Nicholson & Bain**

Wholesale Commission Agents and Brokers

Head Office,      -      -      -      -      **WINNIPEG**

## Preventing Blunders in Delivery

The Order Slip System in Vogue by Fraser, Viger & Co., Montreal—Orders Classified According to Nature of the Goods—Reproductions of Method Used.

**S**UPPOSING a clerk receives the following order: Fifty cents' worth of gran. sugar, ½ lb. of coffee, one bottle of vanilla, 1 basket of grapes, 2 pecks of potatoes, 1 bag of charcoal, 1 package of corn starch, 1 small keg of herring, 1 package of ammonia powder.

It will be noticed there are two kinds of articles in the list—those that are kept on the shelves, and those that are too bulky for that position.

### The Order Divided.

He puts up the order for the sugar, ammonia, vanilla, corn starch and coffee and places them together on the order counter. But there may not be room for the grapes, charcoal, herring and potatoes. In the majority of groceries the orders would be divided in this manner, but it is done by Fraser, Viger & Co. of Montreal. The order is taken down on the duplicate counter check book found in every store, then there is a slip like that of Figure I. shown herewith.

### To Prevent Blunders.

It gives the name of the purchaser and in a little square there is given the number of articles that are put up by the clerk. They are the ordinary gro-

ceries. There is then the place for extras. Now the extras have been put together in a group where there is more room for them and the delivery man on looking over the order counter learns

For <u>Mrs. Smith</u>	EXTRAS
<u>117 Laurier Ave.</u>	<u>1 Basket Grapes</u>
	<u>2 Pecks Potatoes</u>
	<u>1 Keg of Herring</u>
No. of packages <span style="border: 1px solid black; padding: 2px 10px;">5</span>	<u>1 Bag of Charcoal</u>
FROM <b>FRASER, VIGER &amp; CO.,</b> FAMILY GROCERS LIMITED <b>NORTH END BRANCH</b> 235-237 LAURIER AVENUE WEST <b>MONTREAL</b>	

Fig. 1—Slip showing delivery man that articles other than shelf goods are to go out.

For <u>Mrs. Picard</u>	EXTRAS
<u>124 Laurier Avenue</u>	<u>C. O. D. \$ 1.35</u>
No. of packages <span style="border: 1px solid black; display: inline-block; width: 20px; height: 20px; vertical-align: middle;"></span>	
FROM <b>FRASER, VIGER &amp; CO.,</b> FAMILY GROCERS LIMITED <b>NORTH END BRANCH</b> 235-237 LAURIER AVENUE WEST <b>MONTREAL</b>	

Fig. 2—When goods go out C.O.D. this slip is sent. The original is on yellow paper always.

that there are a number of extras to go with this order. The clerk who puts the order up generally looks after them going out, when it is necessary, to aid the delivery man. The idea is to diminish the chance of any blunders being made in the delivering of the goods.

### Yellow Sheet for C.O.D. Order.

This extra sheet is of white paper, except if it is a C.O.D. order. Then a yellow sheet is sent with the amount to be collected marked in a place for that purpose, as shown in Figure II. This plan simplifies matters for the man on the rig and the sending of goods to the customer is by no means the least important part of the grocery business, and therefore worthy of consideration.


The grocer who sold only the goods his customers called for at the price they expected to pay, would soon sink. Success in the retail business is impossible without salesmanship.

When you treat each customer as if he is the best customer the store has, you are a business builder.

### MARKETS INTEREST HIM.

J. Smith, Montreal, is a reader of The Grocer, and says he likes it very well indeed. "You certainly get the right side of the markets. They interest me most and I always read them carefully."


**WATCH for these on the Bill Boards!**



**ADAMS'**  
**TUTTI FRUTTI**  
 CHEWING GUM

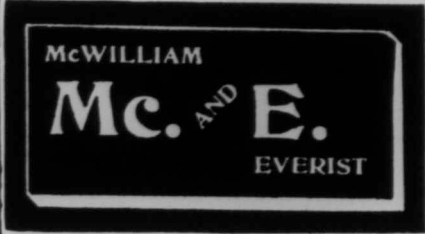
**WATCH and see that you have them in Stock!**

**CHEW**  
**BEE MAN'S** **THE ORIGINAL**  
**PEPSIN** **GUM**  
**CURES**  
**INDIGESTION**  
 AND  
**SEASICKNESS**  
 ALL OTHERS ARE IMITATIONS



**WATCH your profits accumulate!**

**Cape Cod Cranberries**  
**N.S. Cranberries**  
**Florida Grape Fruit**  
**Almeria Grapes**  
**New Figs,**  
 Finest pack imported.  
**Jersey Sweet Potatoes**  
**Late Valencia Oranges**  
**Lemons, Nuts**  
 of all kinds.  
**Spanish and**  
**Domestic Onions.**



25-27 CHURCH ST. TORONTO  
 are Largest Receivers

**THE**

Lemon that gives satisfaction is the Lemon that makes you money. It isn't hard guessing that the Best Lemons are the satisfaction givers.

THE

**B. L. O. E.**

(Best Lemons on Earth)

**"St. Nicholas"**

and

**"Home Guard"**

FILL THE BILL

**J. J. McCABE**

AGENT

TORONTO, : : ONT.

**First Shipment of New Crop Lemons**

Received This Week From Italy via New York—Valencia  
 Orange Shipments Practically Done for the Season—Florida  
 Oranges Coming Forward—Good Trade in Fruits Around  
 Thanksgiving.

Perhaps there is no other line which the grocer handles that is benefited so much by the Thanksgiving holiday as fruits and vegetables. Those dealers who featured them around the festive occasion found results gratifying. A general increased briskness in trade preceding the holiday is reported from all sections of the Dominion.

This week marks the arrival of new crop lemons upon the Canadian markets. These are only the advance shipments via New York, and it will probably be middle of the month before big supplies are received. Old crop lemons seem on the whole to be pretty well cleaned up.

Late Valencia oranges are now held at fancy prices. Decreased shipments marking the wind-up of the crop in California with the better demand under smaller supplies of other fruits is responsible. New crop Florida oranges are now coming forward and will be more reasonable in price.

Quality of fruit as well as crop is said to be quite good this year. Grapefruit from this same state is coming along freely. However, the crop this year is considerably shorter than last year.

Cranberries found a good demand around thanksgiving and hallowe'en.

**MONTREAL.**

Fruits.—Thanksgiving Day and Hallowe'en brought considerable extra business and a good trade was reported. There is a fair general enquiry with some lines moving particularly well. Oranges are beginning to move better and grapes are selling well. Apples are, of course, quite a feature.

Annie, bbl..... 3 50 5 00	Lemons..... 4 00 4 25
Apples, Ramense 5 00 5 00	Limes, s box... 1 25 1 50
Bananas, bunch... 1 25 1 75	Oranges—
Bananas, rated... 1 75 2 00	Valencia..... 5 50 5 75
Cornucopia, bask... 4 00 4 50	Jamaican, bbl... 3 75 3 75
Grape fruit, Florida, case... 4 50 5 00	Herranto..... 3 25 3 50
Grapes, Almeria, per keg... 4 00 5 50	Mexican..... 2 75 3 00
Grapes, Canadian, basket... 0 20 0 25	Pears, California 2 00 3 50
Grapes, Cal., box 2 70 2 75	Pineapples—
	Florida, case... 3 25 4 00
	Blums, California box... 1 50 2 00

Vegetables.—Cranberries had a good Thanksgiving Day demand. Celery, onions, sweet potatoes, and a few other lines are receiving particular attention. Potatoes are firm.

Beans, green, hamper 3 00	Leeks, doz..... 1 50 1 75
Carrots, doz..... 0 25	Canadian lettuce per doz..... 0 45 0 50
Cabbage, doz..... 0 75	Onions—
Celery, doz..... 0 50 0 75	Spanish, crate... 3 75 4 25
Cranberries, Cape Cod, bbl..... 9 00 9 50	Canadian reds, 100 lbs..... 3 00
Cranberries, N.S., 7 75 8 50	Sweet potatoes, 2 00 4 50
Cucumber, doz..... 0 50	Montreal potatoes, new, bag, 1 15 1 25
Garlic, 2 bunches.... 0 25	Tomatoes, Canadian, box..... 0 60 0 75
Green Peppers, bushel basket 1 75 2 25	

**TORONTO.**

Green Fruits.—The trade in fruits for Thanksgiving was good, and those dealers, both retailers and commission men, who took advantage of the festive season to feature different lines more extensively were well pleased with results.

Belated shipments of late pears and grapes are still coming forward, but the quantity is not large. Imported goods are now holding the centre of the stage. The advance shipments of new crop lemons arrived this week, but arrivals will not be on a large scale for a couple of weeks. The first of the Florida oranges will arrive before the week is out. There is considerable Florida grapefruit of good quality coming forward and meeting with a good demand. Pineapples are now being given more prominence. They are quoted at \$3.25 to \$3.50.

Bananas..... 1 25 1 75	Canadian pears, 11-qt. basket... 0 75 0 50
Lemons..... 4 00 4 50	Grapes, small... 0 25 0 30
Verfelli..... 4 00 4 50	Grapes, California box... 2 00 2 25
Limes box..... 1 50	Cranberries—
Oranges—	Cap Cod, bbl. 5 00 5 00
Late valencias... 5 00 5 50	Apples, bbl. .... 2 25 4 00
Can. tomatoes, 11-qt. baskets. 0 15 0 25	Snowapple..... 4 00 4 50
Grapefruit, case 5 50 5 75	Pineapple..... 3 25 3 50
Grapes, Almeria per keg..... 5 50 6 50	

Vegetables.—Potatoes remain at the same figure as a week ago. Wholesale dealers report they are finding a good demand. The short crop in various parts of the province has necessitated the securing of supplies from New Brunswick and shipments from that province have been large. The car of Manitoba potatoes which came to this market last week was taken up quickly.

Celery, cabbage and cauliflowers are slightly easier in price this week as are also Spanish onions. Green peppers under similar supplies are higher at 50 cents per basket. Parsnips are quoted at 75c per bag.

Canadian beet, per bag..... 0 75	Onions—
Cabbage, Canadian, dozen... 0 50 0 60	Spanish, case... 3 50 3 75
Carrots, bag..... 0 65	Canadian, 75-lb. bags..... 1 55 1 85
Celery, per doz. heads..... 0 40	Potatoes, N. B. stock, bag... 1 25
Caulliflowers, ds. 0 50 0 75	Potatoes, Ontario, bag..... 1 15
Green peppers, basket..... 0 50	Sweet potatoes, barrel..... 4 00 4 50
	hamper..... 1 50

**WINNIPEG.**

Fresh Fruit.—This line has been exceedingly strong during the summer, and wholesalers report that a large increase has taken place over last year in the volume of trade transacted. Prices have remained fairly firm during the entire year, and all lines have been eagerly sought after. Present quotations are:—

Bananas, bunch.....	2 75	3 50
Valencia oranges.....	5 25	7 00
California lemons, crate.....	1 15	1 25
Wash. peaches, box.....	5 00	5 00
American Wealthies, bbl.....	3 50	4 00
Kings, per bbl.....	3 50	4 00
Nova Scotia Gravensteins.....	2 00	2 25
B. Hardy pears.....	10 0	6 00
Red Rose grapes.....	5 00	6 00
Cal. Tokay grapes, case.....		
Mont. crab apples, per box.....		
Cape Cod cranberries, bbl.....		
Can. McIntosh reds.....		

Fresh Vegetables.—That the western people are able to enjoy luxuries is well noticed in the enormous business conducted in this department of the grocery trade during the summer. As is well known, the earlier part of the season is generally supplied by southern grown vegetables, which in spite of the duty and long freight, bring remunerative prices to the importer and retailer. About three months ago, however, the arrival of home grown goods on the market gradually decreased the amount brought in from the south, and for the last two months only local grown stuff has been offered on the trade. Prices vary considerably from week to week all during the season.

## FANCY APPLES

We are in a position to load straight cars of Barrels or Boxes or assorted cars of each.

Our Fruit is mostly Association pack, of splendid quality and very moderate in price.

ENQUIRIES SOLICITED

WHITE & COMPANY, LIMITED  
TORONTO and HAMILTON

FOR—

“Green Mountains,”  
“Delewares”

or other varieties of

### POTATOES

for SEED or  
TABLE USE.

Bags or bulk in Cars.

Wire or Write

**Clements Company,**  
LIMITED  
ST. JOHN, - - N.B.

## FLORIDA

### Oranges AND Grape-fruit

Good Color Fine Flavor Full of Juice

### New Crop Nuts

GRENOBLE WALNUTS, TARRAGONA ALMONDS,  
SICILY FILBERTS, BRAZIL NUTS, PECANS.

### New Dates AND New Figs

THE HOUSE OF QUALITY

**HUGH WALKER & SON**  
(Established 1861) GUELPH, ONTARIO

## BUSTER BROWN



COL. HOWE says: "On Circus Day a boy likes to hear that one of the eight-horse wagons became stalled, and that an elephant pushed it out with his head." This character trait evidences itself in later life. Some people never grow up, and like to hear about the unusual, the freakish and the peculiar. In business life the steady success of the discriminating business man does not attract the attention of the unthinking, but men of higher ideals, ambitions and attainments, always have a preference toward the conservative, honest and sincere successes. My brand of Lemon is pleasing this type of men. The ever-increasing demand for my "Standard of Quality" is evidence that my efforts are "scoring goals." Order my "New Crop" Lemons—The Brand



**BUSTER BROWN**

FOLLINA BROS., Packers

W. B. STRINGER, Agent

## THE CANADIAN GROCER

Native mint, per doz.....	0 20
Native green onions, doz.....	0 25
Native parsley, per doz.....	0 25
Native lettuce, per doz.....	0 25
Native watercress, doz.....	0 35
Ontario tomatoes, large basket.....	0 90
Imported head lettuce, doz.....	1 50
New cabbage, per cwt.....	1 00
American peppers, doz.....	0 20
Native carrots, per cwt.....	1 00
Native beets, per cwt.....	1 00
Native radishes, per doz.....	0 25
Native turnips, per cwt.....	0 75
Native celery, doz.....	0 40
Imported cucumbers, doz.....	3 00
Vegetable marrow, doz.....	0 60
Pumpkins, per lb.....	0 01 1/2
Citron, lb.....	0 12
Hubbard squash, lb.....	0 02
Brussels sprouts, lb.....	0 17 1/2
Leeks, per doz.....	0 5
Spanish onions, 50-lb. crate.....	1 25
Val. onions, crate.....	4 50
Cauliflowers, per doz.....	1 25
Red cabbage, per doz.....	1 00

Manitobas, 5 to 10 bus.....	0 70
Manitobas, 10 to 20 bus.....	0 65
Buying price, carlots, f.o.b. Winnipeg.....	0 50
Virg. sweet potatoes, bbl.....	3 75
Jersey sweet potatoes, bbl.....	6 00

Potatoes.—The situation in potatoes has been a fairly representative one of conditions that prevail every year. Between one month and six months ago, before the arrival of new potatoes became general, prices made some sharp advances, as local stocks were low. As high as \$1.50 per bushel for Manitobas was reached, only to fall back the next week to \$1.25 and still lower as the supply increased. Receipts coming in at the present time are heavy, especially from Manitoba points. Reports from wholesalers indicate that there is a scarcity in the East and in the far West, and it is likely that prices will stiffen within the next month. At the present time it would appear as if the fear of the arrival of cold weather was causing every man with potatoes for sale to offer them on the local market.

James W. Moncur, who for the past five years has been connected with the E. T. Wright Co., has severed his connection with that firm, and has accepted the management of the Montreal branch of the Ontario Lantern & Lamp Co. Mr. Moncur takes over the office and warehouse at 30 St. Dizier St., Montreal, where he will carry a large and varied stock of all lines manufactured, and, retains his old territory where he has become so familiar a landmark, his ground being from Kingston east to Halifax.—Advt.

The retailer to-day does not seem to realize that it is quite possible to work up a strong trade in macaroni and vermicelli. Both are becoming more and more popular with the Canadian housewife. The C. H. Catelli Co., Montreal (the Swallow Brand people), announce in this issue that the quality of their goods is just as high as it was years ago, and further beg to state that they have an interesting proposition in their new brand "Marguerite." Inquires will be carefully attended to.—(Advt.)

# Apples! Apples!

GEORGIAN BAY DISTRICT

WE are putting up  
between seven  
and eight thousand  
barrels of apples in the

## Georgian Bay District

The Quality is No. 1

We invite correspond-  
ence as to price on  
car-load lots.

WRITE AT ONCE

# Lemon Bros.

Owen Sound, Ontario



**SMALL SIZE SEALSHIPTEN**

This is the new individual ice-cold container—holding 1 1/2 Im. gal., 14 ounces, enough for a small family.



**LARGE SIZE SEALSHIPTEN**

This is the new individual ice-cold container—size holding 1 1/2 Im. gal., 28 ounces, enough for a large family.

# Sealshipt Oysters

## —Now Sold a New Way

In sealed, ice-cold, individual packages called Sealshiptens.

Just as the Sealshiptor and the Sealshipticase were the inevitable successors of the open tub, in shipping and displaying oysters, just so this new Sealshipten must supersede paper pails and all other methods of selling.

It saves slop.

It saves time.

It necessitates less investment on the dealer's part.

No shrinkage—at least 7% more net profit assured. It puts an end to substitution and all unfair competition.

It affords you a known profit, no guesswork as with bulk oysters.

It reaches the user under air-tight seal—no possible contamination.

It makes an attractive package of what formerly was a leaky, bunglesome paper pail. It requires no careful handling—it cannot spill.

Unscrupulous dealers cannot always be stopped from selling bulk oysters as Sealshipt, but they can and will be stopped from counterfeiting this trademarked package.

Your Sealshipticase has the same advantage as before—the same advertising advantage—the same advantage as a refrigerator for keeping the Sealshiptens properly.

It enables you to offer Northerns and Blue Points in either Standards or Selects, in two different sizes of package, without extra investment on your part.

Sealshipt Oysters come right in and go right out. They do not linger. You have practically no capital invested in them.

The Sealshipticase enables you to meet a ten-gallon-an-hour demand—or to keep your oysters in perfect condition against a call of only three pints a day.

The new Sealshipten makes the oyster business the cleanest, most profitable business a store can have.

We have made it easy for you to get and keep oysters at their best.

We have, by our advertising, created a demand which will send a stream of customers to your store.

Will you be content to deal in "just oysters" when Sealshipt Oysters offer you so certain a profit?



This is the Dealer's Blue and White Porcelain Sales Refrigerator—Equally valuable for keeping stock of the new Sealshiptens as for keeping stock of Sealshipt Bulk Oysters.

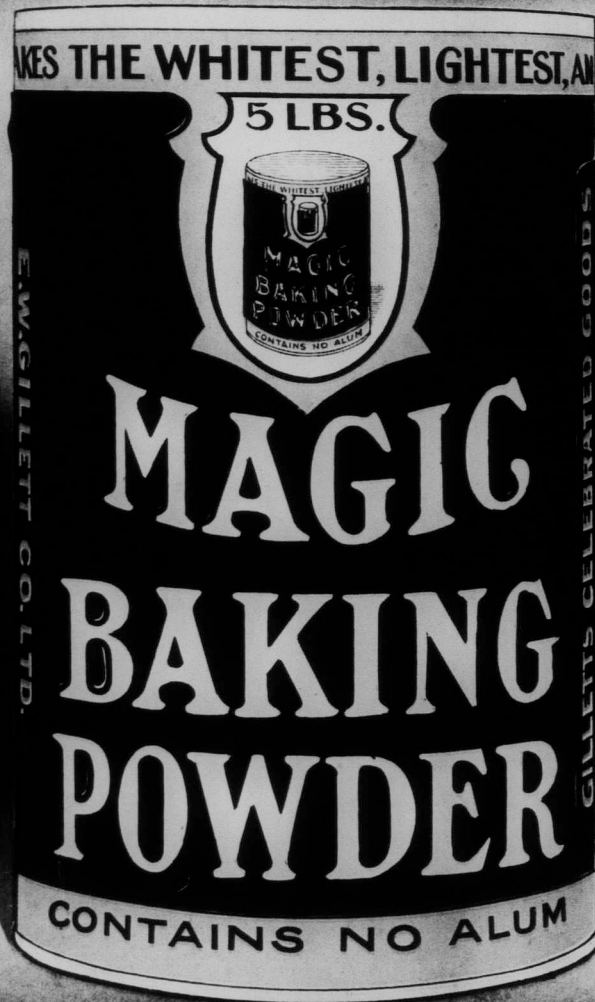
WHOLESALE DISTRIBUTORS:

Eastern Canada: Producers' Sales Co., 159 King St. E., Toronto.

Western Canada: Swift Canadian Limited, Winnipeg.



NO ALUM



MADE IN CANADA.

MAGIC

*is a moderate priced Baking Powder, and the only well known one made in Canada that does NOT CONTAIN ALUM.*

E·W·GILLETT CO· LTD.

TORONTO - ONT.

WINNIPEG

MONTREAL

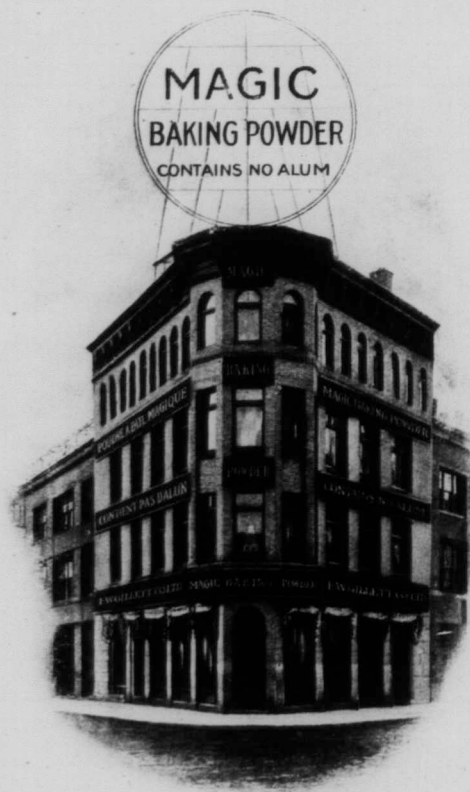
THE CANADIAN GROCER



GILLETT BUILDING  
KING, DUNCAN AND PEARL STS.  
TORONTO, ONT.



GILLETT BUILDING  
McDERMOTT AVE.  
WINNIPEG, MAN.



GILLETT BUILDING  
CRAIG AND ST ANTOINE STS.  
MONTREAL

## How to sell more Oysters



Building up a big, profitable business in oysters depends mainly on three factors:—1. Right Buying; 2. Pushful Selling; 3. Quality of the Oysters.

And the existence of these essential factors is also the strongest reason why you should sell

### “Coast-Sealed” Oysters

Consider them one by one:

1. **RIGHT BUYING.**—“Coast-Sealed Oysters cost less than most lines because your order is measured up in **solid oysters**. A gallon of “Coast-Sealed” Oysters is composed of nothing **but** absolute meats.
2. **PUSHFUL SELLING.**—The “Coast-Sealed” Oyster Display Cabinet is a great aid to pushful selling because it displays your oyster stock most attractively, and enables you to keep that stock absolutely fresh until the last pint is sold. And—this is **very** important—“Coast-Sealed” Cabinets are sold outright. No strings, no conditions; the “Coast-Sealed” Cabinet is **your own property** after you have bought it. Quality, not coercion, is what sells “Coast-Sealed” Oysters.
3. **QUALITY.**—Without consistent good quality your oyster business cannot be truly successful. By handling “Coast-Sealed” Oysters you are absolutely certain of consistent good quality. “Coast-Sealed” Oysters are all northern grown on our own grounds in Rhode Island, Connecticut, and New York, and are all over four years old before being opened. They are fat, meaty, full-flavored oysters. They are packed—right at the sea-coast, mind you—in “Coast-Sealed” containers which are then sealed. The container reaches you with the seal unbroken and with nothing inside of it but pure, absolutely fresh oysters with the delicious salt sea flavor unimpaired.

**Selling “Coast-Sealed” Oysters is the surest way to do a bumper Oyster trade.**

**As the season is advancing rapidly we would solicit an early enquiry.**

## Connecticut Oyster Co.

50 Jarvis Street,  
Toronto



# Fish - Oysters



## Good Fish Trade Already in Evidence

Business Shows Marked Rapidity Although Continued Cool Weather Would Work for Better Trade—Oysters Have Done Well so Far—Some Lines Not In Any Too Abundant Supply—Tuesday Was a Fish Day—Advent Only a Few Weeks Off.

The first week in November finds trade in fish at an appreciable volume. Since the set in of fall this line has seen a gradual increase, so that present business compares favorably with that of past seasons. Continued cool weather would now be welcomed by the fish men as it would induce a larger number of retailers to put their fish departments in operation. Although oysters have met with fair reception, cooler weather would be much more beneficial.

Tuesday of this week being a fish day, found an increased demand for fish. It should be remembered that Advent, a season when demand becomes much heavier, is only a few weeks away and the dealer should be planning for it.

Receipts of fresh and cured fish at the points of supply on the eastern coast have been light and the scarcity has put some slight strength into the market. Fishermen are said to be keeping back their catch. Herring catches have been small, only limited quantities of mackerel have been taken, while haddock is reported scarce, particularly in better grades.

### QUEBEC.

Halifax.—Local fish markets have been frozen, prepared and cured fish. There is a big demand for smoked haddies, bloaters and kippers from practically all over the country. Fresh fish is also moving well and the present aspect of trade is encouraging. Western fish will soon be arriving in frozen form. Tuesday of this week was a fish day and created an extra demand. Fresh halibut was rather scarce this week, but there is some frozen fish offered. Pike, pickerel and whitefish are in fair supply. Haddock and cod are more plentiful but prices remain rather firm.

The weather in the fishing ground during the past five weeks has been decidedly unfavorable and in addition dogfish have been creating trouble. In spite of this, however, supplies are coming in rather freely and trade is good.

Now is the season when fish of all kinds sell well. Haddies are particularly prominent and fresh fish receive more attention with the first sign of cold weather. Haddies and fillets are arriving freely and are of fine quality. Kippers, however, are rather scarce. Oysters are going out steadily with demand increasing. It should be remembered that Advent is only a few weeks distant. This, like Lent, is a season when demand becomes much heavier than usual.

### FRESH

Bluefish, per lb. ....	0 12	Herring, each. ....	0 08
Dressed perch, per lb. ....	2 10	Steak cod head- less, per lb. ....	0 06 0 07
Dressed bull- heads, per lb. ....	0 10	Salmon, B.C., lb. ....	0 15
Sal, fresh, each. ....	0 25	Salmon, Gaspe. ....	0 18
Flounders, per lb. ....	0 08	Sea trout. ....	0 10
Mackerel. ....	0 12	Sea bass, per lb. ....	0 12
Haddock, per lb. ....	0 05	Smelts, fancy. ....	0 10
Halibut, per lb. ....	0 12	Lake trout, lb. ....	0 10 0 12

### FROZEN

Haddock. ....	0 04	Round red salmon. ....	0 10
Halibut, per lb. ....	0 09	Gaspesalmon. ....	0 18
Pike, round lb. ....	0 06	per lb. ....	0 18
Pike, dressed & headless, cases 150 lbs. per lb. ....	0 07	Quail salmon. ....	0 09
Steak cod. ....	0 05	No. 1 Smelt, boxes, 10 and 15 lbs. each. ....	0 07
Mackerel. ....	0 10	Whitefish, large. ....	0 09
Pickerel. ....	0 08	lb. ....	0 09
		Whitefish, small. ....	0 06

### PREPARED FISH

Boneless cod, in blocks or packages, per lb. ....	7, 8, 10, 11 12
Strip cod, boneless, 30-lb. boxes, per lb. ....	0 12
Shredded cod, 2 doz. in box, per box. ....	2 00
Skinless cod, 100 lb. case. ....	0 50

### SALTED AND PICKLED

New green cod, medium, per lb. ....	0 04	Salmon, B.C., red, bbl. ....	14 50
New Labrador herring, per bbl. ....	5 50	Salmon, B.C., half bl. ....	8 00
New Labrador herring, per half bbl. ....	3 00	Salmon, Labrador, bl. ....	15 00
Labrador sea trout, bbls. ....	12 00	Salmon, Labrador, half bl. ....	8 00
Labrador sea trout, half bbls. ....	6 00	Salmon, Labrador, tron, 300 lbs. ....	21 00
No. 1 mackerel, pall. ....	2 00	Salt sels, per lb. ....	0 07
No. 1 mackerel, 1/2 bbls. ....	8 00	Salt sardines, bbls. ....	6 00
Scotia herring, No. 2, bbl. ....	6 00	Salt sardines, 1/2 bbls. ....	3 50
Lake trout, half bbl. ....	6 00	Sea trout, 1/2 bbl. ....	6 50
Choice mackerel, half pall. ....	3 00	Sea trout, bbls. ....	12 00
		Scotch herring. ....	6 00
		Scotch herring, keg. ....	1 00
		Holland herring, 1/2 bl. ....	8 00
		Holland herring, keg. ....	6 75

### SMOKED

Smoked sels, per lb. ....	0 10
Bloaters, large, per box. ....	1 10
Haddies. ....	0 07 0 08
Haddies, fancy, 15-lb. boxes, per lb. ....	0 09
Fillets, fancy, 15-lb. boxes, per lb. ....	0 10
Herring, new smoked, per box. ....	0 18
Kippers, (fancy, large) per box. ....	5
Kippers (small). ....	

### SHELL FISH

Oysters, choice, bulk, Imp. gallon. ....	1 40
Oysters, bulk, selects. ....	1 00
Oysters, fancy caps, large bbls. ....	9 00
Malpeque Oysters, per bbl. ....	6 00 12 00
Solid meats—Standards, gal., \$1.70 selects, gal., \$2.	

### NEW BRUNSWICK.

St. John.—Arrivals in dried salt fish have been quite slack of late. Several vessels have come in from the Bay of

Fundy fishing centres, and out of a fleet of eight, the total cargoes have not exceeded 600 quintals. These vessels under ordinary circumstances would average 700 quintals each, so that the difference is at once apparent. As a consequence, figures are rather high and the market is not promising. This scarcity in this commodity is partly accounted for by the fact that the catch has thus far averaged only about half the usual run. It is also said that schooners from the United States have visited certain fishing ports along the Nova Scotian coast, and taken away fairly large shiploads.

### ONTARIO.

Toronto.—Trade in fish is on an appreciable scale and the volume compares favorably with the same season of other years. The weather has not been exactly all that could be desired, and a continued lower temperature would be welcomed. Oysters are meeting with a fair demand for the season.

### FRESH CAUGHT FISH

Steak cod. ....	0 07 1/2	Fresh caught whitefish. ....	0 12
Fresh halibut. ....	0 09 0 10	Fresh caught herring. ....	0 06
Perch. ....	0 06	Haddock. ....	0 06 0 07
Fresh trout. ....	0 10 0 11	Pickerel. ....	0 10

### FROZEN FISH

Gold eyes. ....	0 05	Sea herring, lb. ....	0 04 1/2
Pike. ....	0 05	Sea herring, 55-lb. bbl. ....	3 25
New Pink sea salmon. ....	0 09	Mackerel, lb. ....	0 12
Whitefish. ....	0 10 0 11	Mulletts. ....	0 04
		Bluefish. ....	0 12

### SMOKED

Kippers, per box. ....	1 25 1 35	Cod, Imperial. ....	0 06 1/2
Bloaters, per box. ....	1 25	Quail-on-toast. ....	0 07
Finnan Haddie, lb. ....	0 09	Fillets of haddie. ....	0 12
		Ciscoes, basket. ....	1 25

### PICKLED

Lake herring, per keg. ....	4 00	Labrador herring, ring, bbls. ....	6 00
Oysters, selects, gal. ....	1 15	Labrador herring, ring, half bbls. ....	3 25
Oysters, standards, gal. ....	1 55		

### NOVA SCOTIA.

Halifax.—Local fish markets have been rather quiet during the past week. The receipts of fresh and cured fish have been light. Scarcity of arrivals has had tendency to strengthen market slightly. Price of herring has been advanced fifty cents per barrel. The fishermen are keeping back their catch and this is the reason assigned for jump in price. Some October herring catches have been reported, but they are so small as to have no influence on the market. At some points there was abundant run of small herring, but these have slackened off of late. Herring have been in good supply at Bonne Bay and Bay of Islands, Newfoundland, and at the latter place \$1.50 per barrel was paid, which is 25 cents above the government price.

Salt codfish continues in good demand. There are several large cargoes now on way to this port, one steamer from Newfoundland having on board 4,500 quintals. During the week a Magdalen Island cargo was placed at \$6 per quintal. Haddock continue scarce, particularly the better grades, and show an ad-

(Continued on page 182.)



# BOUTILIER'S Smoked Fillets

Here, Mr. Grocer, is a line you can do a good trade in **ALL THE TIME**, and we would advise you to consider it. You can easily start a good fish department and work it successfully. Make a selection from our lines. Instruct the driver or delivery clerk to tell your customers that you are open to handle their fish orders; or get out a neat circular (a few dollars will cover the expense) and send it round. The results will be good, because the housewife likes to give her order for everything to one store and dislikes having to go here for her groceries and there for her fish.

## BOUTILIER'S SMOKED FILLETS

1. LARGE
2. PLUMP
3. FLESHY

## OCEAN BRAND

HADDIES KIPPERS BLOATERS

← Three more good lines with three strong points in their favor.

## "Canada" Brand Pure Boneless Cod Fish

ASK US ABOUT THESE GOODS.

WE HAVE AN INTERESTING PROPOSITION FOR YOU.

**The Halifax Cold Storage Co.,** 47 William Street,  
Selling Branch, MONTREAL



## It will pay you to stock Skipper Sardines

because people who have once tried them call for them again and again. "Skippers" are so **very** different from the old sorts. Even those who usually do not like sardines often change their mind after tasting "Skippers," for these dainty, silvery, scaleless little fish have a delicacy and delicious flavor all their own.

They are good sellers and they pay to sell. You may specially recommend them for their nutritious properties.

# SKIPPER SARDINES

Sole Proprietors: **ANGUS WATSON & CO., Newcastle-on-Tyne, England**

CANADIAN REPRESENTATIVES { **KENNETH H. MUNRO, 333 Coristine Building, MONTREAL**      **HAMBLIN & BRERETON, Ltd., WINNIPEG**  
and **VANCOUVER**      **JAS. B. SCLATER, ST. JOHN'S, NEWFOUNDLAND**

These  
Bring  
Better  
Trade  
The Connors Brands



The high grade of our goods has given us a large trade, which, by the exercise of conscientious business methods, is constantly increasing. When you handle Connors Bros.' Brands you sell goods that

Are Winners.



Located close by the fishing grounds, modern and sanitary, our plant is operated under ideal conditions and our goods come perfect to the consumer.

Our Chief Sellers:

- |  |                         |
|--|-------------------------|
| 1/4 OIL SARDINES                             | KIPPERED HERRING        |
| 3/4 MUSTARD SARDINES                         | HERRING IN TOMATO SAUCE |
| FINNAN HADDIES<br>(Both Oval and Round Tins) | CLAMS      SCALLOPS     |

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, C.B.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A. W. Huband, Ottawa; C. De Carteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross, Macaulay & Co., Calgary, Alta.; J. Harley Brown, London, Ont.; Johnston & Yockney, Edmonton, Alta.

**CONNORS BROS., Limited**  
Black's Harbor, N.B.

**EVERY GROCER SHOULD SELL**

**FISH**



The demand for fish is growing right along, as the satisfying and nutritious properties of fish food become more generally recognized. If housekeepers were sufficiently reminded to make fish a more frequent item on their bills of fare, the demand would be still greater, and we can assist any grocer to develop a profitable trade in both Fish and Oysters. The 'Beacon' Brand gives absolute assurance as to quality, and we invariably set the pace when it comes to values.

**The F. T. James Co.**  
LIMITED

**TORONTO**

THE CANADIAN GROCER

# ALL KINDS FISH ALL TIMES

**OYSTERS**

in Bulk

The cold weather is now on and you have splendid opportunities for supplying the household with fish. Remember that you have practically the first call on the consumer and you will find it just as easy to sell fish as vegetables, etc.

Montreal **Leonard Bros.** St. John, N.B.  
Grand River Gaspe, Que.

can supply you, no matter how varied your order may be. You may rest assured that you will have the goods at the right time and of the right kind—the "quality" kind.

### Fresh Fish Every Day

and every hour of the day the whole year round.

HADDIES, KIPPERS, BLOATERS, FILLETS



Boneless and Prepared Fish of all Kinds



We have the best equipped "up-to-the-minute" Fish Warehouse in Canada. Our modern cold storage plant on the premises insures stock being handled with care, thereby avoiding danger of loss. All goods are examined before shipment and satisfaction guaranteed.

PRICE LISTS MAILED ON REQUEST.

PROMPT ATTENTION GIVEN ALL ENQUIRIES.

— WRITE —

## LEONARD BROS.

20, 22, 24, 26 Youville Square, Montreal

5 Long Distance Telephones

"WE ARE FISHING FOR YOUR BUSINESS"

### Brunner, Mond & Co.'s

# WASHING SODA

Drums, 336 lbs.	Barrels, 336 lbs.
" 224 lbs.	Bags, 224 lbs.
" 112 lbs.	" 112 lbs.
" 100 lbs.	" 100 lbs.

## Concentrated Sal Soda

Casks, 560 lbs.

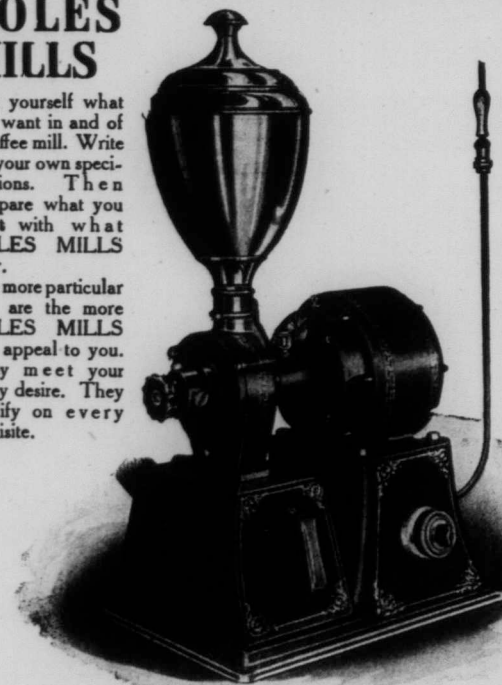
## Winn & Holland Montreal

SOLE AGENTS FOR CANADA

### COLES MILLS

Ask yourself what you want in and of a coffee mill. Write out your own specifications. Then compare what you want with what COLES MILLS offer.

The more particular you are the more COLES MILLS will appeal to you. They meet your every desire. They qualify on every requisite.



**COLES MFG. CO., PHILA., PA.**

AGENTS—Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Eby, Blain, Limited, Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

**OYSTERS**

in Shell





By Special royal permission.

## "KING OSCAR" SARDINES

are known and enjoyed by the most fastidious people. They are a staple with the masses as well. Hence sell rapidly to a large variety of customers.

Highest quality, uniform size sardines, packed in finest pure Olive Oil in a solderless can, make them to be unrivalled and tend to make them good sellers.

## A Trio of Trade Winners

## BJELLAND'S SMOKED HERRING In Bouillon



These herrings are all selected small, summer-caught fish, and are canned, under the most perfect sanitary conditions, a few hours after being taken from the water.

Smoked Herring in Bouillon is a delicious and wholesome combination, which is very tasty and appetizing.

They sell at **ten cents** a tin, and leave a splendid profit for the retailer.

**Chr. Bjelland & Co.**

The largest packers in Scandinavia

**J. W. Bickle & Greening**

(J. A. HENDERSON)  
Canadian Agents

Hamilton,

rio

## PILOT BRAND HERRING In Tomato Sauce

They are of uniform pack Norwegian Herrings, packed in heavy Italian Tomato Sauce. Each case contains 72 wrapped cans.

Pilot Brand Herring possess an alluring daintiness; and the deliciousness of the fish is enhanced by the fine flavor of the Italian Tomato Sauce, making them a temptation and a delight.

A very popular line among every class of trade, and allowing you a good profit on every sale.



**COFFEE** High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

# AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO.,

Wholesalers

HAMILTON, ONT.



## The SAPHO Genuine Specialties

### An Introduction

We want to get acquainted with you, Mr. Grocer. We have many high grade lines which will interest you and your customers, and you will do well to get in touch with us.



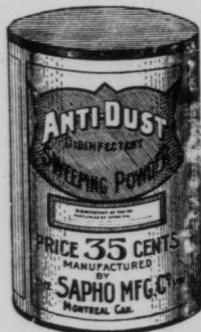
### Sapho "Liquid Bluing" "Anti-Dust" Sweeping Powder

are two lines which claim your earnest attention. They are both put up in such a manner as to attract attention in the store and finally give complete satisfaction to the user. There are many using them. Your patrons will be delighted with the effective way they do their work.

Isn't it worth while trying to please? We find it so.

Samples and Price List gladly sent on application.

**The Sapho Mfg.  
Co., Limited**  
MONTREAL



## Flour Sense

is a sense very much like common sense, which comes to a grocer after a while, and tells him his best interests are served by handling only flour of whose quality and purity are known and proved.

"Laurentia," "Daily Bread,"  
"Regal," "National."

Four brands of unequalled purity; flour which will establish confidence and build you a steady flour sale.

The best dealers all over Canada are handling the St. Lawrence line of flour. Get in touch with us for a trial order.

**The St. Lawrence Milling Co.**  
Limited  
MONTREAL

## Have No Hesitation

in recommending to your best customer

## 'Bluenose' Butter

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

SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.




**SMITH  
AND  
PROCTOR**

SOLE PACKERS

Halifax, - N.S.

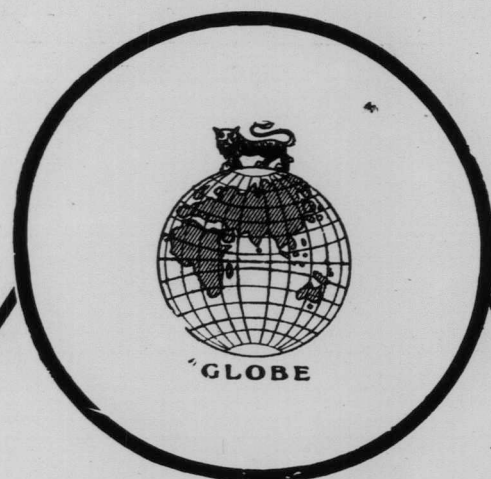
By Royal Letters Patent.



# NELSON'S Powdered GELATINE

is a perfectly pure Gelatine  
in powder form, ready for  
immediate use without  
soaking.

**C. NELSON, DALE & CO., LTD.,**  
WARWICK, ENGLAND.



## "GLOBE" MACARONI

has come to be a recognized food because of its purity and high quality.

The great increase in the consumption which has taken place in recent years has been due largely to the fact that we put merit into the article before putting it on the market. Globe Macaroni is a

### Scientifically Manufactured Food

which has developed a "habit" among the housewives to demand it for the best grade of dainty dishes.

It is easily cooked, of just the right consistency, and moderate in price.

A Splendid  
Staple Article

**D. SPINELLI & CO.**

REGISTERED

MONTREAL

QUEBEC



ALL GROCERS  
SHOULD STOCK

## Borwick's BAKING POWDER

The original Baking Powder with a world-wide reputation of 70 years. A genuine British manufacture and recognized as the standard article in the Mother Country. Made from the finest and purest ingredients, absolutely free from alum, acid phosphates or deleterious substances.

½ lb., ¼ lb. and 1 lb. Tins.  
Economical and Reliable.

**George Borwick & Sons**  
Limited

LONDON, ENGLAND

Canadian Agent: KENNETH H. MUNRO, 333  
Cristine Building, MONTREAL

WHEN YOU THINK OF IMPROVING YOUR STORE AND HOUSE CEILINGS, THINK OF GALT



Specify Design 6120 Cat. A 3.

**Mr. Grocer,**

¶ This is the kind of Metal Ceiling that will lend an air of Dignity, Good Taste, Prosperity and Cleanliness to your store.

¶ The kind that your customers will notice and admire for its refined simplicity.

¶ You can afford to put it on your pay roll, as it will be one of your best salesmen.

¶ It is an investment for more business and not an expenditure.

¶ Send us the size of your Ceilings for a free plan and estimate.

**THE GALT ART METAL CO., Limited, GALT, ONT.**

## ROYAL SALAD DRESSING

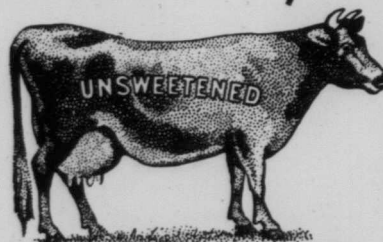
There is a reason for everything. The large number of people in CANADA --- from the Atlantic to the Pacific, who love **ROYAL SALAD DRESSING**, is the reason for the new modern, well equipped factory to make it in, just built in Windsor, Ontario.

MADE ONLY BY .

**THE HORTON-CATO MFG. CO.**  
WINDSOR, - ANAD

EVAPORATED MILK

RATED



**ST. CHARLES MILK**

**IT'S FAULTLESS**

Every test of climate and temperature is alike in result when our St. Charles Brand Evaporated Milk is concerned. It is the best for every use.

A sure favorite with your trade.

**ST. CHARLES CONDENSING CO.**

INGERSOLL, ONTARIO, CANADA

Montreal  
Quebec

American Can Company

Hamilton  
Ontario

---

**Tin Cans** of all kinds  
for all purposes

*Fruit and Vegetable Cans,*

*Syrup and Oil Cans,*

*Baking Powder Cans,*

*Spice Cans, Coffee Cans,*

*Meat Cans, Tea Cans,*

*Lard Pails, Jam Pails,*

*Etc., Etc.*

Plain Tin or Decorated Tin

---

Our two factories (formerly Acme Can Works of Montreal and Norton Manufacturing Co. of Hamilton) have been re-equipped with the latest and most modern machinery and are now prepared to turn out in large volume any and all kinds of tin containers for food products, as well as for other lines of trade.

*Correspond with factory nearest you.*

# BEST INCORRODIBLE TEA LEAD

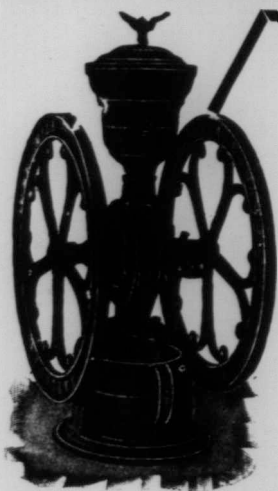
ALL SUBSTANCES AND SIZES

## Grey & Marten, Ltd.

City Lead Works,

Southwark Bridge, London, England

**WRITE FOR PRICES**



### Built on Merit

The easiest running, quickest grinding and most attractive mill for your store is the

## ELGIN National Coffee Mill

It is equipped with our new style force feed steel cutting grinders, which make for fast grinding and durability.

Prompt shipments our specialty

Ask any of the following Jobbers for our Catalogue :

WINNIPEG—G. F. & J. Galt (and branches) The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).  
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Kelley, Douglas & Co., Ltd.  
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glasco & Co.  
TORONTO—Eby, Blain, Ltd.  
LONDON—German, Eckert & Co.  
ST. JOHN, N.B.—G. E. Barbour Co., Dearborn & Co.  
REGINA, SASK.—Campbell, Wilson & Smith  
MONTREAL—The Canadian Fairbanks Co. (and branches).  
EDMONTON, ALTA.—The A. MacDonald Co.

MADE BY

### Woodruff & Edwards Co.

ELGIN, ILL., U.S.A.

## It's Good Business

To Buy the Finest Fruit

## We Specialize

—High grade—

California Oranges  
Messina Lemons  
Malaga Grapes  
Florida and  
Jamaica Grapefruit

Prices are lowest consistent with quality

and For Our Weekly Price List

## H. J. ASH

44 Church St.

Toronto



# "CANADA FIRST" EVAPORATED MILK



*"I have been raised on Canada First Evaporated Milk."*

## Distributors Limited

GROCERY BROKERS  
MANUFACTURERS' AGENTS  
COMMISSION MERCHANTS  
WAREHOUSEMEN

We sell either by samples  
or carry full stocks.

755 FOURTH STREET

**EDMONTON, Alberta**

Track Connections with all Railroads.

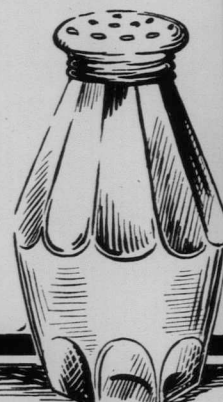
# CENTURY SALT



### REPUTABLE SALT

Century Salt possesses a reputation for unvarying excellence which has been won only after years of experimenting in the attainment of perfection in quality.

Century Salt costs no more than unknown brands, then why not benefit by selling salt that will hold your particular trade---and incidentally increase your confidence among your customers?



THE DOMINION SALT CO LIMITED  
SARNIA ONTARIO

DWIGHT'S



BAKING SODA

We can add little to all that has been said about the absolute purity and superiority of

**"Cow" Brand  
Baking Soda**

When the consumer's confidence in its work is so generally expressed it needs no long argument to point to the advantage of your stocking it.

It is the BEST, and as such should always be found on your shelves.

**Church & Dwight, Limited**  
MANUFACTURERS  
**MONTREAL**

BUY

## Star Brand

Cotton Clothes Lines

AND

Cotton Twine

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

For Sale by All Wholesale Dealers

SEE THAT YOU GET THEM

**WESTERN** Incorporated  
1851  
ASSURANCE  
COMPANY

**FIRE  
AND  
MARINE**

HEAD OFFICE, TORONTO, ONT.

Assets over - - - - \$ 3,000,000.00

Losses Paid Since Organization  
of the Company, over - - 54,000,000.00

HON. GEO. A. COX, President

W. R. BROCK, Vice-President

W. B. MEIKLE, General Manager

C. C. FOSTER, Secretary

FISH MARKETS

(Continued from page 170.)

vancing tendency. Jobbers report there is very little haddock in the Bank catch this season.

WINNIPEG.

Winnipeg.—Trade in fish has been extremely good and a full catch, that is, the full amount that the government permits, was got on the interior lakes. This amount is just about enough to supply the trade, and at the present time there is no surplus, and there will be no carried over stocks. The season

for all kinds of fresh fish is almost over and freezer stock is being used. At the present time fresh salmon and halibut are still being offered, but the supply is getting limited. Wholesalers state that there will be no fresh trout offering after the first of the month.

Whitefish, per lb ...	0 08	Goldeyes, per lb.....	0 03 1/2
Halibut, per lb.....	0 09	Pickeral, per lb.....	0 17 1/2
Jackfish, per lb.....	0 04 1/2	Salmon, per lb.....	0 15

SMOKED AND SALTED FISH.

Finnan haddie, in 15 and 30 lbs., per lb.....	0 08
Smoked fillets, in 15 lb. boxes, per lb.....	0 12 1/2
Smoked goldeyes, per doz.....	0 50
Bloaters, fresh in, per box.....	1 50
Smoked halibut, in 25 lb. boxes, per lb.....	0 15
Smokies, per doz.....	0 50

SAUT CODFISH.

Quail on toast, 24 lbs. to box, per lb.....	0 08
Strip codfish, 30 lbs. to box, per lb.....	0 12 1/2
Salt herring, fat July, No. 1 fish, per half barrel.....	4 75

as every grocer knows, but they should not be kept too long.

Profitable and Easy.

Mr. May stated that this was a good line for grocers. This firm has its regular customers, who require supplies of fish every Friday, and frequently more often. In beginning the department, it was only necessary to announce to the regular customers that fish would be carried in future, and as soon as they become accustomed to it, nothing further was necessary. Some advertising in local paper was of assistance. The principal point, however, is that there is a demand for fish, it can be easily made very profitable, the fall and winter season is a particularly good time to carry it, and the handling of fish does not entail any difficulties.

Fish a Profitable Department

So Maintain Sherbrooke Que., Dealers—Extra Efforts Made in the Fall But Have an All-the-Year-Round Trade — Lines That Are Featured—Easy Matter to Begin This Line.

A fish department does not present serious difficulties if it is undertaken in the proper manner. This is the testimony of various members of the trade, and only recently a representative of The Grocer learned from a firm in Eastern Canada the simple methods by which they went ahead with their fish department.

May & Houlahan, grocers, in Sherbrooke, Que., have a good all-the-year-round fish business, and with the first signs of the colder weather in the fall, they open out on a little larger scale, adding haddies, kippers, cod, and other lines of smoked and prepared fish, in addition to an extensive trade in oysters.

A Friday Trade.

Friday is, of course, responsible for the bulk of the fresh fish trade, but during Advent and Lent, there is an extended heavy demand. The principal point to be remembered in handling fresh fish, is that it arrives as soon as possible from the time it comes from the water. This applies particularly in the warm weather. Fresh fish is generally shipped by express, and on its arrival should be kept in a cool place, and, of course, in a clean container. Mr. May explained to The Grocer that his supplies for Friday usually arrive on Thursday afternoon. A special refrigerator is given over to fish, and they have a small room apart from the grocery store, where the stock is cleaned and made ready for delivery the next day.

Other Demand.

There is often during the week some demand here and there, but the Friday business is of all importance, except during the periods mentioned above. Then, of course, some people cannot af-

ford to buy fresh fish continually, or they may desire a change. They turn to canned salmon, or to the smoked and prepared fish, which is receiving more and more attention from consumers. Even people who are not regular fish eaters welcome a change of food, and this fact should be quite an inducement to grocers to push prepared and smoked fish. Haddies have always been a favorite, fillets are popular, bloaters too, and prepared cod have an assured demand. These lines of fish will bear recommendation to all classes of customers. They constitute a tasty food, especially when a change is desired, and during the winter when there is a natural demand for them, a greater effort should be made to sell them. They do not require the same care in handling,

Oysters are a part of this trade, and to the grocer who has a fish department they are of vastly more importance, for when a customer wants to change from fish, she mentions the fact to her grocer, who of course, has oysters always in store. They form a part of the grocer's fall and winter business, and the more progressive members of the trade are not satisfied with one line or two, but do not stop until they have a dependable department.



The **BROWN** is the Perfect Bag Holder

Size required can be seen at a glance.

Handy, saves time and therefore money.

Write us at once.

The Brown Manufacturing Co. CRESTON - IOWA

The Automatic Printing Attachment



Set up Complete on your Paper Roller, for \$7.50.

By this modern device attached to your wrapping paper roll the grocer is enabled to do his advertising at a minimum cost.

With just a pull of the roller the Automatic Printing Attachment neatly prints the grocer's message to his customers such as special prices, special sales, new arrivals, etc. Its worth cannot be measured in dollars and cents.

Agents Wanted,

JOSEPH R. WILSON

Dominion Agent, Phone Adelaide 199, 204 Stair Bldg., Toronto



# The Ingersoll Packing Co., Ltd.

Curers of the  
well-known

**"BEAVER BRAND"**  
**Hams and Bacon**

Every description of  
**PORK PRODUCTS.**

**BUTTER, CHEESE,**  
and **EGG DEALERS.**

MANUFACTURERS OF

**INGERSOLL**  
**CREAM CHEESE**

(Sold only in blocks)

REPRESENTATIVES IN ALL LEADING CENTRES.  
**INGERSOLL, ONTARIO, CANADA**



**TEA LEAD**  
(Best Inocorrodible)

Buy **"PRIDE OF THE ISLAND"** Brand

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

**ISLAND LEAD MILLS, LIMITED**

Tel. Address: "Laminated," London. LIMEHOUSE,  
A.B.C Codes used 4th and 5th Editions LONDON, E., ENG.  
Canadian Agents HUGH LAMBE & CO., TORONTO  
J. HUNTER WHITE, ST. JOHN, N.B.  
CECIL T. GORDON, MONTREAL

**SATISFACTION COMES TO THE USERS OF**  
**"KIT" COFFEE**

While users of other bottled coffees complain because the flavor of the original coffee is lost.

There are any number of bottled coffees on the market, but "KIT" is the only one which retains the flavor of the finest coffee and chicory, and at the same time it is so easy to use as to be a real boon to the busy housewife.

Stock it and do a bigger trade.

Canadian Agents:

KIRKLAND & ROSE, 312 Water Street, VANCOUVER, B.C.  
A. TYTLER, Temple Building, LONDON, Ont.

J. A. GROOKS, Bedford, HALIFAX, N.S.  
G. C. WARREN, REGINA, Sask.

**KIT COFFEE CO.,**

**GOVAN, GLASGOW, SCOTLAND**



## Tobaccos and Cigars a Profitable Side Line

Many Dealers Finding it Profitable to Use Their Selling Power on This Department—Show Case a Valuable Assistant in Making Sales—The Need of Moistu

By O. S. Johnston.

A tobacco department presents no difficulties to the grocer according to experiences as related by several members of the trade in Montreal.

One of the first considerations is locality. There is but little chance of much success if your next door neighbor is a tobacconist. But even this has not proved a handicap to some of the more adventurous spirits who felt that with so many lines they could afford to take a little less profit than the men who were selling tobacco only. These have been, however, the exceptions.

### Handled in Various Ways.

In the course of many visits to grocery stores the writer has seen tobacco "handled" in various ways.

One grocer carried only plug tobacco. He would buy about twenty-five pounds of chewing tobacco and the same quantity of smoking. The two tins would be

placed together on a shelf and a plug would be loosened with a skewer. This was one grocer's "method" and he admitted that there were not many lines returning him as good a profit as this.

### Use of Show Case.

Those grocers who have more pretentious stores and who take a greater pride in their business usually purchase a show case and devote it to the display of the tobacco they carry. They include cigars, cigarettes, package tobacco and some usually keep the plug variety, although it doesn't find its way to the show case. By this means the display becomes prominent, persons entering the store are able to see it for it is not hidden under a counter or on a shelf, it can be kept neatly and in a show case it can be fresh and moist.

Albert Bouthier, manager of the Park Provision Co., St. Viateur St., Montreal, stated to the writer that he found tobacco a satisfactory line to handle. There

is no tobacconist near and therefore no real opposition. He has given over to his tobacco goods a large show case in which are displayed a number of brands of cigars ranging from the time-honored five-cent straight to the four for a quarter and "ten-center."

Package tobacco is represented by some of the best known lines and of course cigarettes are not overlooked. By always keeping a glass or two of water in the show case there is no danger of the tobacco becoming dry.

### Good Lines to Sell.

Other grocers could be mentioned who have given tobacco a fair chance and found it satisfactory in every sense of the word. But this one instance will serve for the bulk of the trade, for the method here mentioned is that followed by the majority of the grocers who have taken up tobacco.

Considerable demand is for package goods and, as before stated, no trouble is presented in dealing with these lines.

**McDOUGALL'S**

**CLAY PIPES**

THE BEST IN THE WORLD

**D. McDougall & Co, Ltd.,** GLASGOW, SCOTLAND

## Tuckett's Orinoco Tobacco

NO BETTER  
JUST  
A LITTLE MILDER  
THAN



## Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

**TUCKETT LIMITED**

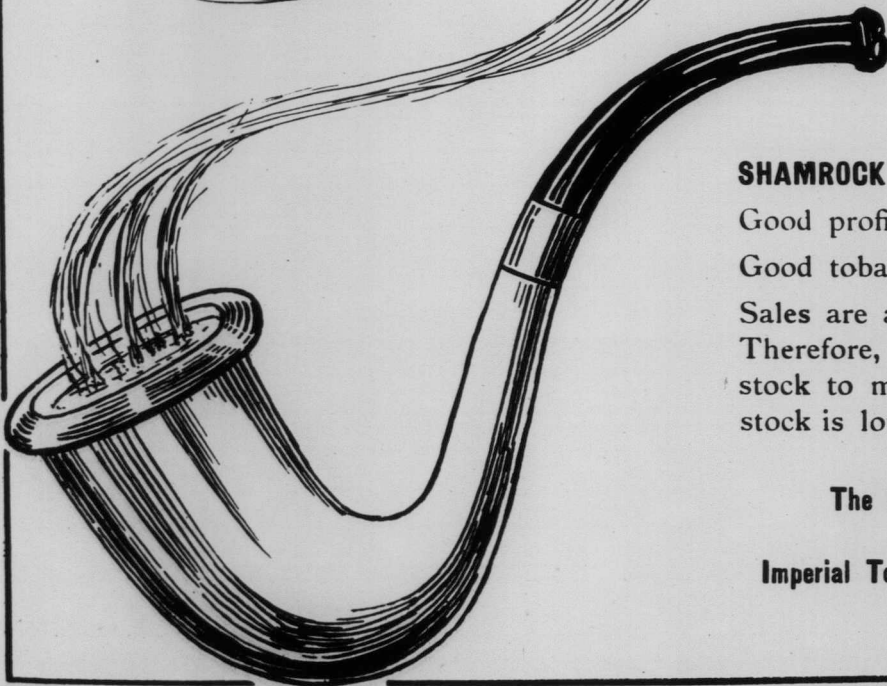
**Hamilton,**

**Ont.**

# SHAMROCK

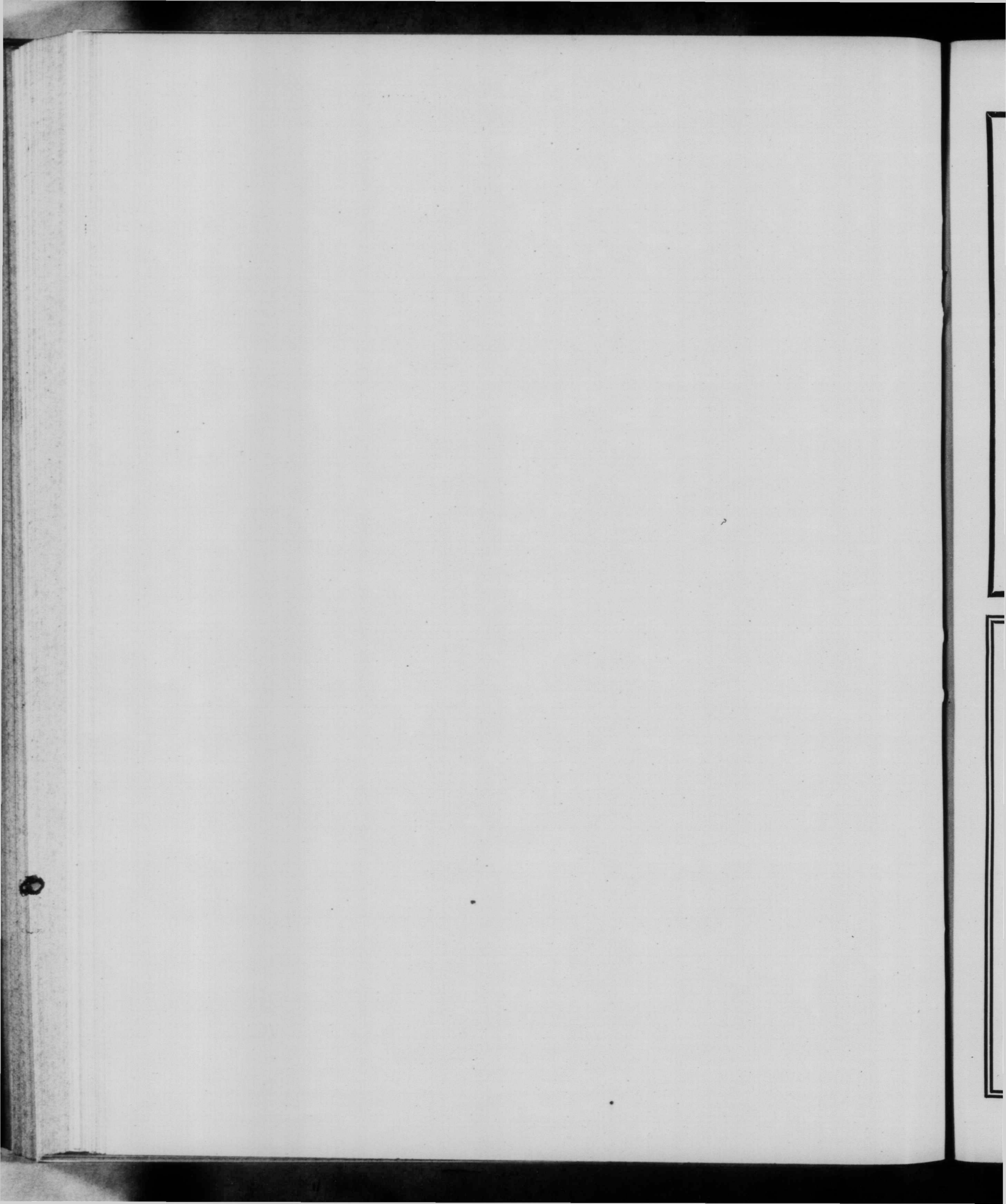
BIG PLUG

Smoking  
Tobacco



**SHAMROCK** is the good luck tobacco.  
Good profits to the dealer.  
Good tobacco to the consumer.  
Sales are always increasing.  
Therefore, see that you carry sufficient  
stock to meet the demand. If your  
stock is low, order **SHAMROCK** to-day.

The Empire Tobacco Company  
BRANCH OF  
Imperial Tobacco Co. of Canada, Limited



## Quality Counts

We readily understand why our business has increased so much during the past year. We know that many grocers have realized that quality is the best basis on which to found any department of their business, and that they have given preference to

## Maple Sugar Chewing Tobacco

in their tobacco department. This is a really high-class and agreeable article, and never fails to please those who give it a trial.

*Write for Quotations*

## Rock City Tobacco Co.

Quebec      Winnipeg

## The Grocer Who Can Supply and Who Pushes **SNAP**

is sure to bring custom to his store and satisfy his patrons. You know what satisfied customers mean to a healthy business — "**Success**," and success means money. See that Snap is prominently displayed and introduced, and you will then appreciate our enthusiasm over this wonderful hand cleaner

— cleans the hands of all kinds of soil, paint, grease, tar, etc.



## Snap Co.

Limited

Montreal, - Que.

## Keep Your Tobacco Department to the Front!

You will find that a Tobacco Department runs itself, providing you sell good cigars, which give the smoker value for his money. Profits which accrue are larger than you make in any straight grocery line. Feature

## 7-20-4 CIGARS

They are a known brand with a high reputation. It has been our aim to manufacture cigars that for quality cannot be surpassed. Using the very best tobacco and employing only skilled help, make possible the fulfillment of our ambition.

If you are not handling **7-20-4** in your Cigar Department,  
WRITE US TO-DAY—DON'T WAIT.

## THE SHERBROOKE CIGAR COMPANY

Sherbrooke, Que.

## Hints on Increasing Mince Meat Sales

Care That Should be Taken With Bulk Article—What to Offer The Particular Customer—Reputable Brands Should be Known and Handled—Season Now On.

Mince meat is usually sold in glasses, tins or in bulk. In the latter form the grocer should exercise special care in keeping his stock in the very best condition. That is what he paid for and received, but it is now his duty to watch it diligently. He must see that the container always has a neat and clean appearance; he should keep it cool and thus provide against its losing flavor or becoming fermented. Even the suggestion of carelessness in the handling of an article like mince meat will turn people away rather than attract.

### Acts of Carelessness.

The representative of a leading manufacture of this article in Montreal, expressed the opinion that if he were retailing mince meat in bulk he would keep it in a refrigerator or some place almost as cool. The greatest carelessness is shown by the grocer who opens a pail of mince meat, puts it on a counter and heeds not the dust that is settling in it just as on the tops of show cases. The

ladle used is often given scant attention. Some of the goods become dry and caked on it. It is an easy matter to handle even this bulk mince meat, and if the same care is shown as in the handling of oysters, the grocer will find his stock moving out rapidly, especially during this season of the year.

### Dealing With High-Class Trade.

To the more particular trade it is best to offer mince meat in pails or glass. They are thus receiving the best article on the market and naturally will be willing to pay a little extra. In this form window displays can be arranged easily and the goods are more attractively placed before the public.

The oft repeated caution of handling goods of unquestionable quality applies particularly to mince meat. In its prepared form, it won and held a big trade when women who tried were convinced that it was as good if not (in many cases) better than the home-made article. The grocer has, therefore, the reputation of the manufacturer partly in

his keeping. For instance, it has been found at times that some unscrupulous retailers made their own mince meat and put it in a manufacturer's pail. The quality was inferior, and the result may be surmised.

Mince meat cuts quite a figure in the fall trade and with a fair share of attention its sales can be greatly increased. But in the language of the street—it is up to the grocer.

### THE STORE FRONT.

"A good store front including the windows, door and general appearance is a valuable asset to the grocer or any other merchant," maintains a Prince Edward Island dealer. "From it a customer judges the store before he ever sets foot in it. If it impresses one favorably he will likely enter.

"For this reason every merchant should give special attention to his windows that they may be attractive and give the customer a good opinion of the store. The passage to the store should be clear of all obstructions in my estimation, so that a customer may pass in and out without difficulty.

Then in regard to the store front, a little paint will often brighten it wonderfully, and improve the general appearance."



## Handle McCormick's Jersey Cream Sodas!

There is both satisfaction and profit in offering McCormick's Jersey Cream Sodas to your trade. For the name "McCormick's" stamped on a biscuit stands for the utmost that can be produced in soda biscuits.

**CRISP — TASTY — WHOLESOME**  
Just the goods your trade needs

Get in a full stock of McCormick's Jersey Cream Sodas and be ready to meet the big demand our advertising is creating.

Order from your nearest shipping point.

# MCCORMICK'S

## FANCY JERSEY CREAM SODA BISCUITS

FACTORY AT LONDON. WAREHOUSES AT MONTREAL, OTTAWA, HAMILTON, KINGSTON, WINNIPEG AND CALGARY.

# CLARK'S Mince Meat

1's "Inglass" Brand (one size only)

Something that will interest your customers right away, the new size CAN OF MINCE MEAT, CONTAINING 1 lb. NET.

Put up in a style that will attract and maintain attention.

Get your order in without delay.

## CLARK'S English Mince Meat cannot be equalled for purity and flavor

We advertise what we have to sell and we SELL  
WHAT WE ADVERTISE.

### MINCE MEAT

## W. CLARK :: Montreal

MANUFACTURER of the Celebrated

### "CHATEAU" BRAND CONCENTRATED SOUPS





White  
Moss

# McLEAN

is the name we want you to remember, Mr. Grocer. When your customers ask for cocoanut give them McLean's if you want them to realize that you are the man with the BEST goods.

## There's Something in the Name McLEAN

There are McLeans and McLeans. Nothing uncommon about the every-day sense of the name, but when it comes to cocoanut there is something absolutely unique connected with it.

"White Moss" is a "winner," not an "also ran"

We can supply the following when stocks run low:—

Extracts, Shelled Nuts, Fruit Pulp, Egg Powders, Essential Oils, Colorings, Glaced Fruits, Icing Powders, Ice Cream Improver, Marshmallow Powders.

White  
Moss

THE CANADIAN COCOANUT CO.

MONTREAL

White  
Moss

## ALLEN'S Apple Juice and Mild Refined Cider

Will bring satisfaction and profit to every grocer handling them, because their superiority over similar goods is marked, and the profit very good, and because they are guaranteed to satisfy.

Just at this season a large business is to be done in Apple Juice and Cider. They soon become thirst-quenching necessities and have the exquisite flavor that appeals to the users and is bound to win repeat orders.

*A trial order will convince you*

Put up in 10, 15 and 20 gallon kegs, and halves and barrels.

**S. ALLEN**  
Norwich, Ontario



## A Good Resolve

# Anchor Brand Flour

Resolve never to be Second Class in anything. No matter what you do, try to be a King in it; Resolve to have nothing to do with the Inferior. Do your best in everything—deal with the Best; choose the Best; live up to the Best, and you cannot help but succeed.

These are the sentiments that govern the manufacture of ANCHOR BRAND FLOUR and those that use it. If you deal with the Best they will help you to choose the Best and carry out

## A Good Resolve

Manfd. by  
Leitch Brothers Flour Mills, Oak Lake, Manitoba.

11

**IT WILL PAY YOU** to watch our Condensed Ad. columns. There are many money-making positions there. You may find just what you want.





**OXO  
CUBES**

**Liebig's  
Extract of Meat  
Co., Ltd. Estd. 1865**

HEAD OFFICE AND FACTORY LONDON, ENG.  
FACTORIES AND RANCHES SOUTH AMERICA

**The Goods**

Examine the goods we sell to you. First, quality and flavor; next, pack and style—the wrapping of the Cube, the folder containing the wrapped Cube, the tin containing the 4 or 10 Cubes. Note each and you will find high-grade throughout. Compare with anything else offered to you and you will stock **OXO Cubes** only.

**OXO Cubes** are easy goods to handle, well packed, bright and attractive in display.

Our store advertising matter is also very attractive and high class. We will be pleased to send a supply for display. Prices and terms quoted, or a sample sent on receipt of a postal card. Please mention this advertisement.

**The Name**

The name **OXO**—catchy and smart—is well known. It has been supported by extensive advertising which has plainly set out the virtues and values of **OXO Cubes** to the consumer. There are so many uses for **OXO Cubes** we want to make them known quickly.

**OXO Cubes** are not merely a Beef Tea preparation for sick people. **OXO Cubes** are a valuable kitchen food commodity.

Recommend **OXO Cubes** to your customers for making soups, gravies, and for strengthening and flavoring hash, stew, mince, croquettes, and many other meat dishes.

The turnover resulting will be worth while.

**The Firm**

**OXO Cubes** are made by the firm of world-wide, long-standing renown. **OXO Cubes** have a big reputation behind them and vast resources. The Liebig Company's business involves:—

Area of Cattle Ranches	4,000,000 acres
Number of Cattle on Ranches	300,000 head
Grass, estimated consumed yearly	4,301,000 tons
Cattle used per day	3,000 head
Coal burned yearly	25,000 tons
Area of factories	500 acres
Number of employeas	5,000 to 6,000
Ships employed in business	77
Tonnage	81,000

SOLE SELLING AGENTS:

**Corneille David & Co.**

21 Lombard St., TORONTO

MONTREAL, WINNIPEG, LONDON (Ont.), ST. JOHN, N.B., NEW YORK, CHICAGO, SAN FRANCISCO, DENVER.

**British America Assurance Company**

A.D. 1833

**FIRE & MARINE**

Head Office, Toronto

BOARD OF DIRECTORS

Hon. Geo A. Cox, President    W. B. Brock, Vice-President  
Robert Bickerdike, M.P., W. B. Melkie, E. W. Cox, Geo. A. Morrow  
D. E. Hanna, Augustus Myers, John Hoskin, K.C., LL.D.  
Frederic Nicholls, Alex. Laird, James Kerr Osborne, Z. A. Lash, K.C.  
Sir Henry M. Pellatt, E. R. Wood.

**W. B. Melkie, General Manager; P. H. Sims, Secretary**

CAPITAL	\$1,400,000.00
ASSETS	2,162,753.85
LOSSES PAID SINCE ORGANIZATION	29,832,520.00

**HOTEL DIRECTORY**

**HALIFAX HOTEL**

HALIFAX, N. S.

**THE GRAND UNION**

The most popular hotel in

OTTAWA, ONTARIO.

James K. Paisley, Prop.

**ACCOUNTANTS**

**Jenkins & Hardy**

Assignees, Chartered Accountants, Estate and Fire Insurance Agents, 154 Toronto St., Toronto, 52 Canada Life Building, Montreal.

**The Sugar that has Stood the Test of Time**

*Redpath*

**Extra Granulated Sugar**

First made in 1854 by John Redpath and to-day by the largest and best equipped Sugar Refinery in Canada.

It is a matter of pride with us to turn out nothing but the best. We will stop business when we stop doing that.

All Grocers who have regard for the best and most permanent custom will give "**Redpath**" Sugars first place.

Extra Granulated  
Extra Ground  
Powdered  
Golden Yellow.

PARIS LUMPS  
in 100, 50 and 25 lb. boxes  
and in "Red Seal"  
dust proof cartons.

**The Canada Sugar Refining Co.,**

Limited

Montreal, Can.

Established in 1854 by John Redpath

# Christmas Window-Dressing Competition

AND

## AD-WRITING CONTEST

Our Annual Christmas Window-Dressing Contest is herewith formally announced for 1911.

### THE CONDITIONS

This competition is open to any dealer or clerk who is a reader of The Grocer. Window to be dressed with Christmas goods and arranged entirely by dealer or clerk.

Photographs must be in our hands by Dec. 31. See that photographer gets good picture, as much depends on this. Give description of window when sending photograph.

### THE PRIZES

Towns and Cities Over 10,000 Population				Centres Under 10,000 Population			
1st	-	-	\$5.00	1st	-	-	\$5.00
2nd	-	-	\$3.00	2nd	-	-	\$3.00
3rd	-	-	\$2.00	3rd	-	-	\$2.00

### AD-WRITING

To the dealer or clerk who sends us best written original newspaper advertisement before December 31, a prize of \$5.00 will be given. Clip it from newspaper and briefly outline your opinion of advertising.

**Decide at once to enter one  
or both of these contests.**

ADDRESS

**THE EDITOR, THE CANADIAN GROCER**

143--149 University Ave., TORONTO

Flour, Pork, Grain,  
Smoked Meats  
AND  
General Provisions  
ALSO  
Hay and Oats  
**GEO. TANQUAY**  
LOWER TOWN - QUEBEC  
Warehouse-33, 34, 35, 36 St. Andrews

Grains—All Kinds  
ALWAYS A BUYER

Barley, all grades Oats, all grades  
Corn

SPECIALTY :

White Beans Choice Boiling Peas

**ELZEBERT TURGEON,**  
Commission Merchant, Quebec

SELLING AGENT FOR :

Maple Leaf Milling Co., Ltd., Toronto  
Gunns Ltd., Packers, West Toronto

**EMOND & COTE**

BUTTER, EGGS,  
CHEESE, BACON,

:::: HAMS ::::

If either a buyer or seller  
of these lines, communi-  
cate with the largest pro-  
duce firm in Quebec.  
It will pay you.

QUEBEC CITY

ESTABLISHED 1849

**BRADSTREET'S**

Offices Throughout the Civilized World

OFFICES IN CANADA :

Calgary, Alta.  
Edmonton, Alta.  
Halifax, N.S.  
London, Ont.  
Ottawa, Ont.  
St. John, N.B.

Vancouver, B.C.  
Hamilton, Ont.  
Montreal, Que.  
Quebec, Que.  
Toronto, Ont.  
Winnipeg, Man.

Reputation gained by long years of vigorous,  
conscientious and successful work.

**THOMAS C. IRVING,** GENERAL MANAGER  
WESTERN CANADA  
TORONTO

Why Lose Money on Credit Business ?

There's ONE system that will put the  
credit customer on practically a cash basis,  
and please him well besides.

**Allison Coupon  
Books**

Increase your profits by eliminating loss and  
"bad debts," slow collections and errors.

HERE'S HOW THEY WORK:—



When a man wants  
credit, give him an  
Allison Coupon  
Book, and have  
him sign form at  
the front which be-  
comes then his pro-  
missory note to you.  
As he buys, you  
tear out coupons,  
and when his book  
is exhausted you  
can collect your  
note or extend his  
credit for another  
book, as you deem  
wise. No pass  
books, no charging,  
no time wasted, no  
errors, no disputes

For sale by jobbers everywhere.

**Allison Coupon Company**  
INDIANAPOLIS, IND.

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

Headquarters for  
**Maple Flavor**

Henderson's Tri-Maple Flavor is  
the best there is made in Maple Flavor  
A good seller and repeat order  
producer.

Sold in bottles or in bulk.

Let us quote you prices  
and submit sample.

**THOS. HENDERSON**

Manufacturing Chemist

86-88 Fulton St., - New York

**W. A. JAMESON  
COFFEE CO.**

Importers and Roasters of High Grade  
Coffees.

Manufacturers and Proprietors of  
"Feather-Light" Brand Baking Powder

We also carry a full line of TEAS,  
SPICES, etc.

Mail orders promptly attended to.

**Cor. Langley and Broughton Sts.**  
VICTORIA, B.C.

50 Years of Success  
Behind Carpet Soap

is the unique distinction en-  
joyed by the manufacturers of

**CHIVERS'**

Carpet  
Soap

The most simple and efficient carpet  
cleaner. Cleans the carpet thoroughly,  
removing all dust, ink and grease  
spots, eliminating all possibility of  
moths, making the carpet as sanitary  
as a polished floor.

Chivers' Soap is used in Royal house-  
holds and valued by them. Hundreds  
of testimonials can be furnished on  
request. A good soap to introduce  
to your trade.

Write to Canadian Agents :

**Harrison & Son**

St. Nicholas Bldg.

MONTREAL, - Que.



**Oakey's**

The original and only  
Genuine Preparation for  
Cleaning Cutlery, 6d.  
and 1s. Canisters.

'WELLINGTON'

**KNIFE POLISH**

**JOHN OAKEY & SONS, Limited**

Manufacturers of

Emery, Black Lead, Emery, Glass  
and Flint Cloths and Papers, etc

Wellington Mills, London, England

**FREQUENCY OF SAILINGS**

Every eleventh day a  
Pickford & Black steamer  
leaves Halifax for Ber-  
muda, St. Kitts, Antigua,  
Barbados, Trinidad and  
Demerara; the round trip  
occupying thirty days.

For further particulars  
apply to

**PICKFORD & BLACK, Ltd.**  
Agents

HALIFAX, N.S.

# Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

**WESTERN PROVINCES**

**THE  
W.H. ESCOTT CO.**

Wholesale  
Grocery Brokers

137 BANNATYNE AVENUE **WINNIPEG**

COVERING  
Manitoba and Saskatchewan  
CORRESPONDENCE SOLICITED

**WATSON & TRUESDALE**

Wholesale Commission Brokers and  
Manufacturers' Agents.

**WINNIPEG, MAN.**  
Domestic and Foreign Agencies Solicited.

**WINNIPEG  
H. G. SPURGEON**

Wholesale Broker and Manufacturers' Agent  
Canadian, British and Foreign Agencies Solicited.  
236 Chambers of Commerce. P.O. Box 1812

**WINNIPEG  
TOMLINSON, SEMMENS & CO.**  
WHOLESALE GROCERY BROKERS

Office and Truck Warehouse, - 92 Alexander St. E.  
Correspondence solicited on domestic and  
foreign lines. P.O. Box, 1502

**FRANK H. WILEY  
MANUFACTURERS' AGENT**

and  
IMPORTER

757 Henry Ave., **WINNIPEG.**

MR. MANUFACTURER—

If you want your goods sold in the  
West get a Western Representative. We  
have time to Push Your Line.

**BAWLF, DAVEY & CO.**  
Wholesale Grocery Brokers  
**WINNIPEG, MAN.**

**WESTERN DISTRIBUTORS LIMITED**

Wholesale Commission Merchants, Customs  
Brokers and Manufacturers' Agents. Cars Dis-  
tributed, Warehoused and Forwarded. Warehouse  
on Transfer Track. Business solicited. Our posi-  
tion is your opportunity.

**SASKATOON, WESTERN CANADA**

**—MOOSE JAW—**

**WHITLOCK & MARLATT**

Distributing and Forwarding Agents.  
Warehouse on C.P.R. spur track.  
Promptness and Satisfaction guaranteed.  
Business Solicited.

**G. C. WARREN**

Box 1036, Regina  
IMPORTER, WHOLESALE  
BROKER, and MANUFACTURERS'  
AGENT

Trade Established 12 Years.  
Domestic and Foreign Agencies Solicited

**DISTRIBUTORS, LIMITED**

P. O. Drawer 99  
**EDMONTON, ALBERTA**

Manufacturers' Agents, Commission Mer-  
chants, Warehousemen.  
Track connection with all Railroads.

**—TORONTO—**

HEADQUARTERS FOR

## Evaporated Apples

When wanting, wire us;  
for quotations.

**W. H. Millman & Sons**  
Wholesale Grocery Brokers  
**TORONTO**

**W. G. PATRICK & CO.**

Manufacturers' Agents  
and  
Importers

77 York Street, **Toronto**

**W. G. A. LAMBE & CO.**

**TORONTO**  
Grocery Brokers and Agents.

Established 1901

**MacLaren Imperial Cheese Co.**  
Limited

AGENCY DEPARTMENT

Agents for Grocers' Specialties and Wholesale  
Grocery Brokers

**TORONTO, Ont. DETROIT, Mich.**

Headquarters for  
**New Orleans Fancy Molasses**

Barrels and Half Barrels

PRICES RIGHT

**LIND BROKERAGE CO.**

73 Front St. East - **TORONTO**

**—MONTREAL—**

**FOR SALE**

Cheap for cash, Fruit Cleaning Plant  
with Date Press. In good running order.

**J. T. ADAMSON & CO.**

Customs Brokers  
and Warehousemen

27 St. Sacrament Street, **Montreal**  
TEL. MAIN 778 **BOND 28**

**—MARITIME PROVINCES—**

**J. W. GORHAM & CO.**

Manufacturers' Agents and Grocery  
Brokers

**HALIFAX - NOVA SCOTIA**  
We are open for a few high class specialty  
lines

**H. R. SILVER, LTD.**

MANUFACTURERS' AGENTS  
AND GROCERY BROKERS  
**HALIFAX - NOVA SCOTIA**  
First-class frost-proof storage facilities.  
Correspondence solicited on Domestic and  
Foreign lines.

**J. A. TILTON**

**WHOLESALE GROCERY BROKER**  
**ST. JOHN, N.B.**

Correspondence solicited with Houses  
looking for first-class grocery connections.

**W. S. CLAWSON & CO.**

Manufacturers' Agents and Grocery  
Brokers.

Warehousemen  
**ST. JOHN, N.B.**  
Open for a few more first-class lines.

**NEWFOUNDLAND**

**T. A. MACNAB & CO.**  
ST. JOHN'S, NEWFOUNDLAND  
MANUFACTURERS' AGENTS  
and COMMISSION MERCHANTS

Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.  
Codes: A, B, C, 5th edition, and private.

**BRITISH COLUMBIA**  
**McLEOD & CLARKSON**

Manufacturers' Agents and Wholesale Commission Agents

852-6 CAMBIE ST., VANCOUVER, B.C.

Can give strict attention to a few first-class Grocery Agencies. Highest References.

**OTTAWA**

**L. H. MAJOR and**  
**J. SOUBLIERE, Limited**

Wholesale Brokers and  
Manufacturers' Agents

Canadian, British and Foreign  
Agencies Solicited.

Sussex Street, Ottawa, Canada

**A. F. TURCOTTE** QUEBEC CITY

I am open for one or two  
more good agencies for  
the Dominion of Canada.

First-class connection in Quebec Province. Know the territory thoroughly. Do you want me?

Write to

16 Morin Block, - Quebec

IF YOU HAVE NOT THE INCLINATION,  
OR IF YOU HAVE

**OTHER FISH TO FRY**

Don't bother writing your own Advertising Matter. Write to

THE STANDARD AGENCY

(Form Letters, Rubber Stamps, Etc.)  
BOX 464, FREDERICTON, N.S.

**R. F. Cream & Co.**

GENERAL BROKERS AND  
COMMISSION MERCHANTS

Flour, Grain, Provisions,  
Teas and General  
Groceries

75 DALHOUSIE ST.  
QUEBEC, P.Q.

DISPLAY  
YOUR  
GOODS  
TO BETTER  
ADVANTAGE



People don't know why they dislike a store; but, consciously or unconsciously, they avoid a poor lighted store.

On the other hand, a well lighted store attracts customers—they stay longer—do their shopping better and buy more.

Why not make your store as bright as day—attractive and inviting? A Rice-Knight Lighting System will give you more light and better light than any other method of lighting. It is cheaper than gas or electricity—can be installed anywhere, no matter where you live. Thousands of systems in use giving perfect satisfaction.

Display your goods to better advantage with a well lighted store. We can tell you how to do it.

Write to day for Booklet M.

IT'S FREE, A POSTAL BRINGS IT.

**RICE-KNIGHT, LIMITED**  
TORONTO

**Dominion Produce & Grain Co.**

20 St. James Street, Quebec

Commission Merchants

Hay, Grain, Butter and Farm Produce

HAVE YOU ANYTHING TO SELL?  
YOU WILL DO WELL TO WRITE US.  
DO IT NOW.

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is the

**Irish Grocer, Drug, Provision  
and General Trades' Journal**

10 Garfield Chambers, Belfast, Ireland.



No Odor

It dries them up **Common Sense**

**KILLS** { Fleas and Bed-Bugs  
Rats and Mice

All Dealers and 381 Queen St. W., Toronto, Ont.

Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

**SUCHARD'S COCOA**

This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.

FRANK L. BENEDICT & CO., Montreal Agents



**Every Box a Trade Bringer**

Prevail upon your customers to take a box of

**White Dove Coconut**

as a trial. Its genuinely good quality will make it exceedingly popular, and serve you as a good trade bringer.

The demand is great—the profit is good—Order now.

**W. P. Downey**  
MONTREAL, QUE.

THE PEOPLE OF

**JAMAICA**

are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the

**KINGSTON**

**"GLEANER"**

might bring inquiries. Better write for rates to

**I. C. STEWART, Halifax**

**O. E. Robinson & Co.**

Manufacturers and Buyers of Dried, Evaporated and Canned Apples

Ingersoll, - - Ontario

ESTABLISHED 1886

**WINDSOR SALT**

CAR LOTS OR LESS. Prompt shipments. Write us for prices. Phone order at our expense.

**TORONTO SALT WORKS**  
TORONTO, ONT. GEO. J. CLIFF, Manager.

**CLASSIFIED ADVERTISING**

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as \$1,000) are allowed as one word.

Cash remittance to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postage, etc.

**TO LET.**

**TO LET**—Good General Store, with stock, in Ottawa South. Big turnover. Good reasons for renting. Apply D. G. COWAN, 1227 Bank Street, Ottawa, Ont.

**MISCELLANEOUS.**

**ADDING TYPEWRITERS** write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

**ACCURATE COST KEEPING IS EASY** if you have a Day Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employers' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

**BUCKWHEAT** Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

**BUSINESS-GETTING TYPEWRITTEN LETTERS** and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter-forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. AMERICAN MULTIGRAPH SALES CO., Limited, 129 Bay Street, Toronto.

**COPELAND-CHATTERSON SYSTEMS**—Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

**COUNTER CHECK BOOKS**—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

**COUNTER CHECK BOOKS**—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

**DOUBLE** your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only \$70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto (tf)

**EGRY BUSINESS SYSTEMS** are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egr Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258 1/2 Portage Ave., Winnipeg; 308 Richards St., Vancouver.

**FIRE INSURANCE. INSURE IN THE HARTFORD.** Agencies everywhere in Canada.

**THE** National Cash Register Company guarantee to sell a better Register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge Street, Toronto

**WAREHOUSE AND FACTORY HEATING SYSTEMS.** Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

**SALESMEN WANTED.** Owing to the transferring of some of our best salesmen to foreign sections, and others to the sales work on our new Filtration System and Meter proposition. The first of the year we shall want a number of high grade salesmen to work on the General Store Trade and Public and Private Garages. This work requires good salesmanship and hard work, but is very pleasant and profitable for such men as can meet these requirements. Our goods are well known everywhere, and of the hundreds of thousands of users, there are few that would think of being without our outfit for double what they cost them. That our salesmen like their work and it is profitable for them is proven by the fact that they remain with us, many of our first successful salesmen still being with us after twenty-five years of service. We find in working the Store trade that frequently a good, live grocery clerk, who knows how to sell goods and is not afraid of work, is a big success with our line. We also find that grocery salesmen, hardware salesmen and salesmen in other lines, calling on the General Store trade, are very successful with us. We will have territories vacant in many sections of the country, and have splendid opportunities for a number of the right sort of men. Correspondence should be directed to D. A. Corey, General Sales Manager, Fort Wayne, Indiana.

S. F. BOWSER & COMPANY, INC.

**MISCELLANEOUS.**

**FROM NOW TILL THE END OF THE YEAR** we offer unusually good bargains in second-hand Typewriters. They are carefully rebuilt, work and look like new, but the price is a mere fraction of the original cost. Write for catalogue. THE MONARCH TYPEWRITER COMPANY, Limited, 46 Adelaide Street West, Toronto.

**MOORE'S NON-LEAKABLE FOUNTAIN PENS.** If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good. Price, \$2.50 and upwards. W. J. GAGE & CO., Limited, Toronto, sole agents for Canada.

**OUR NEW MODEL** is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

**PENS**—The very best Pens made are those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

**MODERN FIREPROOF CONSTRUCTION**—Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

**THE "Kalamazoo" Loose Leaf Binder** is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

**TECHNICAL BOOKS.**

**CANADIAN MACHINERY AND MANUFACTURING NEWS**, \$1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

**SALES PLANS**—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price \$2.50, postpaid. MACLEAN PUBLISHING CO., Technical Book Dept., 143-149 University Avenue, Toronto.

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

**Grocery Advertising**

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE \$2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.

143-149 University Ave., Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS \$40 PER INCH PER YEAR.

**Baking Powder**  
w. H. GILLARD & CO.

1-lb. tins, 2 doz. in case	\$2 00
1-lb. tins, 3 " "	1 95
1-lb. tins, 4 " "	0 75

**IMPERIAL BAKING POWDER**

Cases	Sizes	Per doz.
4-dozen	10c.	\$0 85
8-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	8 40
3-dozen	2 1/2-lb.	10 50
1-dozen	5-lb.	19 80

**MAGIC BAKING POWDER**  
Ontario and Quebec Prices

Cases	Sizes	Per doz.
6 dozen	6c.	\$0 50
4 " "	4-oz.	0 75
4 " "	6 " "	1 00
4 " "	8 " "	1 30
4 " "	12 " "	1 80
2 " "	12 " "	2 25
2 " "	15 " "	2 30
1 " "	2 1/2-lb.	4 90
1 " "	5-lb.	8 50
1 " "	6-oz.	Per case
1 " "	16 " "	\$6 00

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."




**MAGIC BAKING POWDER**  
CONTAINS NO ALUM

**WHITE SWAN SPICES AND CEREALS LTD.**  
White Swan Baking Powder—5-lb. size, \$3.25; 1-lb. tins, \$2; 12-oz. tins, \$1.60; 8-oz. tins, \$1.20; 6-oz. tins, 90c.; 4-oz. tins, 65c.; 5c. tins, 40c.



**Borwick's Baking Powder**

Sizes	Per doz. tins
Borwick's 1-lb. tins	\$1 35
" 1-lb. tins	2 35
" 1-lb. tins	4 65



**COOK'S FRIEND BAKING POWDER**  
BREAD, PANCAKES, PIE CRUSTS, OTHER PASTRY

Cases	Per doz.	No.	12-oz.	3-dz.	0 70
No. 1, 1-lb., 4 doz	2 40	No. 12, 4-oz., 3 dz.	0 75		
No. 1, 1-lb., 2 doz	2 80	In Tin Boxes—			
No. 1, 1-lb., 8 doz	0 80	No. 15, 1-lb., 2 dz.	3 00		
No. 1, 6-oz., 3 doz	0 85	No. 16, 6-oz., 3 dz	1 75		
No. 3, 2 1/2-oz., 4 dz	0 45	No. 15, 4-oz., 4 dz.	1 10		
No. 10, 12-oz., 4 dz	2 10	No. 16, 2 1/2-lb.	7 35		
No. 10, 12-oz., 3 dz	2 30	No. 17, 5-lb.	14 00		

**FOREST CITY BAKING POWDER**

6 oz. tins	Dozen	0 75
12 oz. tins		1 25
16 oz. tins		1 75

**Cereals**

**WHITE SWAN SPICES & CEREALS, LTD.**

White Swan Breakfast Food, 2 doz. in case, per case \$3.00.

The King's Food, 2 dz. in case, per case \$4.80.

White Swan Barley Crisps, per doz. \$1.

White Swan Self-rising Buckwheat Flour, per dozen \$1.

White Swan Self-rising Pa n o k e Flour, per dozen \$1.

White Swan Wheat Kernels, per doz. \$1.50

White Swan F l a k e d Rice, per dozen \$1.

White Swan F l a k e d Peas, per dozen \$1.

**DOMINION CANNERS, LIMITED**

Aylmer Jams	Per doz.	1 70
Strawberry	1 95	
Raspberry	1 95	
Black currant	1 95	
Red currant	1 75	

Raspberry & red currant	1 95	Plum	1 70
Raspberry and gooseberry	1 80	Grape	1 85
Plum jam	1 55	Orange Jelly	1 55
Greengage plum, stoneless	1 75	Green Fig.	2 35
Gooseberry	1 75	Lemon	1 60
		Pineapple	1 95
		Ginger	2 35

**Pure Preserves—Bulk**

5 lbs. 7 lbs. 14's & 30's per lb.			
Strawberry	0 59	0 82	0 10 1/2
Black currant	0 59	0 82	0 10 1/2
Raspberry	0 59	0 82	0 10 1/2

Weight allowed up to 25c per 100 lbs.

**Keen's Oxford, per lb.** 0 17  
**In 10-box lots or case** 0 16  
**Gillett's Mammoth, 1/2-gross box** 2 00

**Cocoa and Chocolate**  
THE COWAN CO., LIMITED

**Cocoa—**

Perfection, 1-lb. tins, per doz.	\$4 50
Perfection, 1/2-lb. tins, per doz.	2 40
Perfection, 1-lb. tins, per doz.	1 30
Perfection, 10c size, per doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble, bulk, No. 1, per lb.	0 30
Soluble, bulk, No. 2, per lb.	0 18
London Pearl, per lb.	0 22


Special quotations for Cocoa in barrels, kegs, etc.

**Unsweetened Chocolate—**

Supreme chocolate, 1/2, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and doz. in box, per doz.	0 90

**Sweet Chocolate—**

Queen's Dessert, 1/2's and 1/4's, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, 1/2-lb., 6 and 12-lb. boxes	0 35
Parisian, 3's, 6 and 12-lb. boxes	0 25
Diamond, 5's and 7's, 6 and 12-lb. boxes	0 24
Diamond, 1/2, 6 and 12-lb. boxes	0 25



**COWAN'S CHOCOLATE**  
LONG GAMES  
Prepared Ready for Use

Ingredients for cake—Chocolate, white, pink, lemon, orange, maple, almond, cocoanut cream, in 1/2-lb. packages, 2 dozen in box, per dozen \$0 90

**Chocolate Confections—**

Maple nuts, 5-lb. boxes	0 36
Milk medallions, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	0 25
Nonpareil wafers, No. 1, 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate wafers, 5-lb. boxes	0 36
Coffee drops, 5-lb. boxes	0 36
Lunch bars, 5-lb. boxes	0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box	1 35
Nut milk chocolate, 1/2, 6-lb. boxes, lb.	0 36
Nut milk chocolate, 1/4, 6-lb. boxes, lb.	0 36
Nut milk chocolate, 5c bars, 24 bars, per box	0 90

**Agents, O. E. Oolson & Son, Montreal.**  
In 1/2, 1/4 and 1-lb. tins, 14-lb. boxes, per lb. 0 35  
Smaller quantities, 0 37

**JOHN P. MOTT & CO.'S**  
G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Perse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

**Mott's breakfast cocoa, 10c size** 90 per dz.

" breakfast cocoa, 1/2's	0 38
" " " " " " " "	0 38
" No. 1 chocolate, 1/2's	0 32
" Navy " " " " " "	0 25
" Vanilla sticks, 1/2's	1 00
" Diamond Chocolate, 1/2's	0 24
" Plain choice chocolate, liquors	0 32
" Sweet Chocolate Coatings	0 20

**WALTER BAKER & CO., LIMITED.**  
Premium No. 1 chocolate, 1/2 and 1-lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, 1/2, 1 and 5-lb. tins, 41c. lb.; German's sweet chocolate, 1/2 and 1-lb. cakes, 6-lb. boxes, 28c. lb.; Caracas sweet chocolate, 1/2 and 1-lb. cakes, 6-lb. boxes, 32c. lb.; Auto sweet chocolate, 1/2 lb. cakes, 3 and 6 lb. boxes, 33c. lb.; Vanilla sweet chocolate, 1/2-lb.

cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 33c. lb.; Cracked cocoa, 1 lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bds., tied 5a, per box \$3.00. The above quotations are f.o.b. Montreal.

**COCONUT**  
CANADIAN COCONUT CO., MONTREAL.

Package—5c., 10c., 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases.	Per lb.
1-lb. packages	0 26
1-lb. packages	0 37
1 and 1-lb. packages, assorted	0 26 1/2
1 and 1-lb. packages, assorted	0 27 1/2
1-lb. packages, assorted, in 5-lb. boxes	0 28
1-lb. packages, assorted, in 5-lb. boxes	0 29
1-lb. packages, assorted, 5, 10, 15 lb. cas	0 30

**Bulk—**

in 15-lb. tins, 15-lb. pails and 10, 25 and 50-lb. boxes.	Falls. Tins. Bbls.
White moss, fine strip	0 12 0 11 0 17
Best Shredded	0 18 0 17
Special Shred	0 17 0 16
Ribbon	0 19 0 15
Macaroon	0 17 0 17
Dedicated	0 16 0 16
White Moss in 5 and 10 lb. square tins, 21c.	

**Condensed Milk**  
BORDEN'S CONDENSED MILK CO.

**Wm. H. Dunn, Agent, Montreal & Toronto.**

Cases	Doz.
Eagle Brand Condensed Milk	\$5 75 1 45
Gold Seal Condensed Milk	4 75 1 20
Challenge Condensed Milk	4 00 1 00
Peerless Brand Evaporated Milk	2 00 0 50
Peerless Brand Evaporated Milk	3 50 0 90
Peerless Brand Evaporated Milk	4 40 1 10
Peerless Brand Evaporated Milk	3 70 1 85




**REINDEER, LIMITED**

"Jersey" brand evaporated cream per case (4 dozen)	\$3 50
"Reindeer" brand, per case (4 dozen)	5 25
"Reindeer" Condensed Coffee, case	5 00
"Reindeer" Condensed Cocoa, case	4 80



**REINDEER CONDENSED MILK**

**ST. CHARLES CONDENSING COMPANY.**

St. Charles Milk, family size, per case	\$3 50
Baby size, per case	2 00
Ditto, hotel	3 75
Silver Cow Milk	4 90
Purity Milk	4 75
Good Luck	4 00

**Coffees**  
EBY-BLAIN, LIMITED.

**Standard Coffees**

Roasted whole or ground. Packed in damp-proof bags and tins.	
Club House	\$0 32
Nectar	0 30
Empress	0 28
Duchess	0 27
Crushed Java and Mocha	0 18
" " " " " " " "	0 18 1/2


**Package Coffees.**

Gold Medal, 2 lb. tins, whole or ground	0 30
" " " " " " " "	0 31
" " " " " " " "	0 32
Ancor Brand, 2 lb. tins	0 31
" " " " " " " "	0 32
German Dandelion, 1 lb. tins, ground	0 28
" " " " " " " "	0 28
English breakfast, 1 lb. tins,	0 18
Grand Prix, 1 and 2 lb. tins.	0 30
Demi-Tasse, 1 and 2 lb. tins.	0 30
Flower Pot, 1 lb. pots.	0 22

**Confections**  
IMPERIAL PEANUT BUTTER


Small, cases ten	0 95 dozen
Medium, cases dozen	1 80
Large, cases 1 dozen	2 75
Tumblers, cases 2 dozen	3 35
35-lb. pails	0 15 lb.

**WHITE SWAN SPICES AND CEREALS LTD.**  
White Swan Blend.



**SICCRA & JAVA COFFEE**  
THE ROBERT COLE CO.

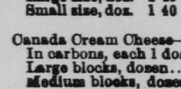
Cafe des Epicures—1-lb. fancy glass jars, per doz. \$3.60  
Cafe l'Aromatique—1-lb. amber glass jars, per doz. \$4  
Presentation (with tumblers) \$3 per doz.



**LAGA**

**Cheese—Imperial**

Large size jars, doz.	5 25
Medium size jars, per doz.	4 50
Small size jars, per doz.	2 40
Individual size jars per doz.	1 00
Imperial holder—Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	13 00
Roquefort—Large size, doz.	2 40
Small size, doz.	1 40



**FUSSELL & CO. PURE RICH THICK CREAM**

**Cream**  
FUSSELL & CO., LTD London, Eng.

"Golden Butter" brand Cream, 8 doz. 10c. size, cases	\$7 00
"Golden Butter" brand Cream, 8 doz. 15c. size, cases	\$11 50

**Coupon Books—Allison's**

For sale in Canada by The Eby Blain Co. Ltd. Toronto. C. O. Beauchemin & Fils, Montreal. \$2, \$3, \$5, \$10, \$15 and \$20. All same price one size or assorted.

**UN-NUMBERED**  
Under 100 books.....each 04  
100 books and over.....each 08  
500 books to 1000 books.....each 08  
For numbering cover and each coupon, extra per book 1/4 cent.

**Infants' Food**

Robinson's patent barley, 1-lb. tins, \$1.25; 1-lb. tin, \$2.25; Robinson's patent groats, 1-lb. tins, \$1.25; 1-lb. tin, \$2.25.

**Flavoring Extracts**  
SHIRREFF'S

1 oz. (all flavors) doz.	1 00
2 " " " " " "	1 75
3 " " " " " "	2 00
4 " " " " " "	3 00
5 " " " " " "	3 75
8 " " " " " "	5 50
16 " " " " " "	10 00
32 " " " " " "	18 00

Discount on application.



**CRESCENT MFG. CO. Mapleine**

2 oz. bottles (retail at 50c.)	4 50
4 oz. bottles (retail at 90c.)	6 80
8 oz. bottles (retail at \$1.50)	12 50
16 oz. bottles (retail at \$3)	24 00
Gal. bottles (retail at \$20)	18 00

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# THE CANADIAN GROCER

## Soap and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	\$10 30
Maypole soap, black, per gross	15 30
Orion soap, per gross	10 20
Florida soap, per gross	12 00
Straw hat polish, per gross	18 00



3 doz. to box..... \$3 60  
6 doz. to box..... \$7 20  
30 days.



5-case lots (delivered), \$4.15 each, with 20 bars of Quik-Naptha as a free premium.



GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:  
Less than 5 cases..... \$5 00  
Five cases or over..... 4 95

## Starch

EDWARDSBURG STARCH CO., LIMITED	
Boxes contain	Cents per lb.
40 lbs. Canada Laundry	0 05
40 lbs. Canada white gloss, 1 lb. pkgs.	0 06
48 lbs. No. 1 white or blue, 4 lb. cart's	0 06
48 lbs. No. 1 white or blue, 3 lb. cart's	0 06
100 lbs. kegs, No. 1 white	0 06
200 lbs. bbl's, No. 1 white	0 06
30 lbs. Edwardsburg silver gloss, 1 lb. chromo packages	0 07
48 lbs. Silver gloss, in 6 lb. canisters	0 07
38 lbs. Silver gloss, 6 lb. draw lid boxes	0 07
100 lbs. kegs, Si ver gloss, large crystals	0 06
28 lbs. Benson's satin, 1 lb. cartons, 1-c- chromo label	0 07
40 lbs. Benson's enamel (cold water) per case	3 00
20 lbs. Benson's enamel (cold water) per case	1 50
Celluloid—Boxes containing 45 cart's, per case	3 60
BRANTFORD STARCH WORKS, LIMITED	
Ontario and Quebec.	
Laundry Starches—	
Canada Laundry, boxes of 40 lb.	0 06
Assa Glass Starch—	
1-lb. glasses, boxes of 40 lb.	0 05

Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb.	0 06
Barrels, 200 lb.	0 05
Kgs, 100 lb.	0 05
Lily White Gloss—	
1-lb. fancy cartons, cases 36 lb.	0 07
6-lb. toy trunks, 8 in case	0 06
6-lb. toy drums, with drumsticks	0 07
8 in case	0 07
Kgs, ex. crystals, 100 lb.	0 06
Brantford Gloss—	
1-lb. fancy boxes, cases 36 lb.	0 07
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00



Ocean borax, 48 8-oz., \$1.60; Ocean cough syrup, 36 6-oz., \$6.00; 36 8 oz., \$7.20; Ocean corn starch, 48 1-lb., \$3.60.

## OCEAN MILLS

Montreal	
Chinese starch, 48 1-lb., per case	\$4.00
Ocean Baking Powder, 3-oz. tins, 4 doz per case, \$1.60; 4-oz tins, 4 doz per case, \$3.00; 8-oz. tins, 5 doz per case, \$6.50; 16-oz tins, 3 doz per case, \$6.75; 5-lb tins 10 tins a case, \$7.50	
1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb.	
Ocean blanc mange, 48 8-oz., \$4.00	
Ocean cough syrup, 36 6-oz., \$6.00; 36 8 oz., \$7.20; Ocean corn starch, 48 1-lb., \$3.60.	

## Soups

### CHATEAU BRAND

### CONCENTRATED SOUPS

Vegetable Mutton Broth	Chicken
Mulligatawny	Ox Tail
Scotch Broth	Julienne
Mock Turtle	Vermicelli Tomato
Consomme	Tomato

No. 1's, 95c. per dozen.  
Individuals, 45c. per dozen  
Packed 4 dozen in a case.



## Soda

### COW BRAND



Case of 1-lb. containing 60 packages per box \$3.00.	
Case of 1/2-lb. containing 120 packages per box \$3.60.	
Case of 1-lb. and 1/2-lb containing 30 1-lb. and 60 1/2-lb. packages per box \$3.80.	
Case of 5c. packages, containing 96 packages, per box \$3.00.	

## MAGIC SODA

Ontario and Quebec Prices. Per case	
Case No. 1, 60 1-lb. packages	\$2 85
Case No. 2, 120 1/2-lb. "	2 75
Case No. 3, (30 1-lb., 60 1/2-lb.) "	2 75
Case No. 5, 100 10-oz. "	2 80

## Stove Polish

### JAMES DOME BLACK LEAD

6a size, gross, \$2.40. 2a size, gross, \$2.50

## Syrup

### EDWARDSBURG STARCH CO., LTD.

"Crown" Brand Perfection Syrup	
Barrels, 700 lbs.	0 03
Half-barrels, 350 lbs.	0 03
4-barrels, 175 lbs.	0 03
Pails, 25 lbs.	1 20 each
38 1/2 lbs.	1 70 "

### Crown Brand Corn Syrup

2-lb. tins, 2 doz. in case, per case	2 40
5-lb. tins, 1 doz. in case, per case	2 75
10-lb. tins, 1/2 doz. in case, per case	2 65
20-lb. tins, 1/4 doz. in case, per case	2 60
Barrels, 700 lbs.	0 03
Half barrels, 350 lbs.	0 03
Quarter barrels, 175 lbs.	0 03
Pails, 39 1/2	1 75
Pails, 25 lbs., each	1 25

### Lily White Corn Syrup.

Plain tins, with label—	
2 lb tins, 2 doz. in case	2 65
5 " " " " " " " "	3 00
10 " " " " " " " "	2 80
20 " " " " " " " "	2 95
5, 10 and 20 lb. tins have wire handles	

### Beaver Brand Maple Syrup.

Case	
1-b. tins 2 doz in case	\$3 50
5 " " " " " " " "	4 07
10 " " " " " " " "	3 95
20 " " " " " " " "	3 90
(5, 10 and 20 lb. tins have wire handles)	

## Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS  
Cases 4 doz. each, flat, per case \$5 00  
Cases 4 doz. each oval, per case \$5 00

## Oreum Tartar.

### GILLET'S CREAM TARTAR

Ontario and Quebec Prices.

1-lb. paper pkgs., 4 doz. in case	\$1 00
1/2-lb. paper pkgs., 4 doz. in case	2 00
4 doz. 1/2-lb. paper pkgs. } assorted.	\$8 00
2 doz. 1/2-lb. paper pkgs. }	
Per doz	
1-lb. cans with screw covers, 4 doz. in case	\$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
Per lb.	
5-lb. sq. canisters, 1 doz. in case	0 33
10-lb. wooden boxes	0 50
25-lb. wooden pails	0 30
100-lb. kegs	0 25
300-lb. barrels	0 25

## Milk.

### CANADA FIRST BRAND

The Aylmer Condensed Milk Co., Ltd.

Per case	
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

## Molasses

### DOMINION MOLASSES CO.

Gingerbread Brand (Toronto)	
2s—3 doz. to case	\$2 85
3s—2 doz. to case	\$2 85
WINNIPEG	
No. 2—Tins, 2 doz. cases, per doz.	1 08
No. 3—Tins, 2 doz. cases, per doz.	1 67
No. 5—Tins, 1 doz. cases, per doz.	2 98
No. 10—Tins, 1 doz. cases, per doz.	4 83
No. 20—Tins, 1 doz. cases, per doz.	10 90
Pails—1s, each	0 62
Pails—2s, each	0 96
Pails—5s, each	2 10

### DOMOLCO BRAND.

Maritime Provinces and Ontario:	
2s, 2 doz. case per doz.	\$1 35
3s, 2 doz. case, per doz.	1 95
5s, 1 doz. case, per doz.	3 75
10s, 1 doz. case, per case	3 40
20s, 1 doz. case, per case	3 15
Western Prices—Sudbury to Victoria.	
2s, 2 doz. case, per doz.	1 60
3s, 2 doz. case, per doz.	2 35
5s, 1 doz. case, per doz.	4 60
10s, 1 doz. case, per case	4 15
20s, 1 doz. case, per case	3 80

## Sauces

### PATERSON'S WORCESTER SAUCE

1-pint bottles, 3 and 6 dozen cases, doz 0 90  
Pint bottles, 3 dozen cases doz. .... 1 75



H.P. Sauce, packed in cases of 3 doz.	\$1 90
H.P. Pickle, packed in cases 2 doz. pts.	3 35
H.P. Pickle, packed in cases 3 doz 1/2-pt.	2 25
HOLBROOK'S IMPORTED PUNCH SAUCE	
Large, packed in 3-doz. case, per doz.	2 25
Medium, packed in 3-doz. case, per doz.	1 40
HOLBROOK'S IMP. WORCESTERSHIRE SAUCE	
Per dozen	
Rep. 1/2 pints, packed in 6-doz. case	2 25
Imp. 1/2 pints, packed in 4-doz. case	3 15
Rep. quarts, packed in 2-doz. case	6 50



100 Boxes	\$44 00
24 No. 3 Jars	33 60
12 No. 5 Jars	27 60

## Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s.	44
Black Watch, 12s.	45
Bobs, 6s and 12s.	46
Bully, 6s.	44
Currency, 6s and 12s.	46
Stag, 5 1/2 to 1 lb.	38
Old Fox, 12s.	44
Pay Roll Bars, 7 1/2	56
Pay Roll, 7s.	56
War Horse, 6s.	42
Plug Smoking—Shamrock, 6s., plug or bar	54
Rosebud Bars, 6s.	54
Empire, 6s and 12s.	44
Ivy, 7s.	50
Starlight, 7s.	50
Cut Smoking—Great West Ponches, 8s.	50
Regal Cube Cut, 8s.	70



Blue Label, 1/2s.	0 21	0 36
Blue Label, 1s.	0 20	0 25
Orange Label, 1s and 1/2s.	0 23	0 30
Brown Label, 1s and 1/2s.	0 28	0 40
Brown Label, 1s.	0 30	0 40
Green Label, 1s and 1/2s.	0 35	0 50
Red Label, 1/2s.	0 40	0 60

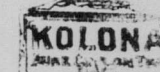


## MELAGAMA TEA

MINTO BROS., 45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

Wholesale		Retail
Brown Label, 1 lb. or 1/2	0 25	0 30
Red " " 1 lb. or 1/2	0 27	0 35
Green " " 1s, 1/2 or 1/4	0 30	0 40
Blue " " 1s, 1/2 or 1/4	0 35	0 50
Yellow " " 1s, 1/2 or 1/4	0 40	0 60
Purple " " 1/2 only	0 55	0 80
Gold " " 1/2 only	0 70	1 00



Ceylon Tea, in 1 and 1/2-lb. lead packages—black or mixed.

Black Label, 1-lb., retail at 25c.	\$0 20
Black Label, 1/2-lb., retail at 25c.	0 21
Blue Label, retail at 30c.	0 24
Green Label, retail at 40c.	0 30
Red Label, retail at 50c.	0 36
Brown Label, retail at 60c.	0 42
Gold Label, retail at 80c.	0 55

## Jams and Jellies

### T. UPTON & CO.

Compound Fruit Jams—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per doz.	1 90
5 and 7 lb. tin pails, 8 and 8 pails in crate, per lb.	0 07
7 wood pails, 6 pails in crate, per lb.	0 07
30-lb. wood pails, per lb.	0 07
Compound Fruit Jellies—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb.	1 80
1-lb. wood pails, 6 pails in crate, per lb.	0 07
30-lb. wood pails	0 07

## Jelly Powders.

### WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz., 90c.



List price.  
"Shirriff's" (all flavors) per doz. 0 90  
Discounts on application.

## Yeast

### Ontario and Quebec Prices.

Royal Yeast, 3 dozen 5-cent packages.	\$1 15
Gillet's Cream Yeast, 3 dozen in box.	1 15

# THE CANADIAN GROCER

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# HIGH-CLASS SPECIALTIES FOR THE GROCERY TRADE

We represent some of the most prominent Manufacturers of Specialties for the Grocery Trade. We respectfully call the attention of the Trade to the following list of the best firms in high-class goods. The quality of these goods, and our prices, will convince buyers that we lead in these special lines:—

Ph. Richard et Cie	Cognac	Brandies.
Mitchell Bros.	Glasgow	Scotch Whiskies.
Mitchell and Co., Ltd	Belfast	Irish Whiskies.
J. P. Wiser & Sons	Prescott	Canadian Whiskies.
Herman Jansen	Schiedam	Gin and Liqueurs.
G. Pims & Co.	London	Old Tom Gin.
Real Companhia Vinicola	Portugal	Port Wines.
E. Bartissol	Portugal	Port Wines.
Diez Hermanos	Jerez de la Frontera	Sherry Wines.
Fenech Artells	Tarragona	Mass Wines.
Garrett et Cie	Malaga	Malaga Wines.
Companhia Vinicola Del Norte	Spain	Claret Wines.
A. Delor & Cie.	Bordeaux	Clarets and Sauternes.
Morin, Pere et Fils	Beaune	Burgundy Wines.
Frederick Krote	Coblentz	Rhine and Moselle Wines.
A. Sarrazin et Javilliers	Dijon	Appetizer Wine 'Bacchus.'
Kunkelmann et Cie	Reims	Piper <u>Heidsieck Champagne.</u>
Union Champenoise	Reims	C. A. Cardinal Champagne.
Bouvet Ladubay	St. Hilaire (St. Florent)	Duc de LaGrange Champagne.
Jules Pernod	Avignon	Absinthe and Kirsch.
Fli Ferrero Ricardo	Turin, Italy	Italian Vermouth.
Cazalis and Pratt	Marseilles	French Vermouth.
Gondran et Fils	Marseilles	French Vermouth.
P. Garnier	Enghien-les-Bains	Liquors and Cordials.
Miller Brewing Co.	Milwaukee	High Life Lager.
Miller Brewing Co.	Milwaukee	Malt Extract.
W. E. Johnson & Co.	Liverpool	Beer, Bass' Ale.
W. E. Johnson & Co.	Liverpool	Guinness' Stout, Compass Brand.
Belfast Mineral Water Co.	Belfast, Ireland	Imported Ginger Ale, Trayder Brand.
Chateau Rene Robert	Vichy	Robert Soda Vichy.
Chateau Rene Robert	Vichy	Lemonade "Savoureuse."
Source "La Sanitas"	Vichy	Sparkling Vichy Water.
Source "St. Nicolas"	Vichy	Natural Vichy Water.
Source "La Neptune"	Vichy	Natural Vichy Water.
Source "La Capitale"	Vichy	Natural Vichy Water.
Duffy & Co.	Rochester, N. Y.	Apple Juice.
Duffy & Co.	Rochester, N. Y.	Grape Juice.
Duffy & Co.	Rochester, N. Y.	Apple Champagne.
Blanc et Fils	Valence sur Rhone	Alimentary Pastes.
H. E. Boule et Cie	Marseilles	Minerva Olive Oil.
Societe Anonyme "Le Soleil"	Malines	Canned Vegetables.
La Savonnerie "Le Soleil"	Marseilles	Castille Soap, Le Soliel and La Lune.
A. et L. Lehucher	Paris	"Lecourt" Mushrooms.
Societe des Vins de Banyuls	Banyuls sur Mer	Bartissol Tonic Wine.
Societe des Usines Remy	Louvain	Famous Remy Rice Starch.

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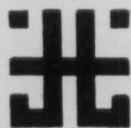
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