

**PAGES  
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# CANADIAN GROCER

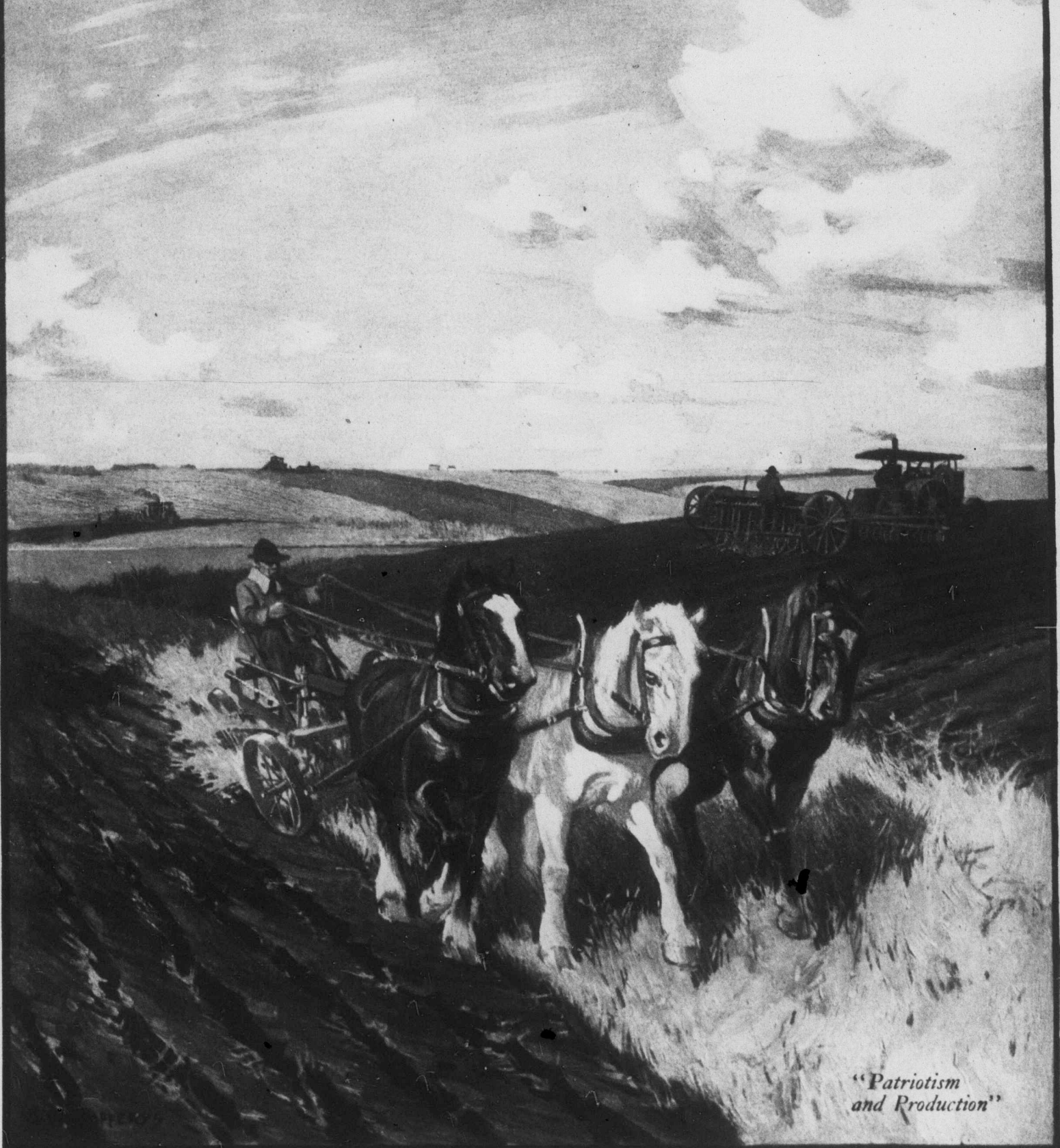
Annual Spring Sales Number

APRIL 16th, 1915

Vol. 29

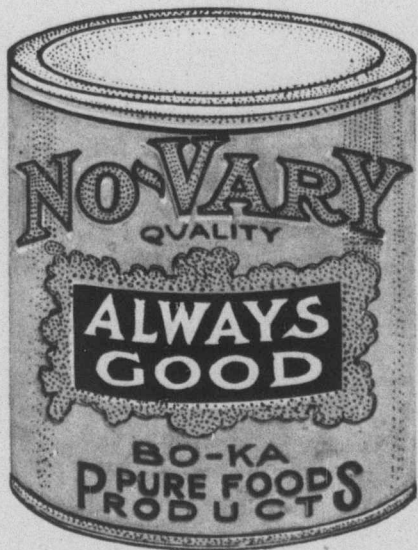
PUBLICATION OFFICE: TORONTO

No. 16



*"Patriotism  
and Production"*

# Alberta—Manitoba—Saskatchewan MERCHANTS



**Opportunity**, in the shape of the most uniform Quality Groceries in Canada, is **knocking at your door.**

## NO-VARY

Quality

### PURE FOOD PRODUCTS

with 300 items in the line,

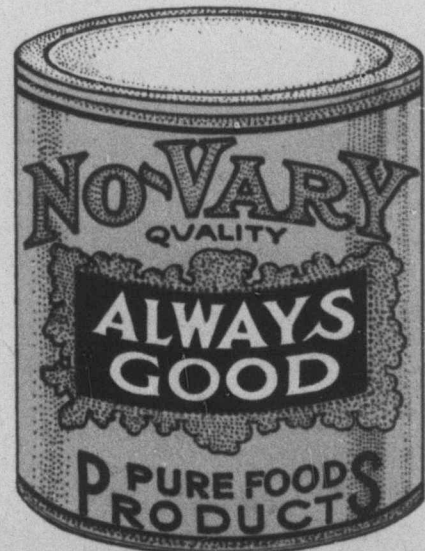
backed by a strict "Satisfaction or Money Back" guarantee, win quick recognition, win popular favor, win new customers and increased profits wherever they are stocked.

NO-VARY "ALWAYS GOOD" Bo-Ka (Blue Label) Pure Food Products represent the highest quality goods obtainable.

NO-VARY "ALWAYS GOOD" (Yellow Label) Pure Food Products are of excellent grade and solid pack—a superior moderate-priced line.

**Distributed by:**

Moose Grocery Co., Ltd., Moose Jaw, Sask.  
Swift Current Grocery Co., Ltd., Swift Current, Sask.  
Weyburn Grocery Co., Ltd., Weyburn, Sask.  
Simington Co., Ltd., Calgary, Alta.  
Medicine Hat Grocery Co., Ltd., Medicine Hat, Alta.  
Camrose Grocery Co., Ltd., Camrose, Alta.  
Alexander Grocery Co., Ltd., Camrose, Alta.  
Brandon Grocery Co., Ltd., Brandon, Man.



For further particulars and a call from one of our  
Special Representatives write

## NO-VARY PRODUCTS CO., LTD.

TORONTO, CANADA





## The Red Ball that means Quality Sugar

We are making this the best known trade-mark in Canada. Newspapers, Magazines, Bill Boards are carrying the message of "Lantic Sugar" into practically every home in the world Dominion.

People can't help but see the huge red ball — bearing the words "Lantic Sugar" — that catches their eyes from the Posters and our advertisements are telling the story of "the most up-to-date refinery in the world," where "Quality" sugar is made.

**Lantic Granulated**

2 and 5 lb. Sealed Boxes. 10 lb., 20 lb., 100 lb. Bags

**Lantic Powdered**

2 lb. Sealed Boxes

**Lantic Icing**

1 lb. Sealed Boxes



Atlantic Sugar Refineries Limited

MONTREAL, QUE.

ST. JOHN, N.B.

# Thistle Brand Fish

*shape your customers' habit of  
buying the same brand always*

---

So deliciously pleasing that once a customer uses either Thistle Brand Haddies or Flaked Fish, she unconsciously decides to use fish more often—and the same brand.

Caught in the best fishing beds in Canada, only the choicest and best fish are selected for "Thistle" Brand. Cured and boxed a few hours after coming from the sea.

Thistle Brand Fish reach the table fresh and appetizing.

There's a ready demand waiting for you to stock "Thistle" Brand. Get in touch with your wholesaler and stock up to-day.



Arthur P. Tippet & Co., Agents, Montreal



# Borden's

## Hamper Days Coming

It's now only a few weeks away from the hot summer weather when outings will be all the go—when old and young Canada hie themselves away to the cool, open country with the hamper groaning with good things to eat.

Chief among these will be the Can of Reindeer Coffee or Cocoa and one of the several Borden lines of Condensed or Evaporated milks.

They have got past the luxury stage to-day and are classed among the **absolute necessities** for the summer and even the winter outing parties. For camping nothing can take their places and Summer Cottagers, without access to ice, give their unanimous blessings to the Borden Milk products. **There is this business to be had in your town—why not get it by counter and window display suggestions?**



**Borden Milk Co., Limited**

"Leaders of Quality"

**MONTREAL**

Branch Office: No. 2 Arcade Bldg.

Vancouver

CANADIAN GROCER

Made-in-

Canada



What's Best  
Soldier is Good

for the  
for All

Jam is one of the most important articles of the diet of the British soldier, says Sir Victor Horseley, notwithstanding the ridicule to which it is subjected, particularly by German humorists.

Jam, says Prof. James Long, has three and a half times the energy value of butter. Its value lies in its richness in sugar—of which one-half its weight consists—in the minerals present in the skins of fruit, in its laxative character, and its mechanical aid to digestion. Besides it is toothsome and gives a relish to army diet that by its mental effect goes far in the maintenance of health. No better variant could be found for a diet limited to simple foods.



The professor points out the fallacy of the popular belief that all sugars are alike. In jam it partakes of the nature of sugar of fruit.

Unlike the beet and cane sugar of commerce, the sugar of fruit has a remarkable effect on nutrition. Commercial sugar, if eaten too freely, causes irritation, acidity, and other freaks of indigestion. When the same sugar is employed in jam it partakes largely of the nature of fruit sugar and its ill effects largely disappear. This is particularly true of the "invert sugar" of jam that has been well boiled. Invert sugar is due to the united action of heat and fruit acids.

The most nutritious and useful varieties of jam are those made from plum, apricot, gooseberry, and currant, but a mixture of plum and apple stand at the head of the list. Jam should not be considered as a dainty, but as an article of food.

You're safe in pushing the Banner Brand Lines.

Lindners Limited

WINNIPEG  
306 Ross Ave.

TORONTO  
340 Dufferin St.



REPRESENTATIVES:

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





CANADIAN GROCER

The People's

Favorite



The New Home  
Jams, Jellies and

of Banner Brand  
Marmalade



**Illustration** shows view of our new Factory at Brampton, Ont. It will be ready for occupation by June 1st, and is the largest and most up-to-date factory of its kind in Canada. It has all the latest improvements for the manufacturing of Jams, Jellies and Marmalade.

**"BANNER" BRAND QUALITY** has created the great and increasing demand for Banner Brand Jams, Jellies and Marmalade which has

necessitated the erection of this fine, modern Factory.

**The Success** of "BANNER" Brand has proven that when the Canadian Manufacturer considers **"QUALITY FIRST,"** the Canadian Consumer always buys "MADE IN CANADA" Products.

**ORDER** "BANNER" Brand in 2, 4, 5 and 7-lb. gold-lacquered pails, 12-oz. glass jar, new anchor cap tumbler, and 30-lb. wood pails.

## Lindners Limited

WINNIPEG  
306 Ross Ave.

TORONTO  
340 Dufferin St.



REPRESENTATIVES:

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



# Vanilla that is 50% Stronger than the Government Standard

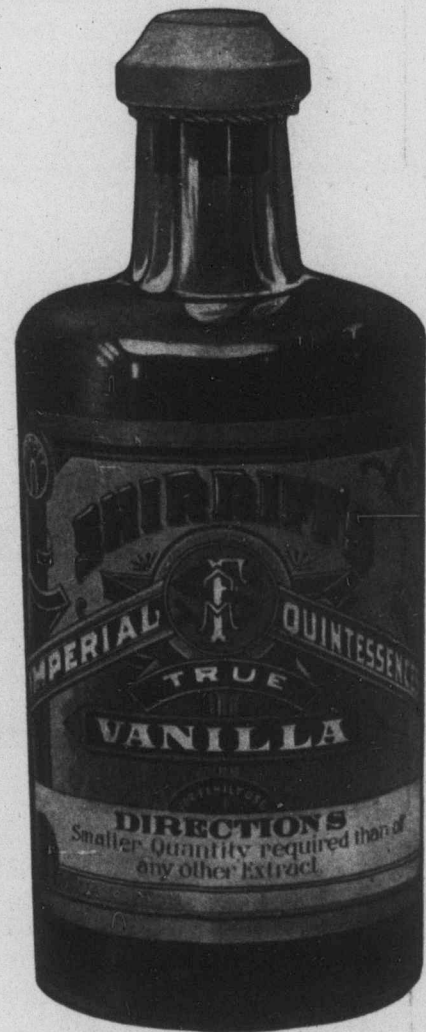
*The purest  
essence  
of the Mexican  
Vanilla Bean*

## Shirriff's True Vanilla

There's more than the Shirriff special process back of Shirriff's True Vanilla quality, there is the expert selection of the beans that produce the finest flavored extract—the Mexican Vanilla Bean.

The result is that Shirriff's True Vanilla contains 50% more real vanilla extract than is called for by the Government in their standard for pure vanilla extract. There is a guarantee on every bottle.

**Send for a sample of the real  
Mexican Vanilla Bean and com-  
pare its flavor with Shirriff's  
True Vanilla.**



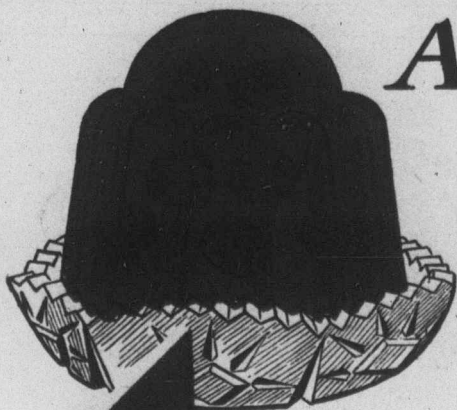
Imperial Extract Co., Toronto

Western Representative—H. F. RITCHIE & CO., LTD., Toronto  
Montreal—W. S. SILCOCK      Quebec City—ALBERT DUNN  
Maritime Provinces—W. H. L. USHER, Halifax



# A delicious dessert

Fresh raspberry jelly—the very words suggest something unusually delightful—something different from the ordinary every day dessert. And if the jelly is a



## Shirriff's Jelly

—a jelly made from a package of Shirriff's Jelly Powder—the dessert will indeed be delicious. The well-pronounced "fruity" taste of Shirriff's Raspberry Jelly blends to a nicety with the fresh raspberries, which should be inserted in the jelly just as it begins to thicken. Serve plain or with crushed raspberries—or with whipped cream or ice cream. This is only one of the many alluring ways of serving Shirriff's Jelly with fresh fruits.

Fruit jellies with Peaches, Bananas, Oranges, Pine-apple, Blueberries, Cherries, Currants, Grapes, are also very delicious. Serve them often during the fresh fruit season.



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## This is part of the free service given to Shirriff's Jelly Dealers

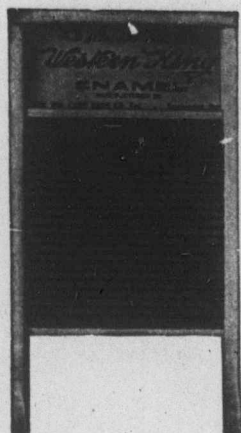
The above represents one of our widespread newspaper advertisements which are designed to create in the public a desire to use these fine quality jellies.

Also, we supply dealers with handsome window displays and cards to brighten up his store and help close sales.

**Become a Shirriff Jelly dealer. Write for free window display.  
Order from your jobber or direct.**

## Imperial Extract Company, Toronto

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



*Cane's Woodenware  
wash-day requisites  
are unequalled*

Made from the finest Canadian materials—the best wood that the world produces for the purpose, by expert workmen, whose aim is to uphold the Cane reputation, these goods meet every requirement of the Canadian housewife from the quality standpoint.

All materials are obtained within the Empire where possible, others from friendly nations, thus supporting directly and indirectly the British Empire and her markets, giving the preference always to Canadian labor.

Cane's woodenware is unequalled for durability and is well known to the Canadian housewives, being the household word for woodenware for over twenty-five years.

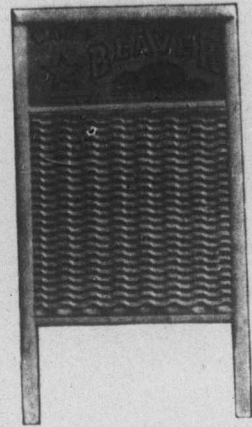
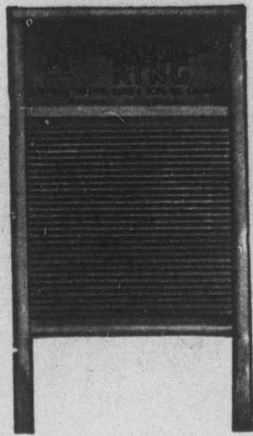
Back of Cane Woodenware is our guarantee which protects you and your patrons.  
Order your stock now and make extra profit this summer.

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

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

**MADE-IN-CANADA**





*Madam Housewife  
will do her own washing  
this Summer*

This statement is inspired from the actual fact that a large percentage of Canadian housewives are to-day, from choice or necessity, doing their own work, including washing, baking, etc.; thousands more will join them this summer and will require supplies and utensils to work with.

**You have the first call.**

These women order groceries from you often and would give you their order for woodenware—tubs, washboards, pails, clothespins, bakeboards, etc., just as quickly as to any one else, so why not always mention *Cane's woodenware* when taking an order?

Timely suggestions mean more sales and profits. Make an attractive display of wash-day requisites and make Cane's woodenware the feature.

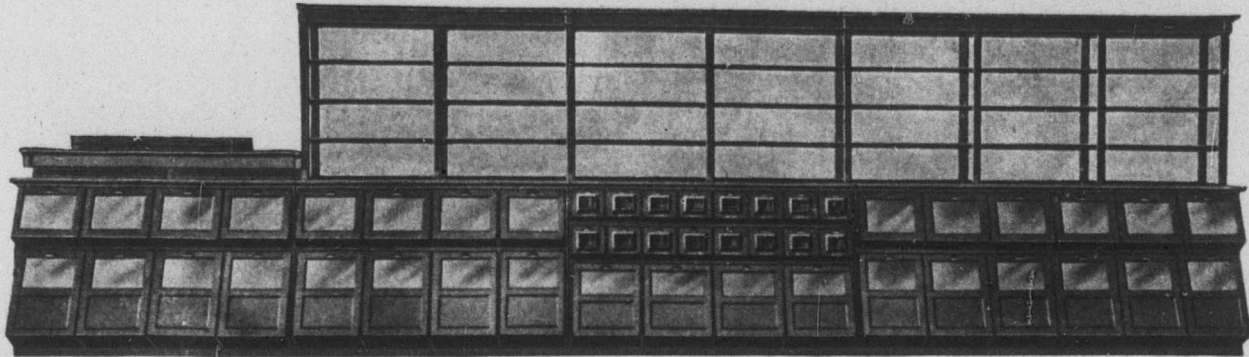
Send to-day for our handsomely illustrated catalog.

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

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

**MADE-IN-CANADA**

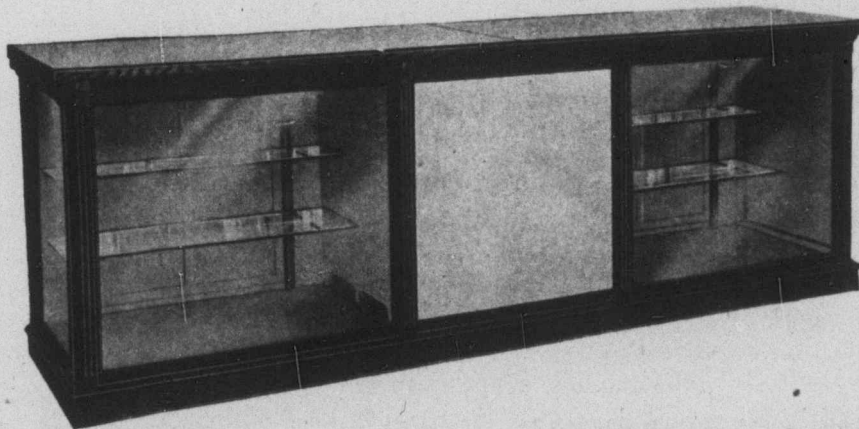
# The Clean Food System



Interchangeable Sectional Grocery Wall Case Combination "X."

This sectional case is made in golden oak as shown, complete with shelving, ready for prompt shipment on a day's notice. You select the number of sections to make up the necessary length, set them up, and start business. If on expiration of your lease you move to larger quarters, you add to or rearrange to suit the building. Lower Case 48" high, shelving 48" high.

You may put Pure Food in drawers used in ordinary bulk. Counters with bins for sack lots of cereals, Cases, and while stock is as pure and clean as you can get and indifferent in flavor, but is as nearly clean to partly open or loose-fitting drawers allowing the close automatically, and fit snugly to the dust-proofing on counters or sweeping to contaminate your store an order, but with the Walker Bin Clean Food System, the bins being counterbalanced or pivoted, ever-present fly and other germ carriers when work- and air-tight bin chamber. Stock is not air-dried, and get it, you cannot possibly keep it clean, owing and fresh as it is possible to serve it to your trade from store fixtures, or even in Pure Food Counters and meal and sugar in all sizes.



## Refrigerator Counter

No. 9-0

Opalite Top and Panel. Also furnished with marble or glass display top.

Stock sizes 9' and 11'.

We will have stock for prompt shipment of wall cases, counters and show cases, in Vancouver, Edmonton, Saskatoon, Winnipeg Agencies for Western trade and in Berlin for the East.

## The Walker Bin & Store Fixture Co., Ltd.

BERLIN, ONTARIO

### WESTERN AGENCIES:

Vancouver:—R. J. Borland, Room 611, Northwest Trust Bldg.  
Edmonton:—Edmonton Specialties Company, 113 Howard Ave.

Saskatoon:—North West Specialty Company.  
Winnipeg:—Watson & Truesdale, 120 Lombard St.

### EASTERN AGENCIES:

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

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

St. John, N.B.:—R. R. Rankine, 46 Adelaide St.





Store of Hogarth & Clendennan, Kerr Robert, Sask., using Fixtures made for J. F. Cairns, Saskatoon, in 1907.



## A typical Walker-Bin fitted Western Store—the Interchangeable Sectional Grocery Wall Case Combination “X”

is shown in actual use

With the **CLEAN** food movement on foot all over the country—the Walker-Bin idea of store fitting is receiving much attention. We have fitted and are fitting new grocery stores and re-fitting old ones from the Atlantic to the Pacific.

Over 90% of stores illustrated as up-to-date are W.B. Stores.

We specialize on grocery store fittings and carry wall cases, counters, and show cases in stock at our agencies for immediate shipping. **Write to-day to our nearest agent, giving particulars of your requirements.**

**The Walker Bin & Store Fixture Co., Limited**  
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# Give your customers more value for their hard-earned dollars



Bee Brand Specialties, Jelly Powder, Starch, Borax and many others are gaining a country-wide reputation for exceptional value.



## Bee Brand Jelly Powder

With a package of Jelly Powder that sells for 5c, and equal in quality to any 10c line on the market, you can expand your business in Jelly Powders to an enormous degree.

You can give a written guarantee with every package of Bee Brand Jelly Powder, and we will stand back of it. It is the biggest value ever offered to the trade.

**Expand your business this Spring and Summer by pushing Bee Brand Specialties. Order trial shipment to-day.**

We want you to write direct and connect with us. We have a money-making plan.

Responsible Agents Will Hear of a Good Proposition.

We especially ask the attention of our friends in the North-West to whom we have been writing.

## Bee Brand Starch

Your housekeeping customers will appreciate the value of a starch that will never allow the iron to stick, but gives a high polish that never cracks and is always pliable. Bee Brand Starch is prepared from a special formula which has these exclusive features. Introduce it to your customers.

## Bee Brand Borax

*The superior quality of Bee Brand Borax is evident from the continued growth of its sale throughout Canada. As a cleansing medium it has no equal.*



# The Bee Starch Company

MONTREAL



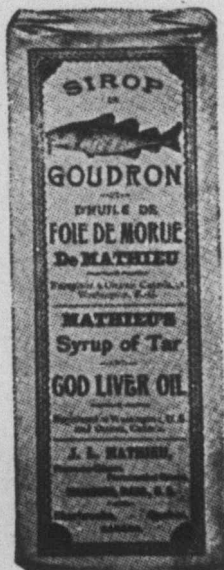


TWO BIG

LEADERS

# Mathieu's Syrup of Tar and Cod Liver Oil

THE GREAT CANADIAN REMEDY FOR TROUBLES OF THE THROAT  
AND CHEST—A SYSTEM TONIFIER



The great Canadian remedy for troubles of the throat and chest—a system tonifier. Spring usually brings its troubles to persons with weak throat and lungs—colds that take hold in the Spring require quick action to remove them before real trouble sets in. Right now is your best time to stock and push this famous Canadian Lung and Throat remedy.

Put up a good display on your counter and ticket it with a sign like this—"Rid yourself of that bad throat by using Mathieu's Syrup of Tar and Cod Liver Oil." Good sales and profits will result.

## Mathieu's Nervine Powders

cure all headaches, nerve pains, neuralgia, etc., without resort to dangerous narcotics or poisons such as opium, morphine, chloral, etc.

They're safe to sell and safe to take. Stock up now. Foley Bros., Larson & Co., Llc. Wholesale Grocers and Confectioners, Winnipeg, Edmonton and Vancouver, Distributors for Western Canada.



Order Stock From Wholesaler

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

L. Chaput, Fils & Cie, Wholesale Depot, Montreal

# RICE

## Adopt the "From Mill to Customer" Idea in ordering Rice, Mr. Wholesaler

Here's the idea boiled down into as few words as possible:—

**Send your order to us, we will ship direct to the retailer, giving you credit for the same.**

No worry, less money tied up in stock, less warehouse space used, no trouble or delay in handling.

This means quicker service for your customers, which reflects to your credit.

**Start to-day and talk more rice sales and direct service to the retailer.**

We are exclusively rice millers, and as such can offer fresh goods and quick service.

**Push Rice, Mr. Retailer, and reduce the cost of living.**

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

**D. W. ROSS CO., Agents**

**MONTREAL**



Your Country Needs You



To Buy  
Pure Jams Made in  
Canada

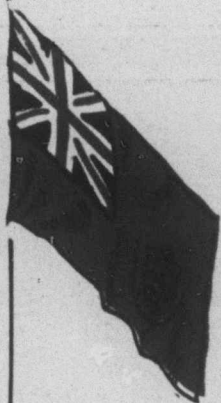
ALWAYS IN  
CONDITION

THE OLD  
RELIABLE

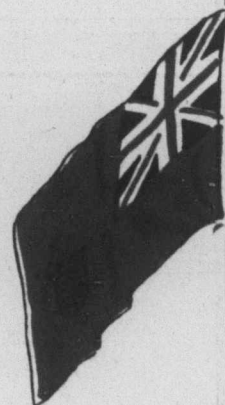
PREPARED IN  
COPPER  
KETTLES.  
BOILED IN  
SILVER PANS



ALWAYS  
PACKED IN  
GOLD LINED  
PAILS  
AND GLASS



WAGSTAFFE'S  
THE BEST





**Crystal  
Soap Chips**

*Both Wonderful in Results*

Washday loses its usual horrors to the woman who pins her troubles to these two great cleansers — “Wonderful” Soap and “Crystal” Soap Chips, for they produce wonderful results in leaving fabrics soft and snowy white.

These famous Canadian-Made Soaps are absolutely pure, wash quickly and without any injury to the most delicate clothes. When they are used no bleaching is necessary.

“Wonderful” Soap’s attractive labels make excellent window and counter displays.

**Write us to-day for sample order. There is good profit in this duet of big sellers**

**The Guelph Soap Co.**  
GUELPH, ONTARIO



# Our Spring Greeting

To the Retail Grocers of Canada

Gentlemen,—

We wish to return our cordial thanks for the magnificent support given to our line during the past years and to assure you that nothing reasonable will be left undone in the future to **KEEP KELLOGG'S TOASTED CORN FLAKES** in the enviable position it now occupies in the grocery trade of Canada.

We trust that the patriotism which is now so much in evidence in Canada, will induce you to confine your orders as closely as possible to goods "MADE IN CANADA."

The annual meeting of the retail grocers of Ontario will be held in London on May 3rd, 4th and 5th, and we cordially invite all those attending and their friends to visit our new factory and investigate the interesting process of the manufacture of this popular food.

**BATTLE CREEK TOASTED CORN FLAKE COMPANY, LIMITED**  
LONDON, CANADA

MY WORD!

**KEATING'S  
KILLS**



**Keating's  
Powder**

the universal insecticide. Fatal to every form of insect life, but harmless to humans or animals.

**Many lines are common to both the  
Retail Grocery and Drug Trade**

Sal. Soda, Carb. Soda, Lye, Household Ammonia, and other articles used in the pantry, kitchen and laundry, are Grocers' and Druggists' sundries.

In the British Isles, and the Colonies outside Canada, Keating's Insect Powder is also regularly stocked by Grocers, as well as Druggists. It belongs to the Grocery Trade because it is just as necessary in the kitchen and pantry as lye, ammonia and soap.

Keating's Powder is a legitimate line for the Grocery Trade. It is put up in carefully sealed and wrapped tins that display well among shelf goods.

It is not a poison. It is an "insecticide"; fatal to every form of insect life, but harmless to human or animal life.

Keating's may be sprinkled in the pantry shelves, freely among the dishes.

This is where Keating's is different from other "insect and bug exterminators" that are poisons of a general character. And so there is a regulation against Grocers keeping insect powder for sale in bulk, but Keating's is put up in tins only. It is never marketed in bulk.

Keating's is a cleanly, profitable line. It will not deteriorate with age. It is in general demand the year round wherever insect life is a pest. It may be recommended with confidence to prevent, kill or drive away moths, roaches, fleas, bugs, ants, flies. Every tin has a sprinkler top.

A spoonful allowed to smoulder on a tin or plate will raise a not disagreeable fume that will dispel mosquitoes. If burned in a closed room it will kill mosquitoes and flies.

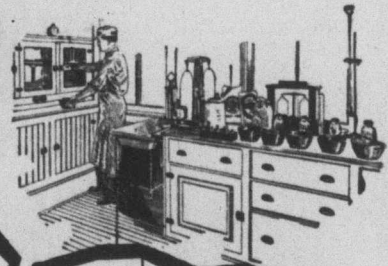
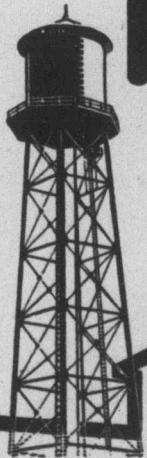
You will be asked for Keating's Powder.

Every sale means a customer for a repeat order.

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

Sole Agents for Canada:  
**HAROLD F. RITCHIE  
& COMPANY, Limited,**  
10-12-14 McCaul Street,  
Toronto.

**PURITY FLOUR**  
More Bread and Better Bread



FLOUR TESTING LABORATORY

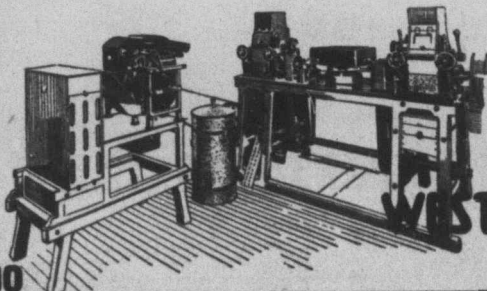
**PURITY FLOUR Talk No. 7**  
To the Proprietor and his Assistants.

**CO-OPERATION**

It is with your generous co-operation in pushing PURITY FLOUR that we can enter into and maintain relations remunerative to your customers, your firm and ourselves. The retailer who carries PURITY KNOWS he is selling flour PLUS perfect bakeday satisfaction.

EXPERIMENTAL MILL

Apart from dollar-making, the owner of a business feels a sense of gratification in exchanging for money those commodities which give the purchaser more than usual value. This spirit is attributable to inherent pride in one's business and in one's REPUTATION.



Through our good name embodied in the PURITY FLOUR trademark and your reputation in your community, we can operate to mutual advantage. Why not sell PURITY, guaranteed to be BETTER than "the other kind?"

Main Offices: Winnipeg, Toronto, Victoria

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



# Mason & Hickey

Manufacturers' Agents

Head Office - WINNIPEG, Man.  
P.O. BOX 2949

BRANCHES

Regina Saskatoon Calgary Edmonton Vancouver

*Representing the following:—*

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

# Matchless Ammonia Powder

**The KEENLEYSIDE OIL CO.**

LONDON. ONTARIO.

*(The best on the Market)*

—A business-getter that is no experiment



"For Mother"

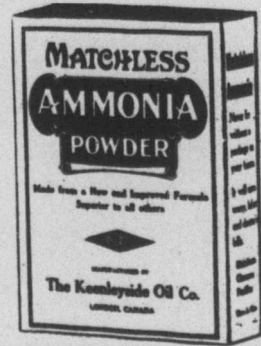
Though a comparatively new brand of Ammonia Powder it is a proven success.

Owing to special ingredients, which place it in a class by itself, "Matchless" Ammonia does not smart or injure the hands, is as fine as flour, and does the work efficiently. This explains its increasing demand.

Every "Matchless" Ammonia Powder customer is a permanent one, because satisfied with results.

We stake our reputation on these statements, for while this is a comparatively new line, the firm itself has been established in business for nearly a quarter of a century.

Write us for our selling proposition.



The Keenleyside Oil Co., London, Ontario

Western Distributors: **Buttan, Alderson & Lound, Ltd.,** Winnipeg.

## "Sweetheart" Brand

SPICES, COFFEES, JELLY FLAVORING



Trade-Mark of Quality

## "Loyal" Brand

POWDERS, BAKING POWDERS EXTRACTS, ETC.

Are you selling them? They're sold by the best stores in the country

These two brands represent the pinnacle of quality—the direct result of the use of the purest ingredients, prepared scientifically, and put up under the best possible conditions.

After years of experimenting the perfected result is **Sweetheart Baking Powder and Jelly Powder**—guaranteed absolutely pure and to give absolute satisfaction.

"Loyal" Brand Coffee is steel-cut. No chaff, no dust. It is a topnotcher—the coffee that gives an effusion

that is delicious to the last drop—real quality in the cup.

**SPECIALS.**

"Honey Drip" Icing Flavoring in six flavors—Orange, Lemon, Maple, Chocolate, Raspberry and Strawberry.

"Loyal" Brand Orangeade and Lemonade. Sold with coolers and also in 10 and 25-cent bottles.

It pays others to push these brands—it will pay you. Send for receipt and cook books for distribution.

WRITE TO-DAY.

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





## Durum Wheat is especially adapted to the manufacture of Macaroni.

A great deal depends on the quality of the ingredients used in the manufacture of macaroni.

Ordinary wheat flour does not produce macaroni that will stand the quality test—the palate test which results in more business.

The finest grade only of durum wheat semolina is used in “Quality” Macaroni

—none other is good enough to uphold the standard which we have set.

A small order of “Quality” Macaroni will put you on the right road to a permanent macaroni trade in your town. This trade is well worth going after, for it means increased business in other lines.

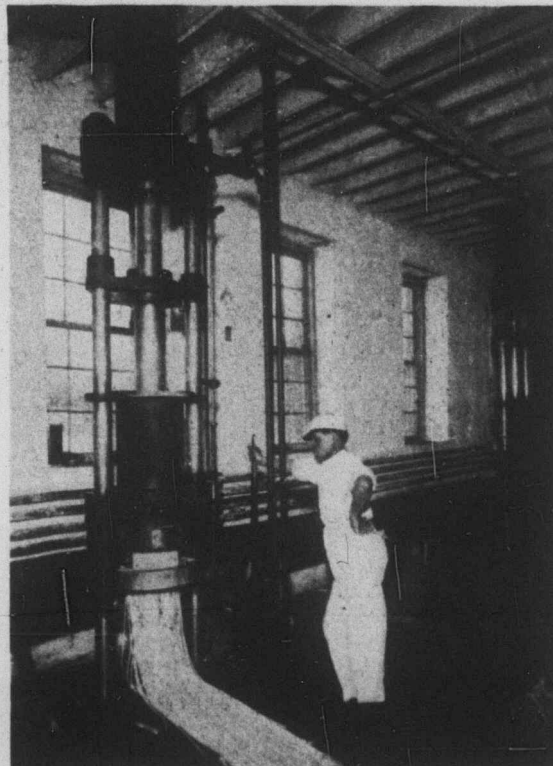
**Order your stock to-day.**

### THE PRESS

Another important part of the excellent equipment employed in the manufacture of “Quality” macaroni.

Not a stone is left unturned to maintain our high standard.

*Ask about our special deal.*



**F. A. MARTOCCIO MACARONI CO.**  
MINNEAPOLIS, MINN.

*Canadian Agents:* W. H. ESCOTT, Winnipeg, Man. CYRIL C. RENDELL, Montreal, Que.

**Twenty-five Attractive Blotters in Each Case. We Assist the Dealer to Popularize Our Line**

The brand that sells readily—with a satisfactory profit to you—should find a prominent place in your store.

# *Libby's* Food Products

—“the brand you can trust”—meet every condition.

Sweet, Sour and Mixed Pickles  
Olives and Olive Oil                      Orange Marmalade

**Libby, McNeill & Libby**  
GUELPH                      ONTARIO                      CANADA

## IN THE FRUIT SEASON

The housewife would almost as soon be without sugar or potatoes as not to have

# *Parowax*

always on hand. For sealing preserves, jams and jellies, Parowax is a staple.

Parowax is also largely used for loosening dirt when washing clothes. Women like it because it makes washing easy, and does away with all the hard rubbing.

Our advertising this year will again stir up a good demand for Parowax. Be ready for it. Put up in ¼-lb. cakes, packed 4 in a carton, 20, 40 or 100 cartons in a case.

MADE IN CANADA



**THE IMPERIAL OIL COMPANY**  
Limited

BRANCHES IN ALL CITIES



# Cleave's

CELEBRATED  
DEVONSHIRE CREAM  
**Chocolate**

A high-grade and up-to-date article, showing an excellent profit and giving increasing satisfaction.

**THE CHOCOLATE THE PEOPLE WANT.**

Also other new and attractive  
5 cent lines.

**AGENTS:**

MONTREAL—F. Davy & Co., 6 St. Sacrament St.

TORONTO—Mason's Ltd., 25 Melinda St.

WINNIPEG—Hamblin & Brereton, Ltd., 149 Notre Dame Ave. E.

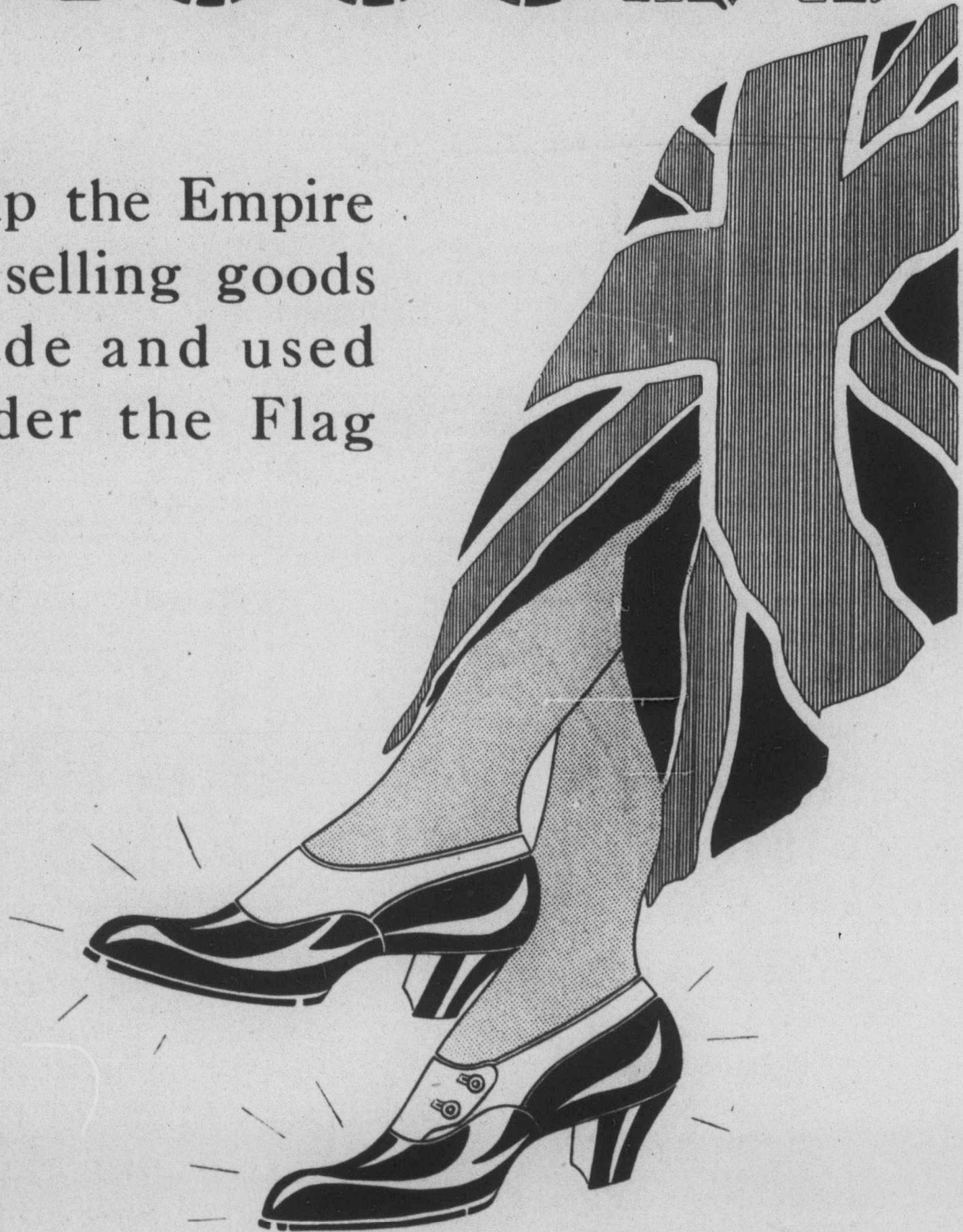
VANCOUVER—Hamblin & Brereton, Ltd., 942 Cambie St.

**JOHN CLEAVE & SON, LIMITED**  
CREDITON, DEVON, ENGLAND



# NUGGET

Help the Empire  
by selling goods  
made and used  
under the Flag



The "Nugget" Polish Company, Limited  
9, 11 and 13 Davenport Rd., Toronto, Ont.

*The lowest-priced meat slicer that competes in efficiency with the highest*

## THE IMPERIAL

The day of the hand slicing of meats, either cooked or cured, is past—the consuming public want meats sliced uniformly without handling. The Imperial is simplicity itself and does as good work as the most expensive and with less trouble.

Write to any of our distributors for full particulars.

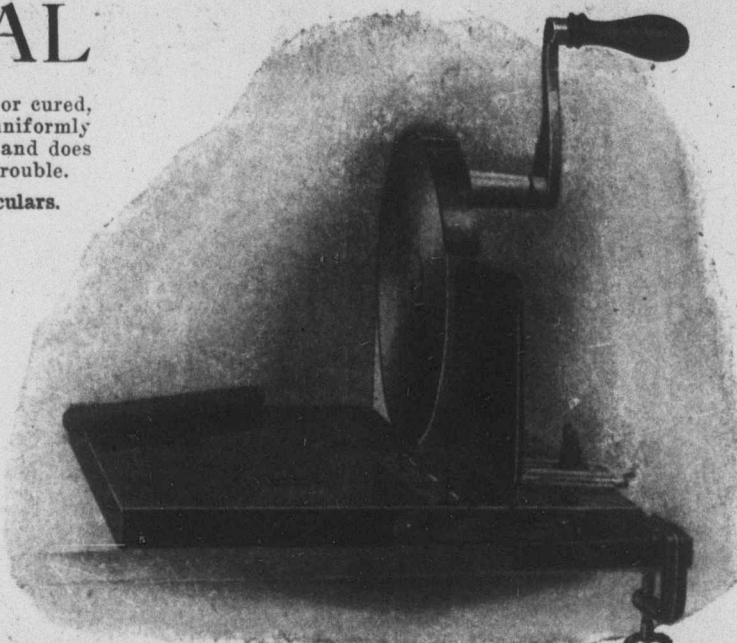
Canadian Agents

**W. G. Craig & Co., Ltd.**

KINGSTON, ONTARIO

DISTRIBUTORS:

D. S. Robertson & Sons, Ottawa, Ont.; Eby-Blain, Ltd., Toronto, Ont.; W. H. Gillard & Co., Hamilton, Ont.; A. M. Smith & Co., London, Ont.; The Howe, McIntyre Co., Montreal, Que.; J. B. Renaud & Cie, Quebec, Que.; G. E. Barbour Co. Ltd., St. John N.B.; Bauld Bros., Ltd., Halifax, N.S.; Codville Co. Ltd., Winnipeg, Man.; A. Macdonald Co. Ltd., Winnipeg, Man.; Jobin Morrin Co. Ltd., Winnipeg, Man.; Codville Co. Ltd., Saskatoon, Sask.; Codville Co. Ltd., Moose Jaw, Sask.; Macdonald, Cooper & Co., Edmonton, Alta.; A. Macdonald Co. Ltd., Nelson, B.C.; A. Macdonald & Co., Ltd., Fernie, B.C.; Kelly, Douglas & Co., Ltd., Vancouver, B.C.



## COIN PURSES

(Our new penny piece)

**NIGHT STICKS**

**WHISTLES**

**FLEXIBLE STICKS**

**CIGARETTES**

and a full line of attractive and quick-selling Licorice Specialties.

Order from your Wholesaler

Everything in Licorice for Grocer,  
Druggist and Confectioner

MADE IN CANADA

**National Licorice Company**

MONTREAL

When you sell

# HEINZ

## 57

# VARIETIES

PURE FOOD PRODUCTS

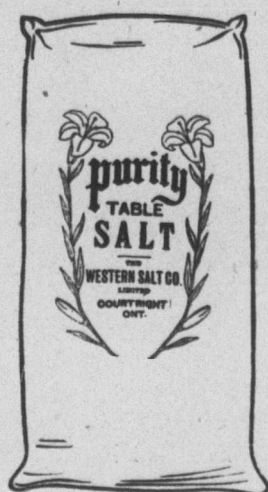
You give your customers—  
Goods Made in Canada—  
from Canadian Materials—  
by Canadian Employees.

## H. J. HEINZ COMPANY

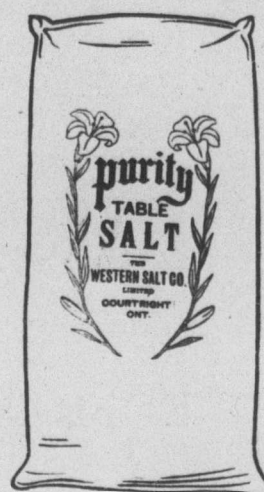
Canadian Factory:—Leamington, Ont.

Warehouse:—Toronto





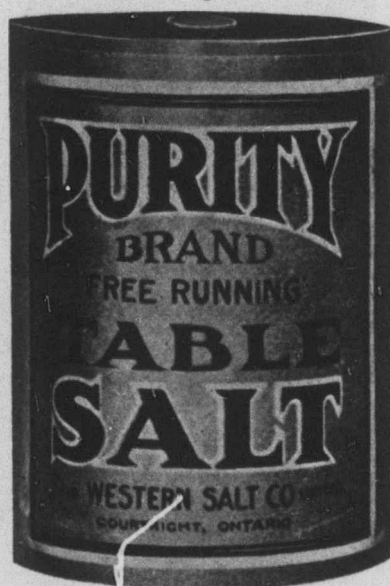
# Sell The Salt That's of Lily **PURITY**



*(the name of the  
salt that satisfies)*

Back of the ever-increasing demand for Purity. Salt is a satisfaction made possible by the quality which results

from the most modern vacuum salt manufacturing plant, manned with a staff of efficient workmen who are experienced in salt making and who are careful to do their part to produce an article pure to the last degree.



Purity Salt, whether for table or dairy use, is without an equal. It satisfies the most discriminating trade.

The handy, free - running package here shown is a great aid to the housewife in filling her shakers.

Order your supply of Purity Salt, which is put up in all sizes of sanitary cotton bags and handy, free-running packages.

## The Western Salt Co., Limited

COURTRIGHT, ONTARIO

"Covering the Provinces of Manitoba, Saskatchewan and Alberta"

*Established 1907*

## W. H. Escott Co., Limited

WHOLESALE

*Grocery Brokers and Mfrs.' Agents*

EDMONTON

L. C. PERKINS, Manager

Alberta  
Shaw Building

---

## W. H. Escott Co., Limited

WHOLESALE

*Grocery Brokers and Mfrs.' Agents*

CALGARY

E. H. TELFER, Manager

Alberta  
326 Eighth Ave. W.

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## W. H. Escott Co., Limited

WHOLESALE

*Grocery Brokers and Mfrs.' Agents*

REGINA

BRUCE L. McMILLEN, Manager

Saskatchewan  
1821 Scarth St.

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## W. H. Escott Co., Limited

WHOLESALE

*Grocery Brokers and Mfrs.' Agents*

Head Office: 181-183 Bannatyne Ave.

WINNIPEG

Manitoba

---

Competent salesmen, also excellent storage accommodation  
(at a minimum charge) at the different wholesale centres.  
We make a specialty of pooled cars and straight carload business

**We Get Results**



CANADIAN GROCER

Only  
Pure Fruit

Pure  
Cane Sugar

# Furnivall's

FINE  
FRUIT  
PURE JAM

smacks of the real home-made "want-more" flavor

MADE-IN-CANADA



—the jams that come up to a boy's dream of his mother's jams—the jams that are different in quality and flavor because they are put up by a maker who has had two decades of practical experience in old England, where quality is everything.

Nothing but the freshest, sun-ripened fruits and finest of pure cane sugar are used in Furnivall's Jams.

## Quality and Cleanliness go hand in hand

in the manufacture of these fine quality, pure fruit jams. The Furnivall factory represents the acme of cleanliness, everything associated with this purely made product is spotlessly clean.

**The Quality is better.      The Price is right.**

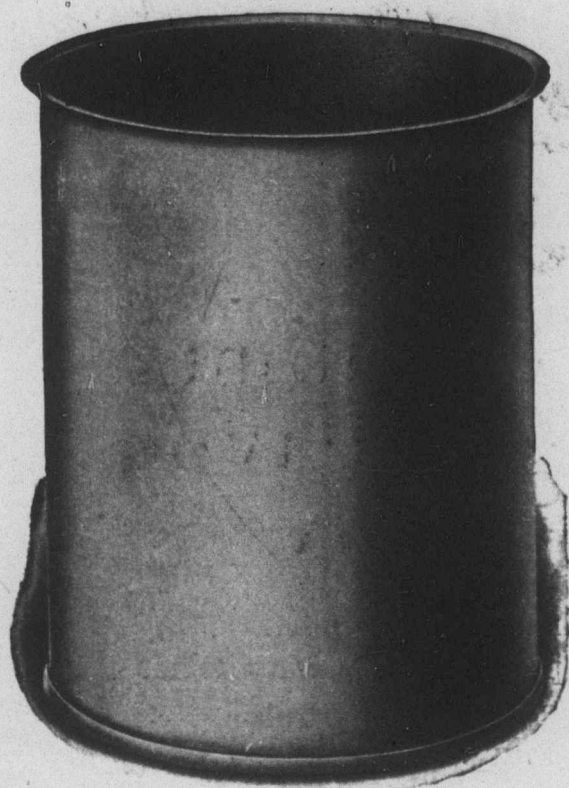
Put up in all standard size pails and glass jars.  
Ask your wholesaler for it.



# Furnivall-New, Limited

HAMILTON, CANADA

Agents:—Halifax, B. C. Woodworth, 533 Robie St.; St. John, N.B., W. W. Chase, 70 Paradise Row; Montreal, W. S. Silcock; Ottawa, L. T. White; Toronto, Dunn-Hortop Co.; Fort William, W. F. Elliott; Winnipeg, H. P. Pennock & Co., Ltd.; Edmonton, Alta, Central Brokerage Co.; Calgary, Jackson's, Ltd.; Hamilton, Ont., Grocers' Specialty Co.; Sydney, N.S., A. E. Shepherd.



# Sanitary Cans

*"The Can of Quality"*

Baked Beans,  
Soups,  
Meats and Milk.

## Sanitary Can Company

LIMITED

NIAGARA FALLS, ONTARIO

HERE ARE A FEW OF

## McVitie & Price's BISCUITS

established favourites from the Old Country, which every grocer should stock

- |                            |  |
|----------------------------|--|
| <b>DIGESTIVE.</b>          | "The Premier Biscuit of Britain." Finest wholemeal.            |
| <b>SCOTTISH ABERNETHY.</b> | The Scottish favourite. Rich cream-filled short-bread biscuit. |
| <b>ACADEMY CREAMS.</b>     | Chocolate biscuit filled with cream.                           |
| <b>CREAMY CHOCOLATE.</b>   | The standard Old Country biscuit, delightful flavour.          |
| <b>OSBORNE.</b>            | Popular Scottish tea biscuit.                                  |
| <b>RICH TEA.</b>           | Fine butter flavour.   |
| <b>SMALL PETIT BEURRE.</b> | Rich shortcake.  |
| <b>CORONATION.</b>         | Butterfly shape, cream sandwich, almond flavour.               |
| <b>BUNTY CREAMS.</b>       | Light short-eating cracker.                                    |
| <b>BUTTERETTE.</b>         | Ideal tea or coffee biscuit.                                   |
| <b>ROYAL SCOT.</b>         |  |

Recognized Official Agents in the following cities:—  
Halifax, Montreal, Toronto, Winnipeg, Calgary,  
Edmonton, Lethbridge, Vancouver and Victoria.



## Business as Usual

Thanks to the loyalty of our customers and the popularity of Keystone Brand Brushes and Brooms, we have been able to keep our factory running full time and with a full staff. The prospects are that we will have to increase our staff in the near future and thereby employ more Canadian labor.

Will you help us to do it?

**Stevens-Hepner Co., Ltd.**  
Port Elgin, Ontario



# ANNOUNCEMENT!

## The Mennen Line now sold in the Dominion by The Harold F. Ritchie Co., Ltd., of Toronto—New Prices and Terms

The Harold F. Ritchie Co., Ltd., of Toronto, Ont., has been appointed selling agents for the Mennen Products throughout the Dominion, taking effect immediately. All orders should be placed with them; however, merchants located convenient to the factory at Montreal may place their orders direct.

New prices and terms, taking effect immediately, have been placed on the line, which now includes:

Borated Talcum, Violet Talcum, Flesh Tint Talcum, Sen Yang Talcum, Narangia Talcum, and Talcum for Men; Shaving Cream, Borated Skin Soap, Liquid Soap, and Bath Powder.

### How We Help You Sell Mennen's Products

An aggressive advertising campaign will be carried in newspapers and the larger magazines in the leading cities in the Dominion. Also, many of the magazines in the United States, in which we advertise, have a large Canadian circulation. Window displays and dealer helps have also been prepared.

You will feel directly the influence of this tremendous advertising campaign. Better stock-up now with Mennen Products and get your share of this business—keep in stock the complete line and get 100% efficiency from your share.

#### Selling Agents

**Harold F. Ritchie Co., Limited, Toronto, Ont.**

*Made in Canada by*

**G. MENNEN CHEMICAL COMPANY**  
Montreal

LONDON

PARIS

NEWARK, U.S.A.

RIO DE JANEIRO

BUENOS AYRES

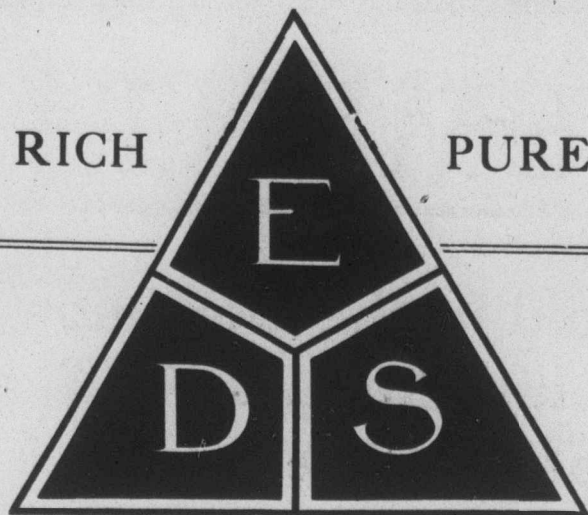
MONTEVIDEO

HAVANA

MONTEREY, MEX., Etc.

RICH

PURE



MADE - IN - CANADA

## From the Juice of Winona's Delicious Concords



Winona district produces the best Concord Grapes in the World.

Five carloads are shipped from this district to one of any other district in Canada on actual orders from customers. The reason for this popularity is the richness and higher flavor, which is very pronounced in

### E.D.S. Grape Juice

—Canada's delicious thirst-quenching pure Grape Juice beverage.

This juice is pressed from the freshly-picked grapes without losing the luscious flavor of the vine.

The greatest care is exercised in the picking, preparing and processing—the same care that has made E.D.S. products the guide of Canada.

Your early order should be mailed to-day. Be prepared for the warm weather with Canada's National Grape Juice beverage.

**E. D. SMITH & SON**  
LIMITED

WINONA, ONTARIO

AGENTS:—NEWTON A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; E. B. COLWELL, Halifax, N.S.; A. P. ARMSTRONG, Sydney, N.S.

## SCAN THIS LIST OF REAL MONEY-MAKERS



Queen Quality Pickles  
Queen Quality Catsup  
Sweet Mixed and Chow  
Bulk Pickles, in pails  
English Chow Chow, in pails  
Pure Tomato Catsup, bottled or in bulk  
Worcester Sauce, bottled or in bulk  
Queen Quality Universal Sauce.  
Put up in 10 and 20-ounce bottles. Every one of these lines comes up to the highest standard that has popularized Queen Quality Pickles and made them trade-pullers with grocers everywhere.  
Write for quotations on these and on Bonded Spirit and Cider Vinegar.

Taylor & Pringle Co., Owen Sound, Ont.

“Cow Brand” success  
is never doubted



Housewives have absolute confidence in the baking results when they use **Cow Brand Soda**. For Strength, Purity and Reliability it is unsurpassed. It is the surest trade builder and holder. Fill in your stock to-day.

**CHURCH and DWIGHT**

Manufacturers  
MONTREAL Limited



# ROYAL SALAD DRESSING

MADE IN CANADA

Not a season article, but a good seller the whole year round. However, Spring and Summer is the big time for Salad Dressing.

Look up your stock of Royal and be sure you have enough.

Guaranteed to keep until the last drop is used.

MADE ONLY BY

**THE HORTON-CATO MFG. COMPANY**  
WINDSOR, CANADA

## Tin Cans

Plain or Decorated

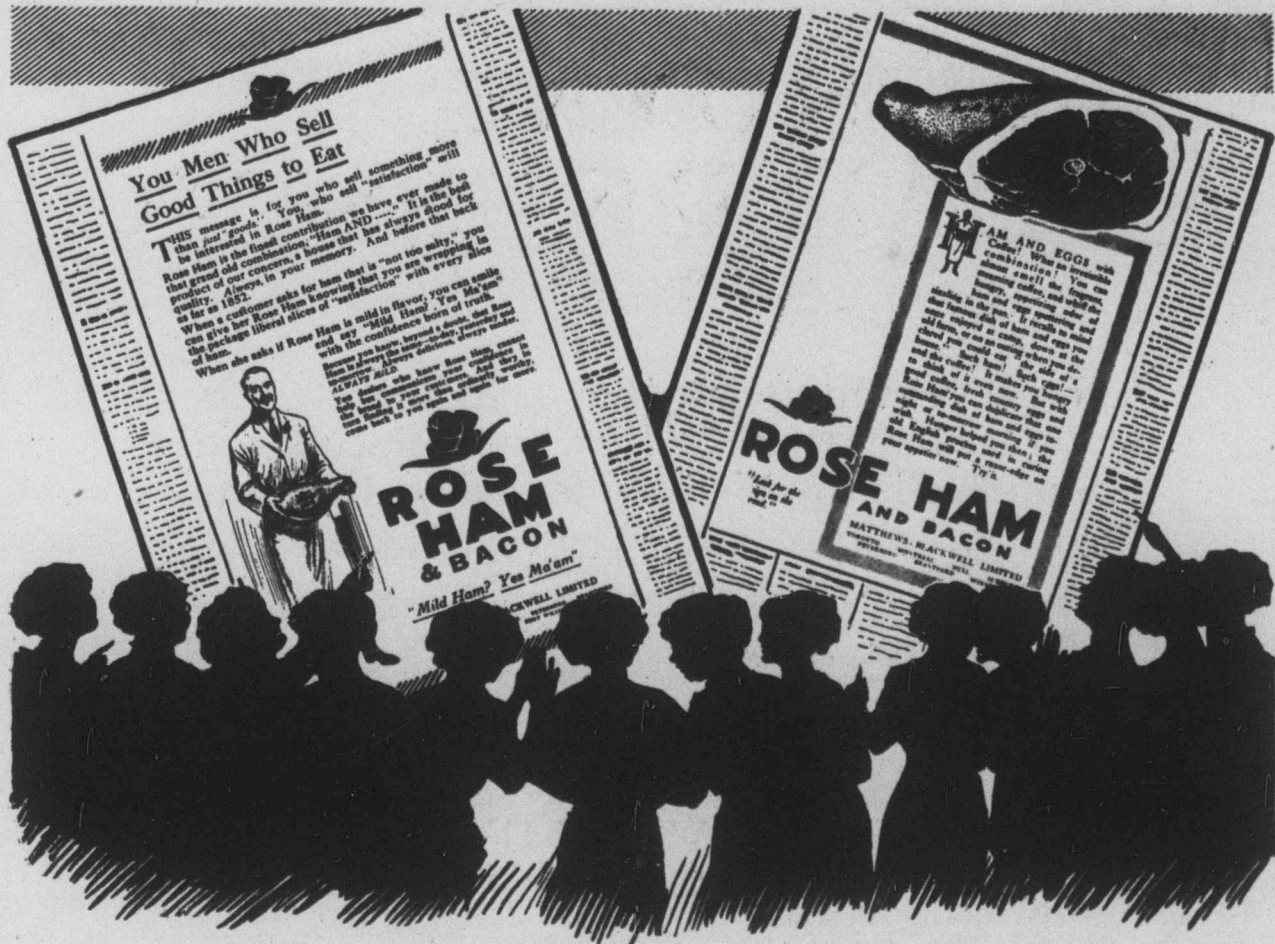
## Fibre Cans

All Fibre or with Metal Ends

Two Completely Equipped  
Factories Well Located to  
Serve the Canadian Trade

## AMERICAN CAN COMPANY

MONTREAL .: HAMILTON



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

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

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

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

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

Place your trial order to-day.

# ROSE HAM AND BACON

MATTHEWS - BLACKWELL, LIMITED

TORONTO  
WINNIPEG

MONTREAL  
SYDNEY, C.B.

HULL

PETERBORO  
FORT WILLIAM

BRANTFORD  
SUDBURY



*Est'd* **S. J. M.** *1879*

# It's Your Move

*and ours*

The present indications point to renewed business this Spring and Summer—things are already beginning to take on a new aspect. All they need now is greater energy behind them to ensure normal business or a little better in the Grocery trade.

Now it's up to all of us to start the ball a'rolling by going after more business, by selling lines that are not purely staple, by attracting the public eye to the goods that they really need and will buy if reminded about them.

We carry an excellent stock of groceries; imported wines and liquors of all kinds, and with our immense facilities can give a service that has no equal.

With our service back of you there is no need to stock heavy, for we can ship on short notice.

*Prompt attention to mail orders. Telephone or wire your requirements at our expense to Canada's most liberally-managed wholesale firm.*

## **S. J. MAJOR, Limited**

Wholesale Grocers and Importers of Wines and Liquors

OTTAWA

ONTARIO

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# GOLD DUST



Four words tell the story of "GOLD DUST": it "SELLS, Satisfies, Keeps Selling" because of the combination of wide usefulness and extensive, persistent advertising. Just be sure to keep it where your customers can SEE it.

That's enough!

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



FAIRY SOAP is just as much needed in the bath-room as any food article you sell is needed in the dining-room, and our heavy advertising has made the public expect to find it in YOUR store.

Make a display of FAIRY SOAP at all times and show you are ready to supply the demand for the big, white, floating, oval cake with the five-cent price and the twenty-five cent value.

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



**That tasty blanc  
mange with Crown  
Brand Corn Syrup**

or preserves or even served with a cream sauce or plain milk, will make an economical dessert for your customers and open up a source of revenue for you. Make the suggestion to-day and display your stock of

Benson's  
Prepared Corn

in the famous yellow package—Canada's standard for nearly sixty years—made from the best grade corn.

It's not only the sale of the corn starch but the incidental sale of Corn Syrup that result from suggestions and display.

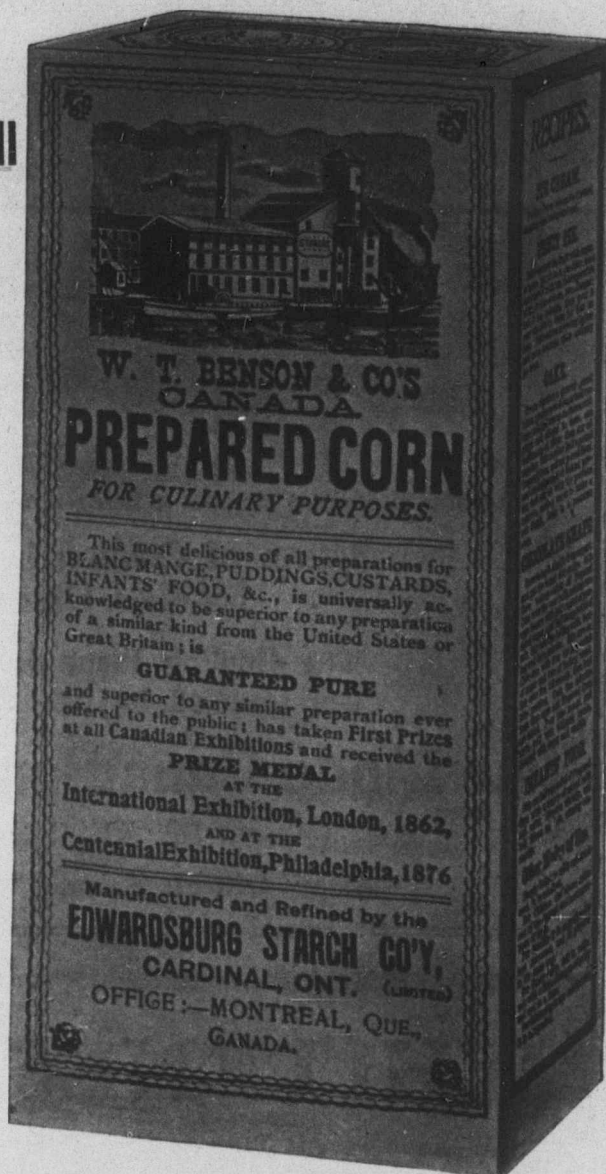
Trim up a counter display to-day using Benson's Prepared Corn and Crown Brand Corn Syrup.

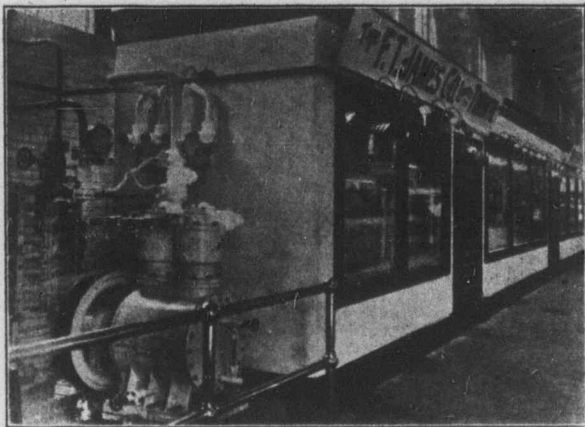
*BOOST SALES AND PROFITS.*

**The Canada Starch Company**  
LIMITED

*Manufacturers of the Edwardsburg Brands*

CARDINAL, BRANTFORD and FORT WILLIAM, ONT.





Illustrating Machine attached to Refrigerator.

**A Direct Saving in Cost of Cooling.** Omits handling of ice and consequent sloppy conditions.

Insures pure, sanitary refrigerators, cooled by dry cold air.

The Linde System of Cooling is a decided boon to Grocers, Butchers, Fish Markets, Dairies, Restaurants, Etc., Etc.

The Cooling Plant described in this issue was supplied and installed by us. Write us for Plans and Estimates.

**The Linde Canadian Refrigeration Co., Limited**

37 ST. PETER ST., MONTREAL

Branch Offices: Toronto, Winnipeg, Calgary, Edmonton, Vancouver.

## WHITENESS AND PURITY



*result from the proper treatment of the brine in the processing of*

## Sifto and Century Salt

Our immense Brine Tanks, the largest in Canada, permit of all impurities in the brine being fully precipitated before entering into the process of evaporation, thus leaving the finished product snowy white.

Sifto Salt is of Century Salt purity—scientifically prepared—and flows freely from the shaker. It is put up in handsome germ and damp-proof packages which make attractive counter or window displays.

**Sifto is the last word in Table Salt quality.**

Order your "Century" Salt supply now and include a trial shipment of "Sifto" (Free Running) Table Salt.

**The Dominion Salt Co., Limited**  
SARNIA, ONTARIO



It isn't necessary for you to advertise the goodness of

## CHASE & SANBORN'S Coffees

We have done that.

But you will find it pays to let people know you sell them. They are a strong magnet in attracting the class of trade you want.

**Chase & Sanborn, - Montreal**  
HIGH-GRADE COFFEES

## FINEST BLACK TEAS CEYLONS, INDIANS

ALL GRADES

**Broken Orange Pekoes to Pekoe Souchongs**

Our large stock—selected for cup quality  
from finest gardens—will suit your trade.

Prompt and careful attention to all mail  
enquiries for samples and prices.

## KEARNEY BROS., LIMITED

WHOLESALE TEA AND COFFEE MERCHANTS

**33 St. Peter St.**

**MONTREAL**

ESTABLISHED 1874

## A DOUBLE INTEREST

is being shown by the live, up-to-date merchants in those real "trade-winners" and "trade-holders":

# MELAGAMA TEA AND COFFEE

The lines that you can recommend with the utmost confidence to your trade, because they are Quality goods. Make them your leaders, and watch your sales grow.

## BULK TEAS

Our name is your guarantee. The values we offer are unexcelled. Let us help you make your Tea and Coffee Department treble its sales. We will gladly show you. We have shown others. Why not you? Our samples and quotations will interest you. M-I-N-T-O is the Coffee you need—none better, but others cost more.

**MINTO BROS., Limited, TORONTO**

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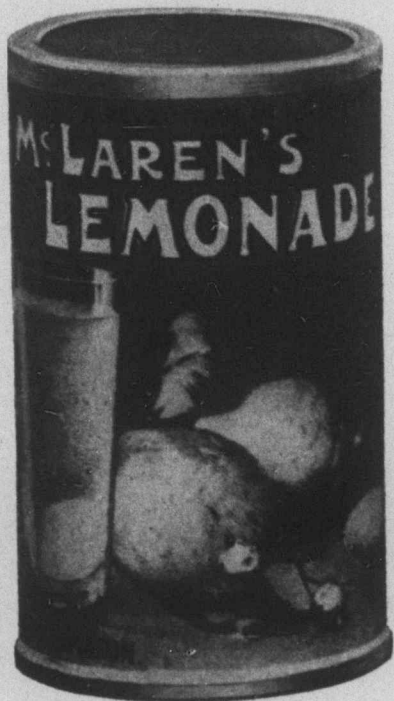
**MR. GROCER:**

We are proud to be able to say, in spite of the cry "Hard Times" and the general light demand for canned goods, that our sales have been up to the average. Strict adherence to our motto **QUALITY FIRST** is the explanation. Are you satisfied with your sales? If not, we promise to assist you if you will specify

**ESSEX BRAND**  
In Your Next Order

*Should your wholesaler be unable to supply you, write us for best prices and terms.*

**THE ESSEX CANNING & PRESERVING CO.**  
ESSEX, ONTARIO LIMITED



**McLaren's Lemonade**

**The only Lemonade Powder**  
**"Made in Canada"**

That's just another reason why you should push McLaren's. But there are other reasons. It was a wonderful seller in 1914. It will be a better seller in 1915 because it has a better flavor—a flavor that rivals the fresh, juicy, home-made variety — a flavor that makes every can a sure repeater all through the summer.

Get your order off to-day.

**McLARENS LIMITED**  
**Hamilton and Winnipeg**

CANADIAN GROCER

**MADE-IN-CANADA**



## Canadian Grown Pickles picked, processed, packed by Canadian labor, backed by Canadian capital only

PUT UP IN CANADA'S LARGEST AND MOST  
MODERN PICKLE AND CATSUP FACTORY

We control the  
pickle supply of  
the best vegetable  
districts and have  
a large number of

pickling depots where our  
stock is collected and put  
through the first process as  
soon as picked, keeping it in  
as fresh, crisp condition as  
when on the vine.

Our vast output makes it  
possible for us to give employ-  
ment to a large staff of Cana-  
dian men and women, enables  
us to encourage Canadian  
vegetable farming by giving  
good profit - making prices  
to the producers.



Back of this  
large Canadian  
organization is  
purely Canadian  
capital.

Every dollar's worth of Ster-  
ling Brand goods you sell  
helps Canada—keeps Cana-  
dian money in circulation —  
gives employment to Cana-  
dian people—helps to put the  
Made-in-Canada idea on a  
quality basis.

Display and push Sterling  
pickles, catsups, etc., this  
spring and summer.

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

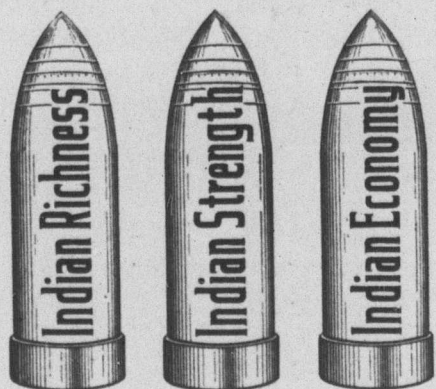


**The T. A. Lytle Co., Limited**  
STERLING ROAD, TORONTO

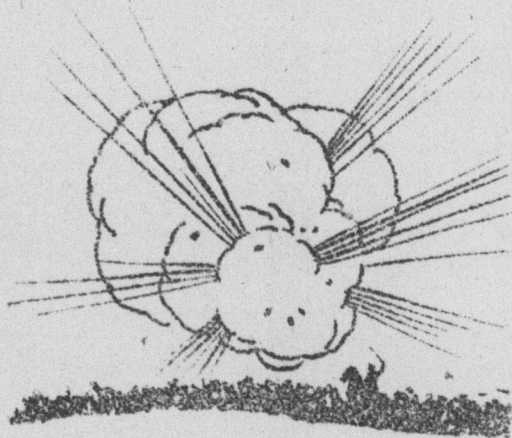


# “Indian” Ammunition

Battles cannot be won nowadays without good, strong ammunition. To sell goods, too, requires that the dealer be armed with good, strong selling points.



The grocer who intends to win a bigger tea trade will find that Red Rose Tea provides him with strong “Indian” ammunition. This famous tea is composed largely of Indian teas, particularly choice Assams. These Indian teas give Red Rose Tea an Indian richness of flavor, an Indian strength, and an Indian economy (spending qualities) that the thinner straight Ceylon tea cannot equal.



These three big, powerful selling points—Indian richness, Indian strength, and Indian economy—are real 15-inch shells; irresistible selling features that sweep everything before them.

Every grocer who stocks Red Rose Tea has this powerful “Indian” ammunition to use. This is the time to use it.

## RED ROSE TEA

“is good tea”

T. H. ESTABROOKS CO., Limited

St. John

Toronto

Winnipeg

Calgary



# AYLMER BRAND

## TOMATOES AS YOU LIKE THEM

Only ripe, firm tomatoes of a clear red color go into cans bearing

### The Aylmer Label

In season the tomatoes are picked during the early morning hours, which is known to be the best time of the day, and they are canned ready for use while fresh and before they have had time to lose their natural delicious flavor.

### Every Can is Guaranteed

*Seventy-five per cent. of all canned fruit and vegetables sold in Ontario are "Aylmer" brand.*

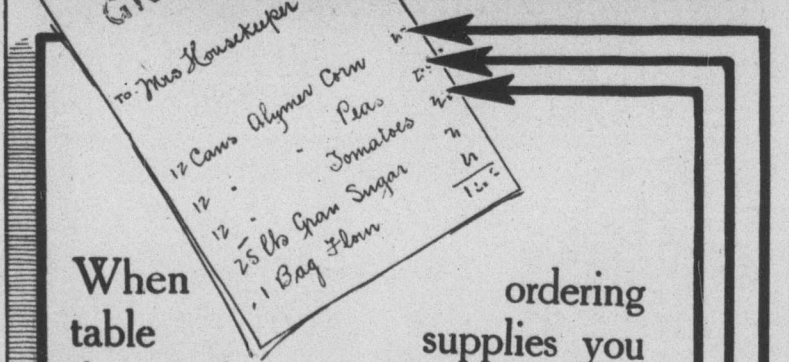
Sold by all good retailers.

4-14

DOMINION CANNERS LIMITED  
HAMILTON, CANADA  
THE EVIDENCE OF QUALITY



The Wise Housewife  
 Demands  
**AYLMER BRAND**



When table ordering supplies you always specify that you shall have the best there is, therefore, when purchasing vegetables, insist that they bear

**The Aylmer Label**

There are two reasons why you should do so—one is that you can always rely that the contents of every can are prepared from the choicest selected vegetables—the other is that their flavor and taste are so well preserved that they are far superior to the raw vegetable usually bought on the market or from the peddler.

Not only do you get better vegetables when you buy "Aylmer" brand but they cost less than those purchased in any other way.

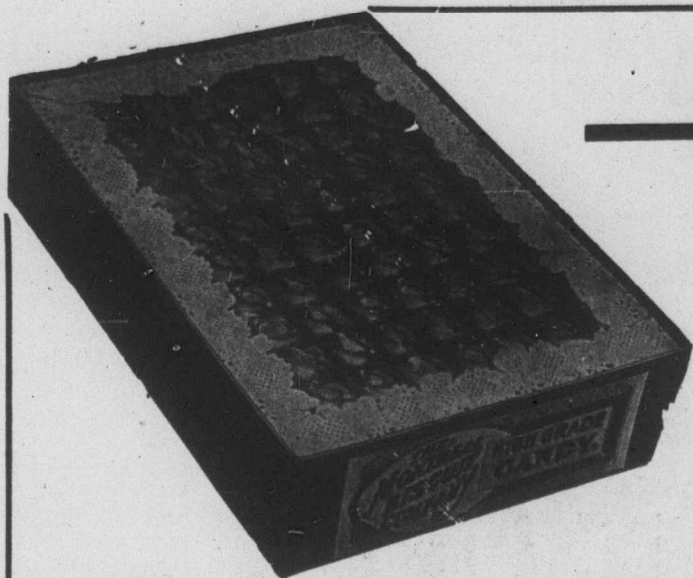
Seventy-five per cent of all canned fruits and vegetables sold in Ontario are "Aylmer" brand.

Sold by all good retailers. 3-14



THE EVIDENCE OF QUALITY





# —Sweets that Satisfy—

They will satisfy your customers because of their tasty wholesomeness and will satisfy YOU because they are good sellers and the margin of profit is worth while.

**60% Profit**—and the line never “hangs fire.”

“**Chocolate Bordo**,” illustrated above, is a line which is meeting with success wherever introduced.

Not an assortment—it is one single style of chocolate, with a filler that is unique; a flavor all its own—something that tickles the palate and calls for more.

You can develop your candy department and increase your profits if you carry the right lines.

“Bordo” is only part of the complete candy service that we can give you—won’t you let us send you particulars of our complete line?

*For “Goodness Sake” buy our Biscuits and Candies.*

WRITE TO-DAY AND REAP THE PROFIT TO-MORROW.

**THE MONTREAL BISCUIT COMPANY**  
MONTREAL



# Canned Sea Foods of Established Quality mean Year Round Sales in your Fish Department



Or in other words a stock of Brunswick Brand Sea Foods will enable you to satisfy the most particular housewife in your town.

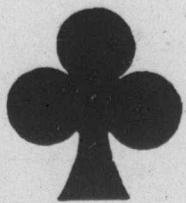
Brunswick Brand because of their sterling qualities and appetizing wholesomeness will prove a splendid line for you to handle. It will mean satisfied customers and the increased business resulting therefrom.

Our sanitary packing plant, with its up-to-the-minute equipment, is located right beside the fishing grounds at Passamaquoddy Bay. Thus we are in a position to select only the very best pick of the catches; eliminating any chances as to the appetizing qualities of our Sea Foods.

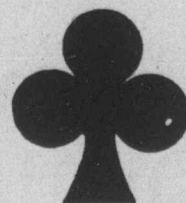
If your fish sales have appreciably diminished since Easter, try what a stock of Brunswick Brand will do to tone up business in your fish department.

**Connors Bros., Limited**  
BLACK'S HARBOR, N.B.





# BIRK'S SOUVENIR SPOONS



GIVEN "Gratis" WITH

## SOURCES SAINT-LOUIS

"RED CLOVER BRAND"

### Natural Sparkling Mineral Water

Bottled at St-Yorre (near Vichy), France.

This water is authorized by the Government of France.

Highly recommended by the Faculty of Medicine of Paris, for stomach troubles, gout, etc.

1 case (50 qt. bottles) . . . .	\$8.50 cs.
5 cases . . . . .	8.00 cs.

TERMS: 30 days net.

Freight allowance up to 50c per case

6 bottles free with each case.

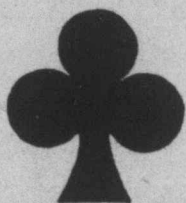
1 spoon free with each case.

6 spoons free with each 5-case lot.

Representing: King George V  
 King Albert  
 General Joffre  
 Lord Kitchener  
 Sir John French  
 Grand Duke Nicholas.

Distribution starts 1st May next.

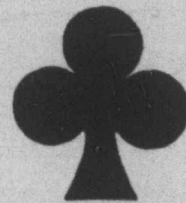
Don't miss this opportunity.



## L. Chaput, Fils & Cie, Limitée

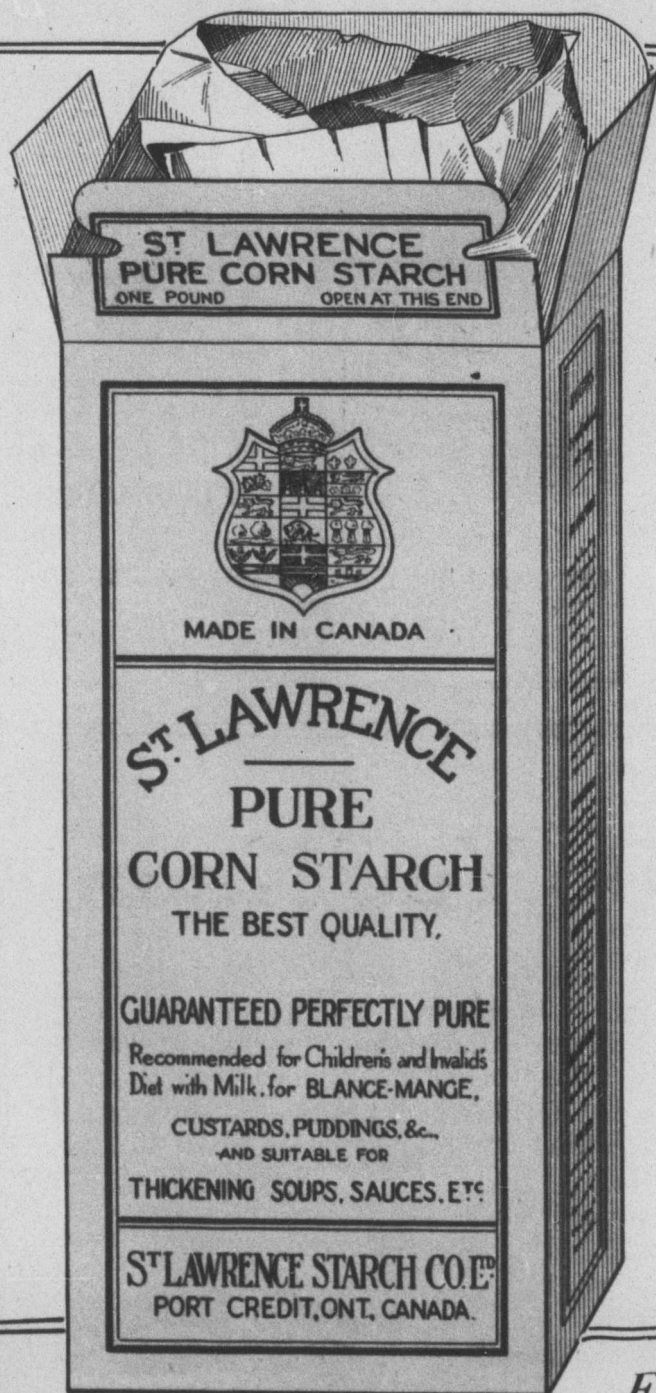
Distributors

MONTREAL - CANADA





# St. Lawrence Starch



—finest quality pure corn starch prepared in Canada's largest and most modernly equipped starch factory.

Every operation from the selecting of the corn to the packing is superintended by experts, and the processing is done under the most sanitary conditions in our model starch factory—the finest in the Dominion.

This attractively labelled package makes business-pulling displays, which, when backed up by the many suggestions you can offer for the use of corn starch will mean big sales.

This quality line is your one best buy. Send for sample order to-day.

## The New Style Package

The Starch is packed in an attractive, convenient and sanitary package. Requires no cutting of the top and thus exposing the contents to deterioration and absorption of odors. Our improved package has a folding top. The starch is contained in a tight paper bag, which can always be kept closed when not in use, thereby keeping the contents clean and sanitary.

Your customers will appreciate the convenience of this practical, improved container.

*Every wholesale grocer handles it*

Manufactured and Guaranteed by the

## St. Lawrence Starch Co., Limited

PORT CREDIT, ONT.

WHEN YOU COME TO  
**LONDON**

on the 4th of May  
**COME AND SEE US.**

Our New Plant is Now in Operation

We want to show you, from start to finish; how the best CREAMERY BUTTER in Ontario is made.

We are candling eggs now for storage and you will be interested in seeing our method of handling these, from the time of their receipt until they are put into the coolers.

We are just two blocks from the Grand Trunk depot, on Bathurst Street, near Ridout Street.

**SILVERWOODS LIMITED**  
LONDON, ONTARIO

“SOVEREIGN”  
**SALMON**



**FINEST  
BRITISH  
COLUMBIA  
SOCKEYE**

**QUALITY  
IS OUR FIRST  
CONSIDERATION**

PACKED BY  
**THE ANGLO BRITISH COLUMBIA PACKING CO.  
LIMITED**  
VANCOUVER, B.C.

**California**  
DIAMOND BRAND  
**Walnuts**

**Do You Know**

- that California produces **more** and **better** walnuts than any other section of the world?
- that California walnuts are considered in the States far superior to all others?
- that “Diamond Brand” California walnuts are sold with a positive guaranteed cracking standard and guaranteed sizes?
- that these walnuts always have an attractive, light, clear shell?
- that you can get earlier deliveries of “Diamond Brand” walnuts than nuts from any other part of the world?

Sufficient reasons why **you** should order your Fall supply now from your wholesaler.



**Arthur P. Tippet & Co., Agents, Montreal**



“Yes, Madam, we can supply you with your favorite grain of granulated sugar—coarse, medium or fine

—and all, Madam, of the same high-grade quality which you have always known as the crowning feature of

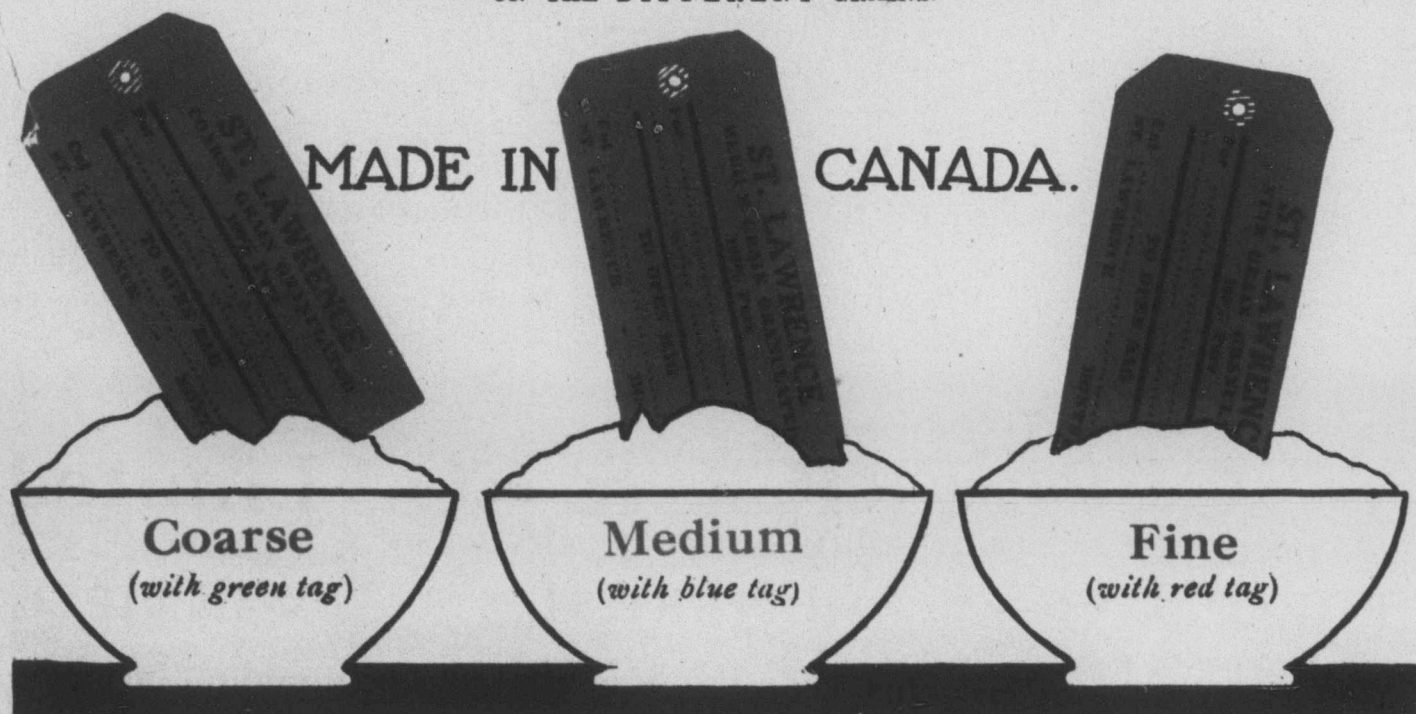
*St. Lawrence*  
PURE CANE  
Extra Granulated Sugar”

What this argument means to you in satisfying your patrons with an unsolicited service can scarcely be estimated.

Most people like coarse grain sugar, but there are those who like the fine and medium grains for various purposes. If you carry some of all three, it's not costing you anything extra, but you are giving your patrons what they want.

DOES THIS APPEAL TO YOU?  
SELL CANADA'S STANDARD  
QUALITY SUGAR AND SPECIALIZE  
ON THE DIFFERENT GRAINS.

MADE IN CANADA.





# YOUR BUSINESS ALLIES

OUR STOCKS of the following lines are complete  
We can fill your requirements at once

## Imported French Mushrooms

Patrico Brand Registered. Hotel, Choice, First Choice, and Sur Extra Choice

## Haricot Verts

Fine and Extra Fine

## Imported Italian Peas

Fine, Tres Fin, Extra

## Lion Brand Genuine Italian Macaroni

---

## Norwegian Fish

We mention Three Winners—Acme Brand Registered

Herring in Bouillon

Herring in Tomato Sauce

Kippered Herring

We also have IN STOCK a complete range of Imported French Glace and Crystallized CHERRIES and ASSORTED FRUITS for THE FANCY GROCERY TRADE.

Owing to our foreign shippers having overcome unusual obstacles, we are able to supply your wants for IMPORTED GOODS. A visit to our New Show Rooms will be time well spent. Call and see our Range of Fancy Grocery Specialties which we are showing for Fall and Xmas Trade. Quotations on request.

# W. G. PATRICK & CO., Limited

DIRECT IMPORTERS

TORONTO

MONTREAL

WINNIPEG



YEAR IN AND YEAR OUT FOR TWENTY-THREE YEARS "SALADA" has always been "up to standard." To be successful in selling packet tea (and we speak from experience), it is essential to give absolutely regular quality. The public objects to any reductions in quality, as some tea merchants seem to think necessary when markets advance. The nation-wide appreciation that has been accorded our policy of "steadfast quality" proves what we say. None of us have before had to contend with such a crisis in the tea business as rules at present, but the public expects us to live up to our reputation, and we will never reduce our quality, high as it is, come what may.

# "SALADA"

TORONTO

MONTREAL



## The Life of a Child is to Eat

From the time he first rests in the cradle up until boyhood a child's every existence is to Eat. The nutritious, healthfulness of Robinson's "Patent" Barley and "Patent" Groats have won for both unprecedented favor. Robinson's foods constitute the main portion of a child's diet and you'll be surprised how many tins he can tuck away in a week or so. Get both Robinson's "Patent" Barley and "Patent" Groats on display and meet this big demand NOW.

Agents for the Dominion of Canada

**MAGOR, SON & CO., LIMITED**  
403 ST. PAUL ST., MONTREAL      30 CHURCH ST., TORONTO

CANADIAN GROCER

THE  
**YOUNG COMPANY**  
LIMITED

WHOLESALE GROCERS  
AND IMPORTERS

COMPLETE STOCKS

PROMPT SHIPMENTS

LIBERAL TREATMENT

WAREHOUSES AT:

NORTH BAY  
SUDBURY and SAULT STE. MARIE



# CANADIAN GROCER

VOL. XXIX

TORONTO, APRIL 16, 1915

No. 16

CANADIAN GROCER firmly believes in the soundness of the basic principles underlying Canadian business. Our resources are too vast and important to permit us to come to any other conclusion. Canada's possibilities are great and our future lies before us. In response to requests from CANADIAN GROCER, a number of prominent commercial and financial men have written us with their views on business conditions and Canada's future. These are all of one accord—they express belief in the stability of the fundamentals that go to make a prosperous country.

## Basic Conditions are Sound.

By E. B. GREENSHIELDS, K.C., President, Greenshields, Ltd., and Director of Bank of Montreal and Royal Trust Co.

THE merchants of Canada have every reason to be thankful and grateful that their country, while suffering with the rest of the world, has yet felt comparatively few of the terrible effects of the war which has laid its cruel hand on the peoples of Europe at the bidding of the Austrian and German Governments.

In a great deal of Canadian business there has been a pretty general decrease in sales, except in cases where large orders were placed for war material. This was only to be expected, as everyone has been exercising caution in making purchases. BUT THE BASIC CONDITION OF CANADIAN TRADE IS SOUND. The war came with fierce suddenness, but it was after more than a year of retrenchment and economy in Canada, and it found the country in a strong position, and able to stand the strain. This period of carefully looking into its affairs was very opportune and beneficial, for commercial sails had been reefed in time and the country was able to weather the storm that burst so suddenly on the Commercial World.

In Canada it seems likely that business will be carried on much in the usual way, though sales will likely not be so large, owing to the difficulty in getting supplies from England and none coming from the countries at war on the Continent, and also owing to the economies that are being generally practised. In many lines trade will be stimulated for a while by the increase of the duties made by Parliament.

Merchants should continue to be careful in purchasing and prudent in crediting, while still endeavoring to keep business as nearly on normal lines as possible. They will then be in a good position to avail themselves of the revival in trade WHICH WILL SURELY COME WITH THE ENDING OF THE WAR, and we are sure that with the command of the seas and of the chief money markets of the world, the Allies will soon be making successful efforts towards the beginning of the close of the war.

## Factors for More Optimism

By JOHN APPLETON, Editor of Financial Post of Canada.

OUR Canadian factories as a whole are not obtaining orders on a scale comparable with that at the corresponding period of a year ago. We are, of course, referring to ordinary business and not to business arising out of the war. Many of our foundries and machine shops are very busy, in fact working overtime, either making shells or making the machinery required in the manufacture of shells. There is also some activity in manufacturing other articles required for the allies on the field. These orders may help to tide over the summer admirably until the new crop is ready for market. By that time we fully anticipate that our factories will have no reason to complain of so great a lack of business. Buying, however, will be on a very cautious basis in any case. Not until the war is over and until the people of the world feel that an era of peace has set in will there be any buying other than from hand-to-mouth. But even this, to meet the ordinary necessities of the people, will improve very shortly.

Periods of economy pile up savings but they also pile up wants. On our reserve of clothing, house accommodation and many other things we can exist comfortably for a limited period. But wear and tear of an active population is incessant and must be repaired and our industrial system is the great repairing and replacing machine, the need for which is ever present. The whole nation has drawn very heavily upon its reserves,



which will have to be replaced. That the people are not exhausted financially but can set aside for a rainy day, as instanced by the amount in the savings banks, and that they are able to produce and add to those savings as will be evidenced very shortly by the new crop, are factors that should give rise to more optimism than at present exists.

## Ultimate Effects Excellent.

*By J. H. PLUMMER, President, Dominion Steel Company, Sydney, N.S.*

**O**N general principles the inevitable consumption of a large population, a large portion of which is in active work and fairly prosperous—the farming population in particular, who may be described as VERY prosperous—must before long create a demand which will help us all. But the spirit of saving is abroad; the desire to postpone all expenditure that can be put off is most marked in every line of life, and these have their effect whether they are forced on people or are voluntarily assumed. **THE ULTIMATE EFFECT WILL BE EXCELLENT**; it is the thing that will put us on our feet again with more money than ever, but it is a drastic remedy that hurts at the time. In my opinion we ought to take this medicine without a murmur and put up with any present discomforts which it may cause.

I do not look for much revival in business while the war lasts, that is of the normal business of Canada, but we have and shall have in growing proportions, an export business in war and other materials, particularly of food products, that will help greatly to tide over the interval.

## Conditions Improving All Over Dominion

*By G. T. Somers, President, Sterling Bank of Canada, Toronto.*

**S**INCE the outbreak of the war, financial conditions in Canada have been somewhat trying, and while the future is, to some extent, dependent upon developments, there can be no question as to the ultimate success of the Allies, and from present indications the war may be over much sooner than has been expected by many of us.

We have very much to feel thankful for in the present situation. So soon as the war is over, though we may have some war taxes, etc., to pay, there can be no question as to Canada's future. So full of undeveloped resources she will respond quickly to the return of peaceful times and to the lure of new territory for occupation by humanity, which from time immemorial has been a material source of the world's increasing wealth and must bring great prosperity to this wonderful Canada of ours.

No doubt the Federal Government, as well as the Government of each of the provinces, will formulate plans to bring in immigration and assist in settling the vast territories at present unpeopled. With population on the land the other resources of Canada, such as mining, lumbering, fisheries, and the thousands of manufacturing industries in our cities, towns and villages, will rapidly develop and take on new life.

Conditions at present are improving all over the Dominion, and how can one be other than optimistic as to the future. Let us take our lessons from the past and concentrate our efforts on legitimate business enterprise and developments, realizing that the days of land, mining and oil booms have gone and with them the days of easy money.

## A Condition—And How To Meet It

It is Agreed That the Farmer Has the Money These Days—Is He Spending it or Sitting Tight?  
—Very Much Depends on the Retailer and His Methods—  
Possibilities for the Aggressive.

**I**T is as well when advising remedies for existing situations to be sure of one's premises. In many pages that follow, Canadian Grocer is giving to the retailers of the country a number of expedients workable for getting the farm trade to a much greater extent than they have ever had it before. This pre-supposes that the farm trade really exists and that, too, every retailer in the country is not getting it to as great an extent as he might. That is to say, of course, generally speaking; undoubtedly in a number of cases—as the following

pages will indisputably prove—the retailer is getting after the farm trade to a very considerable degree.

Let us take first the question of whether the farmer in Canada has the money or no. It is pretty well agreed that he has but here are some conclusions why. Last year the uniform price which the Western farmer, and indeed the Ontario farmer too, for the matter of that was getting for his wheat was about 65c. On the exchanges it was 87. At the time of writing wheat on the Chicago Exchange is \$1.50½ and at Winnipeg is hovering

between \$1.50 and \$1.60. These prices mean that the farmer is actually getting for his wheat somewhere in the neighborhood of \$1.30. If the farmer was able to live last year when getting 65c for his wheat it is sound Euclid to suppose that he will be able to live a good deal more luxuriously this year, if he wants to, when he is getting twice as much for his wheat.

Moreover, when we turn to the production figures we see the greatest profit in terms of money that Canada has ever had. For this season to come, the



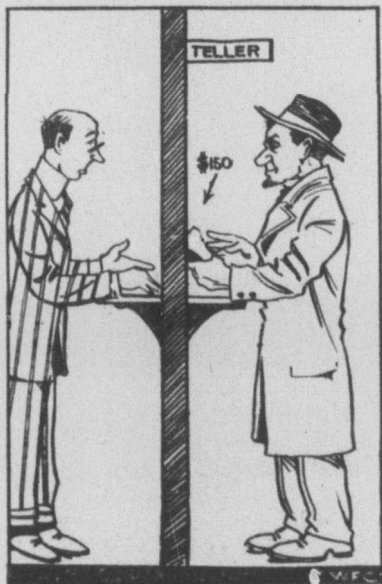
## CANADIAN GROCER

authorities forecast an increase of from 20 per cent. to 40 per cent. in acreage. It would take but a fair crop at the prices quoted in the preceding paragraph—and which in the opinion of experts must rule at least for another year—to return an unprecedented and enormous profit for the farmer. Any flour or wheat broker or flour-making concern will tell you the farmer this year is getting, to his way of thinking, extortionate prices for his wheat. Nobody blames the farmer for this. Presumably he is not in business for his health and he is going to make as much as he can while he can. He is making hay while the sun shines in more senses than one. But what is he doing with the money? When the writer was in a certain Canadian town recently, he was told there was an instance of a farmer who came in and sold grain one afternoon to the extent of \$150. Immediately afterwards he went to the grocery store where he bought his foodstuffs. The grocer tried in vain to get him to spend a nickel above what was barely necessary.

"But," said the grocer, "I understand you sold \$150 worth of grain this morning."

"Yes," replied Mr. Farmer, "I did, but all that money is in the bank. I have not got a red cent of my own. I cannot draw it out of the bank."

This is all very well. But if business houses went on the assumption that because they banked all the money they made and didn't keep it hanging round the office safe or in their pockets, they hadn't necessarily a red cent, we should enter upon a new era of commercial organization. It is the fashion now-a-days to caricature and we would like to draw a caricature of the farmer sitting on a strong box, and sitting on it heavily so that there is no possible chance of pry-



The farmer deposits the proceeds of his grain . . .

ing that box open. In the box he has all these \$150 and other amounts big and small which he puts in the bank every time he sells his grain; after doing which he says to the grocer, "Haven't got a red cent."

If ever the farmer had the money he has got it this year, and he is going to have it for another year, and goodness knows how long after that. It depends on how soon the Kaiser is made to get out and get under. With a wheat crop 20 to 40 per cent. above what it was last year and selling at double the price, the farmer is making money. That proves our contention doesn't it?

Now as to the other contention. What is the average retailer in the country doing to get after this farm trade? Is he getting it? In the main the answer is "No." During a trip about the country the writer interviewed a number of retailers, and in a number of cases the retailer was making no effort at all to get the farmer to put this money into circulation. The farmer is not going to do it until he is either coaxed or bludgeoned. These are not the days for bludgeoning except on the part of such people as the Kaiser, and so the farmer has got to be coaxed. What are you doing, Mr. Retailer, to coax him? Are you doing anything at all?

Following is a typical conversation with several retailers:—

Grocer—"What am I doing to get at the farm trade? Nothing particularly. I sell the farmer what I can when he comes in."

"But what do you do exactly to sell him your goods?"

Grocer—"Oh, well I just stand there with the order book and take down his order and then send him the goods."

"You don't, for instance, suggest that he might buy this or that or the other?"

Grocer—"The farmer knows usually pretty well what he wants and you cannot sell him anything else."

This was a story frequently heard when talking over the question with the retailers.

Now if this condition exists it is a wrong condition. One must adjust one's business principles and methods to the conditions upon which they are applying. If the farmer needs coaxing, coax him. There is many a farmer in the country who will part with as little money as possible. He is not anxious to talk grandiloquently. He is not even anxious to spend freely but as has been proved in the preceding paragraphs he has got the money and it is up to the retailer throughout the country to see that he puts it into circulation. This can be done. It is being done by people who sell automobiles for instance. We hear nowadays very often of a farmer



. . . and a few minutes after he hadn't a cent.

who is buying the horseless carriage. We hear of farmers who are having sanitary arrangements installed in their homes. If a farmer can afford such big things as a "car," and sanitary arrangements and a player piano and that sort of thing—and, mind, these things are being sold to him—surely the retailers throughout the country can get him to spend more money in their stores. It is folly to suppose that by just standing behind the counter with an order book and taking down the farmer's order as he gives it, business can be created. The farmer has got to be the victim of suggestion. If business is worth having it is worth going after. And goodness knows we need all the business we can get these days.

In the pages that follow are given some ideas from men in harness on how they have got this additional business from the farmer.

These experiences are worth while reading. There are doubtless very many more methods that we do not instance.

This article is not a tirade against the farmer. It is human nature as well as farmer nature to keep what one has—that is the trait that has made the British bulldog so famous: "What we have we hold"—but the farmer is a member of a community just the same as the tinker or the tailor, the soldier, the sailor and the candlestick maker and everybody else, and as such ought to bear his part in the circulation of commercial prosperity. He is in a very strong position himself this year. The retailer can do a whole lot to improve business for himself by getting the farmer to spend more money and by improving business for himself in this way he will improve the general business tone of the country.



# CANADIAN GROCER

ESTABLISHED 1886

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY  
LIMITED

JOHN BAYNE MACLEAN, President.

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

Cable Address: Macpubco, Toronto.

OFFICES:

CANADA—

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

UNITED STATES—

New York—R. H. Huestis, 115 Broadway, New York; Telephone 8971 Rector. Chicago—A. H. Byrne, Room 607, 140 So. Dearborn St., Phone Randolph 3234. Boston—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024.

GREAT BRITAIN—

London—The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director. Telephone Central 12900. Cable Address: Atabek, London, England.

Subscription: Canada, \$2.00; United States, \$2.50.

Great Britain and Colonies, 8s. 6d. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY.

Vol. XXIX.

TORONTO, APRIL 16, 1915

No. 16

## RESOLUTIONS OF A. LIVE WIRE.

*One of my 1915 resolutions is that all my customers shall be treated alike. I have found that to charge one person one price for an article and another a different price for the same article is bound to be discovered sooner or later and it always results in the loss of custom. I have instructed all my clerks to be particularly careful in this respect and in future no customer shall be in a position to say that I charged her more than any other for the same article.—A.L.W.*

## Our Readers are Now the Judges

FROM the advertising that has been done in connection with this issue—the regular annual Spring Sales Number—readers are already somewhat familiar with its character. The claim was frequently made that from the practical standpoint it would be one of the best, if not the best, that has ever reached the Canadian trade. The issue is now in your hands and you are the judges. What is the verdict?

In the preparation of the articles in this issue care was exercised to reproduce the ideas and methods of aggressive men in all parts of Canada who have had years of experience behind the counter. Window displays, show-card writing, and various other methods of getting business are dealt with from different angles. Coming from men in harness these will be found of special advantage to every retailer in the country.

Canadian Grocer does not make the claim that every idea in every article is going to be of value to every reader. At the same time these ideas and methods will be an inspiration to all and valuable when your own are compared with them. The issue is one, we believe, that should be passed on to the clerk. Its many inspirational messages are bound to make him a better salesman. When you have read the annual Spring Number, drop us a line and let us know what you think of it.

## The Trade Paper Stands High.

DURING recent years the trade newspaper has been rapidly coming into its own. It is now recognized by practically everyone who gives the matter any particular thought that the trade paper in specializing on particular lines of trade is fulfilling a mission that could not be dispensed with.

W. J. Egan, Canadian Trade Commissioner in Cape Town, South Africa, gives in his last report to the government his views of the trade newspaper which must be considered unprejudiced and as representing his personal convictions. Here is what he says:—

“The files in connection with the Canadian daily and trade papers have been reorganized. The Canadian newspaper list is confined to one daily business paper and the trade paper file has been increased from six publications to seventeen.

“The trade papers are much appreciated and there are a number of regular callers who read them; this number is growing for two reasons; when making a local call on any particular subject, the Canadian trade paper of the subject in hand is taken, always reminding the party interested that trade papers of all kinds are on file, and in correspondence up-country firms are reminded of the Canadian trade papers on file in Cape Town.” (Note the big increase in the list of trade papers.)

Read in connection with the item in a recent issue as to what the Commercial Attache in London, Eng., of the United States government thinks of the trade paper, the evidence that its importance and value are constantly and steadily growing is ample. The trade newspaper is undoubtedly performing a most useful service to business interests.

Contrasted strongly with these views of business men whose business it is to promote the trade of the country, is the stand taken less than a year ago by the late Postmaster-General, Hon. Mr. Pelletier and his advisers against the trade newspaper. So stubborn was this stand that backed up by the House of Commons these men were actually able to get through a bill that would have practically taxed the trade paper out of existence. And had it not been



for the assistance of the Canadian Senate the bill would have been to-day on the statute books of the country.

### How Customers are Lost

**A**N instance of where a grocer lost three good accounts in a couple of weeks' time has just come to our attention through a consumer. Two of these losses were due to charging different prices for the same article. A mother sent her little boy to the store for a certain line of goods which she had usually been buying for 20c. The grocer, not knowing the boy, charged him 25c. This naturally went against the grain of the customer and was responsible for her going elsewhere for her groceries.

One evening the husband of a certain customer of the same store was going home, and he dropped in to purchase some bananas. He was charged 25c a dozen for them. While the bananas were being wrapped up, a woman entered and asked the grocer the price of bananas. By this time the man was on his way to the door, but he distinctly heard the reply of the grocer, which was "15 and 20 cents"—and so another good customer was lost.

The third loss was due to carelessness. A certain customer returned some bread which was not what she wanted, but when the monthly account went in, the bread was charged up to her. This, of course, was likely an accidental error, but it did not look so in the eyes of the customer. To her that dealer was dishonest.

At this rate it would not require any great length of time for a grocer to run himself out of business. In these times where service, keen competition and fair and above-board dealing counts so much, it becomes an absolute necessity for the merchant to treat his customers as he himself wants to be treated by his wholesaler.

Every time a retailer loses a customer he should analyze the circumstances and determine the cause.

### The Front Cover

**R**EADERS of *Canadian Grocer* will remember the many excellent front covers which have appeared on annual spring and fall numbers of this paper. With the present number we have added another worthy addition to the series. The task of painting the front cover was allotted to C. W. Jeffreys, one of Canada's most prominent artists, who has painted covers for *Canadian Grocer* for the past four years, and during that time has prepared many which might be termed masterpieces. In painting the cover, "Patriotism and Production," for this issue, Mr. Jeffreys has chosen a particularly appropriate subject at this time.

This remarkably realistic cover symbolizes in a direct way what is actually taking place in the Canadian West. One of the special articles in this issue gives first hand information regarding the Western Canada outlook for the next year.

### A Plea for the Window.

**T**HERE are many retail dealers throughout the country who should be ashamed of themselves in so far as their regular window displays are concerned. They make a big effort around Christmas and probably one or two other special seasons of the year to show attractive and good selling trims,

but the rest of the year, they act as if the window was a dumping ground for stale and other goods, forgetting that it is one of the most powerful stimulants for sales that the store possesses. The window deserves attention, not only at special seasons of the year, but every week. When large manufacturers go to the trouble and expense of conducting window display contests among retailers they must realize that these displays are going to sell a great amount of goods for them. Otherwise they would not spend the money and the time. Whenever a score or two of retailers throughout the country enter such a contest they find a great boost in sales. They realize the importance of the window and why should not every retailer in the country?

But when a few goods are practically thrown into the window without any thought given to the power of the display to attract attention, there is lost to the retailer an important force in so far as the making of sales is concerned. The window then becomes simply a miniature warehouse. What the people want to-day is something new, something original, something that has the power to draw them towards it, and this something should be there *every* week, not merely at Easter, Thanksgiving and Christmas time. Let every retailer resolve from to-day to pay the strictest attention to his window trims, and let him see that this resolution is consistently carried out.

### Editorial Notes.

ADVERTISING IS simply sales effort. Decide on a plan and then stick to it.

WEAKNESS IN store methods must not be reflected by weakness in the publicity methods.

ONLY WHEN the sales staff do team work, can the best all-round results be accomplished.

KEEPING IN touch with the people means keeping the people in touch with the establishment.

NO MERCHANT who desires to build up a permanent trade can afford to misrepresent his stock.

THE CLEAN store where the goods are kept in sanitary fashion has a long lead over its careless competitor.

SPRING BRINGS its opportunities to every line of business—and the aggressive grocer stands well up in the van of these opportunities.

THERE ARE general merchants all over the country beating out the mail order competition—read in this issue how some of them are doing it.

THERE IS something in every article in this issue for the small as well as the large retailer. Every dealer should read them all and pick out the ideas that he can apply to his own business. By comparing the methods used by merchants who have supplied the ammunition for these articles with his own, the dealer is going to see his shortcomings and have them eliminated. The smaller merchant can always profit from the methods of the larger.



# Getting the Farm Trade

Ideas and Methods From All Over Canada That Will be of Valuable Assistance to Every Dealer—Evidence That Business is in Splendid Shape in so Far as the Merchant With Considerable Farm Trade is Concerned.

By Canadian Retail Merchants.

**H**OW are you getting after the trade of the farmer?

Do farmers purchase high quality staple lines in preference to cheaper grades?

From the standpoint of the farm trade, how did your business in 1914 compare with that of 1913?

What methods do you adopt to keep the home trade at home?

These were among a list of questions which Canadian Grocer recently submitted to a number of merchants in all parts of Canada. Replies have been received from practically every province in the Dominion, and a great deal of useful knowledge has been secured from them. Speaking generally, the replies demonstrate that business last year, war and all, was better than in 1913. It is also shown that the farm trade is an exceedingly lucrative one to those who go after it strongly, in spite of the backwardness of some farmers in the adoption of suggestions from the retailers; and it is also shown that the farmers as a rule are buying good quality goods. The suggestions contained in the answers to our questions are valuable and should be read by every reader who is at all in-

terested in going out after the farm trade or getting more of it. Here are the replies:

**W. D. Johnson, Victoria, B.C.**—"I find that the average rancher or farmer buys the best quality goods he can get, and it is my experience that it is much better to pay the farmers a good price and cash for their goods, if they want it. Compelling them to take their produce out in trade simply causes them to peddle from door to door, and generally spoils the trade for all of us. But a satisfied farmer will always spend his money with you, and at the same time is one of the best advertisements a merchant can have.

"In endeavoring to keep as much as possible of the trade at home, we always sell at a fair price, thus making it impossible for local people to save money by sending to the distant towns. Cleanliness in handling foodstuffs is still another great power in holding the trade. I find this is true, particularly in regard to provisions and poultry; and as much personal attention to the customer as possible is bound to create friendship.

"As you no doubt are aware, the collapse of the real estate boom in 1913

was not of any advantage to this part of the country."

**Dixon Bros., Maple Creek, Sask.**—"It is our experience that farmers buy the better quality of staples in preference to cheaper lines. We find it is not difficult to sell him this class of goods, when we point out that he is getting better satisfaction from them and that there is no waste, especially when buying staple groceries. By giving our customers the best possible service, and by selling goods at reasonable prices, we endeavor to keep our trade localized in preference to having money sent to mail order houses.

"While during 1914 business was not quite so large in volume as compared with the previous year, it was more satisfactory. This was owing to the fact that we watched our credits more closely. While the crops in this particular district were not as we would like to have had them, nevertheless ranching was quite favorable, and this has helped the district considerably."

**W. Muir, Brandon, Man.**—"We found business last year just as good as in 1913 up to December 1st; but during the last month of the year it fell off a little. One of the methods to attract the farmers to our store is providing them with good yard room for their horses, and vehicles. This is a service which every farmer appreciates.

"In so far as the purchasing of groceries is concerned, farmers are buying good quality foodstuffs, and in Brandon we are little affected by grocery trade going out of the town."

**A. R. Thompson, Merriton, Ont.**—"We had an increase in business in 1914 of about 15 per cent. over 1913. This, however, was not due very much to the farm trade, as we have little to speak of. Our business comes principally from our own town. In offering our goods to the public, one of our first considerations is to see that the quality is there, and then we aim to sell them at a fair price."

Editorial Note.—It is interesting



STRIKING OUT A NEW LAND.

There is many a scene like this being enacted to-day by the Canadian farmer, which is going to bring him still more money for his 1915 crop.



to observe that this retailer secured an increase of 15 per cent. in his 1914 business over that of the previous year, and yet that little of this came from the farming district.

W. A. Currie, Glencoe, Ont.—“In general groceries our trade last year exceeded that of 1913, but in the domestic fruit department of the trade, business fell off somewhat. (This was probably due to the peach crop failure and to the high price of sugar in the latter half of the year.) In dealing with the farmers we endeavor to give them just as high a price as possible for good produce, such as butter and eggs, and to keep them from shipping to the cities and elsewhere. We have also made it a point to push our provision, confectionery, tobacco and cigar departments with greater energy than before. This has resulted in an increase in the general grocery trade.

“Farmers we find buy high quality staple foodstuffs. For instance, we sell much more good salmon to-day in preference to the cheaper lines than we formerly did. I believe that if the farmers are kept satisfied, one can do much to prevent them from sending their money out of town. We give them all their good produce is worth, keep the store in a good, clean, presentable appearance, and give special attention to getting as good an assortment of rapid selling lines as possible.”

Jas. H. Stewart, Stratford, Ont.—“Business with us last year was somewhat the same as 1913, and we do not depend a great deal on farm trade. Among our methods for getting and holding trade are these: We give full weight, full measure and good quality, and we make a strong endeavor to consider specially the needs and welfare of our customers, and to give them the best possible service. We maintain that these are very important matters for every dealer to consider, desiring to do a permanent business.”

A. Hagmeier, Hespeler, Ont.—“During the first six months of 1914 our business was much better, but it fell off a little in the last half of the year. However, on the whole, business last year was better than that of 1913. I do not, however, think we got our increase from the farmers, as they mostly sell their cream and get butter from the creamery, and so this keeps part of the trade away from our town. We find that the working men's families in Hespeler have of late years been purchasing better quality goods than in the past.”

Barnsdale Co., Stratford.—“One of our principal methods for getting after the trade of the farming community is through advertising. We use space in the weekly papers to reach the farmer, and we get good business from this. Our experience has been, with few exceptions, that the



This is the man who made a lot of money from last year's harvest; and he is the man from whom many merchants have been and are getting "business as usual." Methods for getting more business are recorded in this article.

farmer has to be interested chiefly from a price standpoint.”

Jno. Rittler, Millbrook, Ont.—“By selling goods of quality and at moderate profits, we found that our business last year was better than the preceding one. What is of more importance, we found the year's profits to be larger. In our opinion, we would say the farmers purchase good quality staples, and to get their business, and as much of it as possible, we always talk quality as well as price. We further aim to give our customers courteous attention and to sell at prices which, although they bear a profit, do not make it necessary for the people of the district to send out of town for their goods.”

Pierce & Cronk, Port Rowan, Ont.—“With us business in 1914 was ahead of 1913. We have two large sales each year—one in July or August and another in January or February, and we find this attracts always a large num-

ber of buyers. We aim to give good values and to sell brooms cheaply. In our opinion there is nothing that will attract a farmer's wife more quickly than a broom at a low price.

“Farmers of the district are being accustomed to use the better quality staples in preference to the cheaper grades. One of our methods for keeping the people interested in their home town is to handle all kinds of produce on narrow margin, and, therefore, this attracts the farmers of the district.”

M. Howe, Pembroke, Ont.—“Fair prices and honest dealings are our two chief methods for attracting and holding business. Last year we had a slight increase over 1913. Farmers, in so far as our business is concerned, purchase medium-grade goods, and they look to get good value for their money.”

J. S. Richardson, Tilbury, Ont.—“With us business was about 10 per cent. better last year over the preceding



## CANADIAN GROCER

year. One of our chief claims is that we sell honest goods, and we advertise our own business and not that of any business out of town. We find that farmers are purchasing to-day high quality staple goods."

**An Ontario dealer writes:**—"I maintain that a retailer can raise the standard of quality of practically any line he desires. For instance, we carry two grades of lard, and by showing the farmer the difference in quality we have taught him to purchase the better grade almost exclusively."

**Geo. Philip, Broughton, Ont.**—"Business with us has increased greatly with the past few years. Seven years ago we carried a stock of some \$400 in a small building. To-day we have a large double store building with a \$4,000 stock, and our trade has increased accordingly. Of course, this has not been accomplished by simply putting in a stock of goods and waiting for customers to come for them, but rather by carefully selecting choice goods suitable to our store, and keeping them fresh and in good condition. Our business has also been helped by judicious advertising, and by selling goods to back up that advertising. We specialize in a number of lines, and we go after business and give the public a square deal every time. I might add that we find Canadian Grocer very valuable in connection with our business."

**Hopkins Bros. & Mark, Kinmount, Ont.**—"We had an increase in 1914 of \$5,000 in cash sales alone over 1913. The last three months of the year, however, dropped a little behind the corresponding months of the previous year. To get the attention and the trade of as many farmers of our district as possible, we pay cash for all kinds of farm and forest produce, thereby creating a good home market. Farmers, so far as our experience goes, buy good quality staple goods. We find that good goods are easily sold, and that the slow sellers are the inferior or shoddy goods."

"By keeping an up-to-date and well-assorted stock, and by giving our customers a fair deal, and in addition by following closely the advice given in Canadian Grocer, we feel we have done and are doing much to keep the home trade at home."

**Dawson & Co., Brampton, Ont.**—"In 1914 our business showed a healthy improvement over that of the previous year, but we had to exert ourselves to get that increase. For one thing, we watched the markets closely, and, as we

knew the farmers had plenty of money, we advertised strongly, recommending and giving them inducements to purchase in larger quantities than usual. In most instances the farmers are anxious to get good quality staples, and in practically every line of goods, from a peanut to a sack of sugar. We have a dollar-day in Brampton, our last being about a month or so ago, and we found it was a great booster for the town. It certainly prevented quite a lot of money being sent out to the mail order houses."

**E. Desmaris, Chevalier, Ont.**—"We get after business in the country by using the same methods as the big mail order houses. That is, we circularize the farmers with a trade catalogue. We find that they are quite willing to purchase good quality goods, and particularly is this the case in regard to the wealthier class of farmers. Our business last year compared very favorably with that of the preceding year."

**A. Hodder, Dorchester, Ont.**—"Two thousand dollars was the increase which our business showed in 1914 over that of 1913. We aim to attract the farmers' attention and trade by personal contact with them and by the introduction to them of special lines in sales campaigns whenever the farmers come to the town. Invariably the farmer wants the best goods he can get. By carrying a variety of practically everything the farmer needs, and by selling him these goods at reasonable prices, we believe we are doing much to keep his trade at home."

**J. Gander, Merriton, Ont.**—"The best year I ever had was 1914. Our village has St. Catharines on one side and Thorold on the other, so we do not get a great deal of the farmer's trade. But nevertheless, as I said, our business increased last year over the preceding one."

**H. C. Facey, Russeldale, Ont.**—"Our business in 1914 showed an increase of 5 per cent. over 1913, and during the last six months the increase went up to 7½ per cent. As we are living in a country district exclusively, we deal principally in staples. We found the advance in prices last fall stimulated buying a great deal, and as we are dealing only with farmers, we were not affected by the temporary depression of trade. Farmers are buying to-day high quality staples. Fifteen years ago they wanted a working boot for \$1, whereas to-day they want one worth from \$2.75 to \$4.50. With a staple such as lard and others, they will buy the best nearly every time. We make it one of our first

endeavors to study their wants. Then we stock the lines we think they will need, and keep everything always in stock. We also make it a point to find a market for all the lines of produce they have to sell."

**W. Smye, Hamilton, Ont.**—"To get and hold the trade of farmers we give them fair prices for butter, eggs, potatoes, and, in fact, everything they have to sell, but we insist on getting good quality. Farmers, we find, are buyers of good goods themselves. At one time the first question used to be—"How many pounds of sugar will you give us for a dollar?" Now they want good sugar, good tea, coffee, cocoa, etc."

**Cote Bovin & Cie., Herbertville, Que.**—"We find that farmers in our district buy good quality staple groceries. This is particularly true also of wearing apparel, as we have convinced them that because it wears longer it is cheaper in the end. We have only one price for our goods, and we make it a point to secure only reasonable profits. Business with us last year was about the same as the previous one."

**G. T. Whelpley, Fredericton, N.B.**—"With us business last year showed quite a large increase over that of 1913. In regard to your question as to the quality of goods the farmer usually purchases, we would say that he is a buyer of the higher quality staples."

**G. E. Wilson, Centreville, N.B.**—"Our business last year showed a \$5,000 increase over that of the preceding one. To go after the trade of the farmers we advertise in the local paper, giving one or two special Saturday inducements, and we take an interest in all their undertakings. Farmers in our district are accustomed to buy high-class goods in preference to the cheaper lines. For instance, we have a splendid trade in high-class men's shoes, retailing at from \$5 to \$6, and in ladies' shoes, retailing at from \$4 to \$5. By advertising in the paper—I use a page ad. each month and a quarter-page the other weeks—we try to keep the people of the district interested in our stock, and we believe this has much to do in keeping the trade at home."

**W. A. Seldon, grocer, Waterford, Ont.,** has sold to Geo. Lefler.

**A. Scammell, who has until recently been manager of the Melfort meat market, Melfort, Sask.,** has gone to Winnipeg, where it is his intention to open up a general store.



# New Business From Demonstrations

One of the Methods of the Hudson Bay Co.'s Retail Store in Edmonton — Feature Made of Exceedingly Attractive Interior Displays — These Displays Are Numerous and Inviting — Indirect Lighting System.

**T**HE Hudson Bay stores of Western Canada present us with some of the best examples of the power of display and personal salesmanship. The illustration here is of the grocery department of the retail store in Edmonton of the Hudson Bay Co. It is called "The Quality First" Grocery Department, and this is featured extensively in the advertising.

Another glance at this picture shows a number of interesting features. There is no space wasted. Around one of the pillars is an attractive arrangement of canned goods, and around another is a display of biscuits in oblong boxes. Small individual and larger displays are seen everywhere, and everything presents a neat, clean and inviting appearance.

## New Business by Demonstration.

One of the chief methods used in the Hudson Bay Co.'s grocery department to attract new trade and increase the regular order of the customer is the demonstration booth. On the right of the picture will be seen one of these. Baking powder is the article being demonstrated, and it will be seen there are a couple of neat counter displays of this line, as well as a large display to the rear of the counter. As flour is an associated line, it is also being shown

in connection with this display. The Hudson Bay Co. find that when they want to introduce a new line they can create a great deal of interest in it by demonstration. The women folk in passing through any store are always interested in something new. One has little difficulty in getting them to try the finished food that is the outcome of the use of the article being demonstrated. Every department store in Canada and a great many of the larger grocery stores, and even some of the smaller ones, use this method for getting after new business. Personal salesmanship in regard to a particular line which a store is anxious to introduce is a powerful stimulant to new business, providing the salesmen are fully acquainted with every selling point of that line; but when the customer is given an opportunity to test a sample in addition to hearing of its fine points, she is all the more easily persuaded to try it.

Another feature of this store is the attractive grocery telephone order department. The sign on the canned goods display above the pillars shows the location of this department. It is surrounded by an attractive railing, and the tables and the chairs are in keeping with the general refined appearance of the entire store. Young women are in charge of this department, and it is up

to them to get as much business by telephone as possible. Potted and cut flowers give an extra touch of good taste to everything. The floor of this department is even carpeted.

## Coffee Grinder Makes Sales.

At the left of the picture is located the coffee grinder. This is always kept so clean and shiny that it reflects the surrounding goods and attracts the eye of the passer-by. In itself it is even responsible for actual coffee sales.

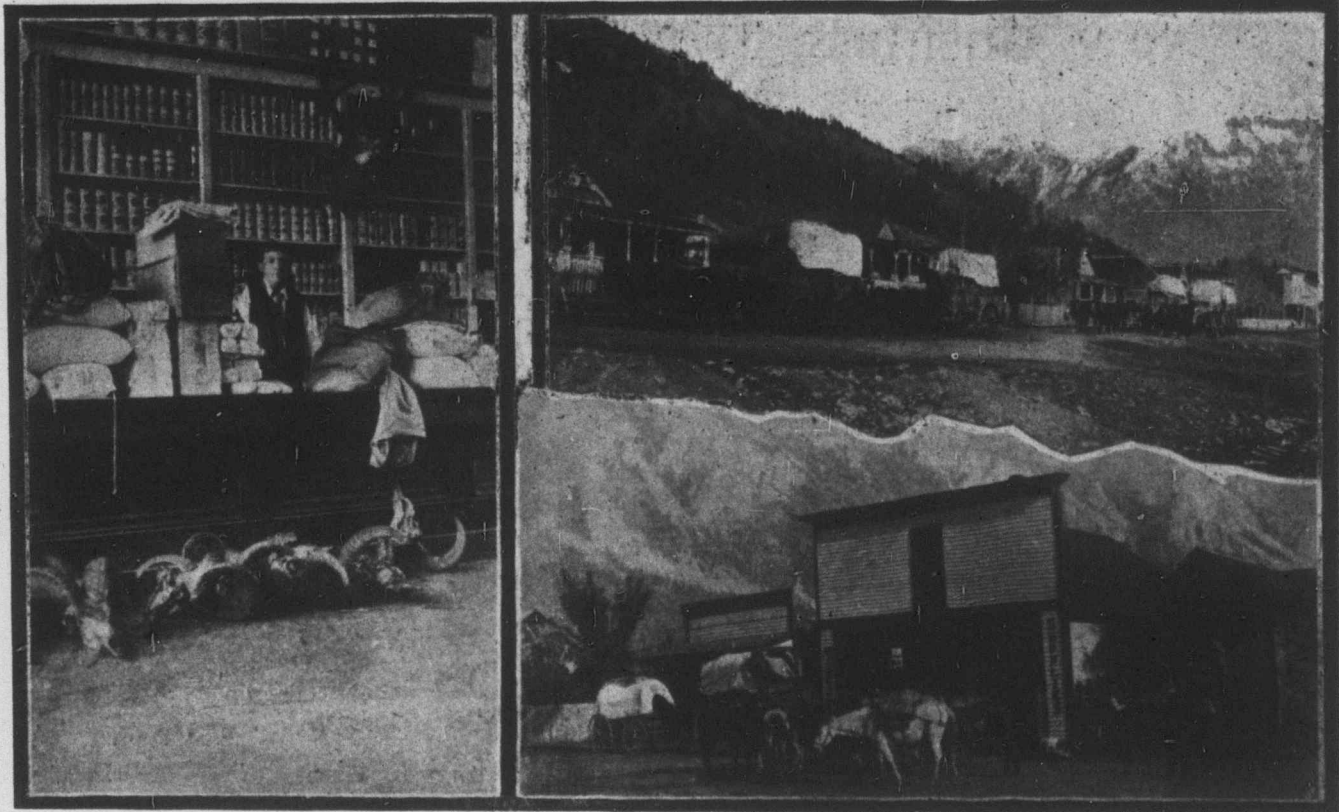
Note also the lighting system. The indirect system is used. The inverted globe throws the soft light against the white metal ceiling and diffuses it uniformly over the entire department.

The entire general appearance of this department further demonstrates the trend of the grocery trade in so far as the attractive presentation of goods is concerned. Such displays of goods not only serve the purpose of increasing the usual order of the customer, but they are a strong advertisement for the store, inasmuch as they get the attention of the casual caller and eventually evolve her into a regular customer.

S. H. Fletcher, grocer, Winnipeg, has sold his grocery business to D. A. Cohen.



This is a view of the attractive interior of the grocery department of the Hudson Bay Co.'s retail store in Edmonton, Alta. This shows in concrete form what one big western concern is doing in the way of interior arrangement to attract new business. The Demonstration Booth mentioned in the article is shown to the right of the picture.



View of interior of the C. A. Phair store in Lillooet, B.C., showing goods on the counter put up for miners and tourists—trophies of the hunt on the floor. Lower cut shows exterior of the Phair store, and the one in the upper right hand corner freight teams coming into town. Since the lower picture was taken the store has been enlarged to twice the size.

## Old-Time Business in British Columbia

A Most Interesting Article About Lillooet Among the Mountains and How Merchandising Was Done There a Few Years Back—Indians, Miners and Hunters Chief Source of Business—Modern Equipment Replacing the Old.

*Written by A. W. A. PHAIR for Canadian Grocer.*

LILLOOET, a pretty little village of a couple of hundred persons, is by nature a distributing centre among the Rockies in British Columbia. It is built on a bench on the left bank of the mighty Fraser River about 200 miles from its mouth and where Cayoosh Creek joins and where the Pacific Great Eastern Railway (some day the main branch of the Grand Trunk Pacific) is to cross the Fraser. The Bridge River Valley, a gold mining centre which promises to surpass anything in British Columbia, is tributary to Lillooet, and many acres of the finest apple and peach lands lie in this valley. Our climate cannot be surpassed and is acknowledged by all who have visited here to be all that was desired. We are not too far from the coast to have our winters moderated by the influence of the Japanese current and our hot summers are helped out by an occasional rain storm. At the same time our mountains rising to eight and ten thousand feet

save us from the excessive rainfall of the western slopes of the Coast Range.

### Trade of Miners and Hunters.

Mining and big game shooting have helped to keep Lillooet up for many years. Lillooet is truly a sportsman's paradise, as deer, mountain sheep, grizzlies, mountain goat and other game are found in great numbers. Fish are also to be found in countless numbers in nearly all the lakes and streams. For years sportsmen from all over the world have hunted here. One of the first sportsmen to bring Lillooet to the notice of outsiders as a sportsman's paradise was Admiral Sir Clum Seymour, commander of the Pacific fleet about 1885, who hunted here with Arthur Martley, one of Lillooet's first guides. They killed somewhere about 13 rams, some of which must have had record heads, as Rowland Ward had the measurements of one or more in his book of record heads. Some ten to fifteen parties have been

hunting here yearly and there is still the best of sport to be had. In fact, mountain sheep are on the increase since the Government have been giving a good bounty on golden eagles. It would pay the Government to even do more towards protecting game, although they are now doing quite a bit.

Lillooet has had very many ups and downs, the ups being mostly mining booms, and I should think people could be found in nearly every mining camp who have been here at one time or another. First there was the famous Cariboo gold rush in 1858. Lillooet was then a town of some 6,000, and was figured as the starting place for the Cariboo, as all mile posts to this day along the Cariboo Road are figured from here. In 1885 very rich placer diggings were discovered on Cayoosh Creek, but the Chinese were the only ones that benefited by this and it is estimated that they sent millions of gold to China. Rich quartz was found in 1896. Gold



dredging was tried on the Fraser river for several years by both English and American companies, but being so far from transportation it made operating expenses too great, besides there was a lot of mismanagement in most cases. Several big enterprises are now under way. Construction on the P.G.E. is about through and now that this boom is over we have a short space in which to consider what is happening. Before spring passes some of the oldest towns in B.C. will for the first time hear the train's whistle. No one can tell the changes that are to be wrought in this valley and central B.C. by the advance of civilization—the advent of the "iron horse."

**18 Years a General Merchant.**

Old trading customs which originated with the Hudson's Bay Co., will certainly be a thing of the past. Having spent the greater part of my life here and 18 years or so in the general store business, I have noticed these old customs gradually dying out and business becoming more up to date. The old type of Indian is disappearing very fast and "fire water," and disease are quickly killing out the younger generation and the mortality amongst infants is very great. It is not very often now that we are reminded we forgot to put in a spool of "give away" thread, a needle and a few buttons with a purchase of calico. Nor do Indians sit around on the floor near the stove smoking ca-nic-a-nic for hours before making a purchase. The odor from ca-nic-a-nic (the native tobacco) soon reminds a person of an Indian habitation that hardly fits in very well in a grocery store.

July 1 is still the great day with the Indians and is looked forward to by all. They come in for hundreds of miles and

**MERCHANTS HERE PURCHASE GOLD.**

By A. W. A. Phair.

*The Indians of Lillooet are now (March 15), mining on the Fraser River and some are making as high as \$2 a day. All make from a dollar up, which is a great thing for them these times.*

*One has just come into the store and asked me "Tum Tum Selow?" (meaning do you want to buy any gold to-day). The mining only lasts a few weeks, after the ice goes out and before the water rises.*

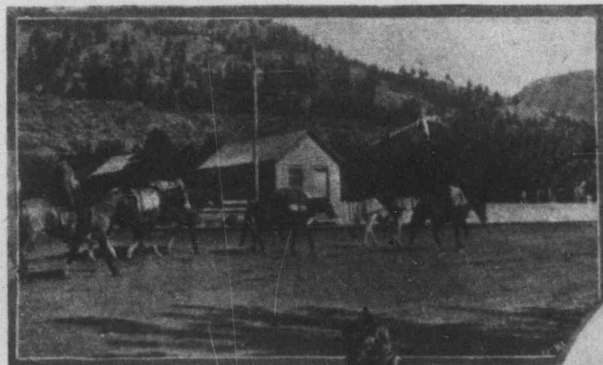
*At one time all the banks and bars of the Fraser River were rich in gold, but all that could be reached was mined out long ago. It is only below the low water line that much gold can now be got. Some have long-handled shovels, others put in wing dams. They fill a pan with earth and putting it into the water shake it around till all the earth and stones are washed out of the pan. The gold being heavy, drops to the bottom of the pan. There is a great art in handling the pan or the gold will be washed out of it as well as the gravel. Most of the gold comes in tiny flakes, but pieces have been found weighing 8 or 10 ozs., which would mean \$128 and \$160 respectively—a pretty good day's work.*

this is the one day that the Chilcootins, a half savage race still living by hunting, visit town and trade a few skins for sugar, tea and cartridges. Horse races, foot races and an exciting tug of war—Indians vs. Whites are indulged in—the Indians generally being victors in the tug of war. Last year for the first time moving pictures were taken of some of the events, the most interesting being the "Klutch Race," Indian women riding race horses. They are good riders and make the horses go for all they are worth.

**Reputation as a Medicine Man.**

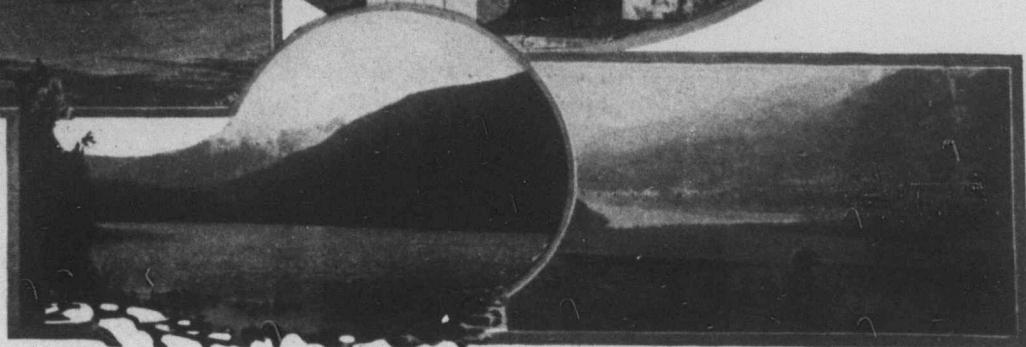
For years our store was a low ceilinged room, 27 by 15, with small windows and a big verandah in front; a warehouse 9 x 27; a small cellar, an oil house, and a room for the manager at the back. A counter ran down one side and another along the back end. The shelves were very narrow and ran down one side and end of the room. A few gaudy prints, shirtings, white cotton, bright colored shirts, overalls, blankets and a few other necessities constituted the dry goods stock, and a few hat boxes filled the top shelves. In one corner at the lower end there was a small bar—a few bottles of the best brands—and a barrel of rye in the cellar made up the liquor stock. The remainder of the shelves were filled with groceries, a little hardware and some patent medicines. A merchant gained a great reputation among the Indians as a medicine man, and Perry Davis' Pain Killer, Jamaica ginger, and a few pills had to work wonders.

A big box stove about four feet long was set near the middle of the room and a chair and a bench or two were arranged near this for the visitors (the village loafers). Every evening saw a  
(Continued on page 101.)



Top picture is view of Lillooet, B. C., a little town among the mountains, and the one below is that of a fruit farm on the Fraser River. A close inspection of this cut will show a few trees in bloom, and picture was taken in April.

These cuts show chief sources of retail business in Lillooet, B.C. The one above is that of pack horses off for the Big Horn country; lower one is "Little Blackwater," where fishing is said to be fine—no trick to catch a dozen 3-lb. Rainbows in half an hour.





This is the sort of display that greets the eye of the customer in the A. G. Bain & Co. store, Hamilton, Ont. Few can get past it without a desire being created to possess some of the goods so tastefully arranged.

SEVEN AXIOMS OF A  
RETAIL SALESMAN.

*"Salesmanship is selling goods at a profit."*

*"You've got to make the customer think as you do."*

*"The \$15 clerk is usually cheaper than the \$10 one."*

*"A customer is never fully sold until she is out of the store."*

*"One must be careful not to sell a person what he doesn't want."*

*"The big question is not 'How cheap can I sell an article,' but 'How much can I get for it.'"*

*"The greater the satisfaction in so far as the goods and the service is concerned, the better for the business in the end."*

## Selling Methods Back

How A. G. Bain & Co., Large Retailers of Hamilton, Ont., Get Display and Personal Salesmanship—Attitude Towards Evidence of the Power of the Window to Make Tins in One Week—Making a Staple of

Written by T. H. Banning,

**"A** CUSTOMER is never fully sold until she is out of the store."

That in brief, is one of the mottoes of the store of A. G. Bain & Co., high class grocers of Hamilton, Ont. It does not require more than a passing glance at the displays of goods in the store and windows of this firm, to come to the conclusion that here is a place where salesmanship is carried far beyond the usual limits. This is a store where—as the saying is—two blades of grass are made to grow where there was but one before. Every man behind the counter and in the store is a producer of new business, as well as a courteous and obliging servant of the customers on shopping bent.

Every dealer of course knows that salesmanship is bound to play a large part in a retail business if many fancy

goods are to be sold. Customers usually have their minds made up as to the staple lines required before they leave home; but there are few now-a-days averse to suggestions, judiciously made, and it is upon this phase of human nature that the salesmen of A. G. Bain & Co., base a great deal of their work.

"Andy" Bain is a well-known figure in the grocery trade of Hamilton. He has been in the business in an up-town store for a good many years, and has had splendid opportunities for studying human nature from the standpoint of service, and the likes and dislikes of the buying public. J. T. Price, his partner, who before joining him, was a traveling salesman, also took advantage of the opportunities of studying the effects produced by knowledge of the customer and the goods, and the application of





View of the counter side of the Bain store, showing a pretty shelf arrangement and the counter on which so many high-class lines are daintily shown at all times. Note the confectionery and fruit display near the door.

## of a Big Turnover

After Business — Among the Masters When it Comes to the Customer Until She is Ushered Out of the Store—  
Sales—Biscuit Trim of Fancy Lines That Sold 35  
Olives—Rapid Advance in Coffee Sales.

for Canadian Grocer.

this knowledge when it comes to personal conversation.

### Both of a Single Mind.

"You've got to make the customer think as you do," is one of Mr. Price's axioms, "if you are going to get her to purchase the article in which you are trying to interest her. You have to know your goods, so that they will neither be over or under recommended, and you must be sure your customer is going to appreciate those goods, if you succeed in persuading her to invest in them. Every salesman must know his lines, and give his customers his viewpoint if he is going to obtain the maximum amount of success."

Mr. Price further maintains that the salesman who can describe his goods to the prospective buyer in such an attractive manner that a desire for those goods will be created, is a salesman who will

be a success; and to describe the goods, one must know them thoroughly. With the ever-changing times come changes in food products, and this means that every good salesman must be a student all the time. "Salesmanship," added Mr. Price, "is for one thing, selling goods at a profit. The great question is not 'How cheap can I sell an article,' but, 'How much can I get for it,' and if every dealer took this attitude, the new viewpoint would work wonders in so far as the general profits of the grocery trade in Canada are concerned."

Personal salesmanship in the Bain store is closely linked with interior and window display. Take a look at the illustrations herewith, showing the interior display of goods on the side of the store opposite the counter. Imagine yourself the head of a household, and in this particular store. Would this array

### SOME RESULTS FROM ATTRACTIVE DISPLAYS.

*In the Bain & Co. store a certain window display of biscuits sold in one week 35 tins of fancy biscuits of a certain brand.*

*The windows of this store, together with personal conversation on the part of the men behind the counter have made Olives a staple article with their customers. Olives are now bought in 25-case lots.*

*Displays in the interior sell large quantities of goods every day. They are always inviting and of the character that create an appetite for the goods shown—as witnessed by the displays on these pages.*

*Salesmanship backed up by a good article sold in 1914 more Coffee than in any year in the history of the store. More than a ton more was sold last year than in 1911.*



of goods arrest your attention, or would you pass by on the other side without casting a single glance at the apples, nuts, oranges, grapes, dainty fruits in glass, asparagus, cherries, olives, fancy biscuits, pickles, sardines, sauces, soup, canned goods, castile soap, etc. The answer is self evident. Suppose then that this attractive arrangement gets the attention of only half the customers who come into the store. Is it not a paying investment? The same applies to the counter, at which every customer must stand in giving her order. Will not these preserved figs, the anchovies, etc., make an impression upon the average purchaser? Will not the mushrooms, the catsup, the cherries, the olive oil, the dried ginger, the ground almonds, the chutney, the olives, the saratoga chips, and the cider which are from time to time temptingly arranged on this counter, also make an impression on the purchaser? Suppose for a moment that Bain & Co. banish all these goods from the sight of their customers, and kept nothing but a plain unadorned office, in which is a table and a few chairs, where orders are taken; and suppose there were no windows in which to display goods, would they sell one-tenth as much as they are doing to-day? No merchant is so blind that he cannot see the wonderful possibilities in display. Since these possibilities exist, is it not up to the business acumen of every retailer to improve his displays, to make them more tempting and attractive, and therefore to make them a still greater investment than they are to-day?

#### Coffee Sales Boosted.

When A. G. Bain & Co. take hold of a particular line, they make it go. In 1914, war and all, their coffee sales, for instance, were the highest in history. They beat 1913 by a few hundred pounds, 1912 by almost 1,500, and 1911 by almost 2,500 pounds. This increase was made possible by the fact that the salesmen in this company, concentrated a part of their selling efforts upon coffee.

Coffee sales were increased in this way. A year or two ago, the coffee trade of Bain & Company's store was not what the proprietors thought it should be. The made investigations and found a coffee that the majority of their customers appreciated, and when this condition of affairs was brought about, they began SELLING coffee, and concentrating on that particular line. They, of course, have an up-to-date coffee grinder.

#### Have Made Olives a Staple.

Olives is another article that has attained a prominent place in this store. Every once in a while a special olive

window is shown, and olives are always prominently displayed in the interior of the store. A few bottles are always on the counter as well, and with all this attention it is little wonder that their sales in olives have increased wonderfully in the last few years. This article has, as a matter of fact, become one of the staples in so far as their customers are concerned. Olives are bought now in 25-case lots, whereas some years ago a case or two of olives was considered a good order from any one store.

"A retailer, however, must be careful not to sell a person what he or she does not want," says Mr. Price. "You have got to play fair with everybody, and if you do you have one of the best advertisements working for you possible. I can remember that often when on the road I have come out of a grocery store without an order, when I was sure I should have had one. The other fellow got the business, but in the end that customer was mine, simply because satisfaction to the purchaser had not been given. I maintain it is the same in the retail business. The greater the satisfaction in so far as the goods and the service is concerned, the better for the business in the end."

#### Window Sold Many Biscuits.

So far, little has been said in this article about the window displays of A. G. Bain & Co. These are certainly on the same plane as the interior, as will be readily observed from the accompanying trims. When one looks at one of their windows, he naturally comes to the conclusion that here is an establishment where he is going to meet with perfect satisfaction in so far as service, cleanliness, quality and fair treatment is concerned. The windows in no way belie the interior, and the impression one gets from looking at the window, is even more favorable when the interior arrangement is viewed. Windows in this store are trimmed to sell. Some time prior to the visit of Canadian Grocer, there was a display of tins of a certain filling for sandwiches. It was surprising the quantity of this high class line they sold. About the same time the window was attractively arranged with the biscuits of a certain manufacturer. In one week no less than 35 boxes of these fancy biscuits were sold, whereas in the ordinary run of things, two or three of that particular line had been the limit. This demonstrates conclusively the power of the retailer to sell the goods in which he is interested. It shows that his window displays, backed up by confidence among his customers, is a powerful medium for the moving out of biscuits or any other line. The value of clerks who are real

salesmen is evident by the statement of Mr. Price when he said, "the \$15 clerk is in the majority of cases cheaper than the \$10 clerk."

The business of Bain & Co., has attained large proportions, the turnover being figured up into the six figures for groceries alone. The reason for this is plainly shown in the views of the store and the windows herewith. They reflect the character not only of the men behind, in so far as the grocery trade is concerned, but of the customers of the store. They stand forth beckoning to the higher class of trade and they get it.

#### WATCH THE CEREAL STOCK.

The National Wholesale Grocers' Association of the United States has prepared some very useful data on the care of perishable groceries, and directions by which losses may be reduced as much as possible.

The following advice is given:—

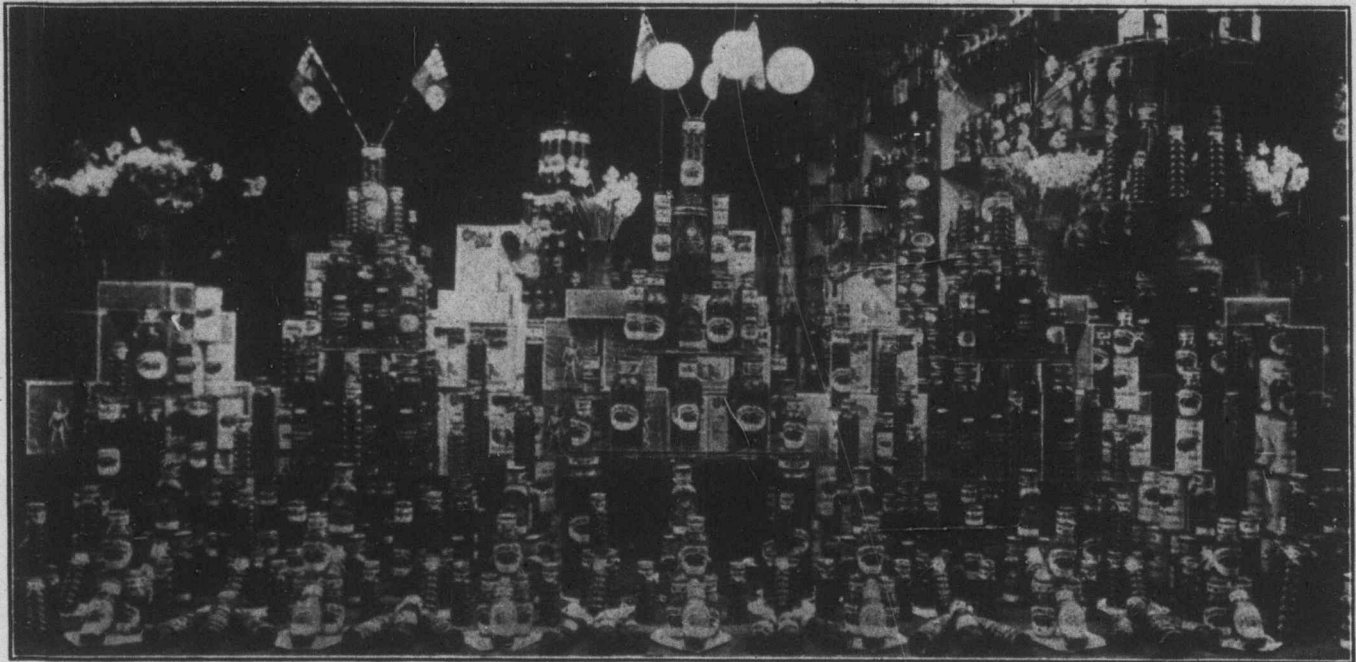
"Discontinue the handling of cereals in bulk as far as practicable. The small package or carton is more sanitary and convenient for the consumer, and usually more profitable in the long run. It is extremely difficult to protect bulk cereals from outside contamination and from the tiny insects that prey upon them. Wherever any insects obtain access to cereals they deposit their eggs, and larvae will soon develop, and the product will become unfit for sale. If you find it necessary to handle some cereals in bulk, great care should be taken to see that the chests or bins in which the product is kept are perfectly tight and are well covered at all times. The larvae will penetrate through the smallest crack in the bottom of the chest.

"All such chests or bins should be thoroughly cleaned at least once every two weeks, especially in warm weather. If quantities of old flour or meal are left in the corners or cracks, the fresh product emptied into the bin is almost sure to be contaminated in a short time. The possible development of worms or larvae in such products may be very materially checked by shaking the package or container thoroughly every few days.

"It is much easier to protect cereals in package form from outside contamination. There is practically no loss on these products except in warm weather. At such times great care should be taken to see that the shelves are clean. Do not allow dust or other refuse to accumulate upon or near the packages. It is well to move the packages occasionally and clean the shelf. Shake each package when replacing it." —Good Storekeeping.



## Samples of Every-Day Bain Windows



An exclusive Olive trim that brought splendid business. The Bain store has two windows, this one being shown at same time as that above.



An appetizing window trim recently shown by A. G. Bain & Co., which was a splendid seller. High-class lines are featured exclusively and are displayed most attractively.

## The Debut of a New Firm

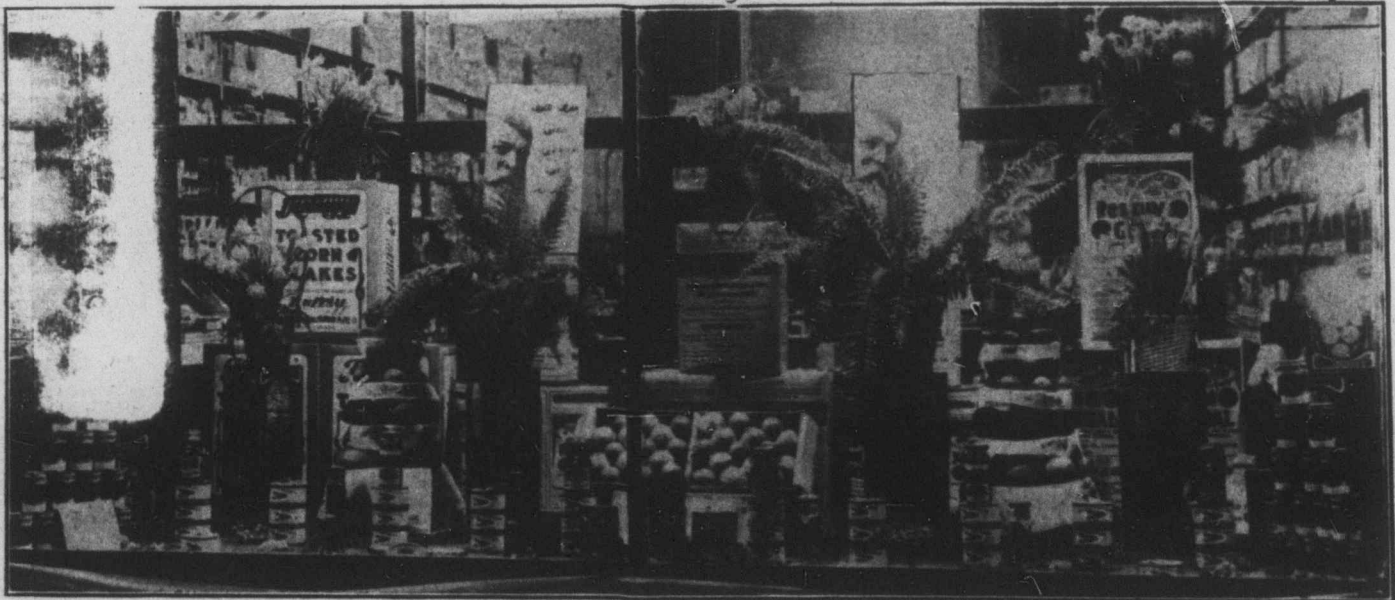
New Montreal Retail Firm Make Their First Window Display Create an Air of Refinement About the Establishment — Desired to Have Public's First Impression a Favorable One—Free Use of Cut Flowers.

*Especially Written for Canadian Grocer.*

THE first window, like the first baby, or the first cigar, is an auspicious one. Considerable interest was shown in this window because it was the outward visible sign of an inward attempt to start the ball rolling in a district which was probably already well supplied with grocery stores, and where the competition was keen. It was the first display window of Murphy & Riordan, 871 St. Catherine St. West, Montreal—three young men who have been connected with two large retail stores. Mr. Riordan was a clerk with E. J. Quin, corner of Greene Ave and St. Catherine St., Montreal, and was also with Murphy Bros., who operate two stores in Montreal, one on St. Catherine Street, West, and the other on St. James Street. The other partners are two Murphy brothers, also connected for many years with the latter store.

No serious attempt was made to draw trade by the first trim, but rather to draw attention—favorable attention—by its brightness and cleanliness. Effective use was made of cut flowers, which will continue to be the mark of this new firm—an idea that could well be utilized by some of the dingy stores which are alas, too common. For a background, use was made of large cereal cartons and cardboard figures. There were two stands trimmed simply with fruits and nuts.

In later windows, attempts have been made to make displays that would sell goods. Important among these was a lobster window, the material for which was supplied by a packer who wished to get the help of the retailer towards creating a demand for these goods, which, owing to the condition of trade, and to high prices prevailing in the past, have been considered more of a delicacy in the average home. The store, being located in a good class district, enjoyed a big lobster trade as a result of this display.



This attractive window was used by a new Montreal retail firm—Murphy & Riordan—to make their bow to the public of the district. Fancy biscuits, canned lobster, canned peas, fruits in glass, oranges, coconuts, grape fruit, dates, breakfast foods, and olives were among the lines shown. Ferns and cut flowers added to the refined character of the trim.





Orange window of J. A. McCrea & Son, Guelph, Ont., that sold 50 cases in four days.

## Successful Orange Selling Campaign

One Window Display and an Advertisement in the Local Papers Responsible for Disposal of 50 Cases in About Four Days—Some Sold By the Case But Mostly by the Dozen—The Display Described.

Written By Traveling Staff Representative.

EVERY time a window display is presented to the public, time and energy and sometimes money is spent. If all these things are to be paid for, the window must produce results, and the value of every window must be measured by the results obtained, either direct or indirect. It should be the aim, therefore, of every retailer to watch carefully his various displays and to determine if possible the value of each in dollars and cents. By keeping tab on windows in this way, there is going to be little time, money and energy spent uselessly.

A few weeks ago there was a window display of oranges in the window of a Guelph, Ont., grocery store, which in about four days, in conjunction with an advertisement in the newspapers, sold more than 50 cases of oranges. This was the store of J. A. McCrea & Son, and the actual window that got the business is reproduced herewith.

"Yes," remarked Mr. McCrea, in reply to a question from Canadian Grocer, "the window certainly produced results. It was dressed by a member of the staff on Friday, and up to Tuesday of the following week, we had disposed of fifty cases of oranges. Of course our big orange day is always on Saturday, and the majority of them were sold on that

day." "Do you find that the public buy in quantities or in small lots?" he was asked. "The majority of them were sold by the dozen," he replied, "but we also sold quite a number by the case, and we made a good profit on them, too.

A glance at the window display will show an exceedingly neat and appetizing trim. To the rear of the window were two large window cards, showing orange orchards. In front of these was a row of half-cases of the fruit, tastefully arranged. To the front of the window were three circular displays of fruit, two being of oranges and one of grape fruit. Between these circular pyramids were two or three jars of marmalade. During the orange sale, McCrea sold a number of jars of this. Intermingled with the display of fruit were several show cards showing various uses of oranges. There will be noted one of a storey cake covered with sections of orange, and others of a different character. To give the display a still more orange flavor, rows of orange-colored paper, stretched from the window up to the ceiling, and a large number of show cards were placed on the left-hand side of the window.

All of these things united to suggest to the passerby that he purchase oranges. This display was connected up with the advertisements in the local papers.

### Orange Week at McCrea's

THE GROVES THAT PRODUCE THE GOLDEN ORANGE  
BRAND OF NAVEL ORANGES

The groves that produce the Golden Orange Brand of Navel Oranges are sheltered by the gump capped San Geronimo Mountains and backlie on the slopes of Arlington Heights

**ORANGE FLAVOR**  
The peculiar and pleasing flavor of Golden Orange Brand oranges has been secured by years of careful treatment of soil and tree care.

**ORANGE WINDOW**  
Through the kindness of the California Fruit Growers' Association, California, we will be able to give you a glimpse of an Orange Grove in our window to-morrow. When you are looking at the display you will also see the special line of Oranges that we are offering.

**50 CASES SUNKIST GOLDEN ORANGE  
BRAND NAVAL ORANGES**

Notwithstanding that there is a duty of 7 1/2 per cent. on Oranges, by making the above large purchase we are able to offer you Oranges this week BY THE DOZEN OR BY THE CASE AT SPECIAL PRICES.

Extra Large Sunkist Golden Orange Brand Navel Oranges per dozen	29c
Large Golden Orange Brand Sunkist Navel Oranges per dozen	22c
Small Sunkist Golden Orange Brand Navel Oranges per dozen	15c
Case Price, any size	<b>\$3.10</b>
Half Case, any size	<b>\$1.60</b>

FREE

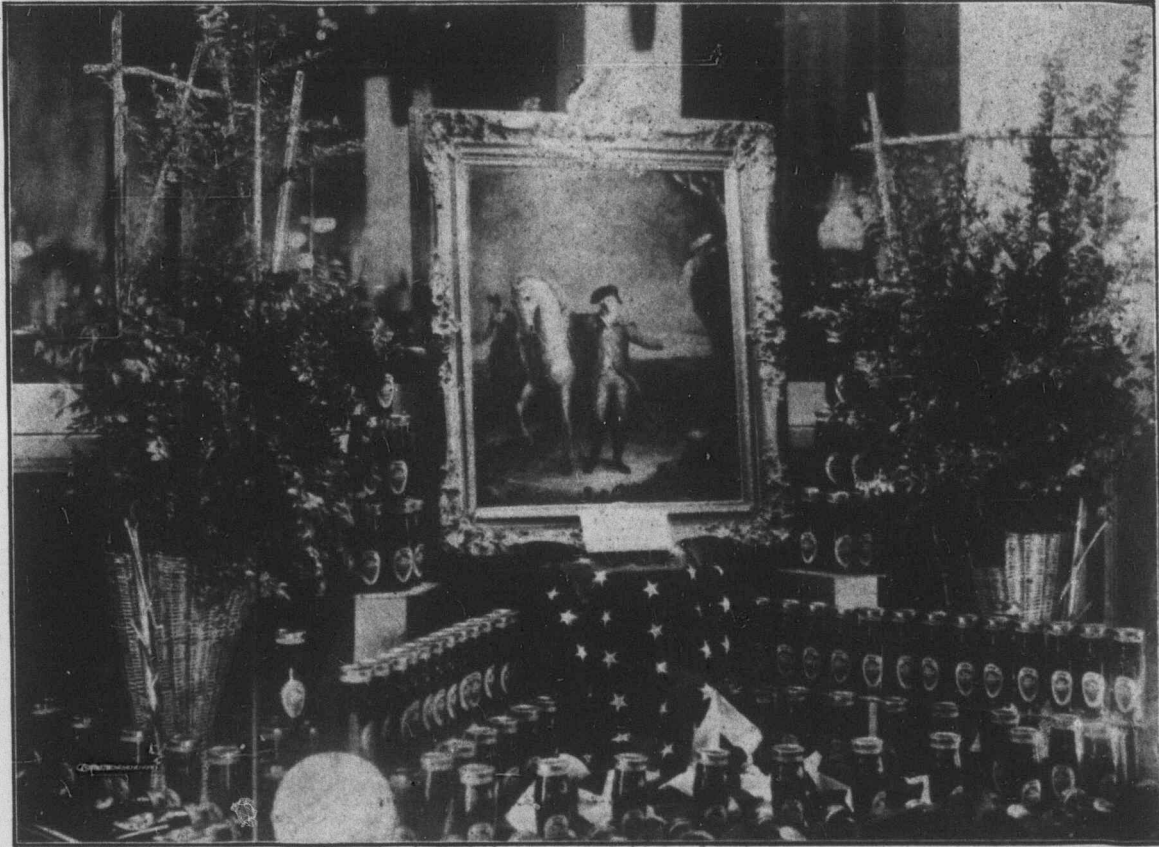
While they last, to the purchasers of Golden Orange Brand Oranges, we will give VII 2/3 a Recipe Book on How to Prepare Oranges.

### J. A. MCCREA & SON

The advertisement was used along with the orange window by J. A. McCrea & Son.

## A U.S. Dealer's Idea of Displaying Jam

The Trim That Was Arranged by a Seattle, Wash., Artist on the Occasion of a Great Birthday—Touch of the Beautiful by the Addition of Foliage.



A jam display sent to Canadian Grocer by a Seattle, Wash., U.S.A., reader.

CANADIAN Grocer shows every year a great many window displays of attractive design. These are from Canadian dealers, but here is an opportunity for our readers to see a display from the standpoint of a United States retail firm.

The window on this page comes from a Canadian Grocer reader in Seattle, in the State of Washington. It was shown by Augustine & Keyer, of that city, who are among the high-class grocers of the Pacific Coast, and was used during the week of Washington's birthday. This explains the picture and the flag. This display work in this store is done by a Mr. Groves, and from the sample of his work we have here, it can readily be seen that he is an artist when it comes to window trimming. In fact his displays draw crowds of people every day.

The design of the display is simple, but particularly neat. Rows of jars of jam converge from the plate glass to the flag-covered block at the foot of the picture, and along the front of the glass is another row, the jars being arranged standing and lying down alternately. The beauty of the window is added to by the use of wicker pots of foliage on either side of the main trim. It should too be noted that the richness of the cloth on the floor adds to the general attractiveness. This presents a suggestion for a Twenty-fourth of May or a King's birthday trim.



# Putting New Life into the Departments

How Sales in the Cured and Cooked Meat, Confectionery and Fish Departments Were Boosted  
—Montreal Dealer Takes Drastic Action With His Clerks and in Shake-Up Improved His Trade Considerably—Making the 'Phone Pay.

**T**HERE comes a time in the history of some stores when, if things are not going right, it is necessary for the proprietor to think hard, and then take drastic action. W. J. Falle, 351-353 Prince Albert avenue, Westmount, has a branch store which takes his attention from the parent store. Things did not seem to be going right. The big store was not doing what it should. He thought hard, and then landed on the clerks. The shake-up resulted in good men being placed in charge of various departments, and the improvement which followed has justified the change.

One of the departments to which new life was given was the provision counter. The man placed in charge has an expert knowledge of that end of the business. He is interested in it furthermore, because it is his own department, and he is responsible. First thing in the morning he begins slicing up bacon for orders. He keeps his counter attractive, aided by refrigerators, and an efficient meat slicer.

## Big Increase in Cured Meat Trade

All these things together have resulted in a fifty per cent. increase in the smoked meat business since the change, i.e., within the last six months.

The clerk in charge of the provision

counter was asked what action on his part resulted in this beneficial change. He replied that one of the chief factors in their success was in selling the "ends," which in so many stores are thrown away, or else disposed of at a much lower figure. To overcome this loss, it was his custom, he said, first thing in the morning, to slice about 15 lb. of bacon, and display it on the counter in 1-lb. packages. He left the packages open, and arranged the slices so that the rind was hidden. Early customers were attracted by the tasty display and often bought two or three pounds.

Before this clerk was given charge of the provision counter, it was customary for any of the clerks to cut the bacon, and as most customers like their orders taken from the middle of a piece, a new side would be sliced. This resulted in a great waste of ends, and it was not uncommon to see a full box of them lying in the refrigerator. When these are cut, they are saleable, whereas when the customer sees only the end, she expresses a desire for the middle.

A good meat cutter plays a considerable part in this saving. Recently Mr. Falle went to the expense of installing a slicer which would cut a side of bacon from beginning to end, leaving no waste. It can easily be seen that a machine of

this nature would soon pay for itself.

## Special Attention to Confectionery.

Confectionery was another department which has "looked up" considerably since a special clerk was placed in charge. Not being large enough to occupy the whole time of a clerk, the man taking orders over the phone was given supervision.

This gave him an excellent opportunity for introducing his own lines when talking to customers over the telephone. He keeps a list of goods requiring to be pushed, by his side. Lines of chocolates carried run from the cheaper varieties to good bulk chocolates selling at 40c per lb. and more. Cake is kept in a special glass case, and is received fresh twice a week. The idea of calling up customers and not waiting for them to call up the store has proven in this case to be a good one. Close to Westmount is the scattered district of Notre Dame de Grace. To call on these people personally would not be easy. It is done on the phone, and early in the morning, so that deliveries can be made before lunch hour.

## Making the Phone a Good Investment.

It looks as though the phone is becoming more and more a factor in getting

(Continued on page 94.)



Interior of the W. J. Falle store on Prince Albert Street, Westmount, Que. Much attention is given here to special displays.



# How Other Grocers Do Things



## Door Opening Device

Many grocers like to open the door when women customers are leaving the store. To do this, he has often awkwardly to walk around the counter, and often arrives there after the door has been opened. In the store of S. Bourgeois et Cie., St. Hyacinthe, Que., the door is opened by a rope on pulleys, which makes it unnecessary for the clerk to pass from behind the counter.

## Emphasies the Taste of Chicken

Tuna fish in tins has somewhat of the taste of chicken. In fact it is often advertised as tasting like chicken. Sometime ago M. S. Festing, a Hamilton, Ont., grocer, showed a window display of this Tuna fish. To emphasize its relationship to the chicken he placed in the centre of the window a stuffed hen with the feathers on it, and in front of the hen was a show card reading: "Looks and Tastes Like Breast of Chicken."

## Display Table with Leaves

One of the little kinks used in the store of A. Stitler, Palmerston, Ont., is an out-of-the-ordinary display table. This table stands usually in the centre of the floor, where the goods on it show up to advantage to every customer near the counter. It has a drop leaf on both sides, so that it can be folded up if necessary. The gear is made of metal. If Mr. Stitler desires he can drop one of the leaves of this table, and build up a display on a slanting fashion, so that it presents a very attractive appearance.

Mr. Stitler also keeps a broom rack in a prominent place in the store where every customer must see it. This he claims sells a great number of brooms, which would otherwise be overlooked if they were not prominently shown.

## Made-in-Canada-Parody

A Hamilton, Ont., grocer recently showed a window display of eggs. Eggs are usually considered somewhat of a prosaic article to show behind plate glass in any quantity, but this retailer does not always stoop to the beaten path. But the principal part of this window was not the eggs. On a large

placard to the rear of the window, the retailer in question presented a short but interesting parody to the Made-in-Canada slogan. His sign read: "Laid-in-Canada."

## A Handy Order Card

Often when verbal orders are given a messenger by store customers they are forgotten in part by the messenger and trouble ensues. Sometimes too, even when the orders are written down care-

tised and to try out the recipe. Moe Bros., of Rainy River, Ont., recently ran an advertisement in their local paper on chocolate and cocoa and in one corner of the ad appeared the following recipe on chocolate pudding:

### Our Weekly Recipe.

#### CHOCOLATE PUDDING.

One heaping cup of sugar, half cup butter, two squares chocolate, one egg, one cup of milk, one and three-quarters cup flour, one heaping teaspoonful baking powder; mix as for cake and steam for two hours.

SAUCE.—One and a half cups water, two tablespoonfuls of corn-starch, one cup sugar, one tablespoonful butter, one and one-half squares chocolate; flavor with vanilla.

Here is a sample of effective advertising because it carries a double appeal to the housewife.

## Eulogy for the Window

D. McKillop, Hamilton, Ont., retailer, deals extensively in provisions. He sells all kinds of cooked and cured meats, sausage, etc., and makes a feature of these lines in his window display always. They are very temptingly arranged on platters and they bring him good business. "My window," he said, not long ago to the writer, "is my business. If anything made me it was the window." Mr. McKillop uses a meat slicer for his bacon and cooked ham, for he says the people appreciate the service that can be given with this machine.

## Offers Reward of \$5

S. G. Freeze, a Calgary, Alta. grocer, who advertises regularly in the local papers announces in one of his advertisements that he is prepared to give a reward of \$5 cheerfully to anyone who will point out to him any intentional misrepresentation in his ads. This is certainly a convincing announcement and should do much to gain the confidence of people who are not regular customers.

**To C. A. PHAIR**  
General Merchant  
LILLOOET, B.C.

Please give Bearer the following Goods:

No.	Article	Price

Customer's Signature.....

Your Orders made out on these Cards will be given prompt and careful attention.

Anything not right will be made right.

Card given to customers to prevent mistakes in ordering.

lessly on scraps of paper they become unintelligible. C. A. Phair, a general merchant in Lillooet, B.C., provides against this by using a small stiff card a little larger than a post-card. These cards are handed out to customers and so whenever a customer of the store is sending into town for goods the list is made out on this card. The illustration herewith describes it clearly.

## Recipe in the Ad

Retailers are more and more using recipes in their newspaper advertising to assist in creating a desire on the part of the reader to possess the goods adver-



**A Fine Spring Ad**

The accompanying cut shows a well-written and timely newspaper advertisement. It was used recently by H. Malcolmson, a grocer, of Chat-ham, Ont., and appeared in one column space. The introduction is particularly appropriate in view of the warm weather that arrived last week and in view of the fact that spring with its accompanying warmth has much to do with the change in the variety of the food the average person appreciates. Note the introduction: "Warmer weather means that a more liberal supply of eggs is coming forward, and the price is low enough now to permit of general use. The bacon we get, etc." Then further down reference is made to new lettuce—"the nicest thing for spring days, etc.," followed by a list including radish, celery, fresh carrots and other vegetables. This is the sort of advertising that gets results because it is a creator of appetites.

**Bacon and Eggs**

Warmer weather means that a more liberal supply of Eggs is coming forward and the price is low enough now to allow of general use. The Bacon we get is the "Pecan" Brand—properly fed and looked after and cured in an up-to-date packing house. You will find the flavor of this Bacon very delicious.

SLICED BACON, 10c pound.  
 PINE BACON, 10c pound.  
 FRESH BACON, 10c pound.  
 FRESH BEEF, 10c a dozen.  
 CORN SYRUP, 10c a jar.  
 MAPLE SYRUP, 10c a jar.  
 EXTRACTED HONEY, 10c a jar.  
 PALE EXTRACTED HONEY, 10c a jar.

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**Macaroni and Egg Trims**

Island & Bamford, Dundas Street, Toronto, invariably show fine displays in their windows. Recently an attractive trim of macaroni, etc., was on display, which presented a rather unique appearance. The macaroni in long cartons was piled up in the centre of the window, just as the section men on a railway line pile ties by the side of the track. Again, at the ends of the pile there were neat little arrangements of the macaroni.

At Easter, Island & Bamford displayed eggs a little out of the ordinary. They were shown in boxes across the window, with the exception of a perfect square of white eggs. This at once attracted the attention of the passer-by, and as the eggs were particularly fine samples, the display meant good sales.

•••

**Both Registers Operated.**

R. S. Godfrey, Meaford, Ont., writes: We use both a credit and cash register to help us keep track of our business. The cash register is used, of course, for cash sales and money received on account, and small items of cash paid out, while the credit register takes charge of every credit sale made.

•••

O. Cowdy, grocer, Toronto, has sold to Wm. S. Moulds.  
 A. H. Dundas, grocer, Toronto, has sold to G. A. McTaggart & Son.  
 Daniel Lund has taken over the grocery business of Lund Bros., Sackville, N.B.  
 E. Guillet and Wm. Fox, both grocers, have been elected to the council of the Cobourg, Ont. Board of Trade.  
 Mr. Webber, of Woodstock, who has purchased the general store of W. G. Eadey, Sheddon, Ont., is moving into the village and has taken possession of the business.

**New Front Increases Business**

An alteration in the store front has brought about a substantial increase in the business of Mrs. Ross, a grocer at the corner of Dundas Street and Humberside Avenue, West Toronto. Formerly there was a narrow shoe repairing shop exactly on this corner, which was owned by this grocer and rented. Her store came next on Dundas Street, with just the ordinary straight front window and a door at one side. A year or so ago Mrs. Ross felt she could make this corner more valuable by using it herself and had the entire front remodeled by taking in this corner shop into her store and by providing more than double the

window space. A new window was made in the Humberside corner and a sort of bay window right on the corner, with two frontages. In addition to that, she has the front and main window as before on Dundas Street. The latter is used as the main display centre, while the "bay" window is utilized for showing fruit, vegetables, seeds in season, etc. This rearrangement had done much towards increasing the turnover in this store.

Every dealer should take a look at his store front and determine whether it could be improved upon—improvement means more sales and more profits.

**Special Book for Wholesale Accounts.**

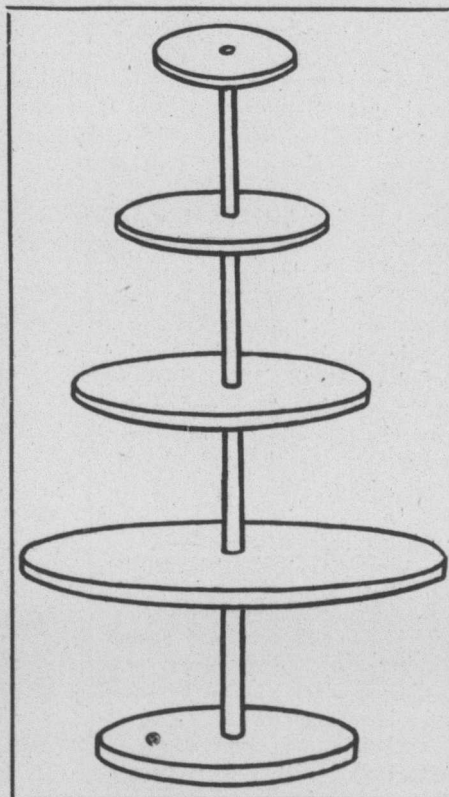
C. L. Hicks, Guelph, Ont., says: Our bookkeeping system is the loose-leaf. We do not keep any expense account. In fact, we do not do any more bookkeeping than we have to. We keep a special ledger for our wholesale accounts and a regular bills receivable and

**A 14 Per Cent. Expense.**

Jas. L. Hewson, Oakville, Ont., writes: Our bookkeeping system is the loose-leaf. We have also a cash register to look after and take care of cash sales, cash received on account, cash paid out and credit sales. Our overhead expenses are about 14 per cent. of the turnover, which includes the proprietor's salary.

**A Counter Display Stand**

A. G. Bain & Co., Hamilton, Ont., have a neat little display stand for showing bottle goods such as olives. This stand has an upright through the centre and has some four or five circular shelves, the bottom one being the largest and the others tapering to the top. When bottles of olives are piled on these shelves around the upright, they present a very attractive appearance and make a very



This makes a very useful and attractive display on the end of the counter when neatly arranged with bottled goods.

neat and attractive looking counter display. An illustration of this stand appears herewith.



# CARDWRITING MADE EASY

by  
R.T.D. Edwards



## LESSON NO. 4.

**I**N this article, No. 4 of the series, I am going to dwell at some length on one of the most important features of card writing, viz., brush work. The brush is the most important tool of the card writer's equipment. The card writing pen is quite satisfactory for some kinds of lettering, but if a card writer is a master of the brush he can get along much more easier without pen work than he could without the brush. With a brush it is possible to do heavy one-stroke lettering or very small work, and this can be done rapidly by the man who is able to master the brush. The brush can also be used for making large outline lettering such as used for posters or large cards. For work of this kind a pen is not the correct tool, but it has been shown in previous articles that the pens will do the work if brushes are not available.

In selecting brushes, I would recommend "red sable writers." The hair of the red sable brush is arranged in such a manner that it works out to a chisel point. The round ferrule can be secured in nickel-plated or brass. When testing a brush wet in clean water and draw the hair of the brush gently between the thumb and forefinger. Thus, the length of the hair is shown and in a good brush the hair will be of uniform length, such as shown in Fig. 1.

### The Best Brushes.

The five illustrations accompanying this article show the regulation sizes of the best red sable lettering brushes. The illustration is made from an actual photograph which shows the ferrules and hair of the brushes. The black stroke above each brush indicates the width of the stroke made by the brush below. Of course, the width of the stroke is very often regulated by the

quantity and thickness of the paint carried in the brush while lettering.

In buying a brush be careful you do not get a brush with an uneven tip. In Fig. 2, note the centre brush. A brush like this is absolutely useless for good card writing. It is well to remember that the hair at the end of the brush is, or should be, the natural ends of the hair as it grows, and this is the reason why it can be brought to a fine wedge point. If the hair is uneven it is necessary to trim the ends and this makes a hard point in the brush. The hard point is not satisfactory in doing good lettering.

Figure 2.

Select the first brush I have shown in Figure 2. I would also advise the use of a sable brush with a round ferrule. The round brush is more easily controlled than the flat and will carry more color; it also has more spring and life.

Two, or at the most, three, brushes

will be sufficient for the beginner to purchase. The card writer should always keep his brushes in good condition. Neglect will ruin brushes. Always wash the brushes thoroughly when through work. Paint left in the brush at the root of the hair will split the hair and cause it to fall out (see illustration in Fig. 2).

After washing the brush be sure and see that the hair is straight and in proper working shape. If stray hairs get out of shape and are allowed to dry the working quality is impaired. Should the paint at any time harden in the brush, let it soften in water for five minutes before attempting to clean it. Do not bend the hair if the paint has dried on it, for this loosens the hair from the ferrule and causes dropping out, thus rendering the brush useless for card writing.

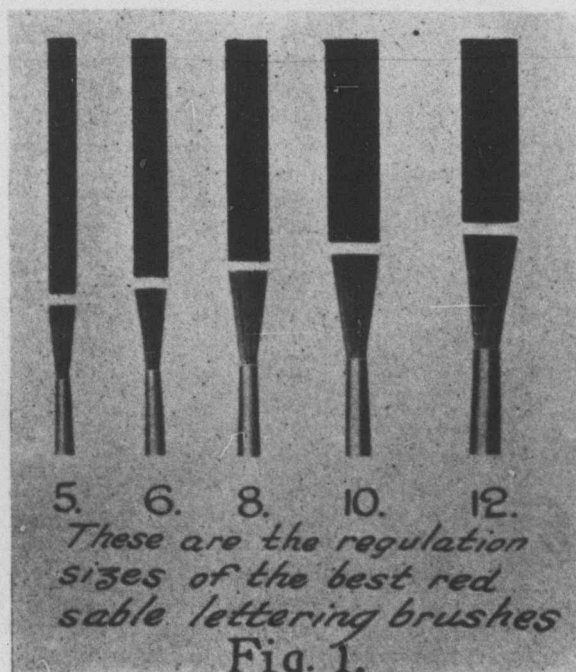
### Caring for the Brushes.

Do not allow the brushes to lie on a piece of cardboard or glass long enough to allow the paint to dry. Should the paint become hard and stick to the cardboard or glass, put a few drops of water on it and allow it to soften before attempting to remove (see Fig. 4).

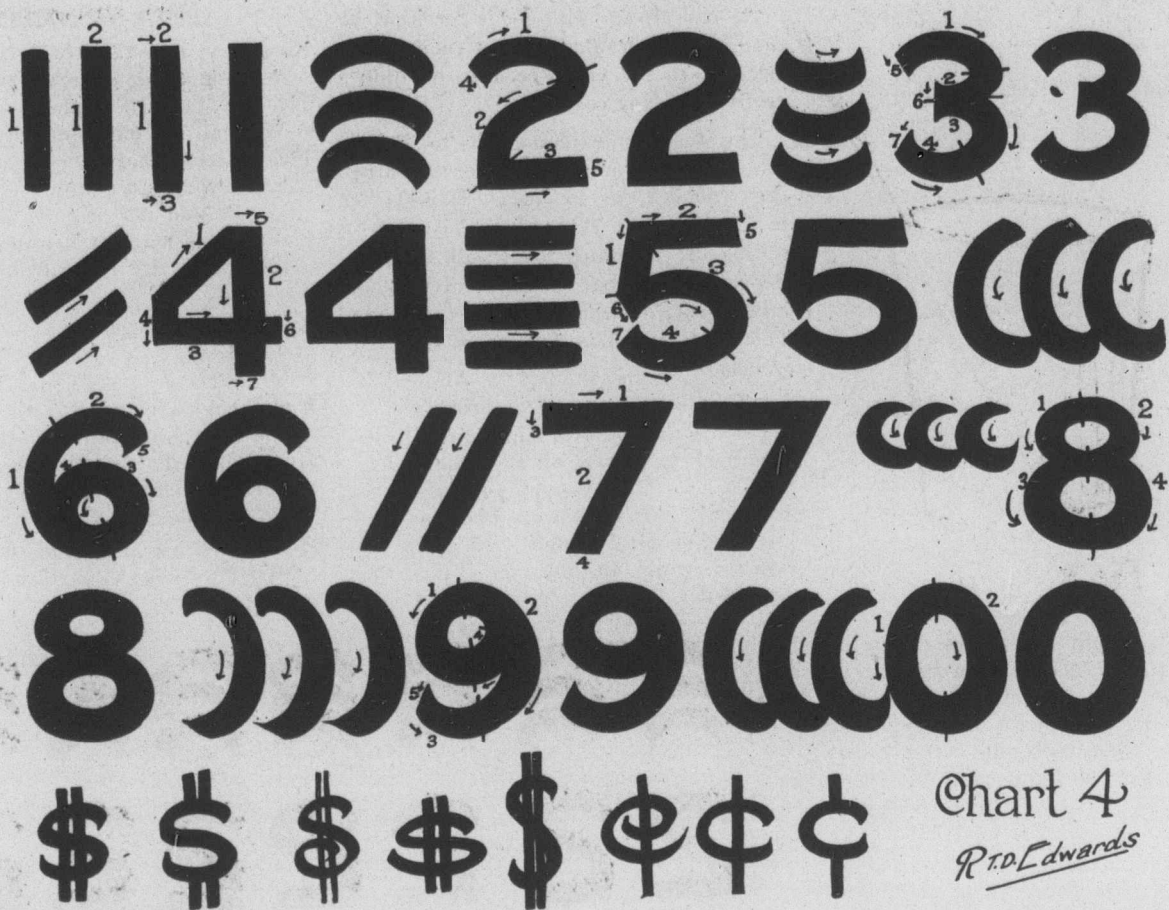
Brushes should not be allowed to stand very long in a glass for this bends the hair and makes the brush unfit for good work. Should a brush become bent from standing in a glass it sometimes takes a considerable length of time to get it back to the original shape (see Fig. 3).

The card writer should treat his brushes just as the careful mechanic treats his tools—as though his job depended on them.

In Lesson No. 1 I stated that the card writer should have a







slanting table. If a special table is not available you can use an ordinary kitchen table by cutting about three inches off the front legs. The height of the table should be such that it would not interfere with the free swing of the right arm. Always sit square in front of the table and keep the top of the card on which you are working slightly toward the left, so it will be parallel with your right arm.

Fig. 5.

Keep your pot of color at your right hand, with a piece of scrap glass or paper near it. This can be used for working the brush to a flat point after it has been dipped into the color. Do not attempt to letter in card by using

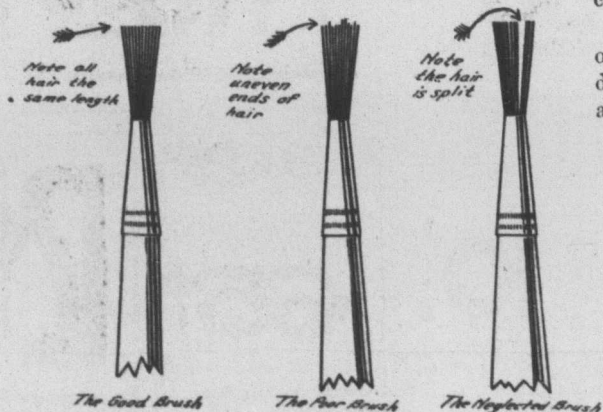


Fig. 5.

the color direct from the paint pot to the card. To begin, lay out a blank card as shown in Fig. 5. Mark out lightly with pencil guide lines two and one-half inches apart. Then proceed to practise the exercise and figure separately as indicated. Remember, you cannot practise too much. Follow the instructions keep the brush flat and do not be afraid to spoil a little cardboard.

Chart No. 4.

Chart No. 4 shows the complete set of figures, dollar and cent marks necessary for making price tickets. These are made by the one-stroke method; each stroke is numbered, and by following the numbers you should not have difficulty in doing the work.

The "1" is composed of three strokes, the main down stroke and the top and bottom finishing

strokes. The "2" is a five-stroke figure, the small cross lines indicate where the strokes join. The "3" is composed of seven strokes; in this figure the top loop should be slightly smaller than the bottom.

**In Making the Figures.**

The "4" is also composed of seven strokes; this figure requires a great amount of careful practice. Care should be taken in making figure "5." This is a hard figure to balance properly. The illustration shows where the strokes are joined; this figure is composed of five strokes. In making figures it is important that all joints be hidden as much as possible, and each letter should look as though composed of a continuous stroke.

The "7" appears simple, but to make this letter correctly considerable practice is required. The hardest part in making this letter is to get the plant

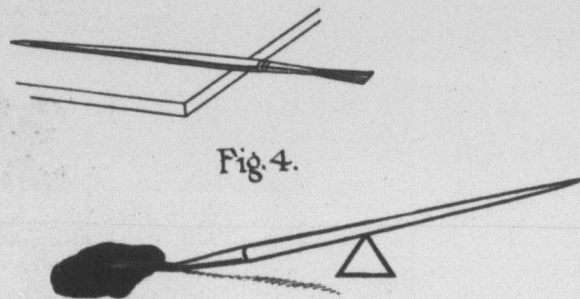


Fig. 4.



Fig. 3.

stroke at the right angle. As shown in the chart, the top loop of the figure 8 is smaller than the lower one. Four strokes are required in making this figure, but each stroke must be made correctly or the figure will be spoiled.

Collection of Price Cards.

The collection of price cards shown in Fig. 6 gives a fair idea of the work that can be done by a student who has mastered the foregoing lesson. The ruling on these cards was done with the stub pen shown in a previous lesson.

In buying materials I would advise the card writer to buy prepared show card colors as they are the best for brush work. These can be purchased in dull or gloss finish. The former is most desirable. Do not use pen ink for brush work.

WHY HE FAILED.

By J. R. Worden.

"A penny saved is a penny earned," as the saying goes, but it is not always the case that a "penny earned is a penny saved."

Brown's case is particularly interesting because he had unusual ability as a merchandiser.

He kept his store full all the time—great hand for special sales—had a fine-looking store—wrote snappy advertisements.

He was doing the business of the town, and had to live pretty well, of course, to keep up his reputation.

Then he failed. The receiver found it was just a matter of bookkeeping.

Brown never had been much of a hand at figures—said, "The money was made in the front of the store, not in the office."

He had always sold goods for what he thought they would bring, without much relation to the cost—because he didn't really know his cost.

The receiver explained it to Brown this way: "Here's a can of tomatoes that you sell for 15 cents. It cost you in the first place 12½ cents. The cost of selling it, including overhead expense, depreciation, your salary, interest on investment, insurance, etc., is 3½ cents. Therefore, you lose 1 cent on each can you sell."

"That's the penny that broke you." Before the receiver turned the business back to Brown, all clear, he had installed a bookkeeping system that showed Brown what were his true costs—a bookkeeping system that gave him every morning absolute facts about his business.

THE OPTIMIST.

Since first into the world I came  
Without a rag upon my torso,  
I've always tried to play the game  
With all my might or even more so.  
I've had my share of joy and grief;  
The world is large—I've knocked  
around it;  
I've kept in man my firm belief,  
I've taken life the way I found it.

And that was—good! For though beset  
Sometimes by fate with jeering  
laughter,  
And though frequently I've met  
The thief, the traitor and the grafter,  
MOST days, I find, are bright and clear,  
With sunshine pouring down in  
splendor;  
MOST men are loyal, honest, square,  
MOST women kind and true and  
tender.



Exercise Work  
Fig. 5

Now Brown knows how much profit each department and each salesman made yesterday. He knows what goods are selling at a profit—what ones at a loss.

He knows just how much he owes and how much is owing him.

Ninety-five per cent. of all retailers are doing business the way Brown had done. That is why ninety-five per cent. of all retailers fail some time.

Are you losing that penny?

I've found more love than I have hate,  
More praise than bitterness and  
scandal;  
And though sometimes the odds are  
great,  
I've found the game is worth the  
candle.  
I'm glad I've known both toil and strife  
Have found my place and learned  
to fit it.  
In other words, I like this life  
And I am in no haste to quit it!

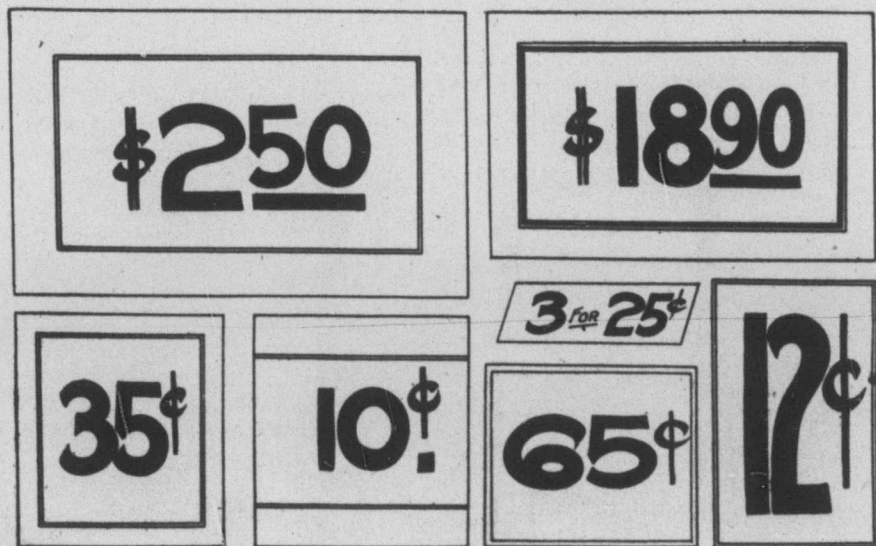


Fig. 6.



# Sacrificing Popularity for Profits

A Store Which Was Enjoying a Substantial Turnover But Where Overhead Expenses Exceeded the Gross Margin—How That System Was Changed by Development of Salesmanship Among the Clerks—Popularity Regained.

WHEN Alexander Ostiguy took hold of the business of S. Bourgeois et Cie., St. Hyacinthe, Que., he claims that the annual deficit was \$600. His analysis showed him that the former proprietors had been selling too cheaply. By this means they had succeeded in making their store the most popular one in town, but the popularity did not pay.

His remedy came with a rise in the market. Goods were not immediately jumped to give a good margin, but opportunity was taken of every chance to put the prices on a proper basis, considering cost and overhead charges. Thus the public did not realize with any startling suddenness that the cost of living was higher. The first year brought a change on the right side, realizing a profit of \$150. The second year they cleared \$1,300, and the third year over \$3,000. This year the revenue should be still higher, as conditions in St. Hyacinthe are abnormally good compared with conditions in many other places. The farmers are flush with money, and more important still, many of the industries of St. Hyacinthe are running full time—some night and day.

## Clerks Studied Sales Talks.

When Mr. Ostiguy raised his prices, the chief objection came from the clerks,

who claimed that they were unable to sell the goods at the higher prices. Here was the testing time. Were they to be mere clerks handing out goods, or were they to be real salesmen, disposing of goods which produced a good margin? Mr. Ostiguy argued with them, and advised little sales-talks to customers on how the price of food was advancing; that the farmers themselves were receiving better prices for their produce, and unless the grocer advanced his prices with the market he would soon be out of business. At any rate, the clerks must follow the orders of the management.

As this did not have the desired effect, one of the clerks was relieved of his position, and the proprietor himself took his place. After a few months the clerk returned, convinced that he could use a little salesmanship, whereupon a price-list was drawn up, from which clerks were not allowed to deviate. From that time on, the grocery department was on a paying basis.

## Everything Must Bear a Profit.

Unlike many merchants in large cities, this grocer makes a profit on everything that leaves the store, among which is sugar. Mr. Ostiguy declares that sugar pays him best of anything. He believes

in quick turnovers. This is the way he puts it: "Supposing I dispose of ten bags of sugar a week, and turn my stock forty-eight times a year, at 5 per cent. I make 240 per cent. profit. It is the man who carries his stock for a whole year who does not make it pay."

## A Feature of Confectionery.

A big end of the business is confectionery. It is surprising to find a small town grocery in Quebec Province carrying one of the most expensive lines of chocolates in the country. The townspeople who visit Montreal see their aristocratic friends eating very expensive candies, and finding them on sale at their own grocery, they want to be in the same class while at home. Of course S. Bourgeois et Cie. do not confine themselves to this line, but run the gamut from the high-class to the cheaper grades of candy.

The merchants of St. Hyacinthe find themselves in a favorable position just now, their factories running full time and the farmers having plenty of money. To the question: "What inducements do you offer to draw people to your store?" Mr. Ostiguy replied that he offered none beyond good value. Business, he said, came to their store, and not by cut prices.

He believes that spring, 1915, will be the best they have ever had. A large number of buildings are going up in the town, and most of the farmers are either building or improving their farms in some other direction.

## An Old Difficulty Removed.

A peculiar thing about this part of the country is that the farmers are not looking for long credit. This is true of many parts of Quebec. The farmers, differing from many of their fathers, have plenty of money, and pay good prices for what they buy. They are not, of course, spending money lavishly by any means. When flour reached its high level a couple of months ago, the effect on the farmers here was very noticeable. They began to economize, but this ended as soon as the market declined.



A corner of the grocery department of the S. Bourgeois et Cie. store, showing computing scale, dustless bin fixtures, counter displays, etc.



# Quality Featured Regardless of Price

This is the Outstanding Motto of the Howe Retail Business in Palmerston, Ont.—One Year's Increase in Turnover Was \$7,000—Why It Is Necessary to Know Your Goods — Test Case Proves Women Poor Judges of Dress Goods.

*Written for Canadian Grocer by Staff Representative.*

**I**F one were to inquire in the vicinity of Palmerston as to what kind of a merchant Geo. Howe of that town is, he would probably receive this reply in nine cases out of ten: "Howe may be dear, but he certainly carries good goods."

"Quality Goods" is one of the foundation stones of the Howe business, and the proprietor prides himself on the fact that even if his customers occasionally have to pay a little more for their requirements, they are getting value equal to the money they spend. He carries out this policy not only with the town folks, but the farmers and their wives as well. Mr. Howe is a general merchant in Palmerston, and he has been there for the past seventeen years, formerly with a partner, but during the last three years, alone. That the policy is a particularly sound one, so far as this retailer is concerned, is evidenced by the fact that the business has increased more than 60 per cent. and that the increase alone in 1913 was no less than \$7,000.

This is a merchant who depends a great deal on Salesmanship to move out the goods to both town and country customers. He employs a grocery salesman who takes a thorough interest in his work and whose aim is to exercise his selling power to the maximum. To demonstrate that salesmanship is absolutely necessary if satisfaction is to be given to customers, Mr. Howe cited the following case: A short time ago a woman customer of his town sent a boy over for a yard of the best cotton he had in stock. The youth was given a piece at 20c, which, although it was not quite as heavy as other pieces in stock, was nevertheless the very best. A short time after the boy had left the store, his mother called up to say that the cotton she received was a poorer piece than some she had bought at his store a week or so previous at 15c a yard. She was in the midst of ventilating her wrath at the merchant for his alleged presumption when Mr. Howe interposed and convinced her that she was entirely wrong.

## Customer Not a Good Judge.

Just to prove the fact that the average woman is a poor judge of values, he cited still another instance where price tickets of 25c and 30c were placed on two pieces of dry goods exactly the same. In the majority of cases the wo-

men purchased and paid for the goods at the rate of 30c simply because they thought that was the better. Both pieces had cost him the same and were, in fact, exactly the same goods. "It certainly requires a salesman," he stated, "to be able to tell the customer exactly the kind and quality of the goods he or she is buying."

This little incident proves further that the average buyer nowadays is after quality rather than price.

## Little Bother by M. O. Houses.

When asked as to the operation of the mail order houses in the vicinity of Palmerston, Mr. Howe replied there was some business done, and some always would be done. "I decided when I came here," he said, "to sell only the best goods and at prices that produced a fair margin of profit, and I have found that the business has increased each year ever since. Business to-day is good. The farmers certainly have as much money as ever, and they are spending just as much. Of course, it may be a little more difficult to get in the money just now, but that is due more to the impression the people have, that times are not just what they should be, than to any lack of funds.

"Farmers in this vicinity pay particular attention to stock, and not so much to the selling of grain. One morning not so long ago, a bank here paid out \$2,000 to farmers for stock, and we have several days of the year like that."

The stock of the Howe store is composed chiefly of dry goods, groceries and men's wear. The dry goods dept. is on both sides of the counter inside the door. Immediately to the left of the door is a table display of notions, which reminds one of the larger city stores. The shelving in the grocery department is always kept neat, and at all times there are samples of goods on the counter, which, when the opportunity arises, are suggested to the buyers. For instance, on one corner of the counter, when the writer was there, was a small display of toilet soap, which the salesmen found little difficulty in disposing of from time to time. On another end of the counter was a neat little display of bacon, and in fact in various places were several of these small displays to catch the eye of the customer. As intimated above, Mr. Howe has a special salesman

to look after the grocery department who makes a hobby of salesmanship, and he disposes of a great many goods over and above the actual demand.

## Advantages of a Mirror.

At the extreme end of the store, which is an unusually long one, is a large mirror, which can be seen as one walks down the centre aisle. While this is used particularly for the men's wear department, one does not remain long in the store before he observes that customers in other departments—particularly the women—appreciate the presence of that mirror. The office is near the rear, and elevated a number of feet above the floor. This gives the proprietor a splendid opportunity of observing everything that goes on down below, and to see every customer who enters while he is in the office.

"Courtesy to customers" is another important motto lived up to in this business.

## BUSINESS GOOD AS EVER; MORE STAPLES SELLING.

"Business is just about as good as ever," remarked one of the members of the firm of Lambert & Sons, general merchants, Harriston, Ont., "but we are selling more staples and less luxuries. While probably our farmers would be better off if they had a lot of grain to sell this year instead of stock, nevertheless they have no complaint to make, as they are still getting good prices for their hogs and cattle, comparatively speaking. At the same time the farmer who keeps no stock is bound to have his farm run down sooner or later, and in the long run the man who sticks to stock is the better off in my opinion. I know of one farmer in this community who got fifty loads of grain off a field not as large as that from which a neighbor secured only 17 loads of the same grain. The former was a cattle man, the latter a grain man."

Mr. Lambert did not think that the farmers would go in much for grain exclusively this year, but rather that the majority of them would follow their former occupation of raising stock. They are willing to take their chances on stock prices advancing rather than change to the production of more grain for sale direct.



# Increasing the Farmer's Buying List

What Has Caused the Farmer and His Wife to Depart From the Methods of the Past—Methods of a Town Department Store for Seiling Them Extra Goods—A Store Where Goods Are SOLD by Salesmen.

*Written for Canadian Grocer by Staff Representative.*

"**B**ACK a few years ago," observed W. J. Warmington, a Chesley, Ont. merchant, "the farmer and his wife used to come to town once a week with a list of goods made out at home, which they had decided were actually required. Those days have gradually gone by; and to-day, the farmer's wife and the farmer, himself, are buying goods in our stores, that are attractively displayed to their view. They are, too, becoming more and more susceptible to personal sales talks on the part of the salesmen."

The stereotyped want list of actual necessities no longer decides the purchasing of the farmer and his wife. Mr. Warmington's testimony has been borne out by a great many other retailers with whom Canadian Grocer has recently come in contact. While the list of goods may yet be made out in the home of the farmer it is not strictly adhered to when he and his adviser come to town. He sees attractive window displays and counter trims of what in the olden times, would be termed luxuries. These get the attention of himself and his wife, and therefore the business being done with the farmers of to-day is greatly in excess of what it was a few years ago.

Mr. Warmington is a partner in the general store business of Ross & Warmington, general merchants of Chesley, Ont. In addition to groceries there are dry goods, boots and shoes and men's wear carried in this store. Every department is inviting to the customer. Goods are tastefully and attractively arranged, and the staff of salesmen, who are specialists in their lines, actually sell goods. In fact here is a store, the grocery

and dry goods departments of which would do justice to our Canadian cities and larger towns. The ceilings are of metal, the windows are entirely enclosed, with vents in them to prevent frost formation, and above the display windows is a special glass for carrying the light far into the store interior.

While Ross & Warmington have been in the retail business quite a number of years, they have only been in their present store during the past four years. Up to the beginning of last year, the business had increased about 10 per cent. each twelve months, which is one of the best tributes to the power of the store to attract business, and to the salesmanship qualities of the men behind the counter. This firm is, too, a strong advertiser in the local paper which circulates largely among the farmers of the surrounding districts, as well as among the townspeople of Chesley.

## Getting the Farmer to Town.

The merchants of Chesley, interest themselves in many special events to attract the farmers to the town. For instance, usually there is a big celebration there every 24th of May, when the merchants remain open half a day. The fall

fair is another big event of the year, and during the past winter a poultry fair was held, which brought a great many farmers to the town. Of course the County of Bruce, as a great many of our readers know, is famous for its cattle and other live stock. Farmers there, go in very little for grain, and what they do produce is almost all fed to live stock. This means that shipping days always bring a great many farmers into Chesley, and of course, the more often they come, and the more inviting the merchants make their goods and their stores, the more goods do they buy. Asked if the rural phone is of assistance to the merchants, Mr. Warmington replied that sometimes it is, and that sometimes it is a nuisance. "For instance," he said, "people in the country phone in for prices of produce before they come to town, so that they will be in a position to judge just how much money their butter, eggs, etc., will come to. Often too, when a farmer comes to town, his wife will phone to have him bring something out with him. But on the other hand a great many use the phone simply because they consider it somewhat of a novelty. I have known one farmer to phone in two or three times in one day for the price of produce. No doubt he also gets in touch with other merchants, and plays one up against the other."

Farmers who have rural phones in this district are known to call up merchants in two or three nearby towns, to determine at which place they can get the most for their produce. This naturally tends to closer prices on the part of the merchants, and therefore closer profits when he comes to resell his produce. The fact that the rural phone is considered a no-



View of the grocery department of Ross & Warmington's general store in Chesley, Ont. This is an exceedingly fine small town store.



velty on the part of many, should, however, be removed as time goes on.

#### Buying as Usual.

Mr. Warmington does not believe the farmers are buying any less goods this year than usual. They are getting just as many if not more, in his estimation. And they are careful to purchase just as good quality goods as the town people, if not in some cases better. The counters of the grocery department of the Ross & Warmington store, are always neatly trimmed with suggestions as shown in the accompanying photograph.

"When placing their regular orders, customers naturally pick up various lines, ask the price or what the article is like," he remarked, "and very frequently that leads to sales."

With a staff of bright, live salesmen, little difficulty should be found in selling extra goods. Everybody nowadays, apparently wants to have a look around the store before he or she leaves, and

this is where the inviting trims of luxuries and semi-luxuries become profitable investments. "The more goods you can show the better," is the motto in this store.

Near the front is a large biscuit case which used to be at the rear. The proprietors find that it now sells three times as many biscuits as it used to. Chinaware and crockery are also sold, and these with special displays of groceries are most attractively shown in silent salesmen and on tables on the side of the grocery department opposite the counters.

That it is never too early to show seasonable goods is demonstrated by a display of seeds which were placed in view this year about the first of March. When the writer called at this store a few days later a sale of these seeds was made by one of the salesmen. This small incident also demonstrates the importance of displaying as many lines of goods as possible in places where they will catch the eye. Among the goods shown on the

counter, on the same day, were included wines, maple syrup, toilet soap, etc. All these are of the semi-luxurious class, which through their attractive appearance drew the attention of the passers-by, and they usually bear a good profit as well. The dry goods, boots and shoes and men's wear department is connected with the grocery store by an archway inside the door. There is also an archway to the rear of the store. While the partition between the two keeps the grocery and dry goods end of the business entirely separate, it allows of free access from one to the other. In the dry goods department there are tables and counters down the centre and the display idea is carried out to the fullest extent. Carpets and rugs are shown on a shelf five or six feet wide running around the store a few feet from the ceiling. Curtains and blinds, etc., are also shown on top of this wide shelf. The boot and shoe department is to the rear of the dry goods and behind that again is the men's wear department. The store office is alongside the men's wear.

## The Entente Cordial Among the Grocers

In Lachute, Que., Where They Live in Perfect Harmony—They avoid price-cutting, and Never Doubt One Another's Word—Influence of Outside Towns — No Place for the Dead-Beat.

By C. B. Walton.

FOR thirty years the grocers of Lachute, Que., have avoided treacherous throat-cutting. There is no Retail Merchants' Association there. They hold no meetings. Quietly they discuss matters among themselves, and every man believes his fellow. Now and again there is a flare-up, but it dies down, having had a good effect in bringing prices down to their normal level. There are ten grocers in this entente cordiale.

To prevent cutting of one another's throat is the acknowledged object, rather than to keep prices at a high level. While it savors of a retail merchants' association, there are no cut and dried rules. It is an entente cordiale rather than an alliance, and like the entente of Europe, it is pliable, but not easily broken.

Most of the farmers know that an understanding exists—at least, they suspect it—and they love to chaff their grocers; but it never brings an admission. The farmer knows there is no use him going around town seeking ridiculously low prices. Thirty years ago, every grocer in town knew the prices of every other grocer. The news was brought in by farmers. It was an everlasting nuisance.

#### Outside Influences.

If there should be a serious danger in

these understandings, a danger of keeping prices too high, it would be overcome to a great extent by merchants in the surrounding towns, who are near enough to have an effect on the trade of Lachute. St. Philippe, for instance, is near enough to the west end (Lachute Mills) to influence the trade of McFaul Bros., general merchants. As soon as they feel that a lower price on any line is justifiable, the matter is gone into thoroughly.

#### Forty-five Years in One Store.

The entente cordiale has existed for nearly thirty years. Many of the firms have been there for that length of time under various names. William Banford, of William Banford & Son, has been in the one store as clerk and proprietor for forty-five years. Lachute, he maintains, has been fortunate in being able to avoid "throat-cutting."

Some time ago, one of the grocers in Lachute decided in his own mind that he could make a better success by breaking away. He took space in the local newspaper, and announced a cut in certain lines. The fat was in the fire. Every store in town followed, even cutting below the man who had begun the war. This "bloodthirstiness" could never live long in Lachute. Its placid river, and the peacefulness of its main street,

cannot be reconciled with price-cutting. The little scrap bore good fruit.

When peace was signed, the lower prices which had prevailed during war time were maintained. This applied particularly to canned goods.

#### Breeds Good Spirit.

One good effect of this entente is to spread a spirit of camaraderie among the Lachute merchants. They are never backward at visiting one another's stores and asking prices of certain lines.

The following is William Banford's opinion of the arrangement: "Cutting prices makes unnatural competition, and injures all parties. Our plan does not take advantage of the people, but prevents us from cutting one another's throats. Failures are rare in Lachute for this reason. When merchants cut, each is afraid that his neighbor is cutting more than he, and as he knows nothing definite about what the other is doing, he cuts even further. And so it goes on. Sometimes a merchant cuts to one customer and not to another. He tampers in this way with his competitor's patrons. This is impossible here; we would soon hear about it."

It is easy to see how long a deadbeat would live under such a system.



# Good Seed Business to be Got

Production Campaign Will Have Effect of Stirring up a Large Number of Back Yards This Year—Merchants Have Fine Opportunity to Add to Their Turnover by Going After This Business—The Place for the Seed Display.

Written by JAMES R. NELSON for Canadian Grocer.

**T**HIS is going to be a garden seed year if ever there was one. If anybody has any doubt about it the reproduction of clippings from a number of Canadian newspapers shown herewith will dispel those doubts. It is evident from the amount of attention being paid to gardening on a small scale that there will be back yards cultivated this year that have been held in contempt in the past. The rake and the hoe are coming into their own again. The vacant lot gardening idea is spreading all over Canada. Even the Dominion Government is boosting it through its "Patriotism and Production" campaign and through its advertising is offering, for the asking, a booklet to any and everybody dealing with the planting and cultivation of seeds.

## The Appeal Exemplified.

Here is an appeal by one daily paper to its readers in connection with this gardening idea and it is printed here because it is representative of what is being done by the press in all parts of the country:

"You can share in truly patriotic work by putting that plot of land about your house to some use. It is surprising how much good, wholesome food can be raised on a small piece of land; more surprising still is the healthfulness and real enjoyment that comes from the doing of it.

"Elsewhere in this issue is an advertisement issued by the Department of Agriculture at Ottawa, dealing with the importance of every man making productive what land he owns or occupies. The special booklet offered by the department is a well-written, authoritative guide for the gardener, amateur or experienced. It costs nothing whatever—not even a stamp for your request. Every man in Canada should have this book and put it quickly to practical use. The cost of seed sufficient to raise vegetables for a family of five persons all summer and fall, with a generous surplus for pickling, preserving and putting down for winter is not large. The tools are simple and inexpensive. What, then, stands

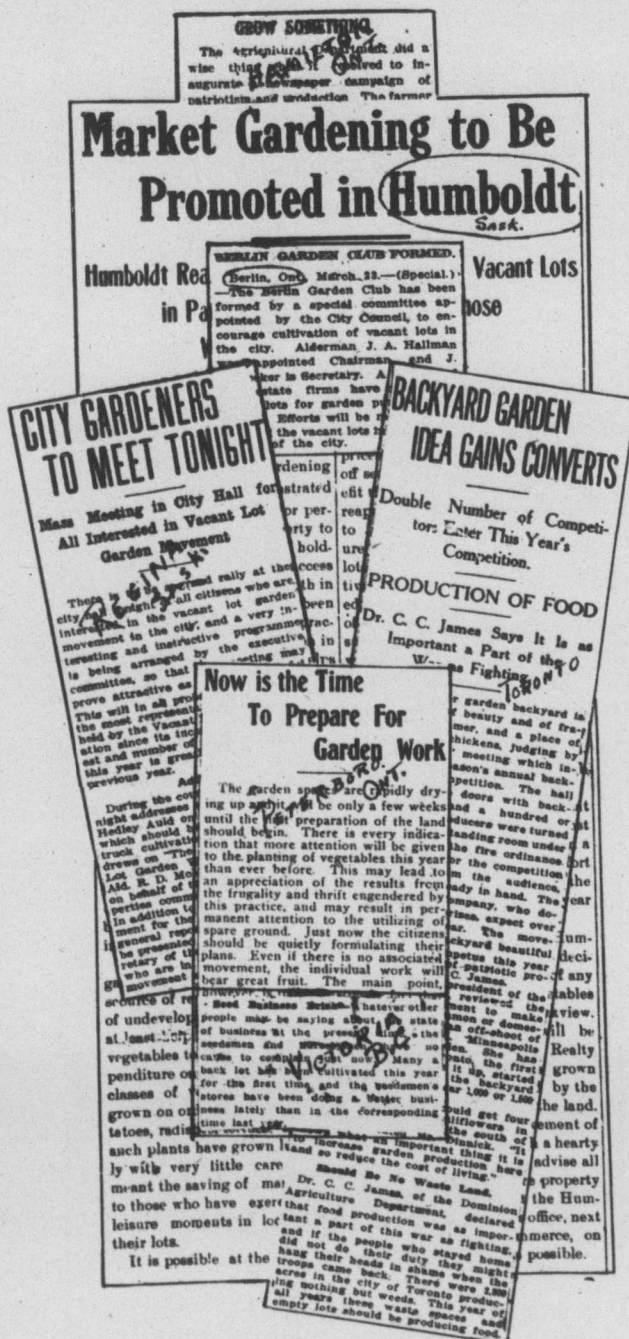
in the way? Nothing but your own inertia, and that you can quickly surmount."

## Business for the Retailer.

All this is introductory to the real point of this article. With attention attracted and interest aroused in this fashion there is bound to be big business done in garden seeds this year. It must be remembered that it is not only the grocery stores that handle seeds. Hardware men as well as flour and feed stores carry them in many towns and cities and if the grocer is to get good business from seeds he has got to take the initiative and get after that business. It will not do to keep the display of seeds under the counter or in the warehouse or where they run a chance of being overlooked. This year, if ever, seed displays should be at the front of the store where they will catch the eye of the customer coming and going.

The merchant who has the idea that people will ask for things they want even if they are not in sight, has another think coming.

Every progressive dealer nowadays recognizes the importance of display and the importance of that kind of display that grips and holds the attention. It was back in February that the writer observed a sale of seeds in a retail store. That sale was made because the seed display was right up to the front of the store where every customer could not fail to see it coming and going. Here we are in the middle of April. Seed planting time is upon us and now if ever attractive displays should be made. A window showing a plot of ground measured off into small lots and with a package or two of seeds on each lot, and an entire background of seeds, is a window suggestion that the clerks might easily work out to good advantage. The retailer should, of course, make it a point to stock and sell only good quality seeds as the other variety is dear at any price and one of the worst advertisements a merchant can have.



Group of clippings from Canadian papers illustrating interest being taken in gardening this year.

## Why Not a Grocer's Menu Card?

**“WHAT shall I have for luncheon?”** If one could but hear the frequency with which this and similar questions were put by the busy housewife to herself, he would undoubtedly come to the conclusion that the preparation of the meals in the home was after all no sinecure. It is this great desire for a change from day to day that makes the grocer so prominent an every-day adviser to the heads of so many households.

This page is published for the retailer so that he may be in a position to more quickly assist his customers in the daily menus. Why not have these lists of suggestions printed in circular form with name and address so that a copy may be in the home of every customer? Before going to the printer other goods could be added to each of the columns and the cards could be made suitable to trade differently located in various localities:—

### BREAKFAST

Oranges  
Grapefruit  
Baked Apple  
Peaches  
Marmalade  
Jelly  
Jam  
Corn Syrup  
Cane Syrup  
Maple Syrup  
Molasses  
Cereals  
Prepared Cereals  
Arrowroot  
Bacon  
Ham  
Eggs  
Sausage  
Toast  
Graham Biscuit  
Pancakes  
Kipperd Herring  
Finnan Haddie  
Codfish Balls  
Tea  
Coffee  
Cocoa

### LUNCHEON

Soups—  
Tomato  
Ox-Tail  
Spaghetti  
Consomme  
Mock Turtle  
Vegetable  
Pea and Bean  
Oysters  
Pork and Beans  
Baked Sweet Potatoes  
Cooked Ham  
Cold Tongue  
Pickled Hock  
Johnny Cake  
Maple Syrup  
Pancakes  
Pineapple  
Baked Apple  
Fancy Biscuits  
Lettuce  
Banana Salad  
Salad Dressing  
Olive Oil  
Macaroni  
Cheese  
Tea  
Coffee  
Lemonade  
Ginger Ale  
Orangeade

### DINNER

Oysters  
Soups  
Olives  
Roast Beef  
Roast Pork  
Roast Lamb  
Chicken  
Pork Chops  
Lamb Chops  
Tenderloin  
Fish  
Liver and Bacon  
Canned Tomatoes  
Canned Peas  
Canned Corn  
Canned Beets  
Canned Beans  
Macaroni and Cheese  
Carrots  
Turnips  
Cabbage  
Vinegar  
Celery  
Pickles  
Ketchup  
Meat Sauces  
Rice  
Tapioca  
Sago  
Jelly Powder  
Corn Starch  
Junket  
Gelatine  
Plum Pudding  
Chocolate Pudding  
Mince Pie  
Apple Pie  
Pumpkin Pie  
Lemon Pie  
Banana Pie

### SUPPER

Cooked Ham  
Cold Tongue  
Pickled Hock  
Canned Chicken  
Canned Salmon  
Canned Lobster  
Sardines  
Kipperd Herring  
Poached Egg  
Scrambled Egg  
Boiled Egg  
Egg Sandwich  
Lettuce Sandwich  
Cheese Sandwich  
Fried Cakes  
Nut Loaf  
Preserved Raspberries  
Preserved Strawberries  
Preserved Peaches  
Preserved Pears  
Preserved Huckleberries  
Preserved Lawtonberries  
Preserved Pineapple  
Jellies  
Prunes  
Peaches  
Apricots  
Maple Syrup  
Sliced Bananas  
Sliced Oranges  
Chocolate Cake  
Jelly Roi  
Angel Cake  
Gingerbread



# Filling the Pantry With Good Things

Aim of an Exclusive Grocery Store in Chesley, Ont., is to Sell Customers Some of the Higher Class Lines—How Such Goods as Custard Powder, Package Peas, Confectionery, etc., Are Sold—A Town Where Business Has Continued Good.

*Especially Written for Canadian Grocer.*

**I**N Chesley, Ont., business during the past year has been good. While the furniture factories have not been working to full capacity, they are nevertheless working a good part of the usual time, and employees have just about as much money to spend. At the same time the farmers are in good shape, and as Chesley is surrounded by a splendid farming community, the merchants are worrying little. In addition to that again many of the women folks of the town are earning from \$1 to \$1.50 and even more a day, sewing pillows and mattresses. The Government gave a large order for these lines to a certain manufacturer, and he has had to sub-let part of it to private individuals in order to have the goods ready on time. This means a great deal to a town of the size of Chesley with some 2,000 population or more. The merchants are receiving considerable benefit from this, as it means more ready money for the women, and they are therefore spending as usual if not more so.

## Creating New Business.

S. Bruegeman, a grocer in Chesley, Ont., states that taking all in all, things are mighty good in that town. He appreciates, however, the fact that if a retailer is to get full benefit from customers coming into the store and talking over the telephone, salesmanship must be exercised. He carries this to a considerable extent, and maintains that a great deal of his business is due to this point.

For instance, he always shows a number of the higher priced lines on the counter, and makes considerable sales



"If the housewife's pantry is to be kept well supplied salesmanship is necessary."

from these little trims. For example, when the writer called, there were such lines as custard powder in packages, peas for boiling, in packages, etc., on a corner of the counter. "A woman in giving her order," remarked Mr. Bruegeman, "picks up a package of the custard powder, for instance, asks what it is for, how much it is, and she usually buys when she is that much interested. If the article bears any merits she comes again for it, and in that way we sell a great many extra goods during a year." If the pantry of the housewife is to be kept well supplied, salesmanship in this and other ways is absolutely necessary. In fact, if one could look into the kitchens and pantry shelves of his customers, he would in the majority of cases be struck with the number of high-class lines there which he is not selling and which must have been purchased elsewhere. If every retailer took it for granted that every customer

was in the market for a certain number of the unusual lines and made it a point to test his belief, he would undoubtedly secure a great deal more business.

This store places much importance on show cards. There are always some of these tacked up above the counter and on display throughout the store. Some of the general show cards read—"A Fair Trial Is All We Ask," "Our Groceries Are Always Fresh," "Small Orders Specially Attended To," etc., etc. The last card mentioned carries with it a rather amusing story. A telephone was sent into the store one day on the strength of this card, for one all-day sucker, and it was delivered.

## Valuable Confectionery and Cigar Cases.

Just inside the door is a fine looking confectionery show case, which Mr. Bruegeman says sells a great quantity of confectionery within a year. He also has a cigar show case on top of the main counter. A cigar lighter stands near by, and these two things are responsible for a great many extra sales in a twelvemonth.

"Keep goods under the counter or on the back shelves and they won't sell," is one of the mottoes of this establishment.

Thos. H. Cooper, grocer, Regina, Sask., is succeeded by Cooper and Mooney.

Mollberg Brothers, Limited, general merchants, Valor, Sask., have been incorporated.

C. Thornburn, general merchant, Scotsguard, Sask., is succeeded by Goodman Bros.

# Getting the Facts of the Business

Bookkeeping System of a Northern Ontario General Merchant—Counter Checks in Triplicate When Credit Sale is Made—The Account and the Cash Register Do Most of the Work—Outstanding Accounts Known At Any Minute.

Written for Canadian Grocer by W. E. SPROULE, McDougall & Sproule, White River, Ont.

I BELIEVE that every merchant finds it a difficult matter to get a system of bookkeeping that is not too much system, but which will give him the necessary facts about his business. The average general merchant is his own buyer, his own bookkeeper and to a large extent his own clerk—or, at least, one of them—and while many may have excellent systems for looking after their business, these excellent systems are usually two weeks behind, unless they are exceedingly simple.

We have evolved a bookkeeping method, which we have found to be not only practical but not at all burdensome. It is so arranged that it keeps us in touch with our business every day. We know actually at any time, exactly the extent of our outstanding accounts, the amount of goods sold for cash and on credit each day, and the amount of collections on account. It also keeps us closely in touch with cash, and gives us our entire expenses, and it may probably be of some interest to your other readers to know exactly how this system is conducted.

## Use Credit and Cash Register..

For our retail accounts, we use the account register and a counter check-book made with triple sheets, the one on the outside being white, the next yellow and the third pink. The back of the white and yellow sheets are carbon, so that it is not necessary to have to use carbon paper.

We have also a cash register, which adds separately the cash and charge sales, the amount received on account, and the cash paid out. The cash sales are rung up on this register without a bill being made, while the charge sales are made out as follows: Let us say that John Smith buys a pair of boots

for \$4, as illustrated on the accompanying counter-check. His old balance of \$8 is brought forward from the last purchase he made. The white sheet goes into the account register, the yellow one is filed on a file arranged over the cash register, Smith receives the pink sheet and the sale is rung up as a "charge" on the cash register. You will see, therefore, that the customer has his bill, as well as the total amount of money he owes us. We have a record of that transaction in our account register. We have also a record on the file over the cash register, and that credit sale is also rung into the cash register.

## When Money Is Paid on Account.

If a customer pays us money "on account," we give him the YELLOW counter check receipt, put the PINK one in the account register and file the WHITE one on the cash register, and ring in "on account." The idea of this is plain. We can never mistake the transaction as being other than money "received on account."

There is still but one more variety of transaction that can occur between us and a customer, and that is in connection with returned goods. If goods are returned after being charged, the customer gets the WHITE slip, the account register the YELLOW and the PINK is filed on the cash register; but the amount is not rung up in any way but is deducted from the day's credit sales.

After the close of the day's business the counter check slips are taken off the cash register, and totalled to see if they agree with the totals shown by the cash register. That means that the total of the yellow counter check receipts on the file above the cash register—that is, sales of credits—should be equal to the total shown on the cash register tape with the

Your account stated in full. If error in favor of customer.

**McDOUGALL & SPROULE**  
GENERAL MERCHANTS and FUR BUYERS  
Interest charged on all accts. not paid by end of month

White River, Ont. Apr 16 1915

Mr. John Smith

No. \_\_\_\_\_

Reg. No.	246 Clerk	Account Forwards	8 00
1	1 pair shoes	4 00	
2			
3			
4			12 00
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			

**N<sup>o</sup> 14**

The counter check is made out in triplicate. See explanation in article.

list of the credit sales. It will be easily seen how any error can be readily detected. We can, of course, always discover any errors made in taking in cash from cash sales, and ringing that cash into the register.

## Accounts Always Totalled To-day.

At the end of each day we make out a statement of Outstanding Accounts, as will be seen from one of the illustrations herewith. The unpaid charge sales up to the end of the day before are brought forward from the cash register, and to that amount is added the charge sales of the day, as shown by the cash register. These two items are in turn added together to get the total charge sales up to date. From that is deducted the amount of cash received on account for that day, which of course leaves the unpaid charge sales or outstanding accounts up to date. By this means we know the amount of our outstanding accounts any minute, and we can never be deceived as to what money we have to get after. Ten minutes every evening will suffice to finish up your register bookkeeping and enter everything in the books.

Then at the end of each month, the totals of the accounts in the account re-

## OUTSTANDING ACCOUNTS.

Unpaid Charges Sales Brought Forward	\$1,242 69
Charges Sales To-day—Add	25 00
Total	267 69
Rec. on Account To-day—Subtract	35 00
Unpaid Charge Sales to Date	232 69

Entries like this are made every day, so that total of outstanding accounts is always known.



CANADIAN GROCER

gister are taken off, and these should agree with the outstanding accounts as shown by this daily statement above referred to. The file we are using on the cash register is simply a piece of wood with four darning needles driven into it, and neatly wired to the top of the register and is not visible to the customer.

This system you will see gives us the correct amount of our credit sales and outstanding accounts at all times. We tried the same system with the duplicate slips instead of triplicates but it was not a success, as we found sometimes a clerk would forget to ring in a credit sale on the cash register, or would ring in cash, and we found it practically impossible to trace this sort of mistake. If an error is made in a slip, the clerk is required to file the whole three slips over the cash register, before we begin to look for the error.

We enclose a sheet of our cash book, which we believe needs no explanation.

Our purchase accounts are handled as follows: We have a merchandise or invoice book, and at the end of the month the amounts of all invoices are entered in this, as well as credit notes, and are posted direct from here to the purchase ledger. We pay all accounts by cheque or draft, and we post direct from the bills payable book and cash book to the ledger. We keep no journal. We have a private ledger for totals from the cash book, etc., and for partners' accounts.

Salaries, freight and express, fuel, etc., are all figured in our expense account. In 1914 we found our expenses totalling 15 per cent. of our turnover, whereas in 1913 the percentage was much smaller. We figure our freight and express as an expense, and do not add it on when marking goods. Of course it is really figured on, but is not actually added on the cost mark. We use an ordinary bills payable book and our invoice book is ruled the same as a journal.

MARKET REPORTS SAVE MONEY.

MacLean Pub. Co.:

Please find enclosed stamp \$2 for our subscription to the "Canadian Grocer." You certainly have a good paper, and any one in the grocery business would save many times the subscription price by following the market reports.

PIERCE & CRONK,

Port Loran, Ontario.

REGISTER READING			
	Amounts		Totals to Date
	Sales Cash	Forward	\$200 00
	To-day	50 00	\$250 00
Sales Charge	Forward	600 00	
	To-day	25 00	625 00
Rec'd on Acct.	Forward	260 00	
	To-day	35 00	295 00
Paid Out.	Gen. Ex.		
	Cash Pur.		1 40

This statement shows the reading of the cash register at end of each day in so far as cash sales, charge sales, received on account, and money paid out during the day for general expenses and small cash purchases. McDougall & Sproule begin this statement anew at beginning of each month.

CHEQUES GO OUT EACH MONDAY.

By Nelson Lalonde, Montreal, Que.

Expenses with us amount to about 13½ per cent., including proprietor's salary. Our gross profit is about 18½ per cent. Our expense for premiums is not entered in the above figures, and this amounts to about 1¼ per cent. Our net profit is around 5 per cent., which I take out of the business during the year. We use a cash register to look after cash sales, and cash received on account and cash paid out. At the end of each month, each invoice is entered in the invoice book and the amount owing to each creditor is entered in a bills payable book, with the date when due, and on each Monday of the week I send cheques for what is coming due during the coming week. There are no collectors, no drafts and no notes in connection with my business.

EMPLOYS CREDIT REGISTER SHEETS.

By C. E. Mattenley, Young, Sask.

We have both a credit and a cash register to assist us in looking after our business. Our expenses amount to about 12 per cent. of the turnover, including salary of the proprietor, and we employ the usual credit register sheets to look

after invoices, amount of business done from day to day and per month, etc.

BELIEVES IN PROMPT SETTLEMENTS.

By Henry & Glackie, St. Catharines, Ont.

To help us follow the course of our business we are using an account register, a cash register, a cash book, debit and credit journal and a stock and freight book. We might say that we have no use for coupons or discounts. At the present time we are conducting our business on something less than 10 per cent. just now, the business outlook and the amount of business being done, regulating to a great extent the amount of our expenses. We file our invoices and pay out our money in less than ten days after receiving the goods.

FAITH IN THE CASH REGISTER.

By J. Dewar & Son, St. George, N.B.

The loose-leaf monthly account system is our method. We use the cash register for looking after cash sales, cash received on account and all cash paid out. We figure into our expense account such expenses as fuel, light, wages, postage, stationery, new equipment, repairs, etc.

Cash Book												
1915	CASH SALES	ACCTS REC'D.	CASH FROM OTHER SOURCES	TOTAL	ACCTS. PAID CASH	B.P. PAID	GEN. EXPENCE	FREIGHT AND EXPRESS	CASH PURCHASES	ACCTS. PAID BANK	DEPOSIT	EXCHANGE
Jan 1												
- 2												
- 3												
- 4												

This is the form used by McDougall & Sproule for looking after cash from day to day. General expenses include salaries, fuel, insurance, light, postage, etc.



# Retailers' Views on the Credit Register

The Part it is Playing in the Bookkeeping Systems of Retail Men—They Say it Eliminates the Night Work and Enables the Looking After Accounts to be Accomplished With Least Amount of Trouble.

**C**ANADIAN Grocer editorial men, have during recent years been struck with the large increase in the number of account registers that retailers all over the country have been installing. There have been in fact few pieces of met with more general approval than this credit register that does so much to cut out the long hours which the trade used to spend sending out their weekly and monthly accounts. Retailers realize to-day, that time saved is actual money saved, and this is why they appreciate the short cut register.

No	Date	Name	Place	Amount	Terms	By Dr- Accepted	By Cr- Date	By What Bank/Chk	Nett Amount	How Disposed
126	Jan 12	J.H. Jones	Toronto	27 00	3% 30 days	Jan 18	Feb 15	Tor.	26 29	Red. Dfr. Feb 15
127	" 15	Ed. Light Co.	Toronto	12 00	Nett				12 00	Red. Chq. Jan 18
128	" 20	Wm. Carson	Orono	54 27	Nett 30 days	Jan 22	Feb 22	Royal		
129										
130										
131										

Form of invoice book used by F. H. Brown, Port Hope, Ont.

knows just as much about his or her account as you do at all times, and therefore cannot dispute it, and at the same time it helps wonderfully to collect accounts. You could not pay me to do without this system. We have also a cash register which we find makes us careful in the making of change.

"My expense account is made up of a great many items such as rent, taxes, heat, light, telephone, postage and stationery, salaries, the up-keep of horses and

wagons, harness, feed, advertising, etc. My experience shows that it takes about 13 per cent. of the turnover to pay the expense account, which does not include proprietor's salary.

"The method I use to keep track of my drafts, bills payable, etc., is, it seems to me, a very simple one and one of my own origin. I conceived the idea when I started business. I use a blank book which you can get in any book store for 25 cents. It is eight inches by thirteen inches in dimensions, with nothing but the straight lines ruled on each page. I rule it myself as shown in the accompanying form. The number in the left hand column is also put on the invoices as soon as they are entered in the book, and by a glance at this book, I can always tell just how things are. I find this a very easy method to keep track of invoices, and also to keep tab on the dates due."

## HOW MARKET REPORTS MADE SOME MONEY.

A reader writes as follows:—  
Dear Sirs,—Your Canadian Grocer is all that you claim for it and more, too. I never miss looking for it on Friday morning mail. Your market reports are valuable with travelers' reports backed up strongly by your paper. I bought 5 tons of sugar last July and August. About three months ago your paper, in speaking of how situation and prospects, used the words, "This is only the first of many advances to follow," which advice I took and governed my buying accordingly. I have pleasure in enclosing my cheque for my subscription, and I certainly think no grocer conducts his business so well that he could not do much better with assistance of your paper.

goods. That has now been all changed. People, too, pay more freely, because they see the exact amount of their account, and the majority of them at least are always anxious that it should not get too high before settlement."

**N**OT long ago H. G. Lemon, a Har-riston, Ont. grocer, installed a new account register. Inside of a month, he had reduced the outstanding accounts on his books by no less than \$700. This he claims practically paid for the register. He finds that it is a great incentive to get his customers to pay their accounts more regularly, and into the bargain it eliminates a great amount of labor every night, and at the end of every month.

"I HAVE at various times tried several bookkeeping methods," states F. H. Brown, Port Hope, Ont. "Prior to my present system, I tried the loose-leaf system which I considered better than anything I had attempted before, but I found I had trouble with the duplicate sometimes. It would be impossible to read, not a fault of the system, but I discarded this for an account register, which in my opinion is the "daddy" system of them all. There is no late night worrying over getting out accounts. The most satisfactory part of it is that your customer

**A.** SITLER, a Palmerston, Ont. grocer, recently installed a credit register. "Before I purchased it," he said to the writer, "I took the matter up with a number of my customers, and told them what I was about to do. The majority thought the idea a splendid one, and I had no difficulty in winning them over. Every time they leave the store now, they have their account checked up in full to the minute. It has certainly been a great relief to me to have no more bookkeeping to do in the way of sending out accounts."

**S.** BRUGEMAN, a grocer in Chesley, Ont., is another who would not be without the credit register. "The employees of the furniture factory here," he said, "are paid semi-monthly, and it used to be, that whenever they came in on Saturday night to pay their accounts, I had to stop in the midst of waiting on customers to look up accounts in order to get the money. Invariably there were one or two customers who disputed the amounts of their bills. It was then a matter of having to go over every item since the last pay day. It certainly wasted a lot of our time and patience, when we should have been attending to other customers and selling



# How Canadian Retailers Keep Books

A Symposium of Methods Gathered by Canadian Grocer From All Parts of Canada—Many Have the Cash and Credit Register, and Many Use the Loose-Leaf System—Special Forms for Keeping Track of Special Accounts.

## CASH AND CREDIT REGISTER.

By *The Alberta Grocery, Calgary, Alta.*

We employ both a cash and a credit register for looking after the bookkeeping in our business. We keep all records of charge accounts in the credit register, and of course the cash register tells us all about our cash received in the various ways. Our expenses, apart from salary, amount to about 8 per cent. of the turnover.

• • •

## STOCK BOOK FOR GOODS BOUGHT.

By *D. R. Anderson, Sintaluta, Sask.*

We employ the loose-leaf system of bookkeeping and have, of course, a cash register to register cash sales, etc. Our over-head expenses total about 15 per cent. of the turn-over, and include salary, light, fuel, insurance, taxes, advertising and sundry expenses. We keep a stock book to look after all incoming merchandise.

• • •

## EXPENSES OVER 13 PER CENT.

By *Kelly & Young, High River, Alta.*

Our overhead expenses are about 13.7 per cent. of the turnover, and that includes salary. This item also includes light, heat, postage, stationery, taxes, rent, telephone, donations and incidentals. Our bookkeeping system is the double entry, loose-leaf, and we also employ a cash register to take care of our daily cash sales. We operate a general store.

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## USE THE DOUBLE ENTRY.

By *D. Kertzer, Cochrane, Ont.*

Our bookkeeping system is the double-entry. We use a cash register for cash sales, and accounts received and small accounts paid. We keep general expenses in our expenses account, and a separate account for salary, wages, light and advertising.

## WHAT IS YOUR SYSTEM?

*The bookkeeping methods presented here by grocers from practically every province of the Dominion contain much food for thought for every merchant who has not yet perfected to his satisfaction his system for accurately, efficiently and rapidly keeping tab on the details of the business. It is not, of course, to be assumed that there is something in every man's method for everyone. Each reader must study them all carefully, and with the knowledge of his own business in mind, separate the wheat from the chaff in so far as he personally is concerned. Probably you see in your own system something better than what is presented here. If so Canadian Grocer would be glad to hear from you.—The Editor.*

## KEEP TAB ON CLERKS' WORK.

By *Clement & Son, Vegreville, Alta.*

We use the cash carrier system in our business. At the end of the line in the business office, every slip is placed to the credit of the salesman making the sale. At the end of the day, from the columns devoted to the sales of each salesman, we ascertain the goods sold by each, the amount of produce taken in, the amount of returned merchandise, etc., and the total of each. This book is balanced every 16 days into an account which gives us a general idea of the turnover, and can be compared at once with the previous month, independent of ledgers, etc. Our expense account is possibly the account we look after with the

greatest degree of care. It must bear a proper relation every ten days to the balance of the account above referred to. All stock invoices, etc., are kept in a book marked in departments with freight and express, extension columns, etc. We read with interest the articles in Canadian Grocer store system, but we realize it is hard to work any particular system in detail, because one has to accommodate some of his own particular requirements to any system evolved. In our expenses account all expenses are included such as salaries, light and heat, taxes, insurance, estimated amount of rent, although we own our own store, advertising, miscellaneous expenses, etc. We keep a stock or invoice account, a freight account and a bills payable account.

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## AN INVOICE BOOK FORM.

*The Star Grocery, Huntsville, Ont.*

Our bookkeeping system is the double entry which was worked out by an ex-grocer, who is also an expert accountant. He has handed it down to us. We have been using it now for three years and are well pleased with it. We use the loose-leaf system for our monthly accounts. We use cash carriers to carry the cash from the counter to the office. We keep a grocery expense account for all sundries. In addition to this we charge against the business the following items, which are kept in separate accounts, light, wood, insurance, salaries, advertising, stable and bad debts. I do not charge my business any rent, but charge everything against it which would go against rent if we were paying it. Our expenses in 1914 were 13 per cent. of the turnover, which was 1 per cent. less than the preceding year. This does not include the proprietor's salary. I figure that when the proprietor does so much business outside of the store it

## INVOICE BOOK

1915. Date of Invoice.	Firm Name.	Amount	Credits	Disc.	Grocery	When Pd.	Net Am't.
Mar. 25	L. Brown & Co.	\$25.05	\$6.90	\$0.55	\$18.15	Jan. 10	\$17.60

Sample page of invoice book used by A. E. Ware, of the Star Grocery, Huntsville, Ont.



## CANADIAN GROCER

would be hardly right to charge the business with his salary. I always pay my invoices on the 10th of each month by cheque, payable at par for all accounts up to and including the last day of the previous month. I do not accept drafts. I enclose herewith a form which I use to look after my invoices. Journal entries are made of the totals of each of the columns in this form.

### THE LOOSE-LEAF SYSTEM.

By Otto Hildsbrand, Doaktown, N.B.

Ours is a loose-leaf system for looking after our books. Everything entering into the cost of the operation of the business is included in the expenses account which amounts to about 11 per cent. annually, proprietor's salary included. We use the usual forms for looking after invoices, etc., supplied by a cash register firm.

### COST OF OPERATION ONLY 7½%.

By C. A. Elsey, Campbellville, Ont.

We use a credit register in our business, and have a file for paid and unpaid invoices respectively. Our expenses amount to about 7½ per cent. annually, and include clerk's salary, horses, wagons, etc., insurance, taxes, depreciation of stock, interest on investment, but not proprietor's salary.

### DAY-BOOK AND LEDGER.

By W. H. Brunning, Bond Head, Ont.

We use a day-book and ledger system for looking after our books. Our expenses which are about 12½ per cent. annually, include all money paid out and proprietor's salary. We use an invoice book for following up all invoices.

### ANOTHER LOW EXPENSE.

By C. B. Hamm, Queensboro, Ont.

At the time of writing I have just been in business about eight months, so cannot give you complete figures as to my overhead expenses. However, for the eight months our total expenses were \$969.30, including the taking of stock. Whereas the total sales for that time were \$11,090.60. From this you will see that our overhead expenses are between 8 and 9 per cent. Included in our expenses are proprietor's salary, paper, paper bags, twine, wood, fuel, lighting, clerk's salary and insurance, etc.

### A SMALL EXPENSE.

By The Young Trading Co., Young, Sask.

Our expenses amount to about 10 per cent. of our turnover, including proprietor's salary. In that account we include gasoline, garage, freight, express and all other incidental expenses to the operation of a retail business. Our cash register keeps us in touch with the amount of cash received and paid out each day.

### A BUSINESS DEPARTMENTIZED.

By F. Squire, Havelock, Ont.

We use a cash book and journal and both a credit and a cash register to look after our business. The cash register gives us the amount sold by each clerk, and the total sales. Our expenses amount to about 7¼ per cent., including proprietor's salary. We also keep a full record of all sales and expenses, all money paid out for produce, grain, etc., wages, light, fuel, and forward these reports daily to the head office of J. L. Squire & Sons, in Norwood. This means

HAVELOCK, <i>Jan 16</i> 1915	
Daily Report.	
Produce .....	2490
Fruit, etc.....	1180
Groceries.....	4614
Flour and Feed.....	20420
Seeds .....	
Coal.....	
Total Sales	28704
Less Credit.....	22054
Cash on Accounts.....	6650
Cash previous day .....	1026
Total Cash	16302
Paid Out.....	23977
Banked .....	
Cash on hand .....	1410
Surplus .....	22978
<i>Wheat - 300</i> <i>Butter - 410</i> <i>Eggs - 700</i> <i>\$14.10 Paid Out</i>	

This form shows how the firm keep track of sales in each department each day of the year.

that a daily report of each and every day's business in the year is made out. I have taken from our records a total day's business, and enclosed it with one of our daily reports, showing exactly how this is made out. This will explain fully our system. You will also see from this report that our business is subdivided into departments. The classification being produce, fruit, etc., groceries, flour and feed, seeds and coal. We have all our records before us at a glance, showing our business in each department since 1891, and you can see that we naturally find this very valuable information in a great many ways.

Any day of any year can be compared in this way with any day of any other year.

### DAY-BOOK, JOURNAL AND LEDGER.

By H. J. Thompson, Sharbot Lake, Ont.

We use a bills payable book for drafts, notes, etc., and credit all invoices in the ledger, and we look after our business by means of day-book, ledger and cash register.

### WILL KEEP CARBON OF ALL ORDERS.

By W. O. Webster, Udora, Ont.

We use the loose-leaf ledger for purchase and impersonal accounts, and have only a few select accounts, the bulk of our business being cash. We keep an account of cash transactions in our loose-leaf ledger. Our expenses include freight, insurance, nominal salary to proprietor, lighting, heating, etc. Though we have found it next to impossible to enforce the cash system to the letter, we have nothing but gilt-edged accounts and have eliminated the loss of bad debts. We are at time of writing working on an order book, which we intend to get out with carbon for copying, and all orders will be written on this form, whether letter orders or travellers' orders.

### WOULD LIKE TO REDUCE EXPENSES.

By W. F. Hopkins, Islington, Ont.

Our expenses amount to about 12 per cent. on turnover. These include rent, taxes, fuel, insurance on the property and self, electric light, horse expense, wages, living, blacksmith, etc. Our business is mainly cash, the annual turnover being about \$15,000 with only about \$300 on the books. In my opinion the majority of businesses should be run on a 10 per cent. basis and I would like to know from any of your readers how much help should a business of \$15,000 have to stand to run it properly. Last April I moved my old place of business back from the front some 40 feet, and have built on the front a store some 26 feet by 40 feet, and have put in modern bin fixtures. I figure that I have a first-class up-to-date store now. From the last of January, that is, in 1914, up to August, my business increased \$1,100. In August we were all complete with our new building, but from then until Dec. 31st, we were \$600 less compared with the same time last year. Taking the whole year, we were between \$400 and \$500 ahead. I would like to know how some of the business men stand with business during the last six months of 1914, as compared with the same period of the preceding year.

I noticed there was a splendid article in a recent issue of Canadian Grocer showing how the Wallace Co. of Lake Valley, Sask., was making a strong bid for the home trade. I have been thinking of making use of the article in a similar way.



# System in a Nova Scotia Store

How T. F. Fortune & Sons, of Sydney, Watch the Progress of Business—Outstanding Accounts Known Always and the Quantity of Stock in Hand Approximately—The Invoice Book Form—Overhead Expenses Between 14 and 15 Per Cent.

By T. F. Fortune & Sons, Sydney, N.S.

**T**O assist us in keeping track of our business, we employ both a credit and cash register. The cash register is of course used to register cash sales, cash received on account, and amounts paid out for small items. We use the credit register for all credit accounts, and this keeps us in touch with the amount of outstanding accounts of the business. Our overhead expenses amount to about 14¾ per cent. on the turnover, including wages, rent, feed and sundry expense for horses, paper bags, water rates, light and heat, postage and stationery, depreciation of fixtures and a few other small items. This expense also includes the proprietor's salary.

We keep a four-column cash book for received on account, cash sales, paid out for merchandise and paid out for sundries. We credit the total cash sales to merchandise account, and charge the total paid out for merchandise to merchandise account, and we use one or two pages of the cash book at the end of the month for entering invoices. We also include bills paid by cheque and charge the total to the merchandise account. By using a monthly account book (the book is ruled for one year), and taking down amounts at the end of each month, we know just how much is outstanding, and we find by adding the amount received on account to the total outstanding for one month, and subtracting the total outstanding for the previous month, we get our credit sales for that particular month. This gives us a complete record

MERCHANDISE.			
1914			
Dec. 31	To Sundries, \$3,600; to cash, \$325 .....	3,925 00	
"	By cash sales, \$1,125; by credit sales, \$3,070..		4,195 00

The merchandise account as kept by the Fortune Store.

of our business every month, and know pretty much our average profit, we can figure in a few minutes about how much stock we have on hand. This gives us the result we are looking for with the least amount of work.

For instance we keep track of our outstanding accounts and credit sales as follows:—

Total outstanding Dec. 31 .....	\$3,810.00
Received on account, Dec. ....	2,985.00
	\$6,795.00
Total outstanding Nov. 30. ....	\$3,725.00
Credit sales, Dec. ....	\$3,070.00

This form shows outstanding accounts and credit sales at all times. Used by T. F. Fortune & Son, Sydney, N.S.

### How Drafts are Listed.

We use a bill book in the usual way for entering drafts and make out a sheet like the accompanying illustration at the end of each month, from the bill book,

INVOICE BOOK.		JAN. 1915	
2	Smiths, Ltd. ....	Paid	\$205 26
3	Jones & Co. ....	Paid	130 74
4	C. T. McKay & Co. ....	Paid	368 54
6	N. T. Ferguson & Co., Ltd. ....	Paid	284 27
12	Home Mfg. Co. ....		152 10
15	Griffith & Sons .....		311 12
22	Bret & Co. ....		91 60

The style of invoice book used by T. F. Fortune & Son.

leaving spaces for drafts likely to come in and mature during the present month. At maturity we transfer the amount to a cheque book stub, and at the end of the month, we total up and credit the lump sum to the bank and charge same amount to bills payable account. We accept all drafts payable at our own bank. We find this to be a very simple method to keep track of our drafts as we can see at a glance what drafts are maturing every day. We use the back of this sheet for drafts falling due in future months. These amounts added together should agree with total of the bills payable account.

### CHECKS INVOICES THREE TIMES.

By Shier & Mullin, Collingwood, Ont.

We have the loose-leaf system of book-keeping, and we have our credit system in such a shape that we can tell in two hours' time, the amount of money we have on our books, and we handle about 300 accounts. We do all our business through a bank, either by draft or cheque, and have three checkings of all our invoices before the draft is accepted or a cheque signed. We also can tell on an average at the first of every month, within from \$50 to \$100 the amount we have to pay within that month. Our total expenses including salary amount to about 16 per cent. of the selling price, and all items necessary to the cost of doing business are added on to our expense account.

### GET'S WHAT IS LEFT OVER.

By S. P. Goudy, Yarmouth, N.S.

Overhead expenses with us amount to about 10 per cent. annually, not including proprietor's salary. After the expenses are deducted from the profits, the proprietor takes what is left, and looks pleasant. My sales are, in fact, nearly always cash.

# Makes a Study of Five O'clock Teas

St. Johns, Que., Merchant Takes Advantage of Rivalry Among Classes Who Go In for Social Functions—On the Alert for New Lines—How the Travellers Are Helped.

*Written for Canadian Grocer by Quebec Province Representative.*

**I**N every town, even in the very smallest, there is a group of better-class women who hold afternoon teas, to which they invite their most intimate friends. Between them exists a constant rivalry, each vying with the other to have something really nice, exclusive and new.

It is so in St. Johns, Que., and it was W. R. Simpson, proprietor of a small, almost insignificant, corner grocery, who discovered that in these pink teas lay dormant wonderful business possibilities. He made a special study of these people, learning their whims and ways as regards afternoon teas.

He discovered that by securing the trade of the leaders of society he could exert a powerful influence on the "lesser lights." Therefore he set about constantly to have something new in his windows and on his counters and shelves. Furthermore, he found that the leaders of society were on the lookout for these specialties, and that when they had found them, and had gathered around the five o'clock festal board, the question of the hour was, "Where did you get that? Isn't it simply delicious?" And the answer came (equal to a half column ad in the local paper)—"At Simpson's."

## Uses the Newspapers.

It must not be inferred from the above that Mr. Simpson does not use the local paper. He does. In fact, he depends upon it every week to introduce his new lines to the upper ten. After the ad has done its work, the five o'clock tea does the rest.

These are Mr. Simpson's own words:

"The ad in the local newspaper gives the idea. Every town has a few ladies which the rest seem to follow. When one of these enters my store, I show the new line which has been advertised and go to considerable trouble, even opening a can to show what an excellent fruit or vegetable it is. Once sold, the customer advertises it for me. You'd be surprised at the amount I sell once a start is made. That's my advertising."

Catering to this class of trade, the essential thing is to have new goods in the store, but not too many of one line until you are quite sure. Sometimes a line comes on the market which one would think would be a good seller, but which turns out a frost. Hence it is wise to go slow at the start.

## Seeking New Lines.

To do this, the grocer in the country cannot stand behind the counter all week. W. R. Simpson makes a weekly trip to Montreal in search of new lines. He watches the trade paper advertisements, and aims to be the first in St. Johns to introduce new goods. Commercial travellers come to him when launching their goods on the market. He was the first grocer in St. Johns to introduce a now well-known biscuit, for which he secured the exclusive rights in the town. Of this biscuit alone he sells 90 tins per year. Biscuits are only one of many lines which play an important role at five o'clock teas. It will be noticed in the photograph that he has a special stand for displaying biscuits. That stand helped his biscuit business enormously.

## In With the Travellers.

W. R. Simpson is a grocer who does not bully commercial travellers. Just as he has found civility a great asset when dealing with customers, he has found the same kind of thing to work well with knights of the grip. They appreciate it, and reciprocate. If they see a new line, even though they do not handle it, they will pass the information along.

Then again, he insists on a thorough understanding with travellers regarding his financial standing. He knows grocers who would never enlighten travellers on this point; which was not conducive to smooth business. Mr. Simpson opens his books to the trade, so that they know exactly how he stands. Incidentally, the books are kept in perfect condition. It is work that occupies only a little time every day, and is never allowed to drag.

He clerked in St. Johns for a quarter of a century. Five years ago he opened up in the small store seen in the photograph, handling fancy groceries and fruits. His average yearly turnover has been \$25,000. His working capital on going into business was \$400.

## The Equipment Used.

While the store is small, it is a model of cleanliness and good taste. Lacking modern fixtures, it makes up for these in other ways. His equipment includes meat cutter, electric coffee mill, cash register, and a double account register. Mr. Simpson has already prepared plans for more commodious and better equipped premises.



Two corners of the store of W. R. Simpson, St. Johns, Que.





Interior of the A. J. Groom store, Guelph, Ont. Note the attractive canned goods arrangement on the left and the rear. This rear display hides the warehouse door. Fruit is also always prominently shown. Observe, too, the attractive counter displays, which sell many goods.

## Results from Good Salesmanship

Tangible Evidence Demonstrating That it Pays to go After Business Above the Actual Demands of Customers—How Herring, Toffee, Jam, Dates, Etc., Were Sold as “Extras”—New Counter Saves Time and Sells Goods.

“**T**IME saving characteristics of a compact counter,” would probably be a heading which would fit into this article as well as any.

A. J. Groom is a grocer on the main street of Guelph, Ont. Mr. Groom, installed a new display counter some eight or ten months ago, and to-day he is enthusiastic over it because of the time it saves himself and his salesmen. “The front of the counter, no doubt, tenders the suggestion to customers,” he said, “but the rear is a wonderful time saver. To-day we are stocking some 26 or 27 more lines of goods in the rear of the counter, than we did formerly with the old one. Then we used to have to walk out to the warehouse for these goods, which we now keep right under our elbow. That meant lost time and lost time is waste of money.” With evidence like this at their disposal, retailers who are considering the re-equipment of their stores, should certainly pay special attention to the saving of time and the elimination of waste motion.

Mr. Groom and his sales staff are great believers in salesmanship. There is never a day goes by, but customers are sold goods which they had not intended purchasing when they came into the store.

### Enlarging the Regular Order.

The week that Canadian Grocer representative was in Guelph, they had a neat little display of canned herring in the window. While this was not elaborate in any way it was sufficient to tender a suggestion to the passer by, and considerable canned herring was sold that week. Their window is a comparatively long one, and is usually divided in two. The other half contained a display of toffee, which in the words of Mr. Groom sold “quite a lot of toffee” that week. One would think too that toffee was a line that few people would care to purchase in times like these. Nevertheless, here is testimony to the contrary. The Groom store has been experiencing a series of splendid sales of this line. Here is an instance, demonstrating what one

satisfied customer will do to advertise a particular store. A young man in passing noticed the display of toffee, came in and purchased some. It tasted so good that he recommended it to not only his own family, but to several other friends, and each of them has been coming in of late to buy this toffee.

“One of the best windows we have had recently in so far as selling goods is concerned,” remarked the head salesman of the Groom store, “was a display of dates in January. These dates arrived too late for Christmas trade, so we decided to put in a window trim of them, and dispose of as many as possible. They were, of course, of an extra fancy character and in a few days we had sold the lot, consisting of seven 20 lb. boxes, and a couple of 40 lb. boxes.” This little instance demonstrates not only the selling power of the window, but that the people will purchase luxuries if they are neatly and properly presented to them.

Small, neat looking counter displays are always to be found in this store, and

they would not be there if they didn't sell the goods. Care is exercised in deciding on the lines to place on the counter. They are usually high class food-stuffs, which are not asked for in the general run of business. They are attractive to the eye and always get the attention of the customer who is making her usual purchases. These little trims sell a great many goods in a year. For instance, the day before Canadian Grocer called at this store, a display of six large attractive looking jars of jam were placed across the counter on a small elevation. Before closing time at six o'clock two of these had been sold. Customers dropped in to make their ordinary purchase and noticing the jam, picked up a jar, asked the price and included it in the order—and this occurred

just a short time after the display had been placed there. In fact the salesman says it is difficult sometimes to keep the counter displays in order, so much goods are bought for them.

The window displays are changed every week at least, and usually on Friday; one-half of the double window is devoted to an orange display for Friday afternoon and Saturday sales. Mr. Groom makes a specialty of fruit, and on the side of the store opposite the counter, is invariably built up a large number of full boxes of oranges, lemons, grape fruit, apples and other fruits in season. A glance at the picture of the store will demonstrate this.

"Our displays," remarked Mr. Groom, in the course of the conversation, "certainly count for a great many sales of

goods. Every time we get a minute or two with a customer, we pick up a special line from the counter or shelf, and suggest it to her, in a diplomatic way, of course. It is certainly surprising the quantities that are moved out in this way. We also suggest these lines over the phone as well, but we do no outside canvassing whatever.

Speaking of business conditions, Mr. Groom stated that so far as he is concerned, he saw very little difference from other years. "Business is keeping up wonderfully well," he said, "in spite of the fact that some factories are not working with their normal staffs. Others, of course, are busy, full time. We do a nice farmers' trade, particularly on Saturday."

## Driving Shed as a Business Getter

With This Adjunct to Their Stores Retailers Have Made Good on the Job of Getting the Farm Trade—The Reasons Why—Its Handiness to the Grocery Store Makes It Appeal Strongly to The Farmer.

*Written for Canadian Grocer by Staff Representative.*

**T**HERE are more ways of killing a cat than by poisoning it. All roads lead to Rome. If you are setting out to reach some object or some place it doesn't matter so much how you go or what method you employ, so long as you get there, and so long as you are not subject to arrest for trespassing. Getting there is the thing.

The consideration of the question of corralling a good share of the farmers' grocery orders reveals many methods. Some simple, some not so simple, but all more or less efficacious. When the writer was in St. Thomas, Ont., and again in Galt, he came across a mighty effective way for the grocer to get and hold the farm and country business. It was the possession by the grocer of a stable for horses right near the store.

R. J. Mackenzie of St. Thomas explained to Canadian Grocer just what a help this stable was, and how he managed it. He has a big livery at the back of the store, roofed in and protected. The farmer can stable his horse there for ten cents. If he wants feed for his horse, he pays an extra 15c for it. The livery is a big one, and capable of accommodating thirty or forty horses and rigs, and every market day it is full.

John Sloan, of Galt, has the same idea, only in his case the livery is not roofed in. It is open to the sky. He makes no charge to the farmer for using it. It pays him, he maintains, as a business resource. In his case about twenty

horses and rigs could find room in the livery, which is at the back of the store, and is bounded on one side by the main street in Galt, to which it has exit.

The writer discussed the question of the farmer's paying for stabling his horse. He thought it unnecessary. He pointed out that it was worth while to him to have the farmers come in and leave their conveyances there, because the grocer that could accommodate a man to that extent was going to get the business. On the other hand, a charge of ten cents isn't going to break a man, and it is questionable whether the hotels would do it for that.

This livery as a business-getter adjunct seems an excellent idea. Take the average farmer coming into town. He has to stable his horse and rig somewhere. He isn't going to drive round the town in it all day. If he can stable it at the grocer's store where he buys his provisions he hasn't got to carry his groceries from the store to the hotel livery—or wherever the livery is—which may be right across the city. In the case of both of these retailers that we are instancing, the livery is behind the store. All the farmer has to do is walk through the store and put his groceries in his rig in the livery at the back—a matter of a walk of a few yards.

Then again, the grocer who has a livery has a chance to push his sales of feed. Horses have to be fed, and the farmer can't get them fed for nothing.

The feed end of a grocer's business in a country town might be very considerably enhanced in this way. Of course, some farmers will always bring with them what feed is necessary, but all of them don't do that. The grocer who has a livery stable has naturally a much better chance of selling feed to a farmer who needs it than has the man who has no livery.

Both of the retailers who have the drive-sheds in connection with their stores agree that the method is certainly a good business-getting one. In the case of the St. Thomas grocer, it has certainly proved its worth. He has an exceptionally good farm trade though St. Thomas is not so well placed in this regard as some of the smaller towns. And he says that the livery is the thing that has done it.

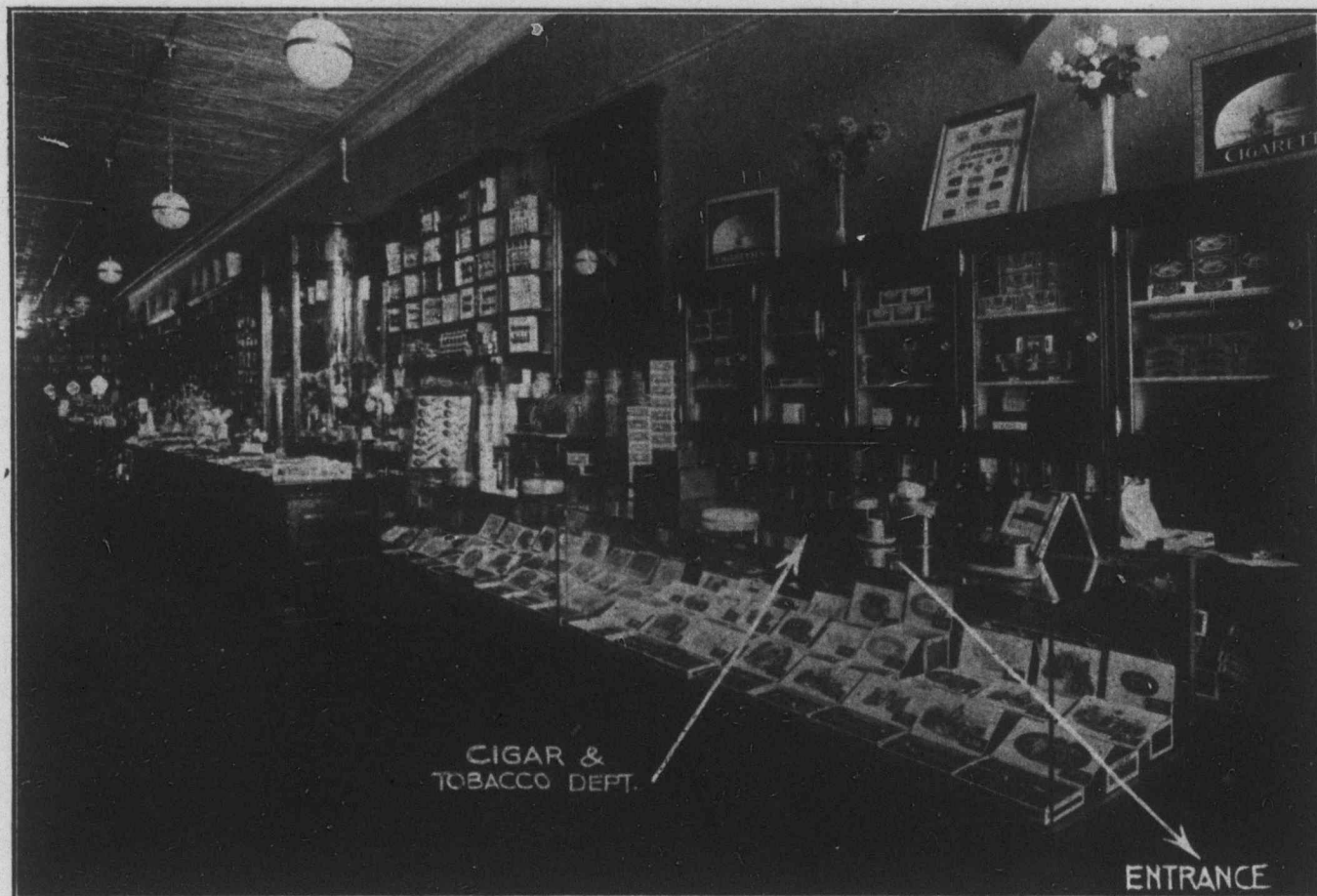
It is the same with the Galt retailer. And his farm trade is certainly well worth having.

The whole attitude of the grocer towards the question of farm trade is summed up in this resource. The farmer has to be coaxed. You have to study his convenience, prepare for him, make things comfortable for him, if you would get his orders. And a good way to pursue this policy is to look after his horse. "Love me, love my dog," is very true. The grocer is harping on the right string who seeks to make the farmer's horse comfortable.



# Selling Cigars and Tobaccos

This Department Considered So Important by Large Toronto Grocery Firm That It is Placed Just Inside the Door — The Men Are Attracted and They Advertise the Store In Their Homes—Large and Varied Stock Carried.



This is a view of Michie & Co.'s store, Toronto, showing particularly the cigar and tobacco department just inside the door—the men do not like to walk very far for their tobacco and cigars.

**T**HERE has come in recent years a distinct trend towards departmentalism in stores, large and small. For instance the drug stores not only sell drugs, but flowers, candy, cigars, books and such. The hardware store in addition to selling hardware, stocks seeds. Some tobacco stores now are running a men's furnishing department and even a soda fountain. In a number of stores up and down our different cities it is possible to find this trend distinctly marked.

One instance of it applied to the grocery store is to be found in Michie's near the busy corner of King and Yonge streets, Toronto. They have a large self-supporting tobacco and cigar department. A picture of it is reproduced on this page. The first thing to notice about it is that it is located at the front of the store. The ordinary groceries and so forth are further down. The first thing the customer encounters when he walks in is the cigar and tobacco depart-

ment. Men will not walk the length of the store for cigars and tobaccos. They buy near the door. For some time this store has sold cigars by the box—in fact for twenty-five years—but a couple of years ago they conceived the idea of making a regular department out of their tobacco business, and it is now possible to buy not only by the box but by the package where tobacco is concerned and by single cigars where cigars are concerned. Cigarettes are sold, too.

In an interview with Mr. Stone, the general manager of the company, he discussed with Canadian Grocer, the success or otherwise of the tobacco department, not only in his own store, but as a general principle applied to other grocery stores, large and small. It enabled the writer to look somewhat closely into the general business of the tobacco and cigar department. So far as cigars are concerned the stock carried is enormous. And all of them are good cigars.

In the case of cigarettes this is even

more true. In this store—as in even no exclusive cigar and tobacco stores in Toronto—a very wide range and choice in high class cigarettes is carried. It is possible here to buy all sorts of cigarettes; indeed the range is as wide and as full as an ordinary Bond street shop in London, Eng. The aim, ever since this department was started, has been to make it essentially a high class department. The best only are sold.

### Carry a Big Stock.

This of course enters very largely into the question of stock carried and running expenses. Selling cigarettes at 40c for ten must be an expensive business and require a good deal of thought and favorable circumstances to make it pay. In order to get the best duty possible on such a line of cigarettes, a matter of 10,000 or more must be imported. Importing 10,000 of one sort at a price which retail at 40c for 10 necessitates an expenditure of some dollars, and when

it is remembered that this is done not only in the case of one brand but in the case of many, the expense incurred in stock outlay becomes very considerable. The same applies, of course, in the case of cigars, in as much as the stock carried—as has been noted—is exceptionally high class.

The department is undoubtedly helped by a half share in the front window well trimmed and displaying as many conceivable lines of high class cigarettes and cigars as possible. Moreover, there is built under the stairs a little way from the department a big humidior vault in which the large stock carried is kept, and kept in good condition.

#### Why It Pays.

Canadian Grocer discussed the reason why this cigar and tobacco department paid. The first reason assigned by Mr. Stone was the fact of location. This store is located practically at the corner of King and Yonge streets in Toronto—the banking section and the busiest corner in the city, and certainly one of the busiest in Canada. Moreover, it is a corner where most hours of the day three times as many men as women are passing. The first reason why this department is successful is that it is continually in the view of business men, men who have more or less money to spend and who are willing to spend it on high-class stuff. They pass by, see the display in the window, or know beforehand that they can get what they want in the store and every day there is a big trade from passers-by.

Then too, the store in which this department is located, is an old-established one, has been on the same site for twenty-five years, and is well known. That undoubtedly has its effect. Men know that this store is there, have seen it there for years and passing by every day the fact of the new department becomes impressed upon them. An equally cogent reason for the success of the department is the fact that it caters—during some months of the year at least—to United States visitors' trade. In the United States it is a customary thing for grocery stores to sell cigars and so forth. It is not so in Canada as yet, though the indications are that it will be, but many Americans traveling through the city, who want a cigar would naturally—because of their own custom at home—go into a grocery store for it, if they did not go into an exclusive cigar store. This department is therefore depending partially for its success upon habit. In Mr. Stone's opinion, the fact that a number of United States visitors in the summer walk into the store and buy cigars there just as naturally as they would do at home, is a reason for the success of the department.

#### Getting the Male Interest.

The question of results is important. The first result of having a department of this kind in a grocery store is that the men are interested on their own account. If they are interested in grocery stores, otherwise, it is on account of their women folk. The cigar department has a direct appeal to the men. There is a good deal of haphazard buying. A man wants a cigar or a box of cigarettes or a packet of tobacco and walks in and buys it. But there is in addition a regular custom either from the fact that men have bought cigars there by the box for 25 years now, or else because where the women buy, to a certain extent, influences where the men buy, when they can get what they want there too.

One undoubted result of this department in a grocery store is that men going in there to buy cigars, tobacco or cigarettes happen to see something in the way of groceries, which would interest their wives, go home and say so. Thus a cigar department undoubtedly—in Mr. Stone's opinion—benefits the general grocery business.

Or again, a man may go in there for a cigar and his eye happen to catch something else in the grocery line or candy line—the confectionery department is next to the tobacco and cigar—that would interest his wife and he buys it then and there. In this case, at any rate not only does this department pay for itself as a department but its influence on general buying is of undoubted assistance to the rest of the departments in the store.

#### Is It Practicable Anywhere?

Would this idea of a cigar department on a large scale in a grocery store be practicable in any and every location and in any and every town? Mr. Stone's answer to that is "No." The big factor in the success of this particular department is the fact of its location. It is not possible to get a location like this in every city—and it is not possible for a man in a street out of the city where men are not passing all the time to install such a department and make it pay. On the other hand some of our smaller towns and cities like Woodstock, St. Thomas, Niagara and so forth, would stand a big grocery store with a department of this kind and have a paying proposition if the store were located in the business section. A department, of course, on a smaller scale with a show case which could be easily seen by the men from the street would, if the interior is attractive, produce good results. It could not be done on such a scale as this cigar department to which we are referring, but some sort of adaptation of it would be practicable. It surely would be possible to get a very

fair business in a good business and banking location—and even in smaller places—in cigars, cigarettes and tobacco without carrying a very huge stock. At any rate be that as it may be the Michie Co. in Toronto have found the installation of this department a success.

#### NEW LIFE IN THE DEPARTMENTS.

(Continued from page 71.)

business, especially where a store is situated in a district which is scattered. The clerk who attends to the phone and confectionery counter, when asked for his opinion of this end of the business, stated that the phone had been a great help to him in the sale of cake. A good line was necessary, he said, and once the people became convinced that the quality was good, they were not afraid to order on the phone. Bulk chocolates, he said, were also well adapted to selling on the telephone.

Such effective use of the phone has only been made within the past year. There was a time when if a customer in Montreal West (which is a number of miles away), ordered a parcel on the phone, a clerk would inform a number of other customers that the delivery wagon would be out there, and could bring their order at the same time if they were in need of anything. It was later found practicable to make deliveries on Tuesday, Thursday and Saturday. Before the wagon leaves, every customer in Montreal West is called up on the phone, and her order taken.

#### Fish Department Boosted Too.

Another department which has taken on a new lease of life lately is the fish and poultry section, which also has a special man in charge.

Cut flowers, and flowers in pots, is a line recently introduced. It was commenced at first to help out a customer, but it gives a good margin, and beautifies the place.

#### THE EGGS WERE BAD.

Seven of the men connected with the Western Egg Yolk Company and the Excelsior Baking Company, so-called, of New Jersey, who were convicted of conspiracy to violate the Food and Drugs Act in the interstate shipment of rotten eggs, have been sentenced in the Federal Court at Trenton, New Jersey, to terms in prison ranging from three months to a year and a day.

Some of the defendants, it was proved, were doing business under the name Western Egg Yolk Company, and others under the name of the Excelsior Baking Company for the purpose of purchasing eggs which had been condemned and denatured in New York.



# The Future of Tea Prices

The Combination of Circumstances That Have United to Force Up the Market—Russia Playing in the Major Key Since the Ostracism of Vodka—World Consumption on The Increase—No Lower Prices Looked For.

Written for Canadian Grocer by E. A. HUGHES.

THE price of tea at the London and Colombo auctions since 1879 is higher than it has been. Will it be lower again after the war? We think not. And following are some of the reasons why:

First of all, consider the premises. The lowest grade of teas in London are selling at auction around eleven pence a pound; that is, the grades that some months ago sold for eight pence and nine pence, and in Sept. last at 7d. Indian and Ceylon teas are costing from eight to ten cents a pound more now than they did a year ago. These increases have been natural, that is to say, they have been relevant to the question of consumption. The advances from week to week in the price of teas, now a farthing, now a cent, have been consequent, for the most part, upon increased consumption. War risks, lack of proper freights, extra warehouse charges, loss of time in trans-shipment—all these have helped to boost prices, but the main reason for to-day's higher levels is increased consumption.

## Production and Consumption.

The world's total production of tea is somewhere in the neighborhood of twelve hundred million pounds annually—in figures, 1,200,000,000. If anything that underestimates it. In 1913, the total consumption of tea in Great Britain was 305,000,000 pounds. The amount last year, which we are not able to give in actual figures, is said by authorities to be ahead of the 1913 level. That is, Great Britain consumes herself one-quarter of all teas grown.

Tea in the United States is being drunk more and more. At any rate, the imports year by year show an increase. The population may be taken roughly at 100,000,000. The tea-drinking is said to be one pound per capita per annum. That accounts for another 100,000,000. This is a conservative estimate.

Canada in the year ending March 31, 1914—which is the last record yet made public in this regard—imported 37,628,322 pounds of tea. This is slightly lower than the record of the previous year, but it is five million pounds ahead of five years ago.

The imports into Great Britain show an increase year after year. It is a far cry from 1703, when 100,000 pounds of

tea were imported into Great Britain, to 1915 when something like 325,000,000 pounds came into the country. And while the imports into the United States do not keep pace in growth with the growth in population, the imports each year are higher than in that preceding.

Australia, which has for so long held first place in the matter of per capita consumption, imports approximately 40,000,000 pounds of tea per annum. This, if anything, is below rather than above the mark. And each year beats the record of the one that went before.

Reports of increased sales come from the continental countries. Germany, some four or five years ago, began to drink tea much more generally. France, Holland, Sweden and Norway and Austria have year by year, up to the outbreak of the war, consistently increased their consumption of tea.

## ABOUT 4½ POUNDS PER CAPITA.

*The Imports of Tea into Canada for five years as shown by the Dominion Government Blue-Books were:*

1908-1909	—32,529,679
1909-1910	—33,178,366
1910-1911	—34,259,053
1911-1912	—38,402,110
1912-1913	—40,296,055
1913-1914	—37,628,322

*The fiscal year of 1914-1915 has only recently just ended and figures are not yet available.*

The increase in consumption of tea the world over, therefore, is undoubted. It would have been there without any causes extraordinary. It was coming in a quite natural way. Before the war broke out tea consumption was increasing year by year, and that—so far as the last five or six years are concerned—at a much greater rate than theretofore.

We come now to causes of increased tea-drinking that may be called extraordinary. The first in importance is the

enormous amount of tea which is being drunk in Russia. The New York Journal of Commerce in a recent issue said that it was undoubted that the heavy buying on the part of Russia of Indian and Ceylon teas had caused abnormal prices. The thing stands to reason. The Russian can no longer drink his vodka. Tea has been becoming more and more a familiar thing to him for some years. He knows it to be a stimulant. When his vodka is cut off, he turns to tea. The opinion is freely expressed that Russia's consumption of tea this year will be one hundred per cent. greater than last year. We saw a letter the other day from a prominent teaman of Calcutta. In part it ran:

"We should see a really wonderful market next season, with prices higher than ever, as the Russians will probably want fully 50 to 60 million lbs. from India, against 26 millions obtained this season.

"You can form an idea of what the present prices for tea would be in London if Russia had been able to get about 46,000,000 lbs. from Calcutta this season instead of 26,000,000.

"As I write, the Russians are hunting this market high and low for any first, second or third-hand teas, so desperately short are they of what they require.

"The situation is the same elsewhere, for Bombay and Persia can have practically no stock at all. We shall open here in June next with a booming market."

This increase in the universality of tea-drinking in Russia has come to stay, or at any rate a considerable portion of it has. After the war, if even vodka is sold again—and with the present orgy of temperance sentiment, this is problematical—there will be a great many people who will drink tea. Having cultivated a taste for it, they will keep it up. We must remember that Russia has been getting a greater and greater tea-drinker for some time before the propensity received the spur of something more or less like necessity. A certain amount, we think a large amount, of the increase will remain after the necessity has disappeared.

Consider what this means. Russian buyers are the admitted purchasers of the finest qualities of tea. Ceylon teas



will thus have a widely extended custom.

#### And Another Big Factor.

Equal to the increased Russian demand in its importance is the factor of the soldier drinking tea in the trenches. The Kaiser (we apologize for quoting him) once said that if his soldiers were fighting he would give them hot tea as a stimulant. We don't know if this is being done, but we do know that the troops of the Allied Armies are being kept warm and comfortable and cheery to a very large extent by tea. Taking them altogether, there must be some millions of men at the front and the tea required to fill their aggregate wants must be considerable. And a certain percentage of it must be extra. If the

average Tommy were at home he would not drink as much tea as he is drinking now. One of the Canadian Contingent writing to Toronto says that tea is displacing beer at Salisbury, and mentions that he himself "often drinks eleven cups a day and sometimes two more before closing time."

The important point is the after-result. It is the same as in the case of Russia. A certain percentage, and in all probability a high percentage, of the Russians and of the soldiers who are consuming large quantities of tea at present will get the habit to an inordinate degree, and keep on drinking tea, even though the circumstances under which they started are removed.

There is one other point that is in-

teresting and not a little significant. Tea drinking has remained in fashion for many years in England. It is coming into fashion here on this continent. The fad has made great headway this last year or two in New York and American cities. Drinking tea has become as fashionable as reading Omar Khayam or "slumming" once were, but there is this difference—it will stay, whereas they didn't.

It seems to us that high as prices are, they will not come down after the war. The big outstanding fact is that consumption has increased altogether abnormally, and that production cannot increase to the same degree, at any rate, not for some time. Teas after the war will remain at their present levels.

## Increasing Butter and Egg Quality

How a General Merchant Urges the Farmers to Be More Careful With These Lines, and Offers Them More Money for Better Butter and Good Eggs—Sends Out Instructions and at the Same Time Advertises His Goods.

**G**ROCERS and general merchants who are interested in the production of better butter and better eggs will find much of value in this letter. It was sent out to the farmer customers of the store of A. B. Carscalen & Co., Tamworth, Ont., and was designed with the express purpose of placing the egg and butter business of the community on a high quality basis. Incidentally it will be observed in reading the circular, that goods of the firm are judiciously advertised. Note the reference to sale in the making of the butter. The letter reads as follows:

Tamworth, March 17, 1915.

Mr. R. H. Caswell,  
Tamworth.

Dear Sir:

The present crisis, through which we are passing, is unprecedented in the history of the world.

Every man, woman and child has a duty to perform in this great fight for justice, freedom and liberty. We cannot all go to the front and fight, but we, who remain behind, can assist the great nation of which we form a part, by contributing of our means, skill and labor, in an earnest endeavor to produce the best, and greatest quantity possible of the products necessary to feed and equip the vast armies which are fighting for our liberties.

The present war will do more to advertise the products of Canada in foreign markets than all the money the Government has spent in the past ten years. Our future prosperity de-

pends largely upon the quality of the goods we produce. If we adopt as our motto—perfection—the stability of our market will be established for all time to come.

#### Advertises His Salt at Same Time.

The principal exports of Sheffield are cattle, hogs, cheese, butter, eggs and poultry. The exports which we, as dealers, are directly interested in, are butter, eggs and poultry. With your co-operation we feel satisfied that we can increase your revenue for these products from 10 to 20 per cent. Probably the greatest increase can be shown in butter. We intend to start our campaign by offering 2c per lb. extra for all butter that measures up to the following specifications:

I. Salted moderately with fine dairy salt that we have in 50-lb. sacks, put up specially for butter.

II. All water and buttermilk worked out.

III. Made up in oblong prints weighing 16 ounces.

IV. Wrapped in a special brand of butter paper furnished by us.

Large shapeless rolls of butter frosted over with coarse salt, even though the quality be good, will not bring the top price.

Savy butter made from cream kept too long, and scalded butter not wanted.

#### Good Prices for Good Eggs.

As soon as the egg market is settled, we will put up our egg boards,

and keep you posted as to prices. It is our wish to pay the highest price going for fresh eggs. In order to enable us to do this, you will have to assist us by gathering your eggs every day, and by marketing them at least once a week, and by bringing us only clean fresh eggs. Half a dozen stale, dirty or grass-stained eggs will spoil the appearance and reduce the value of a whole case.

If you honestly and conscientiously assist us, we feel assured that we can materially advance your interests as well as our own.

We invite you to call and inspect our new stock of spring goods. We have this year added to our stock of wallpaper a number of lines of fine grain paper. We also have a full line of Sherman-Williams paints, an extensive range of art blinds, art muslins, cretonnes, curtainettes, lace curtains, linoleums and floor oilcloth; in fact, everything necessary to renovate the home in housecleaning time. Our prints, gingham, rock fast drills, galateas, shirtings, cottonades, tickings, and in fact all cotton goods are extremely good values this spring. We can sell you better cotton for 8c than you could buy for 10c last year.

We have a full range of McCreedy's and Empress boots and shoes for spring; also a complete range of gents' furnishings, from a pair of 10c sox to 20th Century tailored suits, ranging in price from \$15 to \$30.

(Continued on provision page.)



# Makes the Ad. Reach the Farmer

Harriston, Ont., Dealer Gets Good Business Through the Newspapers—Example of Power of Salesmanship and Knowledge of the Goods—Counter Space Not Wasted—Contests for the Young Folk.

"I AM a firm believer in newspaper advertising," replied H. G. Lemon, a grocer of Harriston, Ont., in reply to a question as to how the interest and attention of the townspeople and farmers were secured. "Advertising keeps one's name continually before the public," he added, "and I know we get a great many inquiries to our advertisements." He is one of the many grocers throughout Canada who is watching Canadian Grocer's ad-writing suggestions, and, as shown in the accompanying cut, he is taking advantage of it. He claims the farmers read his advertisements, and they frequently buy from them.

The Lemon store is, too, a great believer in salesmanship, and there is never a time when there are not samples of various lines of goods on the counter. These are usually luxuries or semi-luxuries, which in the course of ordinary events would not be asked for. The day Canadian Grocer representative visited the store, Mr. Lemon was showing some cans of a new line of vegetables. This was a product composed of different kinds of vegetables which could be used either for making soup or as a vegetable itself. Customers of the store had never seen the line before, or heard of it, yet many sales were being made. They would pick up a can of the vegetable and ask what it was. This gave the desired opening, and an explanation based on a thorough knowledge of the goods usually finished the sale. To know more about the line, Mr. Lemon took a tin home and tried it on his own table. This gave him all the more confidence when it came to explaining it to his customers and recommending it to them.

## Fish a Good Seller.

During the cold weather months a feature is made of fish. Every day a neat display of fish is placed outside the store, so that it acts as a continual reminder to the passers-by. "We sell a great many fish in a year," remarked Mr. Lemon, "due almost entirely to that display."

Window displays form still another method for getting after business here.

## NUTRITIOUS LENTEN DISHES

Those who abstain from eating Meat on fast days during Lent are looking for wholesome foods to take their place. We have just gone over our stock and selected a number of lines which we can offer as they are dressed in a way which is worthy of the finest of the food.

FISH—

CANNED

BAKED

CANNED

MACARONI

RICE—

### WHAT BECOMES OF 5 CENTS?

Something for the Public School Children at H. G. LEMON'S, an Arithmetical Problem. We are going to give one dozen Oranges to the first one who brings in the correct answer. Now, we will number the answers as they come in and will keep the contest open for 1 week from date of this paper, so that all the boys and girls will have a chance:

A grocer places two boys at the front of the store to sell oranges. He assigns 30 oranges to each with instructions to one to sell at 3 for five and the other at 2 for five. It will be seen that at the end of the day the receipts would be as follows:  
30 oranges at 3 for 5 equals 50c.  
30 oranges at 2 for 5 equals 75c.  
Total, \$1.25.

Suppose next days he wants the boys to do the same thing, but one of them in the meantime has become ill. So he gives the other boy 60 oranges and asks him to sell them at 5 for 10c.

60 oranges at 5 for 10 equals \$1.20  
The problem is what has become of the other 5 cents. Why shouldn't the receipts each day have been the same? Please send replies to

H. G. LEMON,  
Leading Grocer, Harriston

For Biscuits, Confectionery and other Dainties are in order. Give us an opportunity to show you our assortments.

**H. G. LEMON**  
**LEADING GROCER**  
PHONE 24 PHONE 24

This illustration demonstrates the use being made of the service Canadian Grocer is rendering its readers. It also shows how this grocer is attracting the attention of the farm and town trade.

A feature is made of oranges when they are at their best. Usually on Thursday night an attractive trim is made for Friday and Saturday, and these trims sell a great quantity of fruit. Merchants in Harriston appreciate the fact that the more the farmers come to town the more business will they do. One of the chief methods there for bringing about this condition is a monthly horse sale. This sale is extensively advertised, posters being sent to all the large buyers in Western Ontario, and in a single day often a great many horses change hands. This necessarily brings the farmers to

town, a great many of whom simply come to see the horses and the prices, and incidentally the retailers do more trade. The merchants interest themselves in this monthly sale, and it is largely through their endeavors that it has become established.

## Why Business is Good.

So far as Mr. Lemon is concerned, business is just about as good as ever, the war and the temporary depression elsewhere having had no effect so far on trade there. He believes this is due chiefly to the reason that the farmers have just as much money as usual, and, of course, more than they had some years ago on account of the advances in the prices of their products since that time. Little grain is marketed in the vicinity of Harriston, the farmers going in for live stock chiefly. Industries of the town have, too, not been seriously affected, so that the merchants of Harriston have little to complain of. Mr. Lemon has been in business for some thirteen years, and is, of course, well acquainted with the methods of the people of the community and with the requirements of the farmer. This experience, one can easily see, stands him in good stead at a time like the present.

To create a little extra advertising for the store and to get in new business, Mr. Lemon often puts on some little contest to interest the young folks, and incidentally the old. He will, for instance, cover the floor of the window with oranges and give away a dozen to the one who guesses nearest the

right number. He has had a similar contest with eggs, and recently took advantage of the question re the oranges which appeared in Canadian Grocer to further interest the children. He ran this in the local paper offering to the first school pupil who correctly stated where the 5c had gone to a dozen of oranges.

All this tends to get the store talked about—and favorably too—and the more good general publicity the retailer secures the better will it be for the business. And the young folks are good dispensers of publicity, good or bad.



**Tasty Lenten Dishes**

The family that eats Lenten most during Lent will find in our stores many substitutes for the meats and fats which are so necessary to the health of the family.

Flaked Haddock, 2 lbs. for 25c  
 Smoked Salmon, 2 lbs. for 25c  
 Smoked Cod, 2 lbs. for 25c  
 Kippers, 2 lbs. for 25c  
 Mackerel Herrings, 1 lb. and fat, each 10c  
 Salted Salmon, 1 lb. for 15c  
 Canned Salmon, 1 lb. for 15c  
 Spring Salmon, 1 lb. for 15c  
 Canned Salmon, 1 lb. for 15c  
 Mackerel, 1 lb. for 15c  
 Sardines, 1 lb. for 15c  
 Canned Crab, 1 lb. for 15c  
 Canned Shrimp, 1 lb. for 15c  
 Canned Oysters, 1 lb. for 15c  
 Lobster, 1 lb. for 15c  
 New Laid Eggs, doz. 25c

**Model Grocery**  
 MATHESON & JACOBSON  
 205 North St., Phone 2111  
 205 North St., Phone 2111  
 205 North St., Phone 2111

**CITY GROCERY STORES**  
 Quality Goods—Good Service

**Nutritious Lenten Dishes**

Those who abstain from eating meats during Lent are looking for wholesome foods to take their place. We have selected the following lines which we can offer as the very best of substitutes.

Codfish (Boneless), 25c  
 Canned Salmon, 15c  
 Baked Beans, 15c  
 Macaroni, 15c  
 Pancakes, 15c  
 Apples, 15c  
 Oranges, 15c  
 Lemons, 15c

**IN THE MEAT SHOPS**  
 Fish—The old reliable Lenten food—fishy and nutritious. A fresh supply of fish is available in our stores. Order a package of fish and you will find it a most delicious and healthy substitute for meat.

White fish, 25c  
 Mackerel, 15c  
 Sardines, 15c  
 Canned Salmon, 15c  
 Lobster, 15c  
 Eggs, 25c

**THE NEW STORE**  
 OUR AIM: Fresh Goods, Right Prices, Good Service.

**One Hundred Million Tins of Canned Foods Consumed in Canada Every Year**

WHY? Because they are recognized the country over to be sanitary, easily prepared, wholesome and nutritious foods—because the busy housewife finds them one of the best foods that can be placed on the table. Practically every household now consumes several cases of canned foods every season. Why not then buy them by the case? They are always handy and ready for any emergency and there is absolutely no waste—and you save money buying them that way. All are Canadian-made goods.

**Don't forget to Order Your Canned Goods by the Case. It Saves You Money**

**CANNED TOMATOES**—Best brands only—genuine hot plate make a good meal in itself, and they are ever ready for soups and stews. 3 for 25c and 12 for 25c, per case of 24 tins, \$2.75, \$3.00 and \$3.25.

**CANNED PEAS**—We would recommend the four grades of peas—they are smaller and more tender than the others, because they are picked when younger and sweeter. Never try them in the center of a dish of mashed potatoes? Nothing else. 15c, 15c, 2 for 25c, per case, \$2.50 to \$2.75.

**CANNED CORN**—This corn is just as tender and sweet as the day it was canned. A tasty vegetable with any kind of meat, and like the others, can be prepared for the table in a few minutes. 15c, and 3 for 25c, per case, \$2.50 to \$2.75.

**SALMON**—The best quality in the world. There is no purer food in the world. There is no purer food in the world. There is no purer food in the world. There is no purer food in the world. There is no purer food in the world.

**D. H. Moore**  
 PHONE 26

**Nutritious Lenten Dishes**

Those who abstain from eating meats during Lent are looking for wholesome foods to take their places. We have selected the following lines which we can offer as the very best of substitutes.

**Codfish (Boneless)**. Tasty and nutritious, this brand was used by Miss Livingstone at her recent cooking demonstration—40 cents per 2 lb. box.

**Canned Salmon**. One of the most nourishing of all fish foods. Can be served in many tasty ways. We carry the finest Bockhays Salmon on the market. Try a tin. 15c and 25c per tin.

**Baked Beans**. No better substitute for meat. Place the tin in boiling water a few minutes and you have a delicious warm wholesome food. 10, 15 and 25 cent tins.

**Macaroni**. A food of high value. Boiled alone or with cheese makes a wholesome dish. Two packages 25 cents.

**Rice**. A staple, nutritious food. Eat plenty of it. 3 lbs. 25 cents.

**Don't Forget Pancakes**. We carry the best brands of Pancake Flour in 25 cent and 35 cent packages. Order a package and a bottle of our pure Maple Syrup at 65 cents.

Also in Stock: Sardines, Pinned Haddock, Lobster, Crab Meat and Fish Pastes.

**ORANGES—GRAPEFRUIT—LEMONS**

**The Summerland Supply Co., Ltd.**

**Marmalade Time**

February is the big Marmalade month. Now is the time when the bitter oranges so necessary for the making of fine

**ORANGE MARMALADE** are at their best. We expect some choice fruit this week. Order your Marmalade supplies from this list and ask for our orange sugar.

**BITTER ORANGES**—Fine and beautifully colored fruit direct from Seville in Spain... 30c per dozen

**SWEET ORANGES**—These are necessary to give the proper flavor to your Marmalade. Large juicy Navels at... 40c per dozen

**LEMONS**—A dash of lemon juice to a good Marmalade is recommended by many housewives. A fresh supply just in... 25c per dozen

If you are not satisfied with the recipe you have been using we have one which will be used by a great many of our customers. They may have it on request.

**The Star Grocery**  
 L. H. WARE, Proprietor.

**Nutritious Lenten Dishes**  
 For those who abstain from eating meats on Fast Days during the Lenten Season.

**Fish**  
 NON-NABU, tin 25c  
 NON-KOYU BRAND, New Salmon, Tin 25c  
 Pink Salmon, 2 for 25c  
 HERRING, 1 lb. for 15c  
 MACKEREL, 1 lb. for 15c  
 SALMON, 1 lb. for 15c  
 SARDINES, 1 lb. for 15c  
 CRAB MEAT, 1 lb. for 15c  
 LOBSTER, 1 lb. for 15c

**Butter**  
 GOLD SPRING Dairy Butter, 3 pounds for \$1.00  
 FRESH EGGS, 15c  
 BUCKWHEAT FLOUR, Red Ribbon Brand, 25c  
 PEANUT BRAND BUCKWHEAT Flour, 25c  
 MAPLE SYRUP, Per Bottle, 50c  
 APPLES, GRAPES, BANANAS, LEMONS, FRESH HERRING, Per 15c

**Phone Your Orders**  
 D. Campbell GROCER Phone Three Oh!

**A Hundred Million Tins of Canned Foods Consumed in Canada every Year**

Why because they are recognized the country over to be sanitary, easily prepared, wholesome and nutritious foods—because the busy housewife finds them one of the best foods that can be placed on the table, and they

**Are Made in Canada**

Canned Tomatoes, Harvest Brand extra fine quality 2 tin for 25c. Crusader Brand per tin 10c. Canned Peas, Harvest Brand Canned Corn, is just as tender and sweet as the day it was canned per tin 10c. Salmon, Harvest Brand and Clover leaf are the best brands per tin 25c. Other brands from 15c to 125c per tin. Lobster and Beans—Here is a food that has gained wide reputation for nutrition. Our brands are packed with the finest haddock, tomato sauce and flavoured with pork, a tin to suit any sized family per tin 15c to 25c.

If you buy them by the case of dozens they are cheaper!

**The Star Grocery**  
 L. H. WARE, Proprietor.

**Nutritious Lenten Dishes**

Those who abstain from eating meats on fast days during Lent are looking for wholesome food to take their place. We have just gone over our stock and selected a number of lines which we can offer as the very best of substitutes. Include some of the following in your next order.

**FISH**—A new supply just in. Make your next dinner out of Kippered Herrings, 2 for 25c. Fresh Whitefish, 2 lbs. for 25c. Fillets of Haddock, per lb. 30c. Codfish strips, 2 lbs. for 25c. Salt Mackerel, per lb. 20c. **CANNED SALMON**—One of the most nourishing of all fish foods. Colossus Brand, per tin 10c. Autumn Leaf Brand, tin 15c. Clover Leaf, large, tin 27 1/2c. Clover Leaf, small, tin 17 1/2c. Herring in tomato sauce 2 tins for 25c. Brunswick Sardines, 4 for 25c. Canned Oysters, 2 for 25c. Canned Lobster, per tin 20c.

**REMEMBER**  
 To insure a getting Party Bread the next time you order. See... It is the World's Best.

**ORANGES**  
 Any size per case... \$2.25  
 Per dozen, 15c, 17 1/2c, 20c and 25c.  
 Apples, per case... \$1.45

**HANDY LIST OF GROCERIES FOR WHAT YOU CAN BUY WITH US FOR**

45c  
 6 lbs. Japan Rice... 45c  
 5 lbs. Macaroni... 45c  
 5 pkgs. Corn Bread... 45c  
 6 lbs. Navy Beans... 45c  
 5 pkgs. Corn Flakes... 45c  
 New Laid Eggs, per doz... 45c  
 2 lbs. Ontario Cheese... 45c  
 3 lbs. Pure Honey... 45c  
 2 bottles Pickles... 45c  
 1 bottle E. F. Syrup... 45c  
 3-lb. tin Baking Powder... 45c  
 3 lbs. Fancy Macaroni... 45c  
 2 lbs. C. Washing Powder... 45c  
 1 lb. Best French... 45c  
 4 lbs. Glass Biscuits... 45c  
 4 pkgs. Currants... 45c  
 5 lbs. Prunes... 45c  
 5 lbs. Raisins... 45c

**NORTHWEST GROCERY**  
 Phone 70

**QUALITY STORE**  
 Pancakes and good pure **MAPLE SYRUP**

What more delicious combination than our pure maple syrup? It is made and packed in a sanitary manner and is of the highest quality. It is made and packed in a sanitary manner and is of the highest quality. It is made and packed in a sanitary manner and is of the highest quality.

**M. Harkness**  
 The Grocer - Sell Phone 10-4

**A WIDELY USED SERVICE.**

The illustrations of newspaper advertisements on this page show one of the many services Canadian Grocer is giving its readers. All these advertisements are based on suggestions we have published during the past month or two. It will be seen that dealers in New Westminster, Kelowna and Summerland, B.C.; Edmonton and Redcliff, Alta.; Rouleau and Saskatoon, Sask., and Huntsville and Campbellford, Ont., are represented. These represent only a small proportion of the extent to which our suggestions are being used in Canada.

**A Hundred Million Tins of Canned Foods Consumed in Canada Every Year**

WHY! Because they are recognized the country over to be sanitary, easily prepared, wholesome and nutritious foods—because the busy housewife finds them one of the best foods that can be placed on the table. Practically every household now consumes several cases of canned goods every season. Why not then buy them by the case? They are always handy and ready for any emergency and there is absolutely no waste—and you save money buying them that way. All are Canadian-made goods.

**CANNED TOMATOES**—Best brands only—genuine hot plate make a good meal in itself, and they are ever ready for soups and stews. 3 for 25c and 12 for 25c, per case of 24 tins, \$2.75, \$3.00 and \$3.25.

**CANNED PEAS**—We would recommend the four grades of peas—they are smaller and more tender than the others, because they are picked when younger and sweeter. Never try them in the center of a dish of mashed potatoes? Nothing else. 15c, 15c, 2 for 25c, per case, \$2.50 to \$2.75.

**CANNED CORN**—This corn is just as tender and sweet as the day it was canned. A tasty vegetable with any kind of meat, and like the others, can be prepared for the table in a few minutes. 15c, and 3 for 25c, per case, \$2.50 to \$2.75.

**SALMON**—The best quality in the world. There is no purer food in the world. There is no purer food in the world. There is no purer food in the world. There is no purer food in the world.

**DON'T FORGET TO ORDER YOUR CANNED GOODS BY THE CASE—IT SAVES MONEY AND YOU HAVE THEM ALWAYS ON HAND.**

PHONE 227  
 141 Second Ave. **FORBES—Cash Grocers** COUNTRY PRODUCE



# Combining Summer Resort and Farm Trade

A. F. Choate & Son, of Warsaw, Ont., Located Some Seven Miles From Summer Resort District, Have Branch of Their General Store There—Building New One This Year to Replace the Old—Using Reader Ads. to Get New Farm Trade.

**N**INETEEN HUNDRED AND FIFTEEN is sure to be a good year in so far as the summer resort trade is concerned. As has been already referred to in Canadian Grocer, there will scarcely be any tourist trade from the American continent to Europe this year. An effective stop has been put to this on account of the big war now raging in five of the European countries, and which is liable to break out at any moment in others. It has been estimated that each year United States visitors to Europe spend in the neighborhood of \$400,000,000. There must be some other outlet for this trade this year, and Canada is sure to get her share. This is going to benefit greatly our summer resort districts which can accommodate United States visitors.

## Erecting a New Store.

Among the merchants who are seizing the opportunity to get after more of this business this year is A. F. Choate & Son of Warsaw, Ont. Warsaw is located some seven miles from McCracken's Landing on the shore of Stoney Lake—one of the most prominent beauty spots of the Kawartha chain. For many years Mr. Choate has had a small store at this landing, which he runs in conjunction with his Warsaw general store. As well as the cottage trade on the lake, he goes after the guest trade from the large hotel which is also located at the same landing. In anticipation of better business this year—in view of the expectation of larger numbers of our Southern friends—he is erecting a larger store to provide an even better service for visitors.

In addition to getting business from the Lake district, A. F. Choate & Son have also a splendid opportunity of holding the farm trade of this district during the summer season, which might otherwise go, or a considerable part of it, to stores at other points on the Lake which are open for the summer season only.

## Help Along Newspaper Circulation.

In so far as their usual trade at the Warsaw store is concerned, they find that the farmers are not suffering very much from want of money for business as usual. While collections may have to be followed up a little more strenuously than in normal times, they are nevertheless good, and this firm has no complaint to make on that score. This is one of the aggressive business firms

in Ontario which believes in advertising. Warsaw is but a small village of a few hundred inhabitants. But it is surrounded by splendid farm lands, and is some fourteen miles from the city of Peterborough. The weekly papers of this city circulate largely in the Warsaw district. As a matter of fact this firm makes it a point to do what it can towards increasing the circulation throughout their township of the paper in which they advertise.

## Reader Ads With Warsaw News Items.

Their system is to use reader advertisements at the bottom of local news items which appear in each week's issue. It is natural that the people of the Warsaw district will watch for their own news each week, and it is therefore a certainty that they are going to see this reader. What better recommendation of advertising does anyone want than the following in the words of H. G. E. Choate: "The readers certainly bring results. The most noticeable results of course and about the only way I have for checking them up is in the number of persons from a distance who drift into the store. People living outside our zone, generally, who usually go to and are situated nearer other places around here, come into trade with us. We notice these at once, especially if they enquire for any article advertised."

One of these reader advertisements which appeared prior to the Lenten season, read in part as follows:

"In reference to Tea, do you know that there is being offered for sale in this community for — cents a quali-

ty of tea that can be had at —c at Choate's in Warsaw? There, you can get a splendidly flavored — Tea at —c, or you may have — Teas at the same price.

The old reliable — may be had at 35c and others at 40, 50 and 75c per pound.

During the Lenten season we pay special attention to our stock of fish, which, at present, consists of Fresh Salmon, White Fish, and Herrings; Salt Sea Salmon, Salmon Trout, Herrings, Cod Fish, Quail-on-toast, Fresh Water Herrings, Finnan Haddie and Oysters. The completeness of our Grocery Department is one of our hobbies.

At the Dry Goods counters there is being shown the newest wash materials for spring and summer dresses, new prints, muslins and laces. This is a good time to get your material home, where it can be made up during spare time, thus saving a great deal of worry when spring comes. The very latest in the easily managed Ladies' Home Journal patterns always in stock. We'll be pleased to have you call.—A. F. CHOATE."

It is interesting to note the pleasing conversational style of this ad. It is one that is sure to be read by the country folk, and if read it is going to get results. Observe also the variety of fish this firm sells—and yet it is located some seven miles from the nearest railway station and 14 miles from a wholesale centre. This surely explains in part at least the good business with the farmers in this locality.

## READERS' SERVICE DEPARTMENT.

*Canadian Grocer conducts a Service Department open to all our readers. Special investigations will be made for retailers and advertisers upon request and free of charge. If you are in search of the source of a new foodstuff, or you want to know the agents or manufacturers of any line—foodstuff or equipment—'phone us or drop us a line. The "Readers' Service Department" is at YOUR service.*

## NEW MAPLE REGULATIONS PASS.

The new Government bill relating to a change in the Maple Syrup and Sugar regulations which was published in last week's issue has passed the House of Commons. Under these regulations both compound maple syrup and maple sugar may be manufactured providing they are properly labelled.

E. M. Trowern, secretary of the Retail Merchants' Association of Canada, is in St. John, N.B., this week attending the first annual convention of the association of that province.



# Using Refrigeration Machinery

Grocer Saves \$300 a Year—Experience of J. A. Debien, Montreal—The Cost of Operation—A Cause of Trouble, and How to Rectify It.

ONE of the tendencies in the grocery business to-day, especially in large cities, is in the direction of modern refrigeration. A refrigerator of some kind has become an absolute necessity in every good store. It has become so much of a necessity that grocers with large fruit, produce, fish or meat business are finding it essential.

To meet this demand, manufacturers of refrigeration machinery are putting small equipment on the market, small enough to make cold air on a paying basis. Up to the present, operations of refrigeration machinery manufacturers have been confined to large packers, ice rinks, and ice cream manufacturers, but the demand for this small size equipment has made it worth their while to turn their attention to the grocer. At present, of course, it would hardly pay a man whose refrigeration extends only to butter and cheese to instal refrigeration machinery, but there are grocers with extensive fruit, produce and meat departments, who are finding it a profitable investment.

## A Case in Point.

J. A. Debien, 112 Park Ave., Montreal, a grocer and provision dealer, located on a corner in a good locality, is an example of a man who has installed re-

frigeration machinery and found it profitable. He claims the investment has been a good one. Mr. Debien figures that he saves \$300 a year by using cold air.

In the Debien store there are refrigerators for fruit in the cellar, one in the store for butter, one for fish, another for the window, and one each for small and large meat in the butcher shop. The coil in the window is an advertisement. A sign in gilt letters draws attention to this feature. And it is a feature, for without this system it would be impossible for him to use it, as the sun beats down on the window with intensity.

Before installing this machinery, Debien's were paying \$20 per week for ice. A ton and a half went into the store every week, and at that time he only had two refrigerators, one for fruit and the other for the grocery department. There was no meat market in connection with the store until this system was installed. With all these additions, Mr. Debien figures that his cold air is costing him about \$275 per year.

## Operating Cost.

The cost of the plant, including machinery and piping, was \$2,200. The cost of operation was rather heavy at first,

but familiarity with the system has resulted in the cost of operation being cut down considerably.

One of the chief costs in operating refrigerating machinery is in water, which is pumped through the system in large quantities. By gauging the amount of water to suit his requirements, Mr. Debien was able to operate at a minimum of expense. Ammonia and oil for the machinery runs into about \$25 a year, which is small, compared with cost of water. Electricity for running the motor is, of course, a fairly large item.

## A Cause of Trouble.

One of the troubles in connection with refrigeration plants is the leaking of ammonia. This sometimes finds its way into the store, and is disagreeable. Then it is necessary to find the leak and simply tighten the loose nuts. This may happen once or twice at first, but after being in use a little while, leakages are rare. Small size compressors, with the humming noise of the motor, make more noise than larger ones, but as the machinery is located in the basement, the inconvenience is slight.

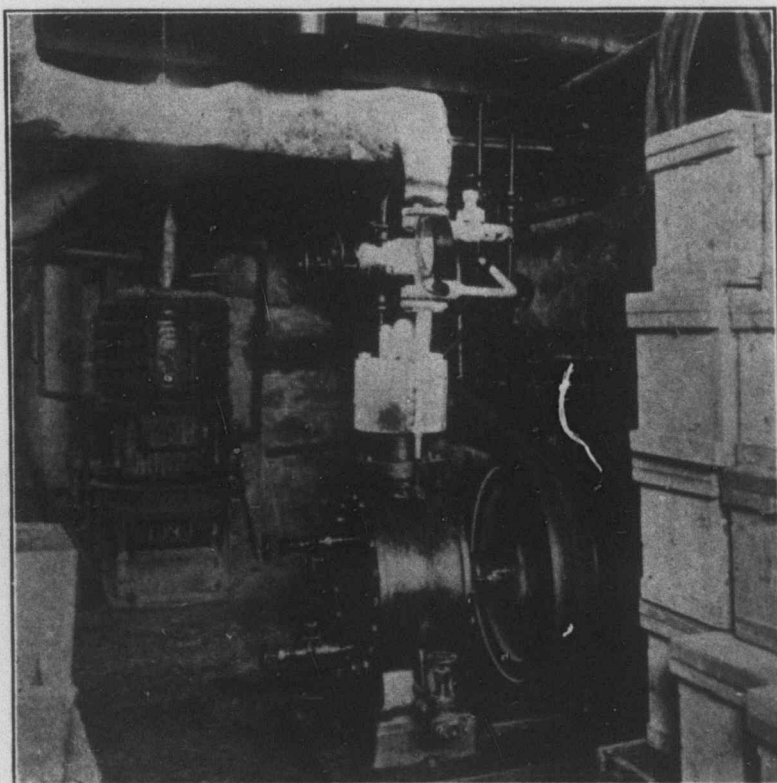
The machinery runs with little attention. There is no dirt, or dust, and the air from the pipes is clean and dry. The temperature is even, and in summer, when it is intensely warm, the machinery can be run all night. The equipment is compact, and can be hidden in the basement out of the way.

## KEEP UP A GOOD FRONT.

Under most circumstances a man is judged by the "front" he puts up. If he looks prosperous, healthy, and alert, he wins immediate esteem. It is the same with the retail store. The store is judged by its front.

Many points enter into judging a store—the style of the store front, its cleanliness or otherwise, the size of the windows and the displays shown therein, the method of displaying the firm name, and the lighting appliances. When a store presents an up-to-date appearance in all the respects named, it is certain to draw a large share of the trade.

No matter how good the stock carried or how efficient the service, the business done will fall far short of what it should be if the appearance of the store from the front is not inviting; just as a man who wears poor-fitting clothes and presents a general appearance of "seediness" will fail to win respect, no matter how brainy he may be.



View of the refrigeration plant in a retail store in Montreal.



# An Organization of Importers Formed

The Purpose is to Look After the Interests of the Importers of Foodstuffs—Will be National in its Scope—Tariff, Freight Rates, Shipping Facilities, Customs Regulations, and Classification of Goods to be Considered.

STAFF CORRESPONDENCE.

**A**N association of importers of foodstuffs, to be known as the Canadian Association of Manufacturers' Agents (Imports), was formed here at a meeting last Thursday afternoon in the Queen's Hotel, Toronto. The germ which has developed into this organization originated some time ago with Stewart Menzies, a manufacturers' agent in this city. It was developed by J. P. Wright, who acted as secretary, pro tem., and who in the meantime discussed it personally and by correspondence with manufacturers' agents all over Canada. At the meeting Mr. Menzies acted as temporary chairman, and pointed out that in response to the suggestion sent out, some twenty letters from leading manufacturers' agents had been received, in addition to a great number of verbal favorable replies. He explained further that the purpose of the organization as he saw it was to secure united action in forwarding the mutual interests of the agents mutually. One of the important questions that will be discussed in future is that of the tariff. It was his opinion that the advance in the tariff was not conducive to a greater revenue for the Government. He then asked Mr. Wright to review the situation and give his suggestions on how such an organization would benefit the manufacturers' agents of Canada.

Mr. Wright said that there was not a discordant voice raised against the proposition. He personally felt that there was undoubtedly a necessity for such an organization if the interests of the manufacturers' agents were to be protected. While we all must be patriotic, he contended that there still must be intercourse between nations. He felt that the tariff question would have to receive the united attention of the manufacturers' agents if any remedy was to be effective. Isolated action, he said, had no effect. There must be united effort. "We might expect," he added, "to be able to compete on fair terms with Canadian manufacturers, but there should be no undue preference." Other matters that such an organization would look after would be the terms under which agents are working in Canada and railway rights in regard to shipping and classification of freight. Membership, too, he felt should carry with it a character—an evidence of financial

standing and trustworthiness. It would be a mutual help to all. Mr. Wright moved a resolution that the manufacturers represented here assembled agree to form an association for the protection of their interests. This was seconded by Harry Horne and carried. These officers were then proposed.

President—Henry Wright, president of the McLaren Imperial Cheese Co., Toronto.

Vice-presidents—A. P. Tippet, Montreal; J. C. Rose, of Rose & Laflamme, Montreal, and W. G. Patrick, of W. G. Patrick & Co., Toronto.

Secretary-Treasurer—J. P. Wright, Toronto.

Stewart Menzies made it clear that the organization was entirely non-political.

The meeting was then thrown open for discussion and suggestions. Fred Coward, of Toronto, pointed out what he considered an injustice in reference to Customs. For instance, duty had to be paid on bottles embossed with brand name, which bottles were not allowed by law to be used in Canada for resale over the counter once they were empty. It was plain, he said, that a duty should be paid on a plain bottle, but not on one that was unfit for use once its contents had been used.

W. H. Tippet called attention to the fact that on a certain article there were three rates of duty charged his firm in three different cities in Canada. Different Customs officers classified the goods differently. Another man present felt that the importers should have some say in reference to railway rates, etc. It was thought, too, that a committee composed of men present should be formed to promote the organization work in Toronto. This committee includes E. Langley, of Maclure & Langley; W. T. Merrick, of Rose & Laflamme; Harry Horne, Fred Coward, R. T. Macdonald, MacLaren Imperial Cheese Co.; C. H. Cole, and Stewart Menzies.

## OLD-TIME BUSINESS IN BRITISH COLUMBIA.

(Continued from page 63.)

goodly crowd of the faithful, who spun yarns until the manager started to pull the blinds down at 9 p.m. Then all had a drink and departed.

### Much Was Expected.

We also had the post office, but luckily the mail only came in once a week. It was a wonder how such a varied stock could be carried in such a small space and kept so things could be found. One man attended to everything. Then, as now, we were supposed to have anything a person might think to ask for—and one might think it wonderful how very seldom we were out of what was asked for.

But a merchant carrying all the business in his head soon got to know just about how much of each article was needed, and what people are going to ask for a year ahead, as the population changed very slowly. Now and then when a new bunch of people came in whose tastes were different from the old times, we were stuck for a while. As long as we carried flour (it didn't matter to people what brand), sugar (in bulk), oatmeal, rice (No. 2 China) any kind of tea, dried apples, salt pork, lard, macaroni, beans, condensed milk (no cream known those days), soap, blue mottled in bars, tobacco, etc., we could satisfy most in the grocery line; but when a few of the new comers wanted certain brands we thought they were very particular. Salt pork would do the old timer, but now we had to have bacon and sliced nicely at that. Now we carry 20 brands of tobacco and three or four brands of other goods to hold the trade.

### The Old Bookkeeping System.

Then there was the old journal system of entries and lots of them, too. Any one that was good, paid up once a year, or once in six months and those that were bad didn't pay at all, but somehow or other the business seemed to exist.

Some 15 years ago when I took the business things were quiet. There were eleven stores run on about the same principles. Travelers found me an easy mark, and I soon had all kinds of goods and all kinds of accounts to pay. Thanks to Canadian Grocer. I saw that a tight system of looking after accounts was the only one, so gradually credit was improved with us. Although many of our old customers got sore at these new methods, we have had to enlarge our store three times during the past few years. But it was only the last few years that we put in a cash register, silent salesmen, account registers, etc.



Programme of Annual Convention of  
**The Retail Merchants' Association of Canada**

Incorporated.

Grocers' Section for Province of Ontario

**Monday, May 3rd:**

- 3 P.M.—Manufacturers' Exhibits open until 10 P.M.
- 4 P.M.—Registration of Delegates.
- 7.30—Meeting of Executive Committee.

**Tuesday, May 4th:**

- 9 A.M.—Registration and Reception of Delegates:
- 10 A.M.—Opening Session—Meeting called to order by Mr. W. J. Mellen.  
 (Chairman, Grocers' Section, Prov. of Ontario.  
 Address of Welcome—His Worship, Mayor Stevenson, London, and Members of the City Council.  
 Reply—Mr. B. W. Ziemann, President Dom. & Prov. Board.
- 10.30—Roll Call of Officers—D. W. Clark, Past Chairman, Toronto.  
 Reading of Correspondence.
- 11 A.M.—Receiving Resolutions.
- 11.15—Chairman's Address.  
 Secretary's Report.  
 Treasurer's Report.
- 12 P.M.—Adjournment.
- 2 P.M.—Address—Mr. E. M. Trowern, Secretary, Dom. & Prov. Board.
- 2.30—Address—Mr. John S. Porter, Live Stock Branch, (Poultry Division, Dept. of Agriculture, Ottawa).
- 3.50—Consideration of Resolutions.
- 6 P.M.—Adjournment.

7.30—Complimentary Banquet to visiting delegates tendered by London Retail Grocers' Ass'n., Tecumseh Hotel.

**Wednesday, May 5th:**

- 9.30—Reports of Committees.  
 Further consideration of Resolutions.
- 11 A.M.—Election of Officers.
- 11.30—Opening of Question Box and general discussion thereon.
- 12.30—Adjournment.
- 2 P.M.—Conference between the Manufacturers, Wholesalers and the Retail Grocers who attend the Convention.  
 Among other questions, the subject of selling Farmers' Clubs in car-load lots, will be considered.
- 5 P.M.—Installation of Officers.
- 5.15—Address—D. W. Clark, Past Chairman,  
 "The Fruit Marks' Act."  
 Address—Mr. F. C. Higgins, Treasurer, Ontario Prov. Board,  
 "The Cost of Doing Business and How to Find the Net Profit."
- 6 P.M.—Adjournment.
- 7.30—Resumption of Session until completion of business.

Five thousand invitations have been sent out to Ontario grocers by Secretary W. C. Miller with this official programme. If any readers have not received the notice, the secretary asks that they consider this notice in Canadian Grocer official. All are invited.

**SOME OF THE SUBJECTS AND RESOLUTIONS THAT WILL COME BEFORE THE RETAIL GROCERS' CONVENTION, MASONIC TEMPLE, LONDON, ONTARIO.**

May 3rd, 4th, and 5th.

Consideration of how to deal with Firms who offer groceries for sale to the public, through circulars and catalogues, in a deceptive manner.

Consideration of the proposed Inspection and Sales Act, whereby the weight contained in all packages must be marked thereon.

Consideration of the effect egg circles have on the retail trade.

Consideration of the effect created on the trade by manufacturers selling to some price-cutters at less than they sell to the wholesale trade.

Consideration of whether it was wise on the part of the wholesalers and manufacturers to discontinue allowing cash buyers a special 1%.

Consideration of the selling of fruit and vegetables by weight.

Consideration of using the Association to secure prompt settlements of claims for damages to goods, and for goods short in delivery.

Consideration of the present cartage charges on fruit.

Consideration of the Amended Bulk Sales Act.

Consideration of some amendments to the Pedlars' and Transient Traders' Act.

Consideration of having a distinguishing sign to place in our windows or in our stores, whereby the public will know those retailers who are endeavoring, through organization, to rid the community of deceptive methods of trading.

Consideration of the advisability of asking the Government to place more safeguards around the present methods of those who secure co-operative society charters, whereby the public are deceived.

Consideration of the development of Farmers' Clubs for buying staple lines in car-load lots, and using the merchant as a convenience.

Consideration of the methods adopted by some mail order houses to secure special privileges from some postmasters.

Consideration of the abolition of all forms of premiums in packages.

Consideration of the best action to take to call the attention of the manufacturers and wholesalers to the fact that by selling our customers they are injuring us as well as themselves.

Consideration of the amendments to the Adulteration Act regarding maple sugar, as well as other lines.

Consideration of the development of the plan whereby fruit growers sell direct to our customers.

Consideration of the advisability of securing legislation to enable us to close any half-day and day of the week during certain months or during every week of the year.

Consideration of the Factory and Shops Regulation Act, whereby any Inspector, if he choose, could prevent a merchant from employing a female to work after six o'clock on any day of the week excepting Saturday.

Consideration of the system adopted by some mail carriers, in using their position to deliver parcels, in addition to the service they are engaged for.

Consideration of the effect there is on the trade by some persons buying at wine measure and selling at Imperial measure.

Consideration of the advantages gained through the Credit Reporting Department of our Association. Over \$100,000 is reported as having been collected for our members during last year.

Consideration of the effect that unprincipled price-cutting has on the legitimate trade.

Consideration of the question as to whether municipalities should compete through retail markets with the tax-paying merchants.

Consideration of the present system of Government butter regulations.

Consideration of the advisability of appointing a committee who would be willing to visit various parts of the province and address meetings of retail grocers on subjects of interest to grocers.

Consideration of what profit bakers should give retailers on bread.

Consideration of an amendment to the Weights and Measures Act, whereby the giving of false weights could be properly dealt with.

Consideration of the best means of removing the false impression that is being circulated, regarding the need and usefulness of the retailer, or the one usually called the middleman.

Consideration of the advisability of advocating Made-in-Canada goods.

These and other very important subjects will come before the convention in the form of resolutions, and all retail grocers, whether they are members or not, are invited to come and take part in the discussion.

The convention will start on time and finish on time, and there will not be one idle moment. The best thought in the grocery trade will be expressed at this meeting, and we again ask you to come and help us to help you.

**THE MANUFACTURERS' EXHIBITS OF MADE-IN-CANADA PRODUCTS**

will be well worth a visit to London alone.

Some prominent scale manufacturers have offered to donate their best scale for competition to retail grocers, and their method will be made known at the convention.

The Reception Committee will all have their hands out, waiting to give yours a hearty shake, and to show you the sights of the famed Forest City. They have also arranged for a complimentary banquet on Tuesday evening, at the Tecumseh House, to which all visitors are invited.

If you ask for a Standard Convention Certificate with a single one-way ticket, you will be able to go at reduced rates.

Ample hotel accommodation can be secured at rates from \$2.00, \$2.50 and \$3.00 per day. Reservations can be made if required.

The Conference with the manufacturers and wholesalers will be the most important one that has ever been held in Canada.

**COME AND UNITE FOR BETTER TRADE CONDITIONS.**



# Important Business Before N.B. Convention

Retail Merchants of That Province Discuss Ways and Means for a Better Merchandising Basis for the Trade—Many Resolutions Presented and Gone Into Thoroughly—  
Remainder of Report in Next Issue.

**S**T. JOHN, N.B., April 14.—(Special.)—This city has been to-day and yesterday the centre of a large number of retail merchants from various parts of the province. The reason is the first annual convention of the Retail Merchants' Association of Canada, New Brunswick Section, and is chiefly the result of the hard work that has been done by N. C. Cameron, the provincial secretary, since he came here last fall, and his associates.

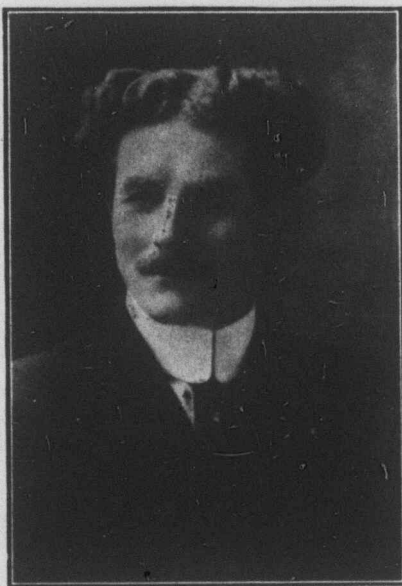
The convention opened yesterday morning at ten o'clock with the registration and receiving of delegates, after which the meeting was called to order by President A. O. Skinner. An address of welcome was delivered by Mayor J. H. Frink and officers of the local branch, the replies being made by President Dr. E. O. Steeves, of Moncton; President A. Murray, of Fredericton, and Dominion Secretary E. M. Trowern, who came east for the convention from Toronto. The afternoon commenced by an address from the provincial president, Mr. Skinner. He reviewed the work that had been accomplished so far, elaborating on the rapid increase in the membership of the association during the past few months. After the reading of correspondence, the appointment of committees, and the receiving of resolutions, the delegates took a trip around the city in automobiles, which included a visit to the Atlantic Sugar Refineries and other factories and special points of interest. The new wharves were also inspected. In the evening there was a banquet given to the visiting delegates by the St. John section, one of the features being an address by E. M. Trowern, the Dominion secretary. Later the delegates formed a theatre party.

## Credit Reporting Results.

At the opening session on Wednesday morning, Provincial Secretary N. C. Cameron, read his report, which showed that practically every town, city and village throughout the province was organized, and that many merchants had also received many times the value of their membership fee. Co-operation, he said, was being effected with splendid results in various centres through the holding of dollar day, which had proven to be successful. The methods of operating the credit reporting department were described. The benefits which members of the association are getting from the form letters being sent out was re-

ferred to, and special instances where old and bad accounts had been successfully collected by this department. Other reports were presented, including that of the provincial treasurer, Wm. Hawker, and the provincial auditor, P. F. Blanchett.

One of the special addresses of the session was given by E. M. Trowern on the assessment system in vogue in Canada, including his ideas on how a suitable system for the province should be operated. At the present time there are few more live subjects in New Brun-



N. C. CAMERON, St. John, N.B.,  
Secretary of the New Brunswick branch of  
the Retail Merchants Association of  
Canada.

wick. Recently there was a large delegation of the Retail Merchants' Association of this city, who waited on the Government to protest against an amendment to the Assessment Act which was introduced into the local House to exempt salaries up to \$1,000. The merchants objected to the idea that no provision had been made as to where this amount of assessment was to be levied and urged the Legislative Committee to throw out the bill.

During the convention there was an exhibit on the main floor of the hall of office devices and store fixtures, which proved an exceedingly interesting feature to the convention. It afforded the merchants an opportunity to look over new ideas in equipment and to help them in their business system.

## Important Topics.

Some of the resolutions that came before the convention were as follows:—

“To stop smuggling along the border lines.”

“Wholesalers and manufacturers discriminating in the matter of prices.”

“To secure a Garnishee Act and to simplify the collection of small debts.”

“To have an Association Fire Insurance Department.”

“Also, to have a fire adjuster to protect the interests of the retail merchant against unfair insurance companies in settling claims.”

“To buy and advertise ‘Made in Canada’ goods.”

“To discourage, as far as possible, advertising goods manufactured in any other country.”

“To oppose any change being made in parcel post zone system.”

“The Bulk Sales Bill.”

“To have uniform laws throughout Canada.”

“To place a special tax on all business done by mail order houses.”

“To secure a new Provincial Assessment Act.”

“That all peddlers should have a Provincial license.”

“That railway freight cartage charges should be abolished.”

“How to deal with severe price cutting.”

“To oppose co-operative legislation.”

“That all delinquents leaving by night to defraud merchants should be”

“To abolish fees for inspection of weights and measures.

“That a Minister of Inland Trade is required.”

“That customers making purchases on Sunday should be held equally liable with the retail merchant.”

“An amendment to the Trading Stamp Act.”

“To secure interprovincial judgments throughout Canada.”

“To secure local option law for Early Closing Act.”

“To include a half-day a week.”

“That manufacturers be held liable for adulteration instead of the retail merchant.”

“That municipalities should not engage in retail trade.”

“Importance of the press to the retail merchant.”

The results of these resolutions will also be included in the article in next week's issue.





## CURRENT NEWS OF WEEK



### Quebec and Maritime Provinces.

Wm. Burrill, of Wm. Burrill & Co., general merchants, Yarmouth, N.S., died recently.

G. T. Armstrong & Sons are opening a wholesale grocery establishment in Sherbrooke, Que.

Shaw & Evans, importers, St. Paul street, Montreal, have moved to the Coristine Building.

Rouleau Brothers, grocer and butcher, will open up at 56 Westminster ave., Montreal West, on May 1.

J. Russell-Murray, West India merchant and commission agent, Montreal, has moved his office into larger quarters at 35 St. Nicholas street.

The Tignish Trading Co., Tignish, P. E. I., were the largest losers in a fire which destroyed part of the business section on April 8. Senator Murphy is the owner.

### Ontario.

J. D. Mills, grocer, Sarnia, Ont., has sold to Jamieson Bros.

N. R. L. Knowles, grocer, Toronto, has sold to Arthur N. Ridley.

A. G. Hill, grocer and provision dealer, Toronto, has sold to Chas. E. Thompson.

John Taylor and Co., Limited, soap manufacturers, Toronto, sustained a fire loss during the week.

An order has been granted for the winding up of the Sarnia Co-operative Society, Limited, Sarnia, Ont.

Stirling and Young have opened a general grocery brokerage business in the Royal Insurance Building, 27 Wellington street East, Toronto.

Robert Barnes, chief of the Meat and Canned Goods Division, Department of Agriculture, Ottawa, will address the butchers of Toronto on April 27.

It was expected that the head offices in Toronto of the Retail Merchants' Association would have been at the corner of Yonge and McGill streets, but just before the deal was finally put through the owners of the building raised the rent. Splendid new premises have, however, been secured over the Bank of Hamilton at the corner of Yonge and College streets, and these will be occupied about May 1.

At the regular meeting of the Toronto Grocers' Section of the Retail Merchants' Association on Monday night, the discussion was practically

all based on the report of the committee named at the previous meeting to look into the question of the retailers controlling some of their own lines. The soap question was thoroughly discussed and it was decided that the members of the Association lay their plans to control their own brand. This soap will be made by the David Morton & Sons of Hamilton, Ont. It will be a 12-oz. bar with a hundred bars to a box and will cost the retailers \$3.50. The soap will retail at six for 25c. A suggestion for a label was submitted to the meeting and this met with general approval. The label will be in colors—the brand name being "R. M. A." The soap will only be available for members of the Retail Merchants' Association, and all orders will likely have to bear the initials of the secretary of the Association or the head of the committee before going on to the manufacturers. The committee reported similarly on tea. There were, however, a number of objections to the retailers having their own brand of tea, and while some favored it, the matter was left over for another month for further discussion. It was felt that tea presented more difficulties than soap. The idea is to have a package tea with a similar brand to that of the soap. The question of a package cereal was merely mentioned but not gone into at all thoroughly. W. C. Miller, secretary of the Grocers' Section, Ontario Branch of the R. M. A., and D. W. Clark urged the attendance of as many of the members as possible at the London convention beginning May 3. Some sixteen or eighteen of those present signified their intention of going if at all possible, and there is talk of getting a special car. Everybody of course is welcome to attend the London Convention whether member or not. Chairman Neil Carmichael presided.

A business luncheon of the retail merchants' association, Fort William, Ont., was held recently. Some discussion was given to the problem of the lowering of rents and general expenses which fall upon the retailer, but the two principal topics were connected with a mid-week half holiday and the support given by so many to advertising schemes outside of the legitimate field. A committee was formed to take the sense of the retailers of the city as to the advisability of making a mutual arrangement for closing all the retail establishments in the city for

some afternoon every week during four months of summer, the selection of the afternoon to be settled later. This has been the practice among the grocers and butchers, who closed last year every Wednesday at noon, and if the scheme appeals to the rest of the retail branches of trade, the same may be applied generally to all retailers of the city.

### Western Canada.

Rees & Brigden, grocers, Brandon, Man., have dissolved, P. F. Brigden continuing.

W. H. Grant & Co., general merchants, Melita, Man., have sold to Betts, Peace & Co.

G. L. Gillespie, general merchant, Paseweg, Sask., is succeeded by Wilton Bros.

C. T. Woodside, F. E. Raymond and Organizer Arden, of the Retail Merchants' Association, Saskatoon, Sask., appeared recently before the city council and asked for the endorsement of the city, and its support at the meeting of civic representatives at Regina, for certain amendments desired by the retail merchants to the City Act. They asked for an amendment giving the city power to license hawkers and pedlars selling anything but produce of their own production. At present pedlars of meat, fish, fruit and garden produce are free from licence fees. They asked also for some measure to prevent retail travellers from coming into the city and taking orders under the guise of obtaining business for a Saskatoon branch. Other amendments which they desired are aimed at transient traders, who escape the license fee by taking a year's lease of premises. In addition to these proposals, the retail merchants urge that the city should obtain power to abolish the business tax should it desire to do so. The Council could not see its way clear to concur in the last of these proposals, but approved the general principle involved in the others, though without pinning itself down to any definite details.

W. F. Burrows, has been elected president of Libby, McNeil & Libby, Chicago, Ill., to succeed the late Edward Tilden. Mr. Burrows has been with Libby's for thirty-three years.



# Was Sugar Decline Justified?

Apparently no Reason for it—Busy Consuming Season Approaching—Tea Up Again in London  
—Weak Market for Walnuts—All Cocoa Products to Advance.

Office of Publication, Toronto, April 16th, 1915.

**T**HE feature of the market this week is the drop of 15c in sugar. There does not at first seem to be any reasonable explanation for this. We understand that the reduction was made simply to stimulate business, which has been of the poorest in recent weeks. If this wasn't the reason, nobody knows what it was. In a way the drop is opportune, inasmuch as the May and June demand for sugar is usually good, and at this reduced level it should be better than ever. But there are those who say the prices will be up again before then, because raws are firm again and the decline wasn't really justified.

The situation in spices is acute. Apparently importers and spice people cannot get their goods through. The situation in New York is tight, and as soon as any peppers and so forth land in New York they are quickly snapped up at high prices. The difficulty is of course freights; peppers come from the East Indies and there are so few shipments, owing to the dearth of bottoms that the market has been advancing now for some weeks. Our Montreal correspondent gives some noteworthy information in his market report along this line.

New cheese and new butter are now in, but in slight quantities indeed. There is no storage butter whatever. Provision men seem to be somewhat in the dark as to just exactly what is the matter. But the outstanding fact is that retailers are now paying 8c higher for butter than they were at this time last year. This is bringing the Egyptian history about the seven lean kine up-to-date! Apparently the kine are lean this year. The situation in cheese has, of course, been tense for some time. Whatever there has been to spare has been exported and latterly there has been no Canadian cheese for export and American cheese has got the business.

Wheat is firm both in Chicago and Winnipeg. At this writing May wheat is quoted at \$1.57½ in Chicago and \$1.53¼ at Winnipeg, the former price is about the highest level it has attained in Chicago for a month. And the Winnipeg price is exceptionally high too. There is a tense cash situation in Chicago and quotations on July wheat, we think, are more liable to be higher than lower.

The reduction in Ontario winter wheat flour of 30c noted last week has been productive of results inasmuch as there has been a good deal more export business this week than for some time. The importers on the other side of the water presumably are now able to see our price, and with prices as they are the primary market for Ontario winter wheat flour is the best in America. There is little or no domestic business doing whatever in any cereal line with the possible exception of mill-feeds.

## QUEBEC MARKETS.

Montreal, April 15.—Navigation will open next week. Local boats are expected to be running by Saturday, and by Monday navigation should be in full swing. The ice is already out. This will stir things up, and April and May should be two good months for business. Collections in the country are now reported fairly good, but slow in the city. Everybody has taken on a more hopeful look; even the streets in the neighborhood of the wharves are looking as though they had prepared to do business.

The feature of the week is the drop of 15c per bag in sugar. This was un-

expected, and the only reason given for it is that trade had dropped to such a low ebb, refiners thought a lower price might stimulate things. Wholesalers freely express the opinion that this does not mean lower prices for sugar. One refiner in particular did not favor the drop, and declares that the price of refined sugar in Canada is too low compared with the price of raw sugar.

It looks as if the season for maple syrup is going to be a poor one. At present it is hard to say; some sections are holding back, while others have cleaned up. It has been a very irregular season. There is only a little snow left in the country, and when that is gone,

## Markets in Brief

### QUEBEC MARKETS.

#### FLOUR AND CEREALS—

Flour prices merely nominal.  
Demand needed for an advance.  
Feed market has easy feeling.  
Rolled oats slightly cheaper.

#### PRODUCE AND PROVISIONS—

Further decline in eggs.  
New butter and cheese arrive.  
Old butter declines to 34c.  
New butter comes on at 36c.  
Eggs expected to reach low level.  
Medium crop of maple syrup.

#### FRUIT AND VEGETABLES—

Cocoanuts scarce; price up.  
Strawberries down to 25-35c.  
Old cabbage scarce and high.  
Old beets going at 40c per bag.  
Celery \$3 crate; demand good.  
New beets and carrots now \$1 doz.

#### FISH AND OYSTERS—

Warm weather increases production.  
Halibut offered at 9 cents.  
Fresh salmon arrivals small.  
Dore drops 10c per lb. in a week.  
All foreign herrings advance.

#### GENERAL GROCERIES—

Sugar declines 15c per bag.  
Canadian peels being offered.  
Prunes considered a "good buy."  
Molasses quotations down a cent.  
Weaker market for shelled walnuts.  
Split peas more plentiful.  
All cocoa products to advance.

### ONTARIO MARKETS.

#### FLOUR AND CEREALS—

Mill feeds strong.  
Cereal market weak.  
Lower flour gets the business.  
Wheat at high levels.

#### PRODUCE AND PROVISIONS—

New butter coming slowly.  
Slightly lower cheese prices.  
No change in eggs.  
Storage commences.  
Lard up a trifle.

#### FISH AND OYSTERS—

Fresh stuff coming in.  
Lobster quoted lower.  
Whitefish selling well.  
Little necks have good trade.  
Frozen lines' limited business.

#### FRUIT AND VEGETABLES—

Strawberries from Florida.  
Navels still going well.  
Lemons firmed up.  
New asparagus in.  
Cabbage scarce and high.  
Celery good seller.

#### GENERAL GROCERIES—

Tea up again.  
Sugars decline 15 cents. No one knows why.  
Dried fruits dull.  
Tapiocas very firm.  
Trade looking up.

everything will be over. There were two or three fine days at the beginning, then came a frost which froze the sap in the buckets. Then the weather became too hot. So that there have only been five or six days of good syrup weather. The best that can be said is that there will be a medium-sized crop. Prices are the same—70c for 8½ lb. tins, and \$1.10 for Imperial gallons.

A large retailer, with a chain of stores throughout Montreal, is advertising



# CANADIAN GROCER

canned peas and corn at 5c per can, and is said to be making a profit on them. The question is, what did he pay for them? Corn and wax beans were offered to the retail trade freely this week at 60c delivered, so that if the above firm is making a profit, they must have bought cheaper even than that.

**SUGAR.**—Refiners dropped their prices 15c per bag on Saturday last. The reason given for this is the quiet state of business. One of the refiners considered there was no justification for it, and the feeling generally expressed by the trade is that it will not be long before prices are put back where they were. Immediately following this reduction, the market for raws advanced. Sugar is a puzzle to the refiners, and everybody else. They never know what the raw market is going to do. Of late it has been see-sawing. Dealers who loaded up in January will be compelled to replenish before many weeks. Next month and in June there will be a big demand for sugar, and it is natural to expect higher prices. Under these conditions it would not be surprising to find a big rush for sugar at this lower price, after which higher prices will probably prevail.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	6 65
20 lb. bags	6 75
2 and 5-lb. carton	6 95
Yellow Sugars—	
No. 3	6 50
No. 1	6 25
Extra Ground Sugars—	
Barrels	7 05
50 lb. boxes	7 25
25 lb. boxes	7 45
Powdered Sugars—	
Barrels	6 85
50 lb. boxes	7 05
25 lb. boxes	7 25
Paris Lump—	
100 lb. boxes	7 40
50 lb. boxes	7 50
25 lb. boxes	7 70
Crystal Diamonds—	
Barrels	7 30
100 lb. boxes	7 40
50 lb. boxes	7 50
25 lb. boxes	7 70
Cartons and half cartons	8 05
Crystal Dominoes, cartons	8 15

**DRIED FRUITS.**—Wholesalers advise the purchase of prunes now. In case the war should end in the fall, Austria and Germany would surely be in the market, and the market would go up. There is not a great quantity in first hands, and this being one of the cheapest articles of food, prices are favorable, especially for early shipments. Dates and figs are moving slowly. Tendency is in favor of package dates. There is a good demand for currants, but holders are asking too high prices. Sultanas are scarce. Candied peels are now being made in Canada. A new price list is out, and, compared with import stuff, they are low. If Canadian firms can put a good article on the market, they will figure in this business. The trade is surprised that something along these lines was not done before. It will be July or August before the Canadian product is on the market, and until then prices will not be affected much.

<b>EVAPORATED FRUITS.</b>	
Apples, best winter	0 07 1/2 0 08 1/2
Apricots	0 15 0 17

Nectarines, choice	0 11 1/2
Peaches, choice	0 09 1/2
Pears, choice	0 13 1/2

<b>DRIED FRUITS.</b>	
<b>Candied Peels—</b>	
Citron	0 20 0 21
Lemon	0 13 1/2 0 14
Orange	0 13 1/2 0 14
<b>Currants—</b>	
Amalias, loose	0 07 1/2
Amalias, 1-lb. pkgs.	0 08
Filiatras, fine, loose, new	0 07 1/2
Filiatras, packages, new	0 08 1/2
Vostizzas, loose	0 08 1/2
<b>Dates—</b>	
Dromedary, package stock, per pkr.	0 06
Fards, choicest	0 12 1/2
Hallowee, loose	0 08
Hallowee, 1-lb. pkgs.	0 07 1/2 0 08 1/2
<b>Figs—</b>	
8 crown, 12 lb. boxes, fancy, layer, lb.	0 14
7 crown, 12 lb. boxes, fancy, layer, lb.	0 14
6 crown, 12 lb. boxes, fancy, layer, lb.	0 13 1/2
1 lb. glove boxes, each	0 12
<b>Prunes—</b>	
30 to 40, in 25-lb. boxes, faced	0 14
40 to 50, in 25-lb. boxes, faced	0 13
50 to 60, in 25-lb. boxes, faced	0 12
60 to 70, in 25-lb. boxes, faced	0 11
70 to 80, in 25-lb. boxes, faced	0 10
80 to 90, in 25-lb. boxes, faced	0 09 1/2
90 to 100, in 25-lb. boxes, faced	0 09
<b>Raisins—</b>	
Malaga, table box of 22 lbs., 3-crown cluster, \$2.60; 5-crown cluster	3 60
Muscateles, loose, 3 crown, lb.	0 08 1/2
Sultana, loose	0 09 1/2 0 11
Valencia, selected	0 09
Valencia, 4-cr. layer	0 09 1/2
Cal. seedless, 16 oz.	0 11
Seedless, 12 oz.	0 09
Fancy seeded, 16 oz.	0 10
Choice seeded, 16 oz.	0 09 1/2
Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.	

**RICE.**—Little is heard either of samples or quotations of new crop imported rices. At present, it is stated, they cannot be imported, as prices are higher than Canadian rices.

<b>Rangoon Rices—</b>	Per cwt.
Rangoon "B"	3 80
"C.C."	3 50
India bright	3 75
Lustre	3 85
<b>Fancy Rices—</b>	Per cwt.
Imperial Glace	5 60
Sparkle	5 70
Crystal	5 85
Ice drips	5 80
Snow	5 70
Polished	4 85
Pearl	5 05
Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12 1/2 lbs.).	
<b>Imported Patna—</b>	Per lb.
Bags, 224 lbs.	0 06 0 06 1/2
Half bags, 112 lbs.	0 06 1/2 0 06
Quarter bags, 56 lbs.	0 06 1/2 0 06 1/2
Velvet head Carolina	0 09 1/2 0 10 1/2
Sage, brown	0 06 1/2 0 06
<b>Tapoca—</b>	
Pearl, lb.	0 05 0 05 1/2
Seed, lb.	0 05 0 05 1/2

**MOLASSES.**—Cables were received by brokers here that the market in Barbadoes is down 1/2c. Quotations in Barbadoes were 25 1/2c, and are now 25c. This is insignificant when the enormous advance in freight rates over last year is considered. The man who was offered fancy molasses laid down in Montreal at 38 1/2c is on the fence, declaring that he expects a marked reduction in freights before long. Steamship companies quote \$7.50 per puncheon, whereas the freight rate last year varied between \$2.50 and \$3. It is expected that the high freights will be a temptation for others, and as soon as one comes in there will be others, and freights will drop. Wholesalers express themselves in bulldog fashion: "We'll do without molasses." Planters believe they can't do without molasses, and will have to come in sooner or later. In the meantime canes are being sold for the manufacture of sugar, and it is predicted that fancy molasses will not exceed 40,000 to 45,000 puncheons. It is believed that

sailing vessels will be used to bring molasses here.

		<b>Prices for Island of Montreal.</b>	
		<b>Fancy.</b>	<b>Choice.</b>
Barbadoes Molasses—			
Puncheons	45	41	
Barrels	48	44	
Half barrels	50	46	
For outside territories prices range about 2c lower for fancy; nothing for choice.			
Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.			
<b>Corn Syrups—</b>			
Barrels, per lb., 3 1/2c; 1/2 bbls., 4c; 1/4 bbls.	0 04 1/2		
Pails, 3 1/2 lbs., \$1.95; 25 lbs.	1 46		
Cases, 2 lb. tins, 2 doz. in case	2 65		
Cases, 5 lb. tins, 1 doz. in case	3 00		
Cases, 10 lb. tins, 1/2 doz. in case	2 90		
Cases, 20 lb. tins, 1/4 doz. in case	2 85		
<b>Maple Syrups—</b>			
New, pure, per 3 1/2 lb. tin	0 70		
Pure, in 15 gal. kegs, 8c per lb. or, per gal.	1 15		
Maple sugar, pure, per lb.	0 11 0 12		

**COFFEE.**—There is no change in prices. Business lacks life and is just dragging along.

<b>Coffee, Roasted—</b>		
Bogotas	0 26	0 30
Jamaica	0 23	0 24
Java	0 31	0 35
Maricao	0 22	0 25
Mexican	0 27	0 28
Mocha	0 33	0 36
Rio	0 17	0 20
Santos	0 21	0 23
Chicoir, per lb.	0 10	0 12

**SPICES.**—A Montreal wholesale house recently wrote to one of the largest handlers of pepper in New York stating that they were short of peppers, and begging them to hurry on supplies. The following reply was received: "We know of at least two big merchants who practically had to "shut down" because they simply cannot get pepper. It is not a question of what price they want to pay; they cannot get it until the vessels come in, and supplies here are so small that it is impossible to get anything, no matter what you pay; and as soon as the arrival stuff makes its appearance, it is quickly snapped up."

The Montreal wholesale house states that it looks as if we must face higher prices for certain lines of spices. "The retailers for years have been in the habit of selling black and white pepper at a more or less fixed price; when peppers were low, they made an excellent profit, and right along have always been able to make profit on bulk peppers. The time, however, is fast approaching when mills will have to advance their prices pretty close to the old selling prices of peppers by the retailers. There is a tendency to sell spices in cartons. This, of course, also adds to the cost. It seems to us that the 4 oz. package will almost at once have to be replaced by the 2 1/2 oz. package."

	5 and 10-lb. boxes.	1/2-lb. pkgs. dozen.	1/4-lb. tins lb.
Allspice	0 17	0 70-0 80	0 24
Cassia	0 23	0 78-1 05	0 31
Cayenne pepper	0 30	1 08-1 21	0 36
Cloves	0 41	1 21-1 31	0 48
Cream tartar—50c.			
Ginger, Cochon	0 15-0 24		
Ginger, Jamaica	0 23	1 08-1 15	0 31
Mace	0 80	1 08-1 15	0 30
Nutmeg	0 40	1 08-1 25	0 31
Pepper, black	0 25	0 95-1 00	0 31
Pepper, white	0 34	1 15-1 20	0 40
Pastry spice	0 23	0 95-1 20	0 31
Pickling spice	0 15	0 85-1 00	0 30-0 35
Turmeric	0 21-0 23		

Lower prices for pails boxes or ballers when delivery can be secured.	
Cardamon seed, per lb., bulk	2 00 2 30
<b>Caraway—</b>	
Canadian	0 15
Dutch	0 15 0 16
Cinnamon, China, lb.	0 20
Mustard seed, bulk	0 19 0 23
Celery seed, bulk	0 36 0 40
Cayenne chillies	0 35
Shredded cocconut, in pails	0 19 1/2



## CANADIAN GROCER

**NUTS.**—The shelled walnut market is easy again, import prices for April shipment having dropped to 29c. Unfortunately the quality of stuff coming in is not all good, and little can be gathered from quotations alone. Hundreds of cases have been refused within the past few weeks, and much dissatisfaction has been felt by consignees. Stuff arriving now is selling for 31c, whereas good spot stocks cannot be bought for much less than 34c. These, it should be understood, are import prices. Retailers are paying from 34c to 37c. This market is the most active just now. Other lines are quiet. The steamship *Ville de Rouen*, recently torpedoed, carried 3,500 cases of shelled walnuts, but had no effect on the market. New Brazils are offered to the trade around 14c, and are not expected to go any lower.

Almonds, Tara .....	0 16	0 18
Grenobles, new .....	0 14	0 16
Marbots, new .....	0 15	0 16
Shelled walnuts, new, per lb. ....	0 34	0 37
Shelled almonds, 25-lb. boxes, per lb. ....	0 38	0 40
Sicily filberts .....	0 13	0 14
Filberts, shelled .....	0 23	0 24
Pecans, large .....	0 18	0 19
Brazils, new .....	0 14	0 15
Peanuts, No. 1, 12½c; No. 2. ....	0 11½	0 12
Peanuts, No. 3 .....	0 10	0 11
Canadian chestnuts .....	0 12	0 13

**DRIED VEGETABLES.**—The bean market remains easy, offerings being plentiful, and sales few and far between. Most dealers filled up when prices were high, and are unwilling to buy more until they are cleaned up. The opinion is freely expressed that the farmers will be compelled to "come off their porch;" on the other hand, it is well known that the low prices of late were caused by farmers letting go because they needed the money. The quantity of beans in the hands of farmers and shippers cannot be big when it is considered that there are seven months yet before the new crop. Retailers can buy as low as \$3 for 3-lb. pickers, but the average price is around \$3.15. There was a slight easing off in the market for split peas this week, and offerings were more liberal. Wholesalers bought at \$4.75, which is ten cents below what was paid for old stocks. Retailers still have to pay \$5.25 per bag, and even as high as \$5.50.

**TEAS.**—The market continues strong. A local wholesaler received an offer this week for 200 boxes of Japans from a broker. He turned the offer down, although it was a good one, preferring to hold for higher prices. He believes he will get them. At the price he was offered he would not be able to replace his stock. Ceylon orange Pekoes are being offered to the trade at about 26c, but the quality is rather poor.

**COCOA.**—The large demand from Europe and short crops in the West Indies, coupled with the demand for cocoa powder for the European armies, have had the effect of advancing prices of cocoa beans 40 per cent. All cocoa and

chocolates are likely to be high, including cocoa butter and cocoa butter substitutes.

**CANNED GOODS.**—All those who handle canned goods are looking hopefully towards a better basis for quotations. In the meantime, extraordinary prices are being quoted this week. One firm was offering 4,000 cases of corn and wax beans at 67½c, and there was also an offer of 10,000 to 15,000 cases of corn at 60c delivered Montreal. As the wholesalers cannot look at any offers of canned goods just now, being well supplied generally, these are being offered to retailers who are in a position to buy, and at prices which makes competition for the small city retailer almost impossible.

A wholesaler who handles independent stuff, speaking of the situation, described it as not at all settled. Merchants dealing with him, he said, were able almost to buy at their own price. They did not know what to sell tomatoes at. If they asked 85c from a dealer, and the dealer cut the price down to 80c, they did not refuse it. They were not letting any business slip out of their hands these days, he said.

Inquiries have arrived this week from England, almost exclusively for tomatoes. Shippers are having difficulty in filling orders because of the high freights being charged, which makes competition with New York houses almost impossible. Shipping companies, by keeping rates up, are tending to drive this business away. New prices are in on Spanish peas. There will be little, if any at all, from France this year. Offers of Spanish peas are small, and only a fraction of what the trade will require.

Latest information is that prices of salmon will not be higher before the arrival of the new pack. In the West packers are carrying heavy stocks of some grades. The B. C. Government did not place their orders, and people are getting tired of holding. They are letting their stocks go in order to be ready for the new pack. The softness in the market is felt principally in Cohoes and Chums.

### ONTARIO MARKETS.

Toronto, April 16.—The tie-up on freights from England is getting worse instead of better, and while it is not acute in its effect on most merchants and importers, it will be in two or three months' times unless things alter. Such things as jams, pickles, fruits and specialty stuff are not coming forward. There is scarcely enough mustard on the street to spread over a ham sandwich! This lack of bottoms is half the reason of high tea prices. People this side the

water can't get the stuff they buy forwarded. The same applies to spices. It looks as if it were good policy for importers to buy spices as heavily as other circumstances will permit.

Collections continue good, that is, compared with four of five months ago. The country towns are in good shape, and Toronto improves as the weeks go by.

Navigation from the head of the lakes is not far away now and on the 19th the cargo ships will leave Thunder Bay. The *St. Lawrence*, too, will shortly be a navigable highway again.

**SUGAR.**—For some inexplicable reason prices declined last Saturday fifteen cents. No one seems to know why this is. One thing is more or less certain—as certain as any prognostication about this market may be—and that is that the lower prices won't obtain very long. The raw situation in New York did not apparently warrant the decline. The position of raws was weak for a day or two before the decline. They were off ¼c. But this was partially recovered with a decided improvement in tone a day or two later so that the weakness was only temporary, and was probably caused by the arrival of unused sugars pressed for sale on unwilling markets. The United States refiners have found deliveries disappointing and with regard to the future it looks as if higher prices will obtain. The season of largest consumption is approaching and production is falling off, only the Java crop being a factor.

If the decline was made with a view to stirring up business it failed in so far as this market is concerned.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags .....	6 71
20 lb. bags .....	6 81
10 lb. bags .....	6 86
2 and 5-lb. cartons .....	7 00
Nova Scotia refined, 100-lb. bags .....	6 61
New Brunswick refined, 100-lb. bags .....	6 71
Extra Ground Sugars—	
Barrels .....	7 11
50 lb. boxes .....	7 29
25 lb. boxes .....	7 41
Powdered Sugars—	
Barrels .....	6 91
50 lb. boxes .....	7 11
25 lb. boxes .....	7 31
Crystal Diamonds—	
Barrels .....	7 36
100 lb. boxes .....	7 46
50 lb. boxes .....	7 56
Cartons (20 to case) .....	8 11
Cartons (30 to case) .....	8 61
Crystal Dominoes, cartons .....	8 11
Paris Lumbe—	
100 lb. boxes .....	7 46
50 lb. boxes .....	7 56
25 lb. boxes .....	7 76
Yellow Sugars—	
No. 1 .....	6 31
Barrels granulated and yellow may be had at 5c per cwt. above bag prices.	

**TEA.**—Again the levels in the London market have advanced. One large firm here had a cable Wednesday stating that at Monday's and Tuesday's auctions all they got was 620 chests of tea, whereas they wanted at least 2,000 chests for their requirements. Their cable said that the market was from a farthing to a half-penny higher, and that possibly the prospect of an increase of duty in England was making all the large houses buy heavily. Anyway there was an un-



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abated demand for tea of any and all kinds. We discussed with them the question of a further tax on teas going into England.

"Suppose," we asked, "the English budget comes down and the matter of duty is settled, one way or the other, would there not likely be a drop in the market produced by a slackening in the demand, most houses supposedly carrying fairly large stocks in England?" They replied, "No, because this would be far more than offset by the liquor legislation, and there is sure to be some sort of liquor legislation. If liquor were made a Government monopoly and they ceased to produce anything stronger than lager beer, we will venture to say that the consumption of tea in England, instead of three hundred million pounds, as it was last year, would be fully four hundred million pounds. This is a conservative estimate, because it has been shown from year to year that as the consumption of liquor and beer decreases, the consumption of tea increases and the suggested liquor legislation would be revolutionary." Higher prices still seem the likely future. There is no reason to suppose a drop, and tea men know it only too well. To revert to the question of a further British duty, we think it unlikely in view of the probable temperance legislation.

**DRIED FRUITS.**—There is little new in the market, and not a single price change. The tail-end of the season is responsible for the dullness of the market. Prunes remain the most interesting line; 50's to 60's are selling still—what there are—though most local stuff is cleaned up. There is some speculation in prunes for futures at prices advantageous to buyers and certainly lower than last year. Peaches display some activity and we quote choice at 8 to 8½¢ on these. Candied peels, currants and evaporated apples are slow; this latter was getting some business but it dropped off. Raisins are fairly firm, and there is some demand for them.

<b>Apricots—</b>		
Standard, 25 lb. boxes	0 13	0 14
Choice, 25 lb. boxes	0 14	0 1½
Apples, evaporated, per lb.	0 07½	0 08
<b>Candied Peels—</b>		
Lemon	0 13	0 14
Orange	0 13	0 14
Citron	0 19	0 22
<b>Currants—</b>		
Fillastras, per lb.	0 07½	0 08
Amalras, choicest, per lb.	0 08	0 08½
Patras, per lb.	0 08½	0 09
Vostizzas, choice	0 08½	0 10
Cleaned, ½ cent more.		
<b>Dates—</b>		
Fards, choicest, 12-lb. boxes	0 09½	0 10
Fards, choicest, 50-lb. boxes	0 09	0 09½
Package dates	0 06	0 06½
Hallowees	0 07½	0 07
<b>Prunes—</b>		
30-40s, California, 25 lb. boxes	0 14½	0 15
40-50s, 25 lb. boxes	0 12½	0 13½
50-60s, 25 lb. boxes	0 12	0 12½
60-70s, 50 lb. boxes	0 10½	0 11½
70-80s, 50 lb. boxes	0 09	0 09½
80-90s, 50 lb. boxes	0 08	0 08
90-100s, 50 lb. boxes	0 07½	0 08
25-lb. boxes, ½¢ more.		
<b>Peaches—</b>		
Choice, 50-lb. boxes	0 08	0 08½
25-lb. boxes ½¢ more.		

<b>Raisins—</b>		
Sultanas, choice, new	0 12	0 13
Sultanas, fancy, new	0 14	0 16
Valencia	0 08½	0 10
Seeded, fancy, 1 lb. packets	0 10½	0 12
Seeded, choice, 1 lb. packets	0 09½	0 10½
Seeded, choice, 12 oz.	0 08	0 09
Seedless, 16 oz. packets	0 10½	0 11
Seedless, 12 oz. packets	0 10	0 11

**NUTS.**—Shelled almonds and walnuts are the only lines displaying any activity and there isn't much in their case. It is the end of the season and business is dull. We quote shelled walnuts at 38 to 40c, but we hear of some selling at 36c. This is not general, however.

<b>In Shell—</b>		
Almonds, Tarragona	0 17½	0 18
Brazils, medium, new	0 10	0 11
Brazils, large, washed, new	0 12	0 13
Chestnuts, peck	1 75	2 00
Filberts, Sicily, new	0 13	0 14
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 11	0 11½
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	0 16	0 16
Walnuts, Bordeaux	0 11	0 12
Walnuts, Marbots	0 13	0 14
<b>Shelled—</b>		
Almonds	0 37	0 40
Filberts	0 35	0 35
Peanuts	0 11	0 11½
Pecans	0 58	0 62
Walnuts	0 38	0 40

**MOLASSES AND SYRUPS.**—Demand keeps about average and such buyers as have low stocks are content to have it so till the new stuff comes along. New stuff and what it will open at continues subject of interest.

<b>Syrups—</b>		
2 lb. tins, 2 doz. in case	2 55	2 55
5 lb. tins, 1 doz. in case	2 30	2 30
10 lb. tins, ½ doz. in case	2 30	2 30
20 lb. tins, ¼ doz. in case	3 85	3 85
Barrels, per lb.	0 03½	0 03½
Half barrels, lb.	0 04	0 04
Quarter barrels, lb.	0 04½	0 04½
Pails, 38½ lbs. each	1 95	1 95
Pails, 25 lbs. each	1 40	1 40
<b>Molasses, per gallon—</b>		
New Orleans, barrels	0 26	0 28
New Orleans, half barrels	0 26	0 30
West Indies, half barrels	0 26	0 28
Barbadoes, fancy, barrels	0 46	0 48
Barbadoes, fancy, half-barrels	0 47	0 51
<b>Maple Syrup—Pure—</b>		
5 gallon cans, 1 to case	6 45	6 60
Gallons, 6 to case	6 60	6 60
½ gallons, 12 to case	6 95	7 25
Quarts, 24 to case, in glass	7 00	7 25
Pints, 24 to case	4 00	5 30
<b>Maple Sugar—</b>		
Pure, per lb.	0 12½	0 12½
<b>Maple Cream Sugar—</b>		
24 twin bars	1 80	1 80
40 and 48 twin bars	3 80	4 85
Maple butter, lb. tins, dozen	1 90	1 90

**COFFEE.**—Market is in strong shape and it is an advancing market, particularly for Rios and Santos. Higher grades are quiet and steady.

<b>Coffee—</b>		
Standard Old Govt. Java	0 36	0 38
Plantation Ceylon	0 32	0 34
Java	0 35	0 40
Arabian Mocha	0 34	0 37
Guatemala	0 30	0 30
Bucramanga	0 30	0 32
Mexican	0 30	0 32
Maraicao	0 27	0 30
Jamaica	0 24	0 26
Santos	0 18	0 22
Rio	0 15	0 17
Chicory	0 14	0 14

**RICE AND TAPIOCA.**—Prices on tapioca are about half a cent higher. Freights are proving a nuisance and stuff is hard to get from Singapore. Both pearl and seed are selling as high as 8c a pound. Rice is in good shape—very firm.

<b>Rice—</b>		
Rangoon "B," per cwt.	3 48	3 48
Rangoon, per cwt.	3 50	4 00
Rangoon, fancy, per cwt.	5 00	5 00
Patna, fancy	0 07½	0 08
<b>Tapioca—</b>		
Pearl, per lb.	0 06	0 07½
Seed, per lb.	0 06	0 07½
Sago, brown, per lb.	0 05	0 05½

## MANITOBA MARKETS.

Winnipeg, April 15.—The April business continues satisfactory. There is no tremendous rush but a steady flow of moderate sized orders.

The market is without any startling feature this week. There have been some changes in price, however, worth careful attention.

### Brooms Up 25 Cents.

Brooms, as was indicated some time ago would likely be the case, have advanced in price 25c per dozen. Broom corn has advanced rapidly in the South, and adding to this the higher price necessitated by the 7½ per cent. duty, it is easy to see how the manufacturers have been required to raise their price. The expectation is that brooms will go to a still higher figure, for broom corn is practically certain to advance further. It is simply a case of one crop affecting another. With the high price of wheat more attention is likely to be given to this product, with the result that the broom corn will be somewhat reduced and will naturally fetch a higher price.

**SUGAR.**—Since last report sugar has declined 15 per cwt. The recent strong tone on the New York market has subsided. There are features to this market which renders it uncertain at the present time.

<b>Sugar, Eastern—</b>		<b>Per cwt. in sacks.</b>
Standard granulated	7 20	7 20
Extra ground or icing, boxes	8 05	8 05
Extra ground or icing, bbls.	7 85	7 85
Powdered, boxes	7 85	7 85
Powdered, bbls.	7 85	7 85
Hard lump (100-lb. cases)	8 15	8 15
Montreal yellow, bags	6 80	6 80
<b>Sugar, Western Ontario—</b>		
Sacks, per 100 lbs.	7 10	7 10
Halves, 0 lbs., per cwt.	6 10	6 10
Bales, 20 lbs., per cwt.	5 15	5 15
Powdered, barrels	6 40	6 40
Powdered, 50s	5 75	5 75
Powdered, 25s	7 05	7 05
Icing, barrels	6 95	6 95
Icing, 50s	7 10	7 10
Icing, 25s	7 10	7 10
Icing, pails	7 00	7 00
Cut loaf, barrels	6 80	6 80
Cut loaf, 50s	7 05	7 05
Cut loaf, 25s	7 30	7 30
<b>Sugar, British Columbia—</b>		
Extra standard granulated	7 20	7 20
Bar sugar, bbls.	7 65	7 65
Bar sugar, boxes	7 85	7 85
Icing sugar, bbls.	7 85	7 85
Icing sugar, boxes	8 05	8 05
H. P. lumps, 100-lb. cases	8 15	8 15
H. P. lumps, 25-lb. boxes	8 40	8 40
Yellow, in bags	6 80	6 80

<b>Corn Syrup—</b>		
2s, per case 2 doz.	2 75	2 75
5s, per case 1 doz.	3 15	3 15
10s, per case ½ doz.	3 61	3 61
20s, per case ¼ doz.	3 08	3 08
<b>B. C. Cane Syrups—</b>		
2-lb. tins, 2 doz. to case, per case	3 15	3 15
5-lb. tins, 1 doz. to case, per case	3 50	3 50
10-lb. tins, ½ doz. to case, per case	3 30	3 30
20-lb. tins, 3 tins to case, per case	3 25	3 25

(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)

<b>Molasses—</b>		<b>Per gal.</b>
Barbadoes	0 53	0 53
New Orleans	0 34	0 34
<b>Maple Syrups—</b>		<b>Per case.</b>
Imperial quarts, case, 2 doz.	5 40	5 40
Imperial ½ gals., 1 doz.	5 55	5 55
New, pure, ½ gal. case	9 00	9 00
New, pure, ¼ gal., quarts, case 2 doz.	9 70	9 70
New, pure, quart bottles, case 2 doz.	9 75	9 75

**DRIED FRUITS.**—For some time information has been given here that raisins would shortly go up. It is very evident that this information has been acted upon, for the demand for raisins in



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the last few weeks has been large. Those who bought have now cause to congratulate themselves for with the new arrivals upon which the new duty had to be paid, quite a general advance has taken place. This advance is, roughly speaking, from 1 to 2c per lb. The prices on raisins for the last three months have of course been exceedingly low.

Evaporated apples may go higher shortly, and muscatel raisins will rise as have the other lines.

Apples, evaporated, new, 50's	0 08½
Apples, choice, 25's	0 13½
Apples, choice, 10's	0 13½
Apples, standard, 25's	0 12½
Currents—	
Dry clean	0 08
Washed	0 08½
1 lb. package	0 08½
2 lb. package	0 17½
Vostizias, bulk	0 10
Dates—	
Hallowee, loose, per lb.	0 09
Hallowee, 1 lb. pkgs.	0 07½
Fard dates, 12-lb. boxes	1 25
Peaches—	
Standard, 25-lb. boxes	0 07
Choice, 25-lb. boxes	0 07½
Choice, 10-lb. boxes	0 08½
Raisins, Muscatels—	
3 crown, loose, 25's	0 08½
3 crown, loose, 50's	0 08½
Raisins, Valencia—	
Fine selected	2 40
Four crown layers	2 45
Choice, seeded, lb.	0 11½
Fancy seeded, lb.	0 11½
12-oz. packages, fancy	0 08½
12-oz. packages, choice	0 08½
Raisins, Sultanas—	
Corinthian Giants	0 13½
Superdine	0 12½
Finest	0 11½
Fine	0 10½
Prunes, in 25-lb. boxes—	
90 to 100	0 08½
80 to 90	0 08½
70 to 80	0 09½
60 to 70	0 10
50 to 60	0 11
40 to 50	0 11½
Table Layer Figs—	
7-crown, 3-lb. boxes, per lb.	0 15½
6-crown, 10 lb. boxes, per lb.	0 13½
5-crown, 10-lb. boxes, per lb.	0 12½
4-crown, 10-lb. boxes, per lb.	0 11½
3-crown, 10-lb. boxes, per lb.	0 11½
Glove boxes, per doz.	1 70
Cooking figs, taps, about 25 lbs. lb.	0 05½
Cooking figs, choice naturals, 28-lb. bags, per lb.	0 05½

### BRITISH COLUMBIA MARKETS.

(By Wire.)

Vancouver, April 15.—Prices show no change this week in staples; 9,000 boxes of New Zealand butter arrived on Saturday and it is opening up well. Smoked meats are likely to advance as supplies are becoming scarce. Few Texas strawberries showing \$5.50. Small oranges scarce. Pears from Australia make a fine showing. Haddies are up one cent. Local eggs are coming in fairly large quantities. Local vegetables are arriving freely. Two cars of Okanagan canned fruit, the last of last year's pack, has been received in Vancouver.

#### PRODUCE AND PROVISIONS.

Butter, creamery, per lb.	35½c
New Zealand cubes	35-36 c
New Zealand brick	36-36½c
Cheese, per lb., large	20¼c
EGGS—	
Local fresh	24 to 26 c
Extra selected	23 c
Vancouver island	26 c
Lard, 3's, per case	\$7 70
Lard, 5's, per case	7 60
Lard, 10's, per case	7 50
Lard, 20's, each	2 50
GENERAL.	
Beans, Ontario, per lb.	05½c
Cream of tartar, lb.	50 c
Cocconut, lb.	18½c
Commeal, ball	\$3 00
Erap. Apples, 50's	08½c
Flour, 48's, bbl.	8 55
Lemons, box	3 75
Potatoes, per ton	20 30
Rolled Oats, ball of 80 lbs.	3 85
Onions, lb.	02¼c

Oranges, box	2 75	3 00
Rice, 50's, sack	1 90	1 90
Sugar, standard, gran., per cwt.	7 45	7 45
Sugar, yellow, per cwt.	6 80	6 80
Walnuts, shelled, lb., 40c; Almonds	42 c	42 c

#### CANNED GOODS.

Apples, gals, 6/case	\$1 50
Beans, 2's	2 05
Corn, standard, per 2 dozen case	2 10
Peas, standard, per 2 dozen case	2 05
Plums, Lombard, 2's, case	2 60
Peaches, 2¼'s, case	4 60
Strawberries and raspberries, 2's, case	4 80
Tomatoes, standard, per dozen, case	2 20

#### SALMON.

Sockeye, 1's, 4 doz. case	\$9 00
Sockeye, ½'s, 8 doz. case	10 75
Cohoos, 1's, 4 doz. case	4 75
Humpbacks, 1's, 4 doz. case	4 00

#### DRIED FRUITS.

Apricots, per lb., 14c; Apples, lb.	08½c
Currants, per lb., 08½c; Raisins, seeded, lb.	09½c
Prunes, 70-80, 25's, lb.	09½c
Peaches, per lb.	07 c
White Figs, per lb.	07 c

### ALBERTA MARKETS.

(By Wire.)

Edmonton, April 15.—There is a great scarcity in butter of all descriptions in city. This seems a foolish predicament in view of the fact that last fall quantities were sent away instead of storing. Trade seems considerably disturbed owing to new stamp duty. It is expected that a number of orders will go to the dead letter office and stay there. There have been slightly cheaper offerings of Japan beans. The only changes are in sugar and rice. Granulated sugar is down 15c to \$7.65 and \$7.75 and yellow is down the same to \$7.25. Rice is now quoted at three eighty instead of three ninety. There are no changes in market prices of produce and provisions, canned goods or fruit.

Produce and Provisions—		
Cheese, per lb.	0 21	0 22½
Butter, creamery, per lb.	0 39	0 39
Butter, dairy, No. 1, 28c; No. 2	0 25	0 25
Lard, pure, 3's, per case	7 85	7 85
Lard, pure, 5's, per case	7 80	7 80
Lard, pure, 10's, per case	7 75	7 75
Lard, pure, 20's, each	2 87	2 87

General—		
Beans, Ontario, per bushel	3 75	3 90
Beans, Japan, per bush.	3 90	4 00
Coffee, whole roasted, Rio	0 16	0 16
Evaporated apples, 60's	0 08½	0 09
Potatoes, per bush.	0 65	0 70
Rolled oats, 20's, 35c; 40's	3 60	3 60
Flour, 98's	3 95	4 10
Rice, per cwt.	3 80	3 80
Sugar, standard gran., per cwt.	7 65	7 75
Sugar, yellow, per cwt.	7 25	7 25

Canned Goods—		
Apples, gals, case	1 50	1 50
Corn, standard, per two dozen	2 00	2 10
Peas, standard, 2 dozen	2 10	2 10
Plums, Lombard	2 20	2 20
Peaches	3 25	3 25
Strawberries, \$4.45; raspberries	4 00	4 00
Tomatoes, standard, per dozen	2 50	2 50
Salmon, sockeye, 4 doz. tall's, case, 1s	7 50	7 50
Cohoos, 1's, \$5.75; humpbacks, 1's	4 35	4 35
Fruits—		
Lemons	4 00	4 00

### SASKATCHEWAN MARKETS.

By Wire.

Regina, April 15.—Seeding is now general throughout the province, weather being fine and warm, making conditions ideal for early seeding. Markets show some little changes. Eggs are coming in heavily and now wholesaling at 19c, an advance of 1½c. Cheese is up a shade to 20½c and 20¾c. A few early strawberries are to hand on local market. Butter still is scarce, dairy commanding 30c and creamery 35c. Lard has advanced considerably; 3's are now \$8.50, 5's \$8.45, 10's \$8.40, 20's \$2.70.

Sugar declined on the 10th 15c, and is now wholesaling at \$7.44.

Produce and Provisions—		
Buttery, creamery, per lb.	0 35	0 35
Butter, dairy, No. 1	0 30	0 30
Cheese, per lb., large	0 20½	0 20½
Eggs, new laid's	0 19	0 19
Lard, 3's, per case	8 50	8 50
Lard, 5's, per case	8 45	8 45
Lard, 10's, per case	8 40	8 40
Lard, 20's, each	2 70	2 70

General—		
Beans, Ontario, per bushel	3 90	3 90
Coffee, whole roasted, Rio	0 17	0 17½
Cream of tartar, lb.	0 52	0 52
Cocconut, lb.	0 20½	0 20½
Commeal, ball	3 12	3 12
Erap. apples, 50's	0 08½	0 08½
Flour, 98's	3 95	3 95
Potatoes, N.B., per bush., 95c; Ontario	0 90	0 90
Rolled oats, ball of 80 lbs.	3 50	3 50
Onions, Val.	5 0	5 0
Oysters, per gal.	2 50	2 50
Rice, per cwt.	3 90	3 90
Sugar, standard, grand., per cwt.	7 44	7 44
Sugar, yellow, per cwt.	6 25	6 25
Walnuts, shelled, 44c; almonds	6 53	6 53

Canned Goods—		
Apples, gals., case	1 35	1 35
Broken beans, 2's	2 55	2 55
Beans	2 28	2 28
Corn, standard, per 2 dozen	2 28	2 28
Peas, standard, per 2 dozen	2 28	2 28
Plums, Lombard	2 15	2 28
Peaches	3 21	3 21
Strawberries and raspberries	4 05	4 05
Tomatoes, standard, per dozen	2 40	2 65

Salmon—		
Sockeye, 1's, 4 doz. case	9 85	9 85
Sockeye, ½'s	12 35	12 35
Cohoos, 1's	6 00	6 00
Humpbacks, 1's	4 60	4 60

Fruits and Vegetables—		
Apples, per bbl., in Ontario	4 35	4 35
Apples, fancy, box	1 60	1 60
Cranberries, per bbl.	7 00	7 00
Grapefruit, per crate	4 50	4 50
Sweet potatoes, per crate	4 50	4 50
Lemons	4 75	4 75
Oranges	3 25	4 00

Dried Fruits—		
Apricots, per lb.	0 12½	0 12½
Apples, per lb.	0 07½	0 07½
Currants, per lb.	0 08½	0 08½
Prunes, 70-80, 25's, lb.	0 10½	0 10½

### NEW BRUNSWICK MARKETS.

(By Wire.)

St. John, April 15.—Aside from drop in sugar, market is quiet. All grades sugar went down 15c. Standard is now \$6.80, United \$6.70, Bright \$6.60 and No. 1, \$6.30. Later reports indicate a strengthening of market and dealers don't look for lower quotations, thinking present drop just temporary. Lemons are high at \$7.60. Stocks of old cheese are exhausted and new is selling well. The R. M. A. convention has brought a large number of outside merchants to St. John this week.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 23
Bacon, roll, per lb.	0 17	0 17
Beef, barrel	23 00	27 00
Beef, corned, 1's	2 75	3 35
Pork, American clear, per bbl.	25 00	25 00
Pork, domestic, per bbl.	24 00	25 00
Butter, dairy, per lb.	0 27	0 28
Butter, creamery, per lb.	0 31	0 32
Eggs	0 20	0 21
Lard, compound, per lb.	0 11½	0 11½
Lard, pure, per lb.	0 13	0 13½
Cheese	0 20	0 21
Cheese, new	0 19½	0 20

Flour and Cereals—		
Commeal, gran.	5 75	5 75
Commeal, ordinary	1 85	1 85
Flour, Manitoba, per bbl.	8 65	8 65
Flour, Ontario	8 30	8 30
Rolled oats, per bbl.	8 00	8 00
Oatmeal, standard, per bbl.	8 50	8 50

Fresh Fruits and Vegetables—		
Lemons, Messina, box	7 60	7 60
Oranges, Val., case	4 00	5 50
Potatoes, bbl.	1 35	1 45

Sugar—		
Standard granulated	6 80	6 80
United Empire	6 70	6 70
Bright yellow	6 60	6 60
No. 1 yellow	6 30	6 30
Paris lumps	7 60	7 60
Lemons, Messina, box	7 60	7 60
Beans, hand-picked, bush.	3 60	3 65
Beans, yellow eyes, per bush.	3 85	3 90
Canned pork and beans, per case	2 60	2 90
Molasses, fancy, 44c; Barbadoes	0 39½	0 40
Cream of tartar, per lb., bulk	0 38	0 41
Currants, per lb.	0 08½	0 09
Rice, per cwt.	4 50	4 75





# FRUIT AND VEGETABLES



## Tomatoes, Cocoanuts and Cabbage Scarce

Firmer Situation in Cocoanuts,—Tomatoes From Florida Getting \$5 — Celery Strong; Asparagus Arriving—Cranberries and Grapes Pretty Well Cleaned Up.

### MONTREAL.

**FRUITS.**—One of the principal items in the market this week is a firmness in cocoanuts, which now cost \$4.60 laid down here, and are selling to the retail trade for \$5 for 150 and 100 sizes. They are scarce, which accounts for advance. Strawberries are selling this week at 25-30c per quart, but the quality is only fair. There are some coming in from New York by express of better quality, which are worth 40c. There is a good demand for them, and will be a better demand as soon as the warm weather comes along. Pineapples are up a little, and are costing \$4.75 to the retailer. They are coming in mostly green, having been cut too soon. Grapefruit are easier here. Hothouse grapes are coming in, and these are quoted at \$1 to \$1.25.

<b>Apples—</b>	
Baldwins, No. 1, bbl.	3 75
Ben Davis, No 1, bbl.	4 00
Spies, No. 1, bbl.	4 80
Starks, No. 1	4 50
Russets, No. 1, bbl.	4 50
Fameuse, No. 1, bbl.	6 00
McIntosh Reds, No. 1, bbl.	6 00
No. 2 varieties, 50c to \$1 less per barrel.	
Bananas, crate	2 00
Cocoanuts, sack	4 00
Cranberries, bbl.	5 00
Grapefruits, case	2 00
Grapes, Malaga, keg	5 00
Grapes, Belgium hothouse, lb.	1 00
<b>Lemons—</b>	
Messina Verdelli, extra fancy, 300 size	2 75
<b>Oranges—</b>	
Cal Navel, 125-150-175-200-215-250-265	3 00
Cal., 95-100 size box	3 00
Florida, 175-200-215	3 00
Florida, 125-150	3 00
Mexican, 125-150-175-200-215-250	2 00
Valencias, 7 1/4 size, large cases	4 50
Bitter oranges	2 00
Pineapples, 18-24 per crate	4 00
Strawberries, per qt.	0 25

**VEGETABLES.** — Old cabbage are scarce, and have gone as high as \$3 per bbl. New cabbage are worth \$5, but are too dear. It is expected that the price will be down to between \$3 and \$4 soon. New beets and carrots are down, and are coming loose now, selling for \$1 per doz. bunches. Celery is down to \$3. There were six or seven cars in last week which brought the price down. There is a good demand for it. Good quality tomatoes are scarce. Many of those arriving have black spots, and are green. Choice Floridas are bringing \$3.75 and fancy \$4.50. Old beets are very cheap, selling for 40c or less per

bag. Old carrots and turnips remain the same, and for the former there is a very good demand. Old parsnips are bringing \$1.25 per bag, and are scarce. Red onions are expected to be as high.

Beets, new, doz. bunches	1 00
Beets, bag	0 40
Beans, wax, basket	5 25
Beans, green, basket	5 25
Cabbage, per bbl.	2 50
Cabbage, red, per bbl.	1 50
Cabbage, new, bbl.	5 00
Carrots, bag	0 75
Carrots, new, doz. bunches	1 00
Cauliflowers, Florida Cal., doz.	2 75
Cucumbers, fancy, doz.	1 50
Celery, Florida	3 00
Horseradish, lb.	0 12 1/2
Leeks, bunch	0 40
Curly lettuce, per box, 2 doz.	2 25
Curly lettuce, per box, 1 doz.	1 75
Mushrooms, 4 lbs., basket	2 25
<b>Onions—</b>	
Spanish, per case	5 00
Red, 100-lb. bags	1 75
Yellow, 100-lb. bag	2 00
Parsnips, bag	1 25
Parsley, Canadian, doz. bunches	0 35
Peppers, green, 3/4-qt. basket	0 60
<b>Potatoes—</b>	
Montreal, bag	0 65
Green Mountain	0 70
New, bbl.	9 50
Potatoes, sweet, Jersey, hpr.	2 50
Radishes, doz.	0 35
Rhubarb, hothouse, doz.	0 75
Spinach, American, in bbls.	1 25
Turnips, bag	4 00
Tomatoes, Florida, crate	0 75
Tomatoes, Bahamas, crate	4 00
Watercress, American, doz.	3 50
Watercress, Canadian, doz.	0 90
Watercress, Canadian, doz.	1 00
Watercress, Canadian, doz.	0 80

### TORONTO.

**FRUITS.**—Strawberries from Florida are finding good market at 40-45c. The stuff is getting better each week. Some of it is not first-class yet. Cranberries are practically off the market. Buyers can get them for pretty well anything; it's a matter for the seller's conscience. Grapes too are pretty well cleaned up. A few Malagas are still selling. Lemons are firm with \$3.50 as an outside price. Cocoanuts remain in good demand and market may advance. There has been an unusually big call for them this year. Pineapples—some fine stuff from Florida—are moving fairly freely. Spies and navels continue good sellers.

<b>Apples—</b>	
Wagners	2 75
Greenings	2 75
Baldwins	2 50
Spies	4 50
Seeks	2 25
Canada Reds	2 50
No. 2s, 40-50c less.	
Bananas, per bunch	1 40
Cocoanuts, sack	4 00
<b>Grapes—</b>	
Malaga, barrel	4 50
Malaga, fancy, barrel	5 00
Grapefruit	2 75
<b>Oranges—</b>	
Florida	2 25
California navels	2 50

Lemons, Messinas	3 00	3 50
Lemons, California	3 00	3 50
Limes, per 100		1 25
<b>Pears—</b>		
California, box		3 25
Canadian, late varieties	0 25	0 30
Pineapples, Porto Rico, case	4 75	5 00
Strawberries, qt. box	0 40	0 45

**VEGETABLES.**—Carrots are firmer at 45c to 50c. American carrots are worth 75c. Canadian cabbage is scarce and high at 75c a dozen. There isn't much of it, it is getting culled out. Asparagus has a limited demand at \$6 a case. Beets are slow still at 50c. Hothouse cucumbers are lower by fifty cents. California celery is firm at \$5 to \$6. The large Boston head lettuce is practically off the market, and the smaller stuff, with \$3 as an outside price, is selling well. Parsley at 35c a dozen is slow. Tomatoes find a good demand at \$5.50 a case.

Asparagus, case	6 00
Beets, Canadian, bag	0 45
Beets, American	0 75
Cabbage, Canadian, dozen	0 50
Carrots, bag	0 50
Carrots, American	0 75
California cauliflower	3 75
Citrons, doz.	0 45
<b>Cucumbers—</b>	
Slicing, hothouse	2 75
Medium pickling sizes	0 35
Crate	4 00
Celery, California, case	5 00
Celery, Florida	3 00
Mushrooms, per lb.	0 70
Water cress, 11-qt. basket	0 80
<b>Onions—</b>	
Spanish, big crate	4 25
Can., 75-lb. bags	1 25
Can., 100-lb. sacks	1 65
Green peppers, basket	0 75
Potatoes, Delaware	0 65
Potatoes, Canadian, bag	0 60
Potatoes, Florida, new, bbl.	12 00
Parsley, basket, 11-qt.	0 30
Parsley, American	0 75
Pumpkins	0 10
Tomatoes, hothouse, lb.	0 25
Turnips, bag	0 30
Sweet potatoes, hamper	1 65
Lettuce, leaf	0 30
Lettuce, Boston, head, small	2 75
Parsnips, Canadian, bag	0 65
Persimmons, California, crate	2 50
Pomegranates, doz.	0 75
Pomegranates, crate	3 00
Rhubarb, hothouse	0 90

### WINNIPEG.

**FRUIT AND VEGETABLES.**—Owing to the necessity of icing cars, and the higher price required to get the goods, grapefruit has advanced materially, being now quoted locally at from \$3.25 to \$4. As yet oranges are at the figures which have held for the past two or three weeks. They will go higher almost immediately, however. The navels are nearly over, with the result that on the

(Continued on page 113.)





# FISH AND OYSTERS



## General Decline in Fish Prices

Fresh Fish Coming Right Along—Lower Prices in Most Lines—Good Demand for Whitefish—Lobster Moving Well—Oysters Dull.

### MONTREAL.

FISH AND OYSTERS. — Warm weather generally of past two or three days has stimulated the production of fish generally. Reports are current of a plethora of halibut on western coast, and as a result prices have been lowered to this market at 9c., which is a cut of about a cent per lb. below last week's prices. Fresh salmon has not arrived in any quantity yet, although a few eastern salmon have been sold at 50c per lb., and some western at 20c. Fresh river fish is also coming in more freely, and at better prices. Dore has been selling as low as 12c, which is a decline of 10c on the preceding week. The high price of a week ago was due mainly to the Jewish holidays. Close season will be on for dore from April 15 to May 15 inclusive. The demand is generally satisfactory, and the low prices prevailing are in favor of more fish being used as a food product. There is no doubt that the campaign in favor of fish as a food product is having its effect, and the trade ought to prepare for exceptionally large business from now on. "Eat fish," and particularly "Eat Fresh Fish," should be the slogan for the summer.

### TORONTO.

FISH AND OYSTERS. — Fresh caught Lake Erie white fish is coming in right along now and price is down three cents to 15c. Perch is in too, though not much of it yet. It sells for 10c. Western halibut is moving freely and price is accommodating at 12c. Roe shad from New York has its own buyers but price—\$1.60 each—is too prohibitive for general buying. Lobster is coming in plentifully and price is down a nickel. Lobster is in good demand. Oysters are rather dull. Little necks at \$1.50 are selling reasonably well. Smoked lines have their usual custom.

Fresh fish is coming in freely and gets the business. Lake caught stuff is particularly in demand. Business all round continues good.

### SMOKED FISH.

	Montreal	Toronto
Haddies, per lb., new cured	.07-.08	.10-.12
Haddies, 15-lb. and 30-lb. boxes, lb.	.07-.07½	.10-.12

Haddies, fillets, per lb.	.08	.12
Haddies, Niobe, boneless, per lb.	.08½	..
Herring, Ciscoe, per box	1.40	.12
St. John bloaters, 100 in box	1.10	1.20
Yarmouth bloaters, 60 in box	1.20	1.27
Smoked Herrings, medium, box	.20	..
Smoked boneless herrings, 10-lb. box	1.10	..
Kipperd herrings, selected, 60 in box	1.50	1.25-1.60
Smoked salmon, per lb.	.25	.23
Smoked halibut	.20	.20

### FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspe, large, per lb.	.15	.21
Red, steel heads, per lb.	.12	.12-.13
Red, sockeyes, per lb.	.12	.10
Red, Cohoes or silvers, per lb.	.08-.08½	.10
Pale, qualla, dressed, per lb.	.07-.07½	.07½-.08
Halibut, white western, large and medium, per lb.	.07½-.08	.09
Halibut, eastern chicken, per lb.	.07½-.08	.10
Mackerel, bloater, per lb.	.07½-.08	.09
Haddock, medium and large, lb.	.03½-.04	.10-.12
Market codfish, per lb.	.03½	.04
Steak codfish, per lb.	.04-.04½	.10
Canadian soles, per lb.	.06	..
Blue fish, per lb.	.15-.16	..
Smelts, per 100 count	.09	.18-.20
Herrings, per 100 count	.30	..
Round pike	.05-.5½	..
Grass pike	.06	.06½

### DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb.	7 00	7 50
Dried hake, medium and large, 100 lb.	6 00	..
Dried pollock, medium and large, 100 lb.	6 00	..
Dressed or skinless codfish, 100-lb. case.	7 25	8 80
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 08	0 08
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes	0 12	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

### BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal.	1 75	1 75
Standard, bulk, gal.	1 40	1 40
Selects, per gal., solid meat	2 00	2 50
Best clams, imp. gallon	1 50	..
Best scallops, imp. gallon	2 50	2 25
Best prawns, imp. gallon	2 25	..
Best shrimps, imp. gallon	2 25	..
Sealed, best standards, qt. cans, each	0 40	..
Sealed, best select, quart cans, each	0 50	..

### CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Cape Cod shell oysters, per bbl.	8 00	..
Canadian cultivated oysters, bbl.	9 00	10 00
Clams, per bbl.	6 00	8 00
Live lobsters, small, lb.	0 15	0 40
Live lobsters, medium and large, lb.	0 23	..
Live lobsters, medium and large	0 25	..
Winkles, bush	2 00	2 00
Little necks, per 100	1 25	1 50

### FRESH SEA FISH.

	Montreal	Toronto
Halibut	9 -11	0 12
Haddock, fancy, express, lb.	4½-5	0 08
Steak, cod, fancy express, lb.	6 -7	0 10
Herrings, Gaspereaux	3 -4	..
Flounders	6 -7	0 14
Salmon, Western	0 32	0 30
Salmon, Eastern	0 55	..

### FRESH LAKE FISH.

Carp, lb.	0 12	..
Dove or pickerel, lb.	0 12	0 22
Pike, lb.	0 06	0 10
Perch, lb.	0 06	0 10
Suckers, lb.	0 04	0 07
Whitefish, lb.	..	0 15

### FROZEN—LAKE AND RIVER.

White fish, large, per lb.	.08½-.09	.09
White fish, small hulloes, per lb.	.08½-.09	.09
Lake trout, large and medium, lb.	.09	.12
Dore, dress or round, lb.	.08	.09-10
Pike, dressed and headless, lb.	.06-.06½	.07
Pike, round, per lb.	.06½-.08	.08-.07

### PICKLED FISH.

Salmon, Labrador, Hercules, 300 lb.	20 00	..
Salmon, Labrador, bbls., 300 lb.	14 00	..
Salmon, Labrador, half bbls., 100 lb.	7 50	..
Salmon, B.C., bbls.	13 00	14 00
Sea trout, Baffin's Bay, bbls., 300 lb.	12 00	..

Sea trout, Labrador, bbls., 200 lb.	12 00	..
Sea trout, Labrador, half bbls., 200 lb.	6 50	6 50
Mackerel, N.S., bbls., 200 lb.	12 00	..
Mackerel, N.S., half bbls., 100 lb.	7 00	..
Mackerel, N.S., palls, 20 lbs.	1 75	2 00
Herrings, Labrador, bbls.	6 00	6 25
Herrings, Labrador, half bbls.	3 25	3 25
Lake trout, 10-lb. kegs	6 00	6 00
Quebec sardines, bbls.	6 00	..
Quebec sardines, half bbls.	3 50	..
Tongues and sounds, per lb.	0 07½	..
Scotch herrings, imported, half bbls.	8 00	..
Holland herrings, imp'ted milkers, hf bbls	8 00	..
Holland herrings, imp'ted milkers, kegs	0 95	0 75-1 00
Holland herrings, mixed, half bbls.	7 00	..
Holland herrings, mixed, kegs	0 85	0 70-0 95
Lochfyme herrings, box	1 35	..
Turbot, bbl.	14 00	..
Green cod, No. 1, bbl.	10 00	10 00
Green cod, No. 2, bbl.	8 50	8 50

### WINNIPEG.

FISH.—It is expected that within a week there will be a lower price list, especially with regard to fresh salmon and halibut. These fish will then be coming in in larger quantities, and it will be possible to drop the price. Fresh lakefish are not expected until the middle of May and until they arrive the demand will not be very brisk. This is an off season in the fish business. There is a fair demand at present for frozen fish, which are getting cleaned up.

New fresh jackfish	0 03½
New tullibee	0 06
Fresh whitefish	0 08
Fresh pickerel	0 07½
Trout	0 10
Gold eyes	0 03½
Halibut	0 12
Frozen halibut	0 09
Salmon	0 18
Frozen salmon	0 10
Fresh cod	0 10
Fresh smelts	0 11
Oysters, per gal., Imperial	2 90
Carriers (¼ Imperial gal.)	10 75
Shell oysters, per cwt.	1 85
Shell oysters, per bbl.	17 00
Haddies	0 09
Haddies, fillets	0 12½
Bloaters, box	1 50
Kippers, per box	1 75
Ocean herring, lb.	0 06

Owing to the difficulty of procuring French cream of tartar crystals and the extreme high price when obtainable, occasioned by the war conditions, some manufacturers are seeking for substitutes which will do satisfactory work. We have seen a report of one sample which on analysis is stated to be a perfect substitute for 99 per cent. French cream of tartar, compounded of acid phosphate and tartaric acid. The manufacturer claims that it conforms with the Government's food standards.





# PRODUCE AND PROVISIONS



## New Cheese on the Market

More in Montreal Than Toronto—Prices Very High—Butter Surprisingly Firm and Little Offering—No Change in Egg Situation—Poultry Very Strong.

### MONTREAL.

**PROVISIONS.**—Hogs are slightly higher this week following a gradual rise, which has been taking place for the past month. If this continues, there will probably be higher prices in the provision market. One of the large wholesale dealers has raised price for pure lard 1/4c all around.

<b>Hams—</b>			
Small, lb.	0 17	0 17 1/2	
Medium, per lb.	0 16	16 1/2	
Large, per lb.		0 16	
<b>Backs—</b>			
Plain, bone in	0 21		
Boneless	0 23		
Peameal	0 24		
<b>Bacon—</b>			
Breakfast, per lb.	0 18	0 19	
Roll		0 16	
Shoulders, bone in		0 14	
Shoulders, boneless		0 15	
<b>Cooked Meats—</b>			
Hams, boiled, per lb.	0 24	0 25	
Hams, roast, per lb.		0 25	
Shoulders, boiled		0 25	
Shoulders, roasted		0 25	
<b>Dry Salt Meats—</b>			
Long clear bacon, 50-70 lbs.		0 15 1/2	
Long clear bacon, 80-100 lbs.		0 14 1/2	
Flanks, bone in, not smoked		0 15 1/2	
<b>Barrelled Pork—</b>			
Heavy short cut mess	Per bbl.	25 00	
Heavy short cut clear		25 00	
Clear fat backs		29 00	
Clear pork		27 00	
<b>Lard, Pure—</b>			
Tierces, 350 lbs, net	0 12 1/4		
Tubs, 50 lbs., net	0 13		
Boxes, 50 lbs., net	0 12 1/4		
Pails, wood, 20 lbs., gross	0 12 1/4		
Pails, tin, 20 lbs., gross	0 12 1/4		
Cases, 10 lbs. tins, 60 in case	0 13		
Cases, 3 and 5-lb. tins, 60 in case	0 14 1/4		
Bricks, 1 lb., each	0 14 1/4		
<b>Lard, Compound—</b>			
Tierces, 375 lbs., net	0 09 1/2	0 10	
Tubs, 50 lbs., net		0 10 1/4	
Boxes, 50 lbs., net		0 10 1/4	
Pails, wood, 20 lbs., net		0 10 1/4	
Pails, tin, 20 lbs., gross		0 10 1/4	
Cases, 10-lb. tins, 60 in case		0 11 1/4	
Cases, 3 and 5-lb. tins, 60 in case		0 11 1/4	
Bricks, 1 lb., each		0 12 1/4	
<b>Hogs—</b>			
Dressed, abattoir killed	12 75	13 25	
<b>BUTTER.</b> —New-make sold in the country last week-end for 35c. Stocks of fall make are practically cleaned up. Stuff has been brought in from Boston and Chicago costing 31-32c laid down, which would cost 24-25c over there. The quality is fair, but not their best. Old make is being quoted at 34c, and fresh made at 36c. The market for old make is down one cent.			
<b>Butter—</b>			
Finest creamery, old	0 34		
Finest creamery, new	0 35		
Dairy prints	0 29		
Dairy, solids	0 27		
Separator prints	0 27		
Bakers'	0 25		

**CHEESE.**—New cheese is coming on to the market, selling for 17 1/2-18c, which is about a cent lower than old, which has prevailed for weeks. Some people like this new cheese; others do

not. The supply of new cheese has not been sufficient yet to change the tone of the market.

<b>Cheese—</b>			
Old make	0 18	0 19	
New make	0 17 1/2	0 18	
Old specials, per lb.		0 20	
Stilton	0 19	0 20	

**EGGS.**—Heavy receipts have resulted in an easy market. Local sales are a bit slow. Some storing has commenced, but the larger operators are holding off until a lower basis is reached. They are looking for a 17c store price in the country in a few days, i.e., the farmers will sell to the country stores at 17c. A good many Canadian dealers are figuring on doing an export business in eggs with Great Britain, but advices from England state that price must be low in order to do business. To-day eggs can be bought in England for one shilling, which is a shade over 24c per dozen, which would net about 19c for best stock, free cases, and it can't be done very well at that price. England is getting all the supplies she wants from Egypt, Denmark, and other countries, and will have Russian eggs via Archangel before long. No Western business is expected this year, as in Manitoba and Saskatchewan eggs are plentiful, and stores there are buying three cents per dozen less than here. Early this week price for new-laid was 22c, with a reduction to 21c for five-case lots. Lower prices will probably be available by Saturday.

<b>Eggs, case lots—</b>			
New laid	0 21	0 22	
Splits, new laid		0 20	

**POULTRY.**—Jewish holidays being over, little stuff is coming in, and prices are down three or four cents. The market for refrigerator stocks is firm, especially for turkeys, which are scarce, and are quoted 26c. Large live fowl sold last week for 20c, and small for 18c. Dressed 5-lb. fowl sold for 19c, and small for 16c. Dealers are getting as high as 25c for spring broilers of 2-2 1/2 lbs. Dressed turkeys sold for 25c, and live, some of which arrived last week, sold for 20c, ranging in weight from 10-12 lbs. The demand was very light. Live duck brought 27c, and were hard to get. Dressed duck went at 17c. No live

geese are offering, and the demand is small. Dressed geese are worth 15c. Squabs sold for 60c per pair fresh killed. American squabs are worth \$5 per dozen, weighing from 8 to 9 lbs.

<b>Fresh Stock—</b>		<b>Live,</b>	<b>Dressed,</b>
Fowl, 5 lbs. and over	19	17-18	
Fowl, small	16	14-16	
Spring chicken		25	
Fancy, crate-fed chickens, 5 lbs.	14-18	19-23	
Turkeys, fancy		20-25	
Ducks	27	17	
Geese	13-15	15	
Pigeons, pair		30-35	
Squab pigeons, pair		30	

### TORONTO.

**PROVISIONS.**—Hog products generally keep firm, and the tendency is to higher prices. Hams in the light are up a cent, though medium is down. Bacon is firmer and a trifle higher. Pure lard is up quarter of a cent. Prices on compound have been put up half a cent, by at least one house, though this may not be general. Lard situation is firm. Barrelled pork is down a couple of dollars, with \$27 as an outside price.

<b>Hams—</b>			
Light, per lb.	0 17	0 17 1/2	
Medium, per lb.	0 16	0 16 1/2	
Large, per lb.	0 14 1/2	0 15	
<b>Backs—</b>			
Plain, per lb.	0 20	0 21	
Boneless, per lb.	0 23	0 24	
Pea meal, per lb.	0 24	0 24	
<b>Bacon—</b>			
Breakfast, per lb.	0 18	0 22	
Roll, per lb.	0 14	0 15 1/4	
Shoulders, per lb.	0 13 1/2	0 14 1/2	
Pickled meats—1c less than smoked.			
<b>Dry Salt Meats—</b>			
Long clear bacon, light	0 13 1/2	0 14	
<b>Cooked Meats—</b>			
Hams, boiled, per lb.	0 22	0 24	
Hams, roast, per lb.	0 23	0 24	
Shoulders, boiled, per lb.	0 20	0 21	
Shoulders, roast, per lb.	0 20	0 21	
<b>Barrelled Pork—</b>			
Heavy mess pork, per bbl.	25 00	26 00	
Short cut, per bbl.	25 00	27 00	
<b>Lard, Pure—</b>			
Tierces, 400 lbs., per lb.	0 11 1/4	0 11 1/4	
Tubs, 60 lbs.	0 12	0 13 1/4	
Pails, wood	0 12 1/4	0 12 1/4	
Tins, 3 and 5 lbs., per lb.	0 13	0 13 1/4	
Bricks, 1 lb., per lb.	0 13 1/4	0 13 1/4	
<b>Lard, Compound—</b>			
Tierces, 400 lbs., per lb.	0 09	0 09 1/2	
Tubs, 50 lbs., per lb.	0 09 1/2	0 10	
Pails, 20 lbs., per lb.	0 10	0 10 1/4	
<b>Hogs—</b>			
F.O.B. live, per cwt.		7 45	
Live, fed and watered, per cwt.		7 75	
Dressed, per cwt.	10 00	10 50	

**BUTTER.**—Butter market is surprisingly firm, with no lower prices in sight yet. They are overdue now, but don't materialize. The shortage on storage butters seems to be general. One dealer says he bought in five cars of American butter himself, and there is a lot of stuff coming from over the line to several dealers. This, too, in the face of a six-cent duty. New make is coming in



## CANADIAN GROCER

small quantities, and no one seems to know just why. We quote 34c to 36c for it. It isn't coming in fast enough to be cheaper. Interesting to note that butter is selling at 8c more this year than last, and at that it is the American who is getting the business.

Butter—		
Creamery prints, fresh made .....	0 34	0 36
Separator prints .....	0 28	0 29
Dairy prints, choice .....	0 27	0 28
Dairy, solids .....	0 23	0 25
Bakers .....	0 20	0 24

**CHEESE.**—Stocks of old cheese are getting pretty well cleaned up, and the new make is coming along slowly. Price is around 18c, though we hear of some going cheaper than that. Export business is on American cheese pretty well. There isn't any domestic product to export, and American cheese is being bought and resold. Prices remain very firm.

Cheese—		
Old, large .....	0 19	0 19½
Old, twins .....	0 19¼	0 19¾
New, large .....	0 17½	0 18½
New, twins .....	0 18	0 19

**EGGS.**—There is no price change in eggs this week. Packers have started storing, and quantities are being bought for that purpose. Carton new-laid are worth 22c to 23c. We hear that country stores are selling for 18c in some cases. Deliveries continue heavy, and but for the big demand prices would ease from their present low level. We do not anticipate any decline, however, for a few weeks. American competition is not pronounced. They cannot do much better than Canadian farmers as to price, and, of course, supply is abundant enough right now, and likely to be.

**POULTRY.**—A firm tone is feature of this market. There is a good demand, particularly for live stuff, but there is little coming. Up to now season has been a good one, however, and a lot of birds have been sold. Even laying hens have come in. Prices have been good, and supposedly it has paid to sell fowl as poultry rather than keep them for eggs, in view of the cheap price of eggs.

Fresh Stock—		
Fowl .....	12-15	13-15
Spring chicken, lb. ....	12-16	15-18
Fancy, crate-fed chicken, 5 lbs. ....	16-18	18-20
Turkeys, fancy .....	15-16	20-24
Turkeys, old Tom .....	12-14	15-17
Ducks .....	10-12	10-13
Geese .....		

### WINNIPEG.

**PRODUCE.**—No change in quotations for cured meats, and lard remains at the 13c quotation to which it was advanced a week ago. At this price it is firm, receipts being light.

Cured Meats—		
Hams, per lb. ....		0 20
Shoulders, per lb. ....		0 15
Bacon, per lb. ....		0 25
Long clear, D.S., per lb. ....		0 14
Mess pork, bbl. ....		21 00
Lard—		
Tierces .....		13 00
Tubs .....		7 95
Pails .....		2 73
Cases, 5c .....		8 32
Cases, 3c .....		8 40

**BUTTER.**—The market here is firm and bare. The condition, however,

should improve, the new make being expected on the market within two or three weeks. No change has been made in price, creamery still being quoted at 35c.

Butter—		
Creamery, Manitoba .....		0 35
Dairy .....		0 27
Cooking .....		0 22
Bricks, 1 lb., per lb. ....		0 13

**CHEESE.**—The conditions are same as week ago. A fair demand and no change in price.

Cheese—		
New, large .....		0 20
New, twins .....	0 20½	0 21

**EGGS.**—Good supplies are coming in. The quality of the eggs, moreover, has improved greatly, which has resulted in packing becoming a real feature of the markets—one which will tend to keep prices up. Eggs are at present quoted at from 17c to 18c and are likely to remain at those figures.

Eggs, new laid, doz. ....	0 17	0 18
---------------------------	------	------

**POULTRY.**—Market here is firm and advances may be expected—due not only to the larger supply of poultry, but to the higher price being asked for other meats. Present quotations are:

Fresh Stock—		
Turkeys, per lb. ....	0 19	0 20
Ducks, per lb. ....	0 15	....
Chickens, per lb. ....	0 18	....

### FRUIT AND VEGETABLES.

(Continued from page 110.)

primary markets buyers will have to pay more and the icing of cars will add something further to the expense. Oranges will probably advance 50c.

Apples—		
Washington .....		1 60
Apples, bbls. ....	4 50	6 00
B. C., box apples .....		1 50
Cranberries, case .....		2 75
Bananas, lb. ....		0 04½
Grapes—		
Emperor, per keg .....		5 00
Almeria, keg .....		8 00
Grape fruit .....	3 25	4 00
Lemons—		
California .....		3 75
Oranges, California Navels .....	3 00	3 50

**VEGETABLES.**—Washington spinach is now on the local market, being sold at \$1.75 per 20-lb. cases. Rhubarb from Washington has also arrived, the prevailing quotation being \$3 for 40-lb. cases. Texas cabbages are up in price, being now quoted at 4½c. At this figure the demand has fallen off materially. Onions also have taken an upward movement, present quotations being \$3 per sack.

Celery, California .....	7 00	7 50
Texas cabbages .....		0 04½
Cauliflower, per doz. ....		2 00
Head lettuce, California, per doz. ....		0 90
Leaf lettuce, doz. ....	0 45	2 50
Onions—		
California, 100-lb. sacks .....		3 00
Valencia, per case .....	5 50	6 00
Parsley, per doz. bunches .....	0 40	0 50
Sweet potatoes, per lb. ....		0 06
Tomatoes, California, per case .....		6 00
Honey, comb, per case (24 sections) .....		5 50

### THE WOMEN AND THE AUTO.

Some time ago there appeared a letter in Canadian Grocer in reference to the auto preventing women from getting out to the towns and villages as often as

they used to in the past. The plea was set forth that the automobiles scare the farmers' horses, and that the women cannot drive them alone. A. Sitler, of Palmerston, Ont., brought this matter to the attention of Canadian Grocer, and made the claim that there are very few driving horses in the country at the present time afraid of the automobiles. "The horses are getting used to them," he said, "and it appears to me that it is the drivers who are more scared than the horses. A great many chauffeurs of course are not careful enough when using our highway."



### INCREASING BUTTER AND EGG QUALITY.

(Continued from page 96.)

We have not forgotten that seed time is near. We have on hand a good stock of timothy, alsike, red clover and alfalfa seed; corn, both hill and ensilage; root seeds and garden seeds of all kinds.

In the feed line we have bran, shorts, mouley, ground and whole corn, oil cake, Blatchford's calf meal and pressed hay.

We guarantee the quality and price of all the commodities we sell. If our customers will take a little pains with their butter, eggs and poultry, so that we can give the same guarantee with these products that we give you when selling you our goods, it will only be a matter of a few months until you will receive city prices, less the freight, for your produce in your home town. **The first duty of every man is loyalty to his home, his church, and the community in which he lives.** By building up your home town you help to develop a home market, and increase the value of your property.

We wish to thank you for your patronage in the past. It is due to the liberal patronage of our many customers that has enabled us to carry a stock and sell at prices which has drawn people from the remotest parts of the county to deal with us, and has also gained for Tamworth the reputation of being the only trade centre in the northern half of Lennox and Addington. We solicit a continuance of your patronage, and in return for your favors we will guarantee prompt service, courteous treatment and value for your money.

Yours respectfully,

A. B. CARSCALLEN & CO.  
A. B. CARSCALLEN,  
Manager of the One Price Store,  
Tamworth.

This is certainly a carefully written letter and it should do a great deal for the business of this firm.





# FLOUR AND CEREALS



## A Firm Canadian Flour Situation

Unexpected Shortage of Mill Feeds Creates Demand—Rolled Oats Weak Again — Better Export Business in Flour—Reduction in Price Responsible.

### MONTREAL.

FLOUR.—A prominent dealer in winter wheat flour, stated this week that tendency would be upward in winter wheat flour, but not just now. There was little demand, he said, a number of people having previously bought heavily on speculation. At same time there was a scarcity in wheat. It only requires a little demand, he said, to put the market up. Prices for all flours are nominal, the market steady, and dealers are looking forward to a better demand as soon as navigation opens. Ontario millers are not pressing offers, and from this one would gather that wheat is too high to sell for a lower figure. While reports are current that Manitobas are selling for lower prices than those quoted here, it is hard to see how they can sell much lower considering the price being asked for wheat to-day.

Manitoba Wheat Flour—	Per bbl. of 2 bags
First patents	7 80
Second patents	7 30
Strong bakers	7 10
Flour in cotton sacks, 10 cents per barrel more.	
	Car Small
	lots. lots.

CEREALS.—Market for rolled oats is, if anything, slightly easier. Sales are being made to wholesalers at a price perhaps five cents per sack lower than week ago, but demand is only of a hand to mouth nature. There is little demand for either pot or pearl barley. The situation for rye wheat remains about the same as week ago.

Winter Wheat Flour—	Car	Small
	lots.	lots.
Fancy patents	7 55	7 55
90 per cent., in wood	7 20	7 30
90 per cent. in bags	3 25	3 50

FEEDS.—Several cars of feed flour of fair quality were sold this week at \$2 per bag. There is understood to be large stocks of bran and shorts in Montreal, but little offering from Ontario. Sales are reported as being made at \$24, but the mills are inclined to keep the price up.

Mill Feeds—	Per ton
Bran	28 00
Shorts	28 00
Middlings	30 00
Wheat moules	38 00
Feed flour, bag	2 55
Mixed chops, ton	41 00
Crushed oats, ton	43 00
Barley, pot, 98 lbs.	2 85
Oats, chop, ton	43 00
Barley chop, ton	37 00
Feed oats, cleaned, Manitoba, bush.	0 75
Feed wheat, bag	2 55

### TORONTO.

FLOUR.—The reduction on the part of some millers in the price of Ontario winter wheat flour was in some sort efficacious. Business has been a little better. This is true chiefly of export business. The reduced levels meet with the approval of buyers over the water. There is of course no primary market in America as cheap as that on Ontario flour and importers are more or less bound to buy Ontario patents. Export buying should tend to firm up domestic market conditions. Higher prices are looked for in May and June.

Wheat continues high on both the Chicago and Winnipeg exchanges. There is a tight cash situation in Chicago and trading in May option wheat is heavy. It is quoted at \$1.57¾, which is the highest in three or four weeks. Wheat in Winnipeg is worth \$1.53¾. The situation in Canada is undoubtedly strong. We have only about ten million for export before August crop, and unless that comes earlier than usual, prices can't very well come down much. If it did come earlier it would have a bearish effect. But the big potent facts of the war and the non-production and consequent need of supplies in Europe can't be gotten over.

Manitoba Wheat Flour—	Small	Car
	lots.	lots.
	per bbl.	per bbl.
First patents	7 90	7 70
Second patents	7 40	7 20
Strong bakers	7 20	7 10
Flour in cotton sacks, 10c per bbl. more.		
	Small	Car
	lots.	lots.
	per bbl.	per bbl.

CEREALS.—All lines are quiet. Rolled oats has weakened again. No export business is being done and domestic business is slow. These things are indicated by the short time which the mills are

working. One, we hear, is only running two days a week. Barley is easier again. The hot weather is coming and we are coming to the tail end of the season.

Barley, pearl, 98 lbs.	5 00
Buckwheat grits, 98 lbs.	5 50
Corn flour, 98 lbs.	2 50
Cornmeal, yellow, 98 lbs.	2 55
Graham flour, 98 lbs.	3 00
Hominy, granulated, 98 lbs.	3 00
Hominy, pearl, 98 lbs.	3 00
Oatmeal, standard, 98 lbs.	3 25
Oatmeal, granulated, 98 lbs.	3 25
Peas, Canadian, boiling, bush.	2 90
Peas, split, 98 lbs.	5 00
Rolled oats, 90-lb. bags	3 55
Rolled wheat, 100-lb. bbl.	3 75
Rye flour, 98 lbs.	3 00
Whole wheat flour, 98 lbs.	3 75
Wheatlets, 98 lbs.	3 75

MILL FEEDS.—The better demand for feeds keeps up and prices are fairly firm. Unusual situation has arisen. Most years Ontario farmers have to buy from the West. This year they did not do so: on the contrary they were selling to Quebec and through New York to England, supposing an early spring. They have left themselves short and are now buyers themselves.

Mill Feeds—	Mixed cars, per ton
Bran	25 00
Shorts	25 00
Middlings	30 00
Wheat moules	30 00
Feed flour, per bag	1 85
Oats—	
No. 3, Ontario, outside points	0 85
No. 3, C.W., bay ports	0 80

### WINNIPEG.

FLOUR AND CEREALS.—Market is quiet. There has been only slight fluctuations in the price of wheat and no change whatever has been made in flour quotations or in oats.

It seems rather likely that the present state of affairs will exist for some little time. Quite possibly a slight rise will take place at the opening of navigation. This frequently happens. The effect of this, however, will be entirely beneficial. It is unlikely to result in any higher prices, but it will put money into circulation, for a number of farmers have been unquestionably holding wheat at Fort William waiting to get this slight premium at the opening of navigation.

Manitoba Wheat Flour—	Per bbl.
Best patents	7 70
Second patents	7 40
Low grades	6 40
Rolled oats, 80's	3 90
Standard oatmeal, 98 lbs.	6 15
Cornmeal, 98's	3 80



# There's a tobacco user in almost every home



## Why not get his order in the weekly grocery list?

Whether he is a centenarian or a young, full-blooded youth, if you can give him the tobacco that "gets him" there is no reason why his weekly requirements should not be filled by you.

Get the men coming to your store for their tobacco requirements by going after every man on your list of customers. Let them know that you can suit them. Rock City Tobacco Co.'s Smoking and Chewing Tobaccos will go a long way toward getting this trade. Get in touch with us.

## MASTER MASON Ready Rubbed TORPEDO Special Short Cut

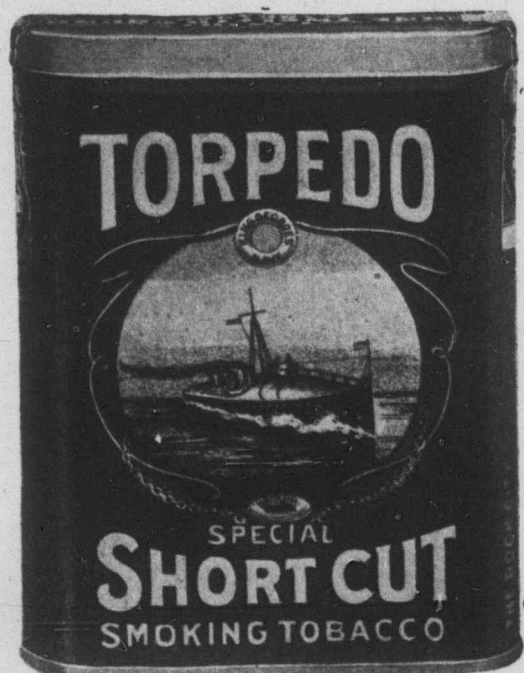
These two handy boxed lines are a pair of real live sellers.

"Master Mason" is a delightful new blend, sweet and cool.

"Torpedo" is a special short-cut tobacco for pipe or cigarette that sells at a popular price, 10c, and is, at the same time, a satisfying, pleasure-bringing tobacco.

The green box makes an attractive display.

Order a sample shipment of "Master Mason," "Torpedo," and "King George's Navy" to-day and try them out.



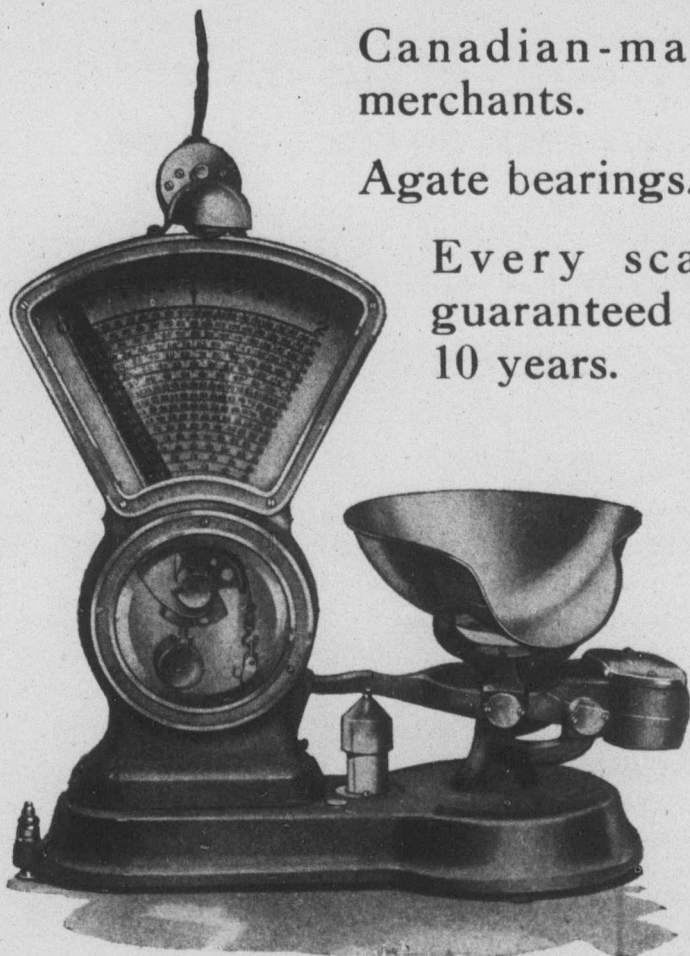
## The Rock City Tobacco Co., Limited Quebec and Winnipeg

# BRANTFORD SCALES

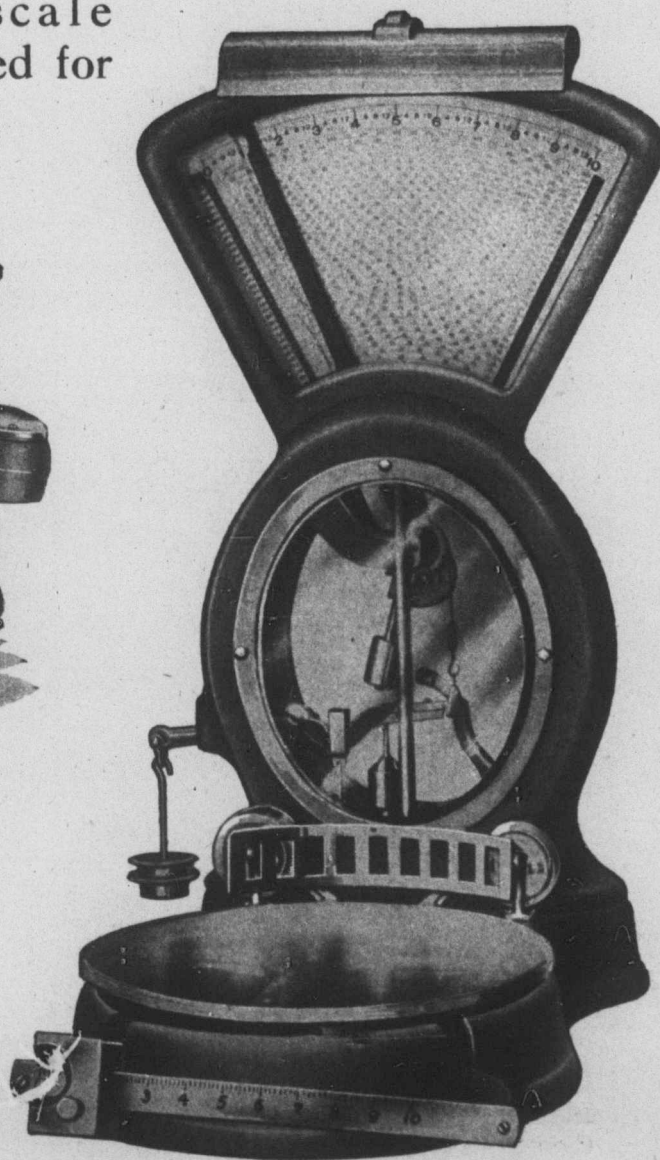
Canadian-made scales for Canadian merchants.

Agate bearings. No springs.

Every scale guaranteed for 10 years.



CAPACITY 2 LBS.



CAPACITY 40 LBS.

Made in all sizes, from 2 to 40 lbs.

Beautifully enamelled and nickelled.

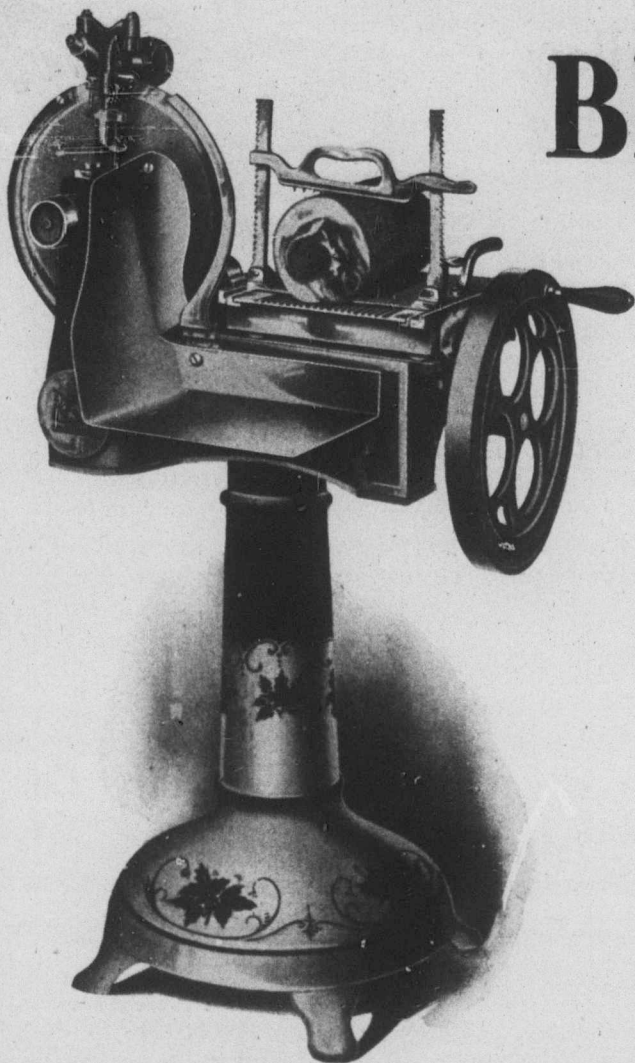
The only computing scale made in Canada.

**BRANTFORD COMPUTING SCALE COMPANY, LIMITED**  
BRANTFORD, CANADA

*Sold on Easy Monthly Payments*



# BRANTFORD SLICERS



- Nothing to get out of order.
- Easy to keep clean.
- Fitted with many new and up-to-date features.
- Ball-bearing.
- Crucible steel gears.
- Automatic sharpening device.
- Quick interchangeable trays.
- A new patent feed and our patent clutch, which holds the meat to the last slice.

**The best on the market. Let us prove it.**

**BRANCH OFFICES:**

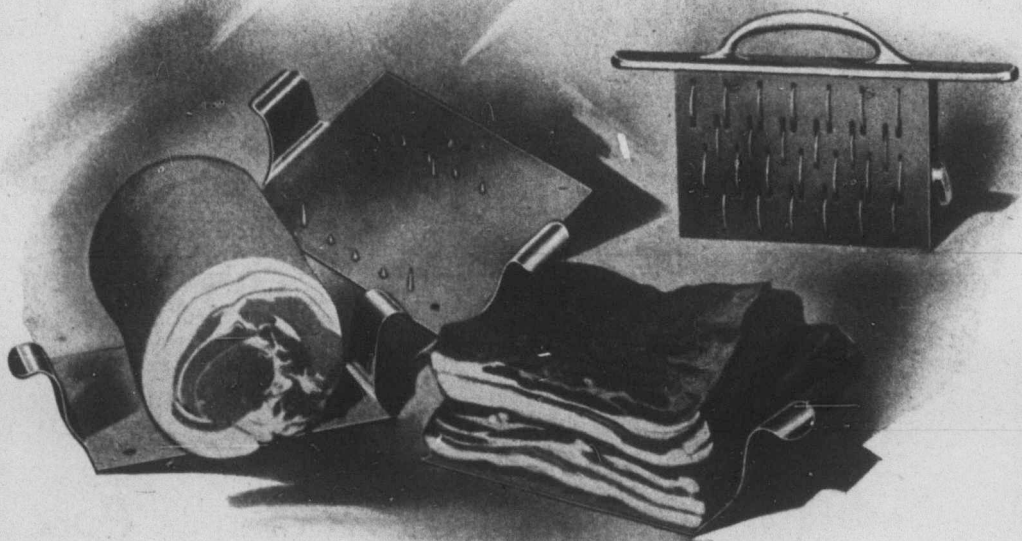
- Toronto—482 College St.,  
Thos. Ferguson, Mgr.
- Hamilton—48 Catharine St.  
S., J. H. Galloway, Mgr.
- London—314½ Dundas St.,  
E. G. Robinson, Mgr.
- Montreal—113 Bleury St.,  
G. D. Pequegnat, Mgr.
- Ottawa—George Cameron.
- Sherbrooke—Dastous & Co.
- Regina, Sask. — Western  
Butchers' Supply Co.

**BRANTFORD  
COMPUTING  
SCALE CO.**

Limited

Brantford, Canada

*Write us for  
descriptive catalogue  
in colors*



Showing the interchangeable Trays which permit of quickly changing the meat, and our Patent Clutch which holds meat to the last slice.

## The One System That Will Allow You to Handle Eggs Profitably

Why handle Eggs at a loss? Yet, that is just what a great many Grocers are doing—losing dollars each week through broken eggs, dissatisfied customers, overcount, and delays in the handling. Don't do it. Make Egg Handling profitable by using

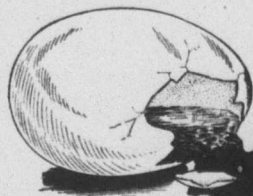


### The Star System for Safe Egg Handling

The unit of the System is the CARRIER shown above—carefully made—serviceable and offering absolute protection. Filled in a few seconds and emptied in an instant by simply inverting the Carrier, sliding the wire bail, thereby depositing the Eggs in the imprinted cardboard Tray. It costs approximately a quarter cent per dozen to deliver eggs by the STAR System. How does that compare with your present cost?

STAR System for each wagon includes 4 dozen STAR EGG CARRIERS—5 M STAR EGG TRAYS—1 package of DIVISIONS.

Write us for full particulars.



*Lost Profits*

**Star Egg Carrier & Tray Mfg. Co.**  
1500 Jay St. Rochester, N.Y.



# LOOK

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

You can't afford to be without at least a case of both, and we deserve your support.

Order to-day through your wholesaler or direct.

**Richards Pure Soap Co.**  
LIMITED  
WOODSTOCK, ONTARIO





**M**ORE than two hundred Toronto butchers and grocers entered the H. A. window dressing contest during the week ending April 3rd. The judges awarded the prizes as follows:

First—J. A. McDonald, 1265 King St. W. ....	\$150
Second—Good Bros., 1228 Bloor St. W. ....	50
Third—E. S. McMurtry, 2297 Yonge St. ....	10
Fourth—E. A. Tomlin, 349 Broadview ....	10
Fifth—William Fleming, 1104 Bloor St. W. ....	10

The object of this contest was to add incentive to individual effort in the art of window dressing, the merchant's best silent salesman.

For its great success in the high standard of windows shown we most heartily congratulate and thank all of the contestants.

**THE HARRIS ABATTOIR COMPANY, LIMITED**  
TORONTO



## ON-THE-SPOT SERVICE

—*that's what I like about*  
*Nicholson & Bain Co-Operation*

Warehouses in the six important cities of the West. Each controlling their own immediate locality. Each with a corp of salesmen that get into personal touch with their customers—**EVERY DAY**. That's the kind of service that has meant so much to the uplift of my sales in the West.

There is no quicker, surer or more efficient way of placing your product on the whole Western field than putting it up to Nicholson & Bain. There may still be an opening for your product. No obligation.

*Write to-day.*

# NICHOLSON & BAIN

WHOLESALE COMMISSION MERCHANTS AND BROKERS

Head Office :—Winnipeg, Man.      Branches :—Regina, Saskatoon, Edmonton, Calgary, Vancouver

"Just pure Coffee, refined like sugar. Use it as you do sugar,— $\frac{3}{4}$  of a teaspoonful to a cup and pour on boiling water. Sugar and cream to taste—dissolves instantly—no sediment—the flavor is always perfect—you control the strength. Sold *only* in air-tight tins. A child can make as good coffee as a chef with

*G. Washington's*  
**INSTANT Coffee**

**Now You Can Drink All  
The Coffee You Want**

FOR SALE BY  
Canadian Wholesale Grocers



Write for literature telling of Mr. Washington's Wonderful Refining Process, which gives us this 100% Pure Refined Coffee.

Canadian Sales Agent:

**Edmund Littler**  
169 William Street  
MONTREAL, CANADA

More than five million families annually testify to their superiority.

For twenty years the standard of clean, wholesome, natural, sun-cured, seedless raisins.



May be purchased from any wholesale grocer in Canada.

Canadian Agents:  
**Nicholson & Bain,**  
Winnipeg, Edmonton,  
Saskatoon, Regina.

**Eugene Moore,**  
Toronto.

**Universal Importing  
Company,**  
Montreal.

11 x 22 six-color display card  
mailed on application.

Always sold in this package.

**AMERICAN VINEYARD COMPANY, Growers and Packers**

## Talking to the Point—

CLASSIFIED ADS. get right down to the point at issue. If you want something, say so in a few well-chosen words. Readers like that sort of straight-from-the-shoulder-talk, and that is the reason why condensed ads. are so productive of the best kind of results.

CLASSIFIED ADS. are always noticed. They are read by wide-awake, intelligent dealers, who are on the lookout for favorable opportunities to fill their requirements.

**TRY A CONDENSED AD. IN THIS PAPER.**



**Y**OU have read in the front pages of this issue of the successful Orange selling campaign of J. A. McCrea & Son. The following testimonial which we received, explains 40% of their success:

Messrs. Hugh Walker & Son,  
Guelph.

Dear Sirs—

It may be of interest to you to know that since we commenced to feature Golden Orange Brand of Sunkist Navel Oranges our sales of Oranges have increased fully forty per cent.

There is a reason. Golden Orange Brand Navel Oranges have a flavor different from any other Orange that we have handled. The flavor that pleases the palate of all users of Oranges. When we sell Golden Orange Brand we are sure of repeat orders.

Our opinion of Golden Orange Brand Sunkist Navel Oranges agrees with yours that it is the finest Orange grown in California..

Guelph,  
March 11, 1915.

J. A. McCREA & SON.

You can do the same by featuring  
**Golden Orange Brand**  
SUNKIST SEEDLESS NAVELS

Order some to-day. All sizes always  
in stock.

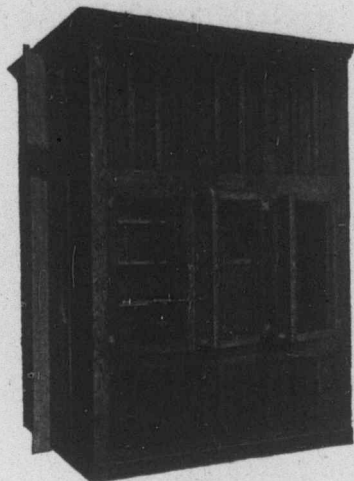
THE HOUSE OF QUALITY.

Hugh Walker & Son  
GUELPH and NORTH BAY

Why experiment with ice-boxes when you can buy a refrigerator such as the

# Eureka

backed as it is with twenty-eight years of practical experience, and with a guarantee of absolute satisfaction? The average refrigerator is merely an elaborate ice-box which, unlike the Eureka dry cold circulating air system, causes spoilage rather than preserves fresh meats, etc. Now is the time to install one.



Catalog and prices sent on request.

## Eureka Refrigerator Company

31 Brock Ave. Limited TORONTO

# DEARBORN'S National Cream of Tartar Compound

*A Perfect Substitute for Cream of Tartar*

NATIONAL Cream of Tartar Compound absolutely replaces Cream of Tartar, and for baking purposes cannot be excelled; is made from the purest materials, and conforms to all the Government's Pure Food Laws.

Advantages of using Dearborn's Pure Cream of Tartar Compound:

- 1st. It is absolutely pure, and free from Sulphate, or Alum.
- 2nd. Its action is slow, only fully takes place when the goods are placed in the oven; the dough, therefore, can remain standing several hours.
- 3rd. The goods produced are of excellent texture, and retain their moisture and freshness.
- 4th. Being considerably cheaper than Cream of Tartar, it is most economical to use.
- 5th. Gives equally as good if not better results than French Cream of Tartar.
- 6th. IS MADE IN CANADA.

We have numerous testimonials from bakers and large consumers stating that they get much better results from Dearborn's National Cream of Tartar Compound than from the ordinary French Cream of Tartar.

Packed in cases of 25 and 50 lbs.

WHOLESALE PRICES:

1 lb., 24c; ½ lb., 25c; ¼ lb., 26c per lb.

Freight paid 100-lb. lots.

Samples sent on application.

**DEARBORN & CO. Limited**  
ST. JOHN, N. B.

You can offer "King Oscar" Sardines to your most fastidious patrons and ensure customer satisfaction. They are of the highest quality and uniform size, prepared and packed under most sanitary conditions.

# King Oscar

Brand

# Sardines

are packed in the finest olive oil in solderless cans. Canadian people know these widely advertised sardines as the "Sardines that make Stavanger famous." Take advantage of our widespread advertising and introduce the real sardines of quality in your town.

They will help you win. Ask your wholesaler.

CANADIAN AGENTS

(J. A. Henderson)

HAMILTON, ONTARIO



# GOOD FLOUR

versus

# Indifferent kinds

MAKES GOOD BREAD

Choose the best, invest in the best, sell no other kind but the best, and you are sure that your flour sales will improve every day to eventually control the trade in your district, because no discriminative buyer will bother with the inferior, no matter how much cheaper he can obtain it, even at his very door.

Anchor Brand Flour is not an experiment, nor the results of a day—nearly 20 years' experience in Manitoba Hard Wheat products were necessary to attain the high standard that to-day is admittedly the supreme "par excellence." Try it.

## Leitch Brothers' Flour Mills

LIMITED

Oak Lake, Manitoba





Advertised  
 "WINDSOR"  
 and "REGAL"  
 SALT adver-  
 tisements have  
 been features  
 of the news-  
 papers and  
 magazines for  
 years, and have  
 helped our  
 friends in the  
 trade to sell  
 many thou-  
 sands of bags  
 and cartons of  
 salt every year.

What do you  
 think of our  
 "Made in Can-  
 ada" series of  
 advertisements  
 now appearing  
 in the leading  
 publications?

## Marching On

If you could number the people in Canada who use "WINDSOR" and "REGAL" SALT every day, in almost everything they eat, you would count practically every man, woman and child in the Dominion. It is because of this universal demand for

## "Windsor" and "Regal" Salt

that Grocers find it pays them to handle these brands exclusively and to supply them to every customer, whether specified or not.

The Salt that keeps up the quality—and treats all Retailers alike—is the Salt that pays the big profit in the end.

**The Canadian Salt Co., Limited**  
 Windsor, Ontario

**No "Cut" Prices**  
 We sell only through jobbers, at fixed prices. There are no "cut prices" — no special discounts — no secret rebates to individual dealers. Every Retail Grocer pays his wholesaler what all the others pay, so that there is no inducement for cutting prices.

**Same Treatment for all Retailers**  
 By fixing prices, as well as quality, we give every Grocer a square deal, and enable him to make a good profit as well as please his customers.



Profits!

# 'CAMP' COFFEE



The retail profit on 'Camp' is as satisfactory as 'Camp' itself—and 'Camp' *always* gives satisfaction.

If you are after good Coffee—good Profit—good Customers—you ought to be after 'Camp' Ask your Wholesaler.

*R. Paterson & Sons,  
Coffee Specialists,  
Glasgow*



Made in Canada

*How long are you going to lose money by using antiquated methods*

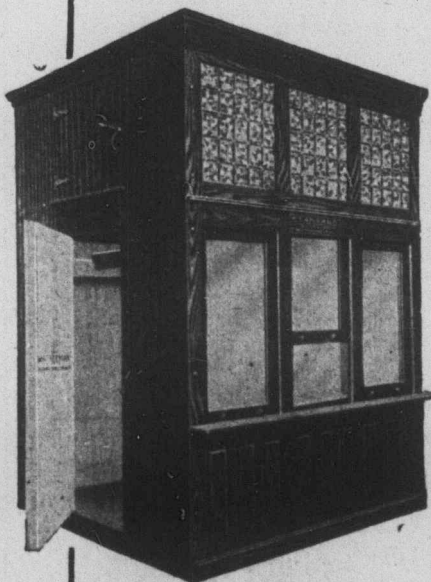
—the old, rusty cheese knife and the guessing are long since left behind. The "Perfection" Cheese Cutter has the "counter," with its five-ply, non-warp birch board, its glass shield, double-edge steel knife, and its accurate computation. No intricate parts, simplicity itself.

Order to-day through nearest jobber, agent, or direct.

**AMERICAN COMPUTING CO. OF CANADA  
HAMILTON, ONT.**

## Freeman's Improved Standard

Cold Dry Air Refrigerator



for  
Butchers  
Grocers  
Creameries  
Householders  
Restaurants  
Hospitals  
and all  
Institutions

SATISFACTION GUARANTEED  
Send for Catalogue, Price List and Discounts

**The W. A. Freeman Co., Limited**  
Hamilton Ontario

## "Made in Canada"

**Brooms of Quality**  
to introduce our  
**CANADA LINE**

Please note the following  
**Special Prices**

Sample Order Solicited

Fine Polished Colored Handles

No. 1 CANADA, 5 stg.	- -	\$4.50
" 2 " 4 "	- -	4.00
" 3 " 4 "	- -	3.75

6-doz. Lots and up delivered (Ontario)

**Walter Woods & Co.**  
HAMILTON



# TEA

Ceylons, Indians, Japans,  
Chinas, Formosas

AT FIRST-HAND COSTS.

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

---

IMPORT ORDERS A SPECIALTY

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

**John Duncan & Co.**

ESTABLISHED 1866

MONTREAL

# A Purely Canadian Product

Ninety-five per cent. of the raw material used in the manufacture of macaroni is wheat product.

One hundred per cent. of the wheat used in the manufacture of

**L'ETOILE**  
(Star)  
and  
**Hirondelle**  
(Swallow)

brands is *Canadian Manitoba Hard Wheat*.

It has been proven by us that Canadian wheat makes a macaroni not only equal but superior to any imported.

In displaying and pushing these brands you support an article

**MADE IN CANADA**

by Canadian workmen and one of the highest quality.

*Order from your wholesaler.*

**C. H. Catelli, Limited**

**MONTREAL**

**AGENTS**

Tees & Persse, Limited, Winnipeg  
C. C. Mann, Toronto

## QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS \$56  
PER INCH PER YEAR

### BAKING POWDER.

#### WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. to case, weight 10 lbs. ....	\$0 40
4 oz. Tins, 4 doz. to case, weight 20 lbs. ....	65
6 oz. Tins, 4 doz. to case, weight 25 lbs. ....	90
8 oz. Tins, 4 doz. to case, weight 35 lbs. ....	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs. ....	1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs. ....	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs. ....	5 00
5 lb. Tins, 1 doz. to case, weight 80 lbs. ....	9 50

#### COOK'S FRIEND BAKING POWDER.

W. D. McLaren, Limited.

In Cartons—	Per doz.
No. 1 (25c size), 4 doz. cs.	2 25
No. 1 (25c size), 2 doz. cs.	2 30
No. 10 (20c size), 4 doz. cs.	1 50
No. 10 (20c size), 2 doz. cs.	1 85
No. 8 (15c size), 4 doz. cs.	1 50
No. 2 (10c size), 6 doz. cs.	0 80
No. 2 (10c size), 3 doz. cs.	0 85
No. 3 (5c size), 4 doz. cs.	0 45

Also in tins. Prices on application.

#### ROYAL BAKING POWDER

Size.	Less than 10 case lots	Bbl. lots or 10 cases and over
Dime	\$ .95	\$ .30
4-oz.	1.40	1.25
6-oz.	1.95	1.90
8-oz.	2.55	2.50
12-oz.	3.85	3.75
16-oz.	4.90	4.80
2½-lb.	11.00	11.55
3-lb.	13.00	13.35
5-lb.	22.35	21.00

Barrels—when packed in barrels one per cent. discount will be allowed.

#### FOREST CITY BAKING POWDER.

6-oz. tins	\$0 75
12-oz. tins	1 25
16-oz. tins	1 75

#### BLUE.

Keen's Oxford, per lb.	\$0 17
In 10-lb. lots or case	0 16

#### COUPON BOOKS — ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal. \$2, \$3, \$5, \$10, \$15 and \$20. All same price, one size or assorted.

#### UN-NUMBERED.

100 books and over, each	0 03½
500 books to 1,000 books	0 03

For numbering cover and each coupon, extra per book, ½ cent.

#### CEREALS.

#### WHITE SWAN Per case

Biscuit Flour (Self-rising), 2 doz. to case, weight 70 lbs. ....	\$3 00
Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs. ....	3 00

	Per case
Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs. ....	3 00
Breakfast Food, 2 doz. to case, weight 85 lbs. ....	4 50
King's Food, 2 doz. to case, weight 95 lbs. ....	5 50
Wheat Kernels, 2 doz. to case, weight 65 lbs. ....	3 75
Barley Crisps, 3 doz. to case, weight 50 lbs. ....	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs. ....	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs. ....	3 00

#### DOMINION CANNERS, LIMITED.

Aylmer Pure Jams, 16 oz. Jar.	Per doz.
Strawberry, 1914 pack	\$2 20
Raspberry, red, heavy syrup	2 10
Black Currant	2 10
Red Currant	2 10
Peaches	2 10
Pear, Bart.	2 10

#### Aylmer Pure Jellies.

Red Currant	2 10
Black Currant	2 10
Crabapple	1 45
Raspberry and red currant	2 10
Raspberry and gooseberry	2 10
Plum jam	1 85
Green Gage plum stoneless	1 85
Gooseberry	1 00
Grape	1 85

#### Aylmer Marmalade

Orange Jelly	1 00
Lemon	1 00
Pineapple	1 50
Ginger	2 20

#### Aylmer Pure Preserves—Bulk

	5 lbs. 7 lbs.
Strawberry	0 72 1 00
Black currant	0 65 0 85
Raspberry	0 65 0 85

#### Aylmer 14's and 30's per lb.

Strawberry	0 11
Raspberry	0 14

#### COCOA AND CHOCOLATE.

#### THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 00
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 20
Perfection, 5-lb. tins, per lb.	0 35
Soluble bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

#### (Unsweetened Chocolate).

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 30
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 00
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 20
Sweet Chocolate—	
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35





## Get rid of leaking jars

Every grocer dreads them, with their spoiled labels and messy look. Every grocer knows how direct is the relation between them and dissatisfied customers.

# Anchor Caps

prevents leakers. You have goods on your shelves sealed with them, examine them and be convinced. **ANCHOR CAPS** add not only to the security but also very greatly to the appearance of any glass containers. Their perfect proportions and their extraordinary neat seal, combine to make a package that at once attracts your customer.

**ANCHOR CAPS** as well as being air-tight have another great advantage. Owing to our method of sealing the contents of the package are prevented in every way from coming into contact with anything but the highest quality of sanitary lacquer, impervious to fruit acids, vinegar or brine. Easily removed, simply push up at edge, or if a vacuum cap, first puncture.

**ANCHOR CAPS** are used by practically all the prominent Canadian packers on all varieties of bottles, jars and tumblers, and with equal success in sealing all food products from the lightest preserve to the strongest pickle.

Ask for and push goods sealed with **ANCHOR CAPS**. The profit to you is direct and lasting.



**ANCHOR CAP AND  
CLOSURE CORPOR-  
ATION of CANADA  
LIMITED**

Sudbury St. West  
Foot Dovercourt Road  
**TORONTO, Can.**

**YOU CANNOT MAKE  
A GOOD OMELET  
FROM STALE EGGS**

WHY, THEN, SHOULD YOU TRY TO PERSUADE YOUR INTELLIGENT WESTERN TRADE, THAT COFFEES ROASTED IN THE "EAST," A MONTH OR SIX WEEKS BEFORE YOU RECEIVE THEM, ARE "ALL RIGHT?"

NO FOOD PRODUCT DE-TERIORATES MORE RAPID-LY THAN ROASTED COF-FEE.

WE KNOW COFFEES — AND HOW TO BLEND AND ROAST THEM. **YOUR ORDER** WILL BE ROASTED AND PACKED THE **SAME DAY** AS RE-CEIVED.

"FRESH-ROASTED" COF-FEES DIRECT FROM OUR MODERN PLANT TO YOU—MEANS BIGGER BUSINESS—LARGER PROFITS—AND—MORE "FRESH - COFFEE" BOOSTERS AMONG YOUR CUSTOMERS.

A POSTAL WILL BRING SAMPLES, QUOTATIONS AND PARTICULARS OF SERVICE

**The Codville Co., Limited**  
WINNIPEG

Brandon, Man. Moose Jaw and Saskatoon,  
Sask.

Diamond, 8's, 6 and 12-lb. boxes .....	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes .....	0 26
Diamond, 1/4's, 6 and 12-lb. boxes .....	0 27
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in 1/2-lb. packages, 2 doz. in box, per doz. ....	1 00
Chocolate Confections Per lb.	
Maple buds, 5-lb. boxes....	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes .....	0 31
Chocolate wafers, No. 2, 5-lb. boxes .....	0 26
Nonparell wafers, No. 1, 5-lb. boxes .....	0 31
Nonparell wafers, No. 2, 5-lb. boxes .....	0 26
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes .....	0 37
Coffee drops, 5-lb. boxes....	0 37
Lunch bars, 5-lb. boxes....	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box....	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box .....	0 85
Nut milk chocolate, 1/2's, 6-lb. boxes, lb. ....	0 37
Nut milk chocolate, 1/4's, 6-lb. boxes, lb. ....	0 37
Nut milk chocolate, 5c bars, 24 bars, per box .....	0 85
Almond nut bars, 24 bars, per box .....	0 85

JOHN P. MOTT & CO.'S.

Miss N. Estabrook, St. John, N. B.; J. A. Taylor, Montreal; P. Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Perse, Calgary, Alta.; Russell, Johnson, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) doz. ....	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz. ....	0 85
Nut milk bars, 2 dozen in box .....	0 80
Breakfast cocoa, 1/4's and 1/2's .....	0 36
No. 1 chocolate .....	0 50
Navy chocolate, 1/4's .....	0 26
Vanilla sticks, per gr. ....	1 00
Diamond chocolate, 1/4's .....	0 24
Plain choice chocolate liquors .....	20 30
Sweet chocolate coatings ..	0 20

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved	Per case.
Eagle Brand, each 4 doz. ....	\$6 25
Reindeer Brand, each 4 doz. 6 25	
Silver Cow Brand, each 4 doz. ....	5 75
Gold Seal Brand, each 4 doz. ....	5 60
Mayflower Brand, each 4 doz. ....	5 60
Purity Brand, each 4 doz. 5 60	
Challenge Brand, each 4 doz. ....	4 85
Clover Brand, each 4 doz. ..	4 85
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz. ....	2 00
Peerless Brand, small, each 4 doz. ....	2 00
St. Charles Brand, Family, each 4 doz. ....	3 90
Peerless Brand, Family, each 4 doz. ....	3 90
Jersey Brand, Family, each 4 doz. ....	3 90
St. Charles Brand, tall, each 4 doz. ....	4 50
Peerless Brand, tall, each, 4 doz. ....	4 50
Jersey Brand, tall, each, 4 doz. ....	4 50
St. Charles Brand, Hotel, each, 2 doz. ....	4 25

Peerless Brand, Hotel, each, 2 doz. ....	4 25
Jersey Brand, Hotel, each, 2 doz. ....	4 25
St. Charles Brand, gallons, each, 1/2 doz. ....	4 75
"Reindeer" Coffee and Milk, "large," each, 2 doz. ....	4 80
"Reindeer" Coffee and Milk, "small," each, 4 doz. ....	5 50
"Regal" Coffee and Milk, each, 2 doz. ....	4 50
"Reindeer" Cocoa and Milk, each, 2 doz. ....	4 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN.

1 lb. tins, 4 doz. to case, weight, 80 lbs. ....	30
1 lb. tins, 2 doz. to case, weight 35 lbs. ....	
Add one-half cent per pound to the above.	

ENGLISH BREAKFAST COFFEE.

1/2 lb. tins, 2 doz. to case, weight 22 lbs. ....	32
1 lb. tins, 2 doz. to case, weight 40 lbs. ....	30

MOJA.

1/2 lb. tins, 2 doz. to case, weight 22 lbs. ....	32
1 lb. tins, 2 doz. to case, weight 40 lbs. ....	30
2 lb. tins, 1 doz. to case, weight 40 lbs. ....	30

PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.	
1 lb. tins, 2 doz. to case, per lb. ....	27
Shipping weight, 50 lbs. per case.	

MINTO BROS.

MELAGAMA COFFEE.

1s, 1/4, Grd. ....	25	30
1s, 1/2, B. & G. ....	32	40
1s only, B. & G. ....	35	45
1s, 1/2, B. & G. ....	35	50
Packed in 30 and 50-lb. cases.		
Terms net 30 days prepaid.		

MINTO COFFEE (Bulk).

M Bean or Gr. ....	33
I Bean or Gr. ....	35
N Bean or Gr. ....	32
T Bean or Gr. ....	30
O Bean or Gr. ....	28
Spec. Grd. Compound .....	30
Packed in 25 and 50-lb. tins.	

FLAVORING EXTRACTS.

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

1 oz. bottles, per doz., weight 3 lbs. ....	\$ 1 00
2 oz. bottles, per doz., weight 4 lbs. ....	2 00
2 1/2 oz. bottles, per doz., weight 6 lbs. ....	2 30
4 oz. bottles, per doz., weight 7 lbs. ....	3 50
8 oz. bottles, per doz., weight 14 lbs. ....	6 50
16 oz. bottles, per doz., weight 23 lbs. ....	12 00
32 oz. bottles, per doz., weight 40 lbs. ....	23 00
Bulk, per gallon, weight 16 lbs. ....	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE.

Special Delivered Price for Canada

	Per doz.
1/2-oz. (4 doz. case), weight 9 lbs., retail each 15c ..	\$ 1 40
1 oz. (4 doz. case), weight 14 lbs., retail each 35c ..	3 35
2 oz. (3 doz. case), weight 15 lbs., retail each 55c ..	4 40
4 oz. (2 doz. case), weight 17 lbs., retail each 95c ..	7 00
8 oz. (1 doz. case), weight 17 lbs., retail each \$1.50 ..	13 00
Pint (1 doz. case), weight 20 lbs., retail each \$3 ..	25 00
Quart (1 doz. case), weight 53 lbs., retail each \$5.50 ..	47 75
Gallons, each, retail each \$20 .....	27 15



When You Sell Your Customers

Griffin & Skelley's

Dried Fruits

Canned Fruits

Seeded Raisins

Seedless Raisins

you have impressed them  
with the fact that you  
stock goods of quality

and

QUALITY SPELLS  
**SUCCESS**

You'll sell more jam between now and the fresh fruit season than any other time.

The domestic fruits are done and people must have something to fill their place.

Nothing can equal jam for breakfast, nothing can take its place, and especially when it is of the good, wholesome quality of

## WADDELL'S Popular-Priced PURE FRUIT JAMS

These jams are made to sell at a popular price, yet are rich and are absolutely pure fruit jams, having an apple filler which is much preferred by thousands of people.

Waddell's Jams are in a class by themselves in the popular-priced lines—their flavor is delicious and appetizing.

*Send an order to-day and show a window full of these jams at a popular price—stir up a big jam business for the month of May.*

**The Waddell Preserving Co.**  
SARNIA, ONT.

**GELATINE.**

Knox Plain Sparkling Gelatine (2-qt. size), per doz. 1 30  
Knox Acidulated Gelatine (Lemon flavor), (2-qt. size), per doz. 1 30  
Cox's Instant Powdered Gelatine (1-qt. size), per doz. 1 10

**W. CLARK, LIMITED, MONTREAL.**

Compressed Corned Beef, 1/2s, \$1.60; 1s, \$2.75; 2s, \$5; 6s, \$15.50; 14s, \$37.  
Roast Beef, 1/2s, \$1.60; 1s, \$2.75; 2s, \$5; 6s, \$16.  
Boiled Beef, 1s, \$2.75; 2s, \$5; 6s, \$16.  
Jellied Veal, 1/2s, \$1.60; 1s, \$2.75; 2s, \$4.50; 6s, \$16.  
Corned Beef Hash, 1/2s, \$1.50; 1s, \$2.10; 2s, \$3.  
Beefsteak and Onions, 1/2s, \$1.60; 1s, \$2.75; 2s, \$5.  
Cambridge Sausage, 1s, \$2.75; 2s, \$4.50.  
Boneless Pigs' Feet, 1/2s, \$1.50; 1s, \$2.25; 2s, \$4.25.  
Lambs' Tongues, 1/2s, \$2.  
Sliced Smoked Beef, tins, 1/2s, \$1.75; 1s, \$2.75.  
Sliced Smoked Beef, glass, 1/2s, \$1.35; 1/2s, \$2; 1s, \$2.75.  
Tongue, Ham and Veal Pate, 1/2s, \$1.20.  
Ham and Veal, 1/2s, \$1.  
Potted and Devilled Meats, tins—Beef, Ham, Tongue, Veal, Game, 1/2s, 50c; 1/2s, \$1.  
Potted Meats, Glass—Chicken, Ham, Tongue, 1/2s, \$1.25.  
Ox Tongues, tins, 1/2s, \$2.50; 1s, \$5.50; 1 1/2s, \$8; 2s, \$10.  
Ox Tongues, Glass, 1 1/2s, \$10; 2s, \$12.  
Mincement, Hermetically Sealed Tins, 1s, \$1.25; 2s, \$1.95; 3s, \$3; 4s, \$4; 5s, \$5.  
In Pails, 25 lbs., 8c lb.  
In Tubs, 45 lbs., 7 1/2c lb.  
In Glass, 1s, \$2.25.  
Plum Pudding, 1s, \$1.75; 2s, \$2.25.  
Clark's Peanut Butter—Glass Jars, 1/2, 95c; 1/2, \$1.40; 1, \$1.85.  
Clark's Peanut Butter—Pails 24 lbs., 15c per lb.  
Clark's Tomato Ketchup, 8 oz., \$1.35; 12 oz., \$1.95; 16 oz., \$2.40.  
Pork & Beans, Plain Talls, 1, 60c; 2, \$1; 3, \$1.40; 6, \$4.50; 12, \$7.25.  
Pork & Beans, Tomato Sc. Talls, 1, 60c; 2, \$1.00; 3, \$1.40; 6, \$4.50; 12, \$7.25.  
Pork & Beans, Chili Flat, 1, 60c; 2, \$1.00; 3, \$1.15.  
Pork & Beans, Tomato Flats, 1, 60c; 2, \$1.00; 3, \$1.15.  
Pork & Beans, Plain Flats, 1, 60c; 2, \$1.00; 3, \$1.15.  
Vegetarian Baked Beans, Tomato Sauce, Talls, \$1.15.  
Clark's Chateau Concentrated Soups, 95c.  
Clark's Chateau Concentrated Soups, No. 1 Assorted, 95c.

**EBY-BLAIN, LIMITED, TORONTO. ANCHOR BRAND.**

Ammonia Powder—  
"Anchor" Per case  
50 cases, 6 doz. .... \$2 50  
10 cases, 3 doz. .... 2 50  
5 case lots, freight prepaid, Ontario points .. 2 25  
Baking Powder—  
"Anchor" Per doz.  
4 oz. tins, cases 4 doz. ... 0 67 1/2  
6 oz. tins, cases 4 doz. ... 0 90  
8 oz. tins, cases 3 doz. ... 1 20  
12 oz. tins, cases 3 doz. ... 1 65  
16 oz. tins, cases 2 doz. ... 2 00  
... tins, cases 1 doz. ... 4 40  
5-lb. tins, cases 1 doz. ... 3 40  
Chocolate—Unsweetened—  
"Anchor" Per doz.  
10c cakes, boxes 2 doz. .... 0 90  
Cocoa—"Anchor" Per doz.  
10c tins, cases 4 doz. .... 0 90  
Per lb.  
1/4s, tins, cases 4 doz. .... 0 36  
1/2s, tins, cases 2 doz. .... 0 35  
1s, tins, cases 1 doz. .... 0 35

**Coffee—"Anchor" Per lb.**

1 lb. tins, whole or ground, cs., 30 lb. .... 0 36  
2 lb. tins, whole or ground, cs., 30 lb. .... 0 35  
Cream of Tartar—"Anchor" Per doz.  
2 oz. pkgs., box 4 doz. ... \$ 0 90  
3 oz. pkgs., box 3 doz. .... 1 35  
1/2 oz. pkgs., box 4 doz. ... 1 75  
1/2 oz. pkgs., box 4 doz. ... 3 50  
1/2 oz. tins, box 4 doz. .... 3 75  
1 oz. tins, box 2 doz. .... 6 00

**Flavoring Extracts—"Anchor"**

20c bottle ..... \$ 1 15  
1/2 oz. bottle ..... 2 50  
4 oz. bottle ..... 4 00  
8 oz. bottle ..... 7 50  
16 oz. bottle ..... 14 40  
32 oz. bottle ..... 28 80  
80 oz. bottle ..... 60 00

**Flour—Potate—"Anchor"**

Per doz.  
Cases, 2 doz. .... 1 20  
Icings, Prepared—"Anchor" 10c pkgs., case 3 doz. .... 1 00  
Mustard, D.S.F.—"Anchor" 50c tins, boxes 4 doz. .... 0 50  
10c tins, boxes 4 doz. .... 0 95

**Per lb.**

1/2s, tins, boxes 12 lbs. ... 0 40  
1/2s, tins, boxes 12 lbs. .... 0 30  
1s, tins, boxes 12 lbs. .... 0 35

**Rice, Special Grain—"Anchor"**

Per doz.  
Cases 2 and 4 dozen .... 0 90

**"Anchor" Brand Per case**

Shaker Table Salt, free running, cases 2 doz., case 1 00

**"GOLD MEDAL" COFFEE.**

Per lb.  
Whole or Ground—  
1/2 lb. tins, cases 30 lbs. ... 0 37  
1 lb. tins, cases 30 lbs. ... 0 36  
2 lb. tins, cases 30 lbs. ... 0 35

**"GOLD MEDAL" ROLLED WHITE OATS.**

Per case  
25c pkgs., cases 12 pkgs. ... 2 50

**"KING" NAPTHA BORAX WASHING COMPOUND.**

5c pkgs., cases 50s ..... 1 00  
5c pkgs., cases 100s ..... 3 75  
10c pkgs., cases 3 doz. ... 3 50

**"KOLONA" CEYLON TEA.**

Per lb.  
40c black, green or mixed, 1/2 and 1 lb. pkgs. .... 0 30  
50c black, green or mixed 0 35  
60c black, green or mixed 0 42  
80c black, green or mixed 0 55

**Per doz.**

"Meat of Wheat" Breakfast Food, cases 2 doz. ... 1 45  
"Wheat - Os" Breakfast Food, cases 2 doz. .... 1 45

**Per doz.**

"Piccaniany" pancake and buckwheat ..... 1 00

**LAPORTE, MARTIN, LIMITED MONTREAL. Agencies.**

**BASIN DE VICHY WATERS.**

L'Admirable, 50 qts., case.. 5 50  
Efficace ..... 6 00  
Neptune ..... 7 00  
San Rival ..... 8 00

**VICHY LEMONADE.**

La Savoureuse, 50 qts. .... 8 50  
100 pts., case ..... 10 00

**CASTILE SOAP.**

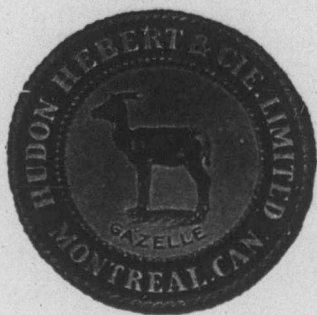
"Le Soleil," 72 p.c. Olive Oil, Ca. 25 11 lb. bars, lb. .... 0 11  
Ca. 200 Morceaux, 3 1/2 oz., cs. .... 5 50  
Ca. 1000 Morceaux, 1 1/2 oz., cs. .... 12 00

**MINERVA PURE OLIVE OIL.**

Case—  
12 litres ..... 8 00  
12 quarts ..... 7 00



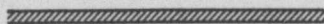
CANADIAN GROCER



# GAZELLE GOODS



are ever in the Limelight.  
Stand, by themselves, on  
the very highest plane.



**Hudon, Hebert & Cie.,**

Established A.D. 1847

LIMITED

**MONTREAL**

# Pineapple Season Opening

As usual we will be heavy importers, handling the best grades only.

## TOMATOES

Peters' Fancy Pack.

## DOMINO BRAND GRAPE FRUIT

Grape Fruit, Asparagus, Rhubarb, Oranges, Lemons, Etc.

First Shipment New Brazil Nuts.

ORDERS SOLICITED.

## WHITE & CO., LIMITED

Toronto, Canada

Importers Fancy Fruits and Fish

# LARD

Last week we told you to keep your eye on the lard market. It is on the advance. Last year selling at 14c, this year at 12c, it is due for further advance this week.

So are meats. Order Hams and Bacon this week.

**F. W. Fearman Co., Limited**  
HAMILTON

### BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces .....	0 10¼
Tubs, 60 lbs. ....	0 10¼
Pails, 20 lbs. ....	0 10¼
Tins, 20 lbs. ....	0 10¼
Cases, 3 lbs., 20 to case ...	0 11¼
Cases, 5 lbs., 12 to case ...	0 11¼
Cases, 10 lbs., 6 to case ...	0 11

F.O.B. Montreal.

### MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb. ....	\$1 50
D. S. F., ½-lb. ....	2 68
D. S. F., 1-lb. ....	5 36
F. D., ¼-lb. ....	0 95
F. D., ½-lb. ....	1 63
	Per jar
Durham, 4-lb. jar .....	0 87
Durham, 1-lb. jar .....	0 28

### JELLY POWDERS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. ....	\$ 0 90
--	---------

List Price.

### JELL-O.

Assorted case, contains 2 doz. 1 80	
Straight.	

Lemon, contains 2 doz. ....	1 80
Orange, contains 2 doz. ....	1 80
Raspberry, contains 2 doz. ....	1 80
Strawberry, contains 2 doz. ....	1 80
Chocolate, contains 2 doz. ....	1 50
Cherry, contains 2 doz. ....	1 80
Peach, contains 2 doz. ....	1 80
Weight, 8 lbs. to case, Freight rate, 2nd class.	

### JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz. 2 50	
Straight.	

Chocolate contains 2 doz. ....	2 50
Vanilla contains 2 doz. ....	2 50
Strawberry contains 2 doz. ....	2 50
Lemon contains 2 doz. ....	2 50
Unflavored contains 2 doz. ....	2 50
Weight, 11 lbs. to case. Freight rate, 2nd class.	

### SOAP AND WASHING POWDERS.

SNAP HAND CLEANER.

3 dozen to box .....	3 60
6 dozen to box .....	7 20
30 days.	

### RICHARDS' PURE SOAP.

Richards' Quick Naptha Soap. Packed 100 bars to case. 5-case lots (delivered), \$4.15 each with 20 bars of Quick Naptha as a free premium.

### FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases .....	\$5 90
Five cases or more .....	4 95

### WHITE SWAN LYE.

Single cases, 4 doz. ....	\$3 50
5 case lots, 4 doz. ....	3 35
Shipping weight 50 lbs. per case.	

### THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS.

#### Laundry Starches—

Boxes.	Cents
40 lbs., Canada Laundry ...	.06¼
40 lbs., boxes Canada white gloss, 1 lb. pkg. ....	.06¼
48 lbs. No. 1 white or blue, 4 lb. cartons .....	.07¼
48 lbs. No. 1 white or blue, 3 lb. cartons .....	.07¼
100 lbs., kegs, No. 1 white. ....	.06¼
200 lbs., bbls., No. 1 white. ....	.06¼
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs. ....	.07¼
48 lbs. silver gloss, in 6-lb. tin canisters .....	.06¼
36 lbs., silver gloss 6-lb. draw lid boxes .....	.06¼
100 lbs., kegs, silver gloss, large crystals .....	.07¼
28 lbs., Benson's Satin, 1-lb. cartons, chrome label ...	.07¼
40 lbs., Benson's Enamel (cold water), per case ...	3 00
20 lbs., Benson's Enamel (cold water), per case ...	1 40
Celluloid—boxes containing 45 cartons, per case .....	3 00

#### Culinary Starch.

40 lbs. W. T. Benson & Co.'s prepared corn .....	.07¼
40 lbs. Canada pure corn starch .....	.06¼
(120-lb. boxes ¼c higher.)	
Casco Potato Flour, 20-lb. boxes, per lb. ....	.10

### BRANTFORD STARCH.

Ontario and Quebec.

#### Laundry Starches—

Canada Laundry—	
Boxes about 40 lbs. ....	.06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs. ....	.06¼
First Quality White Laundry—	
3-lb. canisters, ca. of 48 lbs. ....	.07¼
Barrels, 200 lbs. ....	.06¼
Kegs, 100 lbs. ....	.06¼
Lily White Gloss—	
1-lb. fancy cartons cases 30 lbs. ....	.07¼
8 in case .....	.06
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case ...	.06¼
Kegs extra large crystals, 100 lbs. ....	.07¼

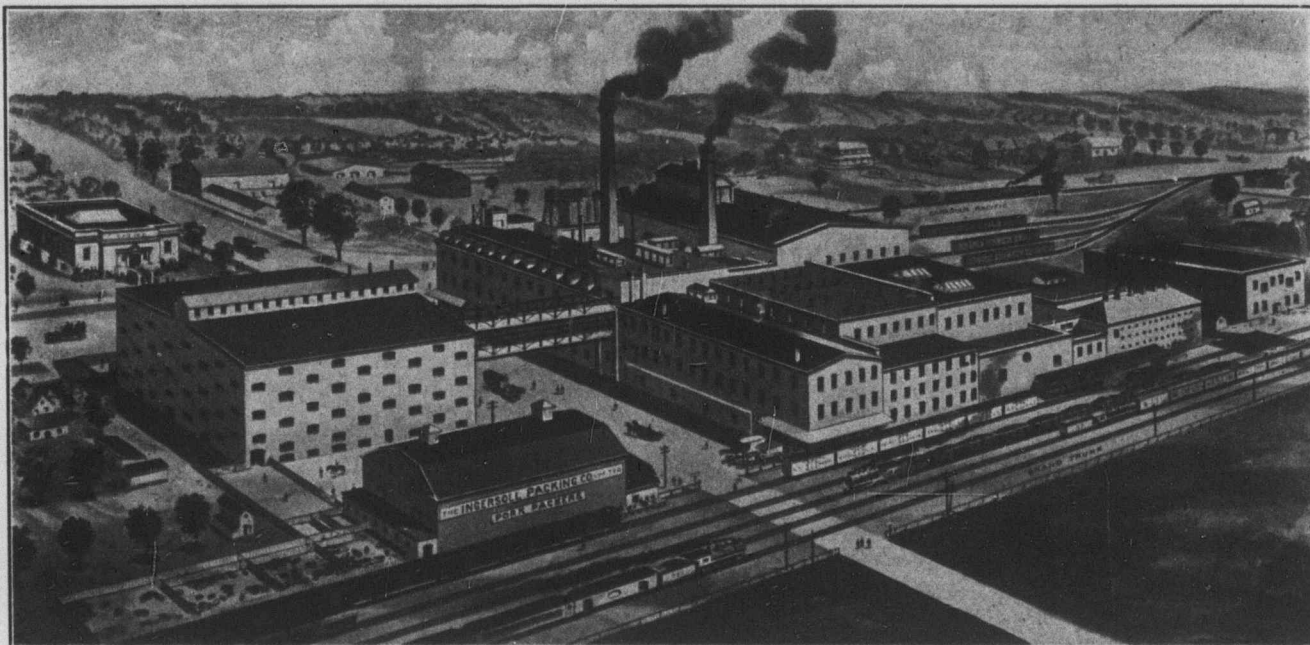
#### Canadian Electric Starch—

Boxes, containing 40 fancy pkgs., per case .....	3 00
Celluloid Starches—	
Boxes containing 45 cartons, per case .....	3 00

#### Culinary Starches—

Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs. ....	.06¼
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs. ....	.07¼
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs. ....	.07¼
(20-lb. boxes ¼c higher than 40's)	





## Beaver Brand Ingersoll Hams and Bacon

Safeguard your trade and ensure future business by selling only Beaver Brand hams and bacon. Beaver Brand represents the first selected hams and side of bacon, **guaranteed** sugar cured and of uniform quality, bearing the Government mark

“Canada Approved”

Ensure better business all over your store by selling only **Beaver Brand Products.**

Manufactured and Guaranteed by

**The Ingersoll Packing Co., Limited**

INGERSOLL, ONTARIO, CANADA



**The  
"NUGGET"  
Broom**

**A New Departure in  
Brooms**

Broom makers have not heretofore made a good, light broom. Light brooms have all been, made in the cheaper grades, and good brooms in the heavier weights.

The "Nugget" Broom is a good, light broom—something that will immediately "take" with housewives.

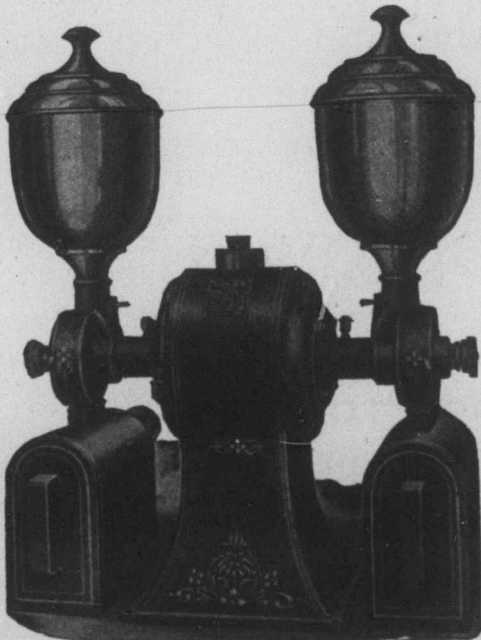
Made from the very choicest corn, golden yellow handle, very fancy finish with yellow velvet and yellow sewings. The corn will not come out or bend over at the tip with usage. Each broom and handle is in an individual wrapper, and the broom bears the "Nugget" trade-mark on the handle.

For prices, etc., write  
**Stevens - Hepner Company  
Limited**  
**PORT ELGIN, ONTARIO**

*The "Nugget" broom is only one  
of the famous Keystone  
Brand Brooms and  
Brushes.*

**More Than Ever in a Class  
by Itself**

One of our 12 new models. Wouldn't it be a good idea then to look into the Coles? It ranks with the best and meets your price. 26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.



**COLES MANUFACTURING CO**  
1615 North 23rd St. PHILA., PA.

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

**OCEAN MILLS, MONTREAL.**

Chinese starch, 16 oz. pack., 4 doz. per case, \$4; Ocean Corn Starch, 16 oz. pack., 4 doz. per case, \$3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, \$3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case, \$4; Ocean Borax, 8 oz. pack., 4 doz. per case, \$1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, \$3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, \$3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, \$6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, \$6.50; Ocean Baking Powder, 4 oz. pack., 4 doz., per case, \$3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, \$1.60; Ocean Baking Powder, 5 lb. tin, 10 tins per case, \$7.50; Chinese Washing Powder, 8 oz., 120 pack. per case, \$4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, \$6; Ocean Mustard (French Mustard, quart size), 2 doz. per case, \$4.50; Ocean Mustard (French Mustard), pint size, 2 doz. per case, \$4; Ocean Liquid Blue, pint bottles, 2 doz. per case, \$1.80; Petrolatum, 2 oz. jars, 12 doz. per case, \$5.40; Petrolatum, 5 oz. jars, 6 doz. per case, \$5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz., per case, \$7.20.

**COW BRAND BAKING SODA**  
In boxes only.

Packed as follows:  
5c packages (96) ..... \$3 20  
1 lb. packages (60) ..... 3 20  
1/4 lb. packages (120) ..... 3 40  
1 lb. 30 } Packages, Mixed: 3 30  
1/4 lb. 60 }

**SYRUP.**  
**THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.**

2-lb. tins, 2 doz. in case.....\$2 65  
5-lb. tins, 1 doz. in case..... 3 30  
10-lb. tins, 1/2 doz. in case.. 2 90  
20-lb. tins, 1/4 doz. in case.. 2 85  
Barrels, 700 lbs. .... 3 1/4  
Half barrels, 350 lbs. .... 4  
Quarter barrels, 175 lbs.... 4 1/4  
Pails, 38 1/2 lbs. .... 1 95  
Pails, 26 lbs. each ..... 1 40

**LILY WHITE CORN SYRUP.**  
2-lb. tins, 2 doz. in case.... 3 00  
5-lb. tins, 1 doz. in case.... 3 55  
10-lb. tins, 1/2 doz. in case.. 3 25  
20-lb. tins, 1/4 doz. in case.. 3 20  
(5, 10 and 20-lb. tins have wire handles.)

**ST. LAWRENCE SUGAR REFG. CO.**  
Crystal Diamond Brand Cane Syrup.  
2-lb. tins, 2 doz. in case..\$2 65  
Barrels ..... 0 03 1/4  
1/2 barrels ..... 0 1/4

**CANNED HADDIES, "THISTLE" BRAND.**  
A. P. TIPPET & CO., Agents.  
Cases, 4 doz. each, flats, per case ..... \$5 40  
Cases, 4 doz. each, ovals, per case ..... 5 40

**INFANTS' FOOD.**  
Robinson's patent barley, 1/2 lb. tins, \$1.25; 1-lb. tins, \$2.25; Robinson's patent groats, 1/2-lb. tins, \$1.25; 1-lb. tins, \$2.25.  
**BEAVER BRAND CORN AND MAPLE SYRUP.**  
Quart tins (wine measure), 2 doz. in case, per case... 4 70

**MOLASSES.**  
**THE DOMINION MOLASSES COMPANY, LTD.**  
Gingerbread Brand.  
2s, Tins, 2 doz. to case.  
Quebec, per case ..... \$1 85  
Ontario, per case ..... 1 90  
Manitoba, per case ..... 2 30  
Saskatchewan, per case ..... 2 60  
Alberta, per case ..... 3 70

**DOMOLCO BRAND.**  
2s, Tins, 2 doz. to case.  
Quebec and Ontario, per case 2 95  
Manitoba, per case ..... 3 40  
Saskatchewan, per case ... 3 65  
Alberta, per case ..... 3 75  
British Columbia, per case. 2 40  
British Columbia, per case. 3 55

**SAUCES.**

**PATERSON'S WORCHESTER SAUCE.**  
1/2-pint bottles, 3 and 6 doz. cases, doz. .... 0 20  
Pint bottles, 3 doz. cases, doz. .... 1 75

H. P. Sauce— Per doz.  
Cases of 3 dozen ..... 1 90  
H. P. Pickles—  
Cases of 2 doz. pints..... 3 25  
Cases of 3 doz. 1/4-pints... 2 20

**STOVE POLISH.**  
**JAMES DOME BLACK LEAD.**  
2a size, gross ..... 2 50  
6a size, gross ..... 2 40  
**NUGGET POLISHES.**  
Doz.  
Polish, Black and Tan ..... 0 85  
Metal Outfits, Black and Tan 3 65  
Card Outfits, Black and Tan 3 25  
Creams and White Cleanser 1 10

**TEAS.**

**THE SALADA TEA CO.**  
East of Winnipeg.  
Wholesale. R't'l.  
Brown Label, 1s and 1/2s .29 .35  
Blue Label, 1s, 1/2s, 3/4s, and 1/4s ..... .35 .40  
Red Label, 1s and 1/2s... .41 .55  
Gold Label, 1/4s ..... .40 .65  
Red-Gold Label, 1/4s ... .55 .80

**ORANGE MARMALADE.**  
**"BANNER BRAND" PURE FRUIT PRODUCTS.**  
**JAMS AND JELLIES.**  
2's ..... \$ 2 15  
4's ..... 0 35  
5's ..... 0 43  
7's ..... 0 60  
30's, wood ..... 0 08  
12-oz. glass jar ..... 1 15  
Tumbler, glass ..... 0 85

**MARMALADE.**  
2's, per doz. .... \$ 2 30  
4's, per pail ..... 0 40  
5's, per pail ..... 0 45  
7's, per pail ..... 0 65  
30's, wood, lb. .... 0 08 1/2  
12-oz. glass jar, doz. .... 1 20  
Tumbler, glass, doz. .... 1 00  
Prices subject to change without notice.

**MINTO BROS., Limited,**  
Toronto.  
We pack in 60 and 100-lb. cases  
All delivered prices.

**MELAGAMA TEA.**  
Whol. Ret.  
Red Label, 1s or 1/2s, 0 20 0 25  
Green Label, 1s, 1/2s, 1/4s ..... 0 32 0 40  
Blue Label, 1s, 1/2s, 1/4s ..... 0 37 0 50  
Yellow Label, 1s, 1/2s, 1/4s ..... 0 42 0 60  
Purple Label, 1/4s only ..... 0 55 0 60  
Gold Label, 1/4s only. 0 70 1 00

**MINTO TEA.**  
Whol. Ret.  
Green Bag ..... 0 29 0 35  
Red Bag ..... 0 32 0 40  
Yellow Bag ..... 0 37 0 50  
Purple Bag ..... 0 42 0 60

**YEAST.**  
White Swan Yeast Cakes, per case, 3 doz. 5c pkgs... 1 25

**IMPERIAL TOBACCO CO. OF CANADA, LIMITED. EMPIRE BRAND.**

Black Watch, 6s, butts 9 lbs., boxes 6 lbs. .... \$0 10  
Bobs, 6s and 12s, 12 and 6 lbs. .... 0 40  
Currency, 12s, 1/2 butts, 12 lbs., boxes 6 lbs. .... 0 40  
Currency, 6s, 1/2 butts, 9 lbs. 0 40  
Stag Bars, 6s, butts, 11 lbs., boxes 5 1/2 lbs. .... 0 40  
Walnut Bars, 8 1/2s, boxes 7 lbs. .... 0 64  
Pay Roll, thick bars, 8 1/2s, 6 lb. boxes ..... 0 66  
Pay Roll, thin bars, 8 1/2s, 5 lb. boxes ..... 0 66  
Pay Roll, plug, 8 1/2s, 12 and 7 lb. caddies ..... 0 68  
Shamrock, plug, 7 1/2s, 1/2 butts, 12 lbs., boxes 6 lbs. 0 67  
Empire, 7s and 14s, caddies 15 lbs., 1/4 caddies, 6 lbs. 0 66  
Great West, pouches, 8s... 0 72  
Forest and Stream, tins, 11s, 2 lb. cartons ..... 0 80



**Tartan**  
**BRAND**  
THE SIGN OF PURITY

**HOUSE CLEANING**

**EVERYBODY'S DOING IT**

Check over your stock and send us your order. We'll ship quick and you'll be prepared for the demand. Brooms, Brushes, Soaps, Ammonia, Scouring and Washing Powders, Mops and Cloths, Clothes Pins, Clothes Lines, Washboards, Pails and Tubs, Polish, etc., etc.

**BALFOUR, SMYE & CO., Wholesale Grocers HAMILTON**

'Phones, 3595, 3596, 3597, 3598, 4656; Night 'Phone, 1807.

**Your customers are buying H.P. — SOMEWHERE**

It's short-sighted policy to send good customers elsewhere. Are you supplying them with H.P. Sauce? It sells freely—shows a good profit, and brings you a permanent and growing business.

Try a bottle on your own table, and you will see why it's selling so freely.

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

**H.P. SAUCE**

**Just a Word,—Mr. Grocer**

This is what you call your jam season and you are replenishing your stock almost every week.

Upton's,—the old reliable house,—give you in their pure fruit jams and marmalade more real value for your money than is possible elsewhere. They lead because their up-to-the-minute methods produce the best results.

*Write us if your jobber cannot supply you.*

**The T. Upton Co., Limited (Sales Dept.)**

**ST. CATHARINES**

**Factories at Hamilton and St. Catharines**



A  
**22 CARAT-INVESTMENT**

SILVO is the improved polish, ideal for cleaning the most delicate silver. Ordinary polish necessitates heavy rubbing, this in time wears down the plate. SILVO is quite different from all other polishes on the market because:—Friction is reduced to a minimum—the Plate is preserved and a brilliant shine is obtained with less work. And the SILVO shine lasts.

# SILVO

is the Gem of Polishes in every home and a 22 carat investment in every store, showing a good profit on every tin sold. Write for trial sample and prices and prove its polishing advantages.

**RECKITTS' (Oversea) Ltd.,**  
122, Wellington Street West, TORONTO.

## EXTENSIVE ADVERTISING

combined with the superior qualities of Ioco Liquid Gloss, has made the name a household word.

# IOCO

## Liquid Gloss

Women now recognize that this product does more than merely polish. It cleans and disinfects, and at the same time keeps the varnish from cracking. Ioco Liquid Gloss is also popular with motorists as the most reliable polish and cleaner for the highly finished surfaces of automobiles.

Ioco Liquid Gloss comes in half-pint, pint, quart, half-gallon and five-gallon lithographed cans.

Write for prices to the nearest branch of

**THE IMPERIAL OIL COMPANY, LIMITED**

TORONTO	ST. JOHN	WINNIPEG	SASKATOON
MONTREAL	HALIFAX	REGINA	CALGARY
	EDMONTON	VANCOUVER	



Made in

Canada

## HOW ABOUT THAT FISH CASE NOW?

The summer time is essentially the fish season, because fish is classed as light meat. With an

**Price**  
**\$27 Net**



**FISH  
DISPLAY CASE**

you can keep your fresh fish always on display and in a fresh condition. It's the real solution to the fish-displaying problem. Order an Arctic to-day and go after the fish trade of your town.

**John Hillock & Co., Limited**

Makers of High-Grade Refrigerators and Fish Cases

**TORONTO**





**McLEOD'S  
FLOUR  
MAKES THE  
BEST OF  
BREAD**



**McLEOD'S FLOUR IS ALWAYS RIGHT**

¶ McLeod's FLOUR is the highest grade blended flour you can buy---Milled from the finest of Ontario winter wheat and Manitoba spring wheat---for bread and pastry-baking it is unexcelled.

¶ McLeod's FLOUR requires less shortening for pastry and less water in bread baking---the result being in lower cost in the making of pastry, and less evaporation in the bread.

¶ McLeod's FLOUR is the product of a perfected milling science and miller-man skill---the acme of uniformity in high quality---the flour that never disappoints because **McLEOD'S FLOUR IS ALWAYS RIGHT.**



The above is one of several equally attractive ads. which were designed and used in Canadian Daily Papers to assist Grocers in keeping their business up to usual by selling more McLeod's Flour. Let us send you a trial shipment.

*Write for prices to-day.*

**McLeod Milling Co.  
Limited**

**STRATFORD - ONTARIO**

## LARGEST MAKERS IN THE WORLD

**Tin Foil**—all descriptions  
**Tea Lead**—all gauges and sizes  
**Metal Bottle Capsules**—any size,  
color or stamping  
**Collapsible Tubes**—plain or colored

ALL BRITISH MADE

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

**BETTS & COMPANY, LIMITED**

Chief Office:—1 Wharf Road

LONDON N., ENGLAND

# OCEAN BLUE

profits are not "cut to the bone."  
Every sale leaves you a generous  
profit—and always will.

**Order from your Wholesaler**

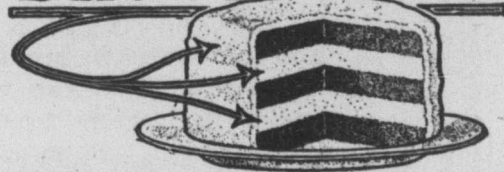
HARGREAVES (CANADA,) LIMITED,  
33, Front Street, E. TORONTO.

Western Agents: For Manitoba, Saskatchewan & Alberta:  
Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary  
and Edmonton. For British Columbia & Yukon: Donkin,  
Creeden & Avery, 117, Arcade Buildings, Vancouver, B.C.

## Satisfaction and Profit

Camp on the trail of every retailer who features

### Snow-Mellow



the new pure food product for making the most delicious icing, cake-filling and meringue.

**Satisfaction** because he strengthens his hold on the housewife's good-will and

**Profit** because "Snow-Mellow" sells on sight and leaves a generous profit margin.

"Snow-Mellow" is easy to make. Just one table-spoonful of "Snow-Mellow," one cup of granulated sugar, and flavored to suit the taste, and she has the makings for a score of dainty desserts or rich, fluffy, tender icing and filling.

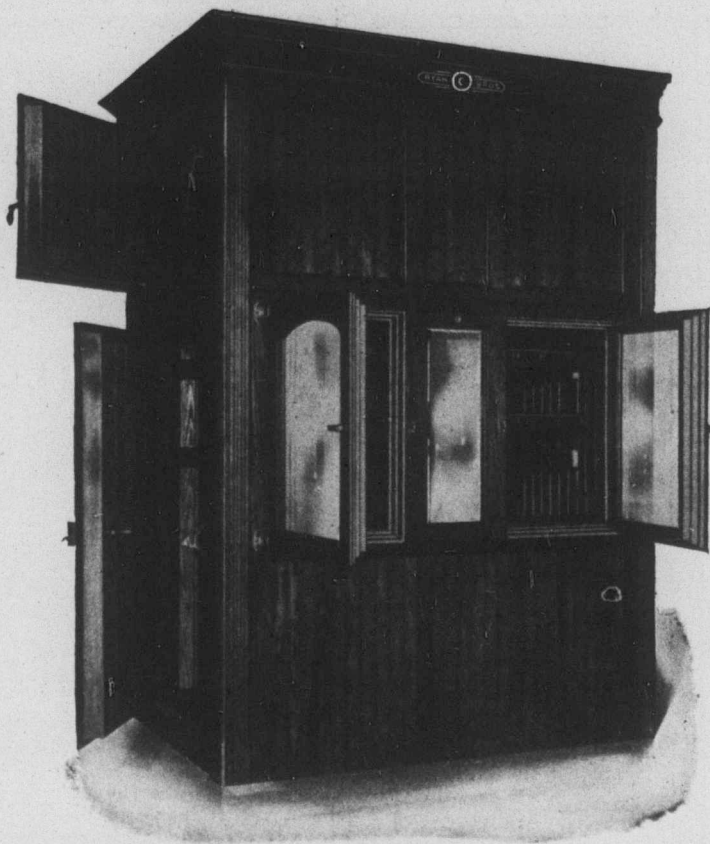
Ask your jobber for details.

**The W. T. OTT CO., Inc.**

32-34 Front St. West    518 St. Catherine St.  
TORONTO                      MONTREAL

89-M





No. B 124 Butchers'

# Ryan Brothers

110 James St. East WINNIPEG

MANUFACTURERS OF

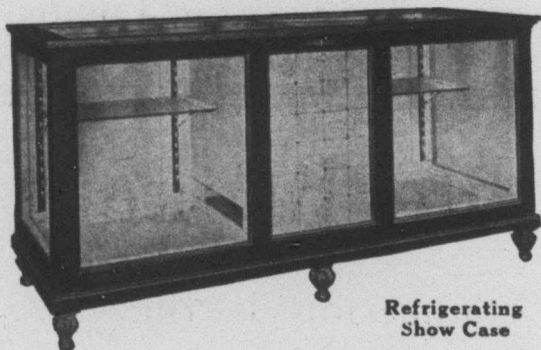
## "ECLIPSE" REFRIGERATORS

Superior to others—ask the man  
who has one

AGENTS FOR :

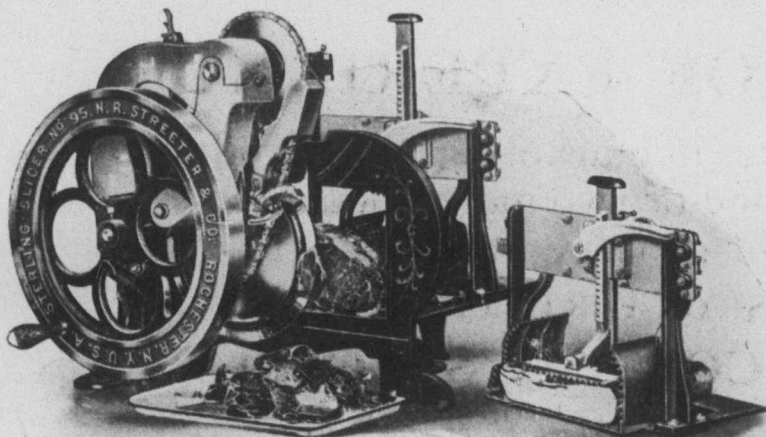
Toledo Computing  
Scales, Hobart Coffee  
Mills, and Meat  
Choppers

Jobbers of Butchers' and Packers'  
Supplies

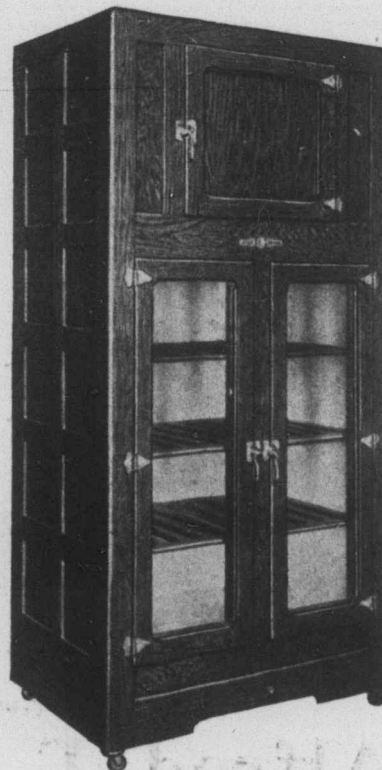


Refrigerating  
Show Case

Let us have your  
inquiries. Quota-  
tions promptly  
given. Prompt  
shipments made.



No. 95 Sterling Slicer



No. 100 Grocers'

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

**BUCHANAN & AHERN**

Wholesale Commission Merchants  
and Importers

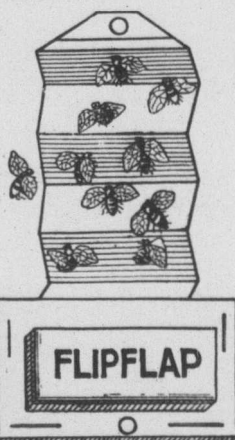
GROCERIES, FLOUR,  
MILL-FEED, GRAIN, ETC.

**20 ST. ANTOINE ST.** (Cor. Dalhousie  
Street)  
QUEBEC, QUE.

**PROVISIONS, FLOUR  
AND  
GENERAL GROCERIES**

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

Brokers and Commission Merchants  
83 Dalhousie St. QUEBEC



**Kill off the Fly!**

Use and sell a British

**FLIPFLAP  
DESTROYER**

It is a leader for an effective, neat,  
and clean catcher. Never leaks, and  
every fly is caught for good.

Send a Trial Order To-day.

**Hodgson, Sumner & Co., Limited**  
Montreal

Agents for Ontario, Quebec, New Brunswick,  
Nova Scotia, Prince Edward Island

**7-20-4**

**The Cigar they Always  
Buy Again**

Its mild, full flavor is pleasant to the tongue  
and soothing to the nerves. Once they try  
7-20-4, smokers who know tobacco quality,  
cannot enjoy any other cigar. And, of course,  
they come back for more 7-20-4. Stock up  
to-day.

**Sherbrooke Cigar Co., Limited**  
SHERBROOKE, P.Q.

**Quebec's Responsible Brokers**

Our present excellent trade connection is the  
result of

**25 YEARS OF EXPERIENCE**

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

WRITE US FOR PARTICULARS

**BEANS AND CORN A SPECIALTY**

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

**Alfred T. Tanguay & Company**

Commission Merchants and Brokers

91 DALHOUSIE STREET

QUEBEC CITY



# IMPORTANT NOTICE!!

*Manufacturers, Wholesalers and Retailers  
are all interested in the new Bottle Cap  
—A wonderful device*

- ¶ A number of prominent Montreal business men have secured the Canadian rights for the new bottle and jar cap which will take the place of cork and other stoppers now used, and are organizing a company under the title of The Canadian Metal Cap & Seal Company, Limited.
- ¶ The cap is a simple device, consisting of a metal cap, the edge of which is split into fingers, which fit closely around the neck of the bottle. Within the cap is a thin layer of cork or rubber. The cap fits so closely that a gas pressure of over a hundred pounds can readily be held in an ordinary bottle or jar and is removable by a simple pressure of the fingers at the top of the cap.
- ¶ The cap can be re-used as often as desired, a single pressure on the edge of the cap with two fingers being sufficient to fit the cap tightly around the bottle's neck. This feature makes the cap ideal for use on all bottles or jars containing food products, which are always protected by the air-tight cap, which is replaced on the bottle after usage.
- ¶ The cap is made in any size and works as well on milk or cream bottles, or preserve jars, as it does on beer or carbonated water bottles. This has not been possible with the old cap. For many uses the cap can be made for standard size bottles, so that they can be used on the bottles of small manufacturers and the general public.
- ¶ Arrangements will be completed and the company will be ready to manufacture at an early date. Every manufacturer putting his product up in a glass container should get in touch with this company at once. The cost of this cap will compare favorably with any now on the market.

---

WRITE FOR FULL PARTICULARS

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Offices (pro tem.): 501 Yorkshire Building  
Montreal, Canada



## All Canada is Aglow with the Made-in-Canada Fever

*How is it Affecting You?*

This idea is gathering momentum daily and the grocer who makes the best of it is the one who will win out with a full cash drawer and a growing business.

The five Made-in-Canada lines here shown represent the leaders in their respective fields—Condensed Milk and Coffee. Their value as sales-producers and repeat business-getters is thoroughly established in the trade. Don't be content to stock them, but get them in the limelight by displaying and pushing them as Canada's original products.

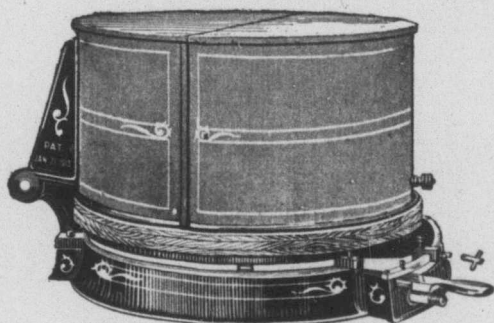
We deliver 5-case lots to any point in Ontario, Quebec and Maritime Provinces, prepaying freight up to 50c per 100 lbs.

Note these prices:

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

ORDER NOW.

**The Malcolm Condensing Co., Limited, St. George, Ont.**



The CANADIAN Closed.

The CANADIAN Cheese Cutter is the most practical cutter on the Market. It not only cuts by money value, 5c, 10c, 15c, 20c, etc., but will cut a ¼, ½ or one-pound slice. This is

### The Only Computing Cheese Cutter

that will do this with the use of but one operating lever.

The Cabinet is attached to the cutter, which saves you the expense of buying a separate cabinet.

Takes up Less Room on your counter or in your Refrigerator.

“Patented Dec. 24, 1912; Jan. 21, 1913.”

**The Computing Cheese Cutter Co.**  
WINDSOR, ONTARIO

## The Canadian Cheese Cutter

is MADE IN CANADA

Accuracy { You don't have to choose, the  
Economy { CANADIAN gives you both.

You add to your weekly salary and at the same time save yourself a lot of detail work and guessing.

The CANADIAN not only increases your profit, but protects your cheese from flies, dust and other contamination.



The CANADIAN Open.



TO THE WHOLESALE TRADE ONLY  
**WEST INDIA COMPANY, Limited**  
St. Nicholas Building - - MONTREAL

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

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

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

**SUGARS**                      **MOLASSES**                      **MOLASCUIT (Cattle Food)**  
**PIMENTO**                      **GINGER**                      **NUTMEGS**  
**COCOA**                      **COFFEE**                      **COCOANUTS, Etc.**

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

**Rice, Sago, Tapioca, Pepper, Cinnamon** and other Spices, **Walnuts, Peanuts,** and all nuts for Confectionery and Grocery purposes, and Grocery Specialties of all kinds. □

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

Please note that on 1st May we are moving our office to 428-429 Coristine Building, Montreal.

Sell the Sugar that Turns Mere  
Shoppers into Permanent Customers. It's

# Redpath Sugar

People have full confidence in REDPATH Sugar—confidence based on their mothers' and grandmothers' experience, as well as their own.

Every pound of REDPATH Sugar you deliver strengthens that confidence and satisfaction, for it never falls below the standard of highest quality.

Besides, customers like sugar in the original packages in which it is put up at the refinery. They appreciate the protection which it gets from the REDPATH Cartons and Bags.

Be up-to-date and sell REDPATH Sugar in the 2 and 5-lb. Cartons and the 10, 20, 50 and 100-lb. Cloth Bags.

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

## CLASSIFIED DIRECTORY OF ADVERTISEMENTS

For the convenience of buyers we have arranged alphabetically below, a list of the lines advertised in this issue. The list, while covering the goods advertised in this issue, does not attempt to cover all the lines carried by our advertisers. The reader can get detailed information by referring to the general as well as to the special headings. For instance, under the heading wholesale grocers, grocers specialties, commission merchants, or manufacturers agents, he can get the names of firms who will supply him with any possible requirement in the grocery trade.

The addresses of the firms listed below are to be found in their advertisements in this and others issues of Canadian Grocer. See index, page 161.

- A**
- Ammonia.**  
Keenleyside Oil Co.
- Apples, Evaporated.**  
O. E. Robinson & Co.
- B**
- Baking Powder.**  
IXL Spice & Coffee Mills, Ltd.  
McLarens, Ltd.  
Royal Baking Powder Co.  
White Swan Spice & Cereals, Ltd.
- Bags, Paper.**  
Continental Bag & Paper Co., Ltd.
- Barley, Prepared.**  
Magor Son & Co., Ltd.
- Beans, Baked.**  
Wm. Clark, Ltd.  
Dominion Cannery, Ltd.  
Heinz, Ltd.
- Bins, Display.**  
Walker Bin and Store Fixture Co.
- Biscuits.**  
Carr & Co.  
W. J. Crothers Co., Ltd.  
McVittie & Price, Ltd.  
Montreal Biscuit Co.
- Blacking, Shoe.**  
F. F. Dalley Co., Ltd.  
Nugget Polish Co.
- Blue and Bluing.**  
F. F. Dalley Co., Ltd.  
Hargreaves (Canada), Ltd.  
Magor, Son & Co., Ltd.
- Borax.**  
Bee Starch Co.  
White Swan Spice & Cereals, Ltd.
- Brooms.**  
Stevens-Hepner, Ltd.  
Walter Woods & Co., Ltd.
- Brushes.**  
Stevens-Hepner, Ltd.  
Walter Woods & Co.
- Butter in tins.**  
Smith & Procter.
- Butter.**  
See Produce and Provisions.
- C**
- Canned Fruits and Vegetables.**  
Dominion Cannery, Ltd.  
Essex Canning Co.
- H. P. Eckardt & Co.**  
Laporte, Martin, Ltd.  
No-Vary Products Co.  
W. G. Patrick & Co.  
E. D. Smith & Son, Ltd.  
Warren Bros.
- Cans, Fibre.**  
American Can Co.
- Cans, Tin.**  
American Can Co.  
Sanitary Can Co.
- Catsup.**  
Dominion Cannery, Ltd.  
Heintz, Ltd.  
T. A. Lytle & Co.  
E. D. Smith & Son, Ltd.
- Caps for Glass Bottles and Jars.**  
Anchor Cap & Closure Co.  
Betts & Co., Ltd.  
Canadian Metal Cap & Seal Co.
- Cereals.**  
Battle Creek Toasted Corn Flakes Co., Ltd.  
Canadian Shredded Wheat Co., Ltd.  
Canadian Cereal & Flour Mills Co.  
H.O. Company.  
McLeod Milling Co.  
Roman Meal Co.  
White Swan Spice & Cereals, Ltd.
- Cheese, Cream.**  
Ingersoll Packing Co.
- Cheese Cutters.**  
American Computing Co.  
Computing Cheese Cutter Co.
- Cherries, Maraschino.**  
Imperial Extract Co.
- Chloride of Lime.**  
White Swan Spice & Cereals, Ltd.
- Clams, Canned.**  
Shaw & Ellis.
- Clothes Pins.**  
Wm. Cane & Sons Co.
- Cocoa and Chocolate.**  
Walter Baker & Co., Ltd.  
F. L. Benedict & Co.  
Cowan Co.
- Coffee Condensed or Prepared or Essence.**  
Borden Milk Co.  
Malcolm Condensing Co.  
Patterson & Sons.  
Thos. Symington & Co.  
Washington Coffee Sales Co.
- Commercial Agencies.**  
Bradstreets.
- Confectionery.**  
John Cleave & Son, Ltd.  
Montreal Biscuit Co., Ltd.  
W. G. Patrick & Co., Ltd.  
Pascall's, Limited.
- Cigars.**  
Imperial Tobacco Co.  
Sherbrooke Cigar Co.  
Tucketts, Limited.
- Cigarettes.**  
Imperial Tobacco Co.  
Tucketts, Ltd.
- Coffee.**  
Chase & Sanborn.  
IXL Spice & Coffee Co.  
Laporte, Martin, Ltd.  
McLarens, Ltd.  
Minto Bros.  
Pure Gold Mfg. Co.  
White Swan Spice & Cereals, Ltd.
- Coffee Mills.**  
Coles Mfg. Co.  
W. A. Freeman & Co.  
Woodruff & Edwards.
- Commission Merchants and Brokers.**  
Buchanan & Ahern.  
R. F. Cream & Co., Ltd.  
Alfred T. Tanguay & Co.  
See Manufacturers' Agents.
- Corrugated Paper Boxes, Partition Packing, Etc.**  
Thompson & Norris Co. of Canada, Ltd.
- Cotton Twine and Clothes Lines.**  
Hamilton Cotton Co.  
Walter Woods & Co.
- Coupon Books.**  
Allison Coupon Co.
- Cream of Tartar.**  
Dearborn Co.  
White Swan Spice & Cereals, Ltd.
- Crocks.**  
Belleville Pottery Co.
- D**
- Display Cases.**  
John Hillock & Co., Ltd.  
Ryan Bros.  
Walker Bin & Store Fixture Co.
- E**
- Egg Carriers & Fillers.**  
Star Egg Carrier & Tray Mfg. Co.
- Trent Mfg. Co.**  
Walter Woods & Co.
- Extracts, Flavoring.**  
Imperial Extract Co., Ltd.  
IXL Spice & Coffee Mills, Ltd.  
McLarens, Ltd.  
Pure Gold Mfg. Co.  
White Swan Spices & Cereals, Ltd.
- F**
- Fish, Canned.**  
Anglo-B.C. Packers Co., Ltd.  
Ltd.  
Connors Bros.  
Henri De Leeuw.  
Laporte, Martin, Ltd.  
W. G. Patrick & Co., Ltd.  
Geo. Stanway & Co.  
A. P. Tippet & Co.
- Flour, Wheat.**  
Canadian Cereals & Flour Mills, Ltd.  
Lake of the Woods Milling Co., Ltd.  
Leitch Bros. Flour Mills, Ltd.  
McLeod Milling Co.  
Western Canada Flour Mills Co.
- Fruit & Produce, Wholesale.**  
Lemon Bros.  
J. J. McCabe.  
Hugh Walker & Son.  
White & Co.
- Fly Destroyers.**  
Hodgson, Sumner & Co., Ltd.  
O. & W. Thum Co.
- G**
- Gelatine.**  
See Jelly Powders.
- Ginger Ale.**  
Chas. Gurd & Co.  
W. T. Ott & Co.
- Grape Juice.**  
T. A. Lytle & Co.  
E. D. Smith & Son.  
Imperial Extract Co.  
Wagstaffe, Ltd.  
Welch Grape Juice Co.
- Grocers' Specialties.**  
Chaput Fils et Cie.  
Hudon, Hebert et Cie.  
Imperial Extract Co.  
I.X.L. Spices & Coffee Co.  
W. G. Patrick & Co.  
Pure Gold Mfg. Co.  
White Swan.



# They See Them Everywhere Everyone is Asking For It

Your customers are reading our ads. everywhere—on the bill-boards, in the magazines, in the religious weeklies, in the fashion quarterlies. All your customers want

## O-Cedar Polish

(Made in Canada)

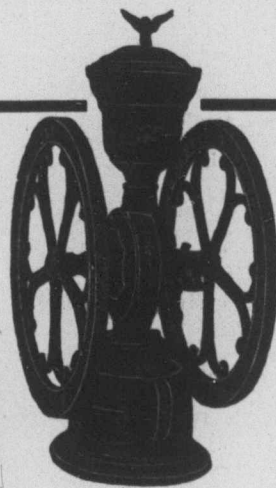
and are asking for it. Do you want to turn down sales and lose good profits because you have no O-Cedar in stock?

Write your jobber to-day. It means sure, steady sales, with no effort on your part.

**Channell Chemical Co., Limited**  
369 Sorauren Ave., TORONTO



*Miss O-Cedar and Her Polish.*



### A few turns and the momentum of the big fly-wheels does the rest **NO OPERATING EXPENSES**

The initial expense is the only expense you will have in using an "Elgin Coffee Mill"—no cost for electric current, nothing to get out of order, no inconvenience when electric current suddenly fails. A few simple turns of the big fly-wheels and the momentum, backed by the easy, clean-cutting steel grinders, will do the rest.

The largest Elgin steel-cuts  $3\frac{1}{4}$  pounds of Coffee in one minute, the smaller ones in the same proportion.

### Elgin National Coffee Mills

are fitted with special adjuster and new force-feed steel-cutting grinders, as well as many other exclusive "Elgin" features.

The "Elgin" can't be equalled for efficient work, and economy.

Write for catalogue No. 23 and the name of our nearest representative.

**WOODRUFF & EDWARDS CO.**  
ELGIN ILL., U.S.A.

CLASSIFIED DIRECTORY OF ADVERTISEMENTS—Continued

**Grocers, Wholesale.**

Balfour, Smye & Co.  
H. P. Eckardt & Co.  
Laporte, Martin, Ltd.  
S. J. Major & Co., Ltd.  
The Codville Co., Ltd.  
The Young Co., Ltd.  
Warren Bros.

**J.**

**Jams, Jellies & Preserves in Glass and Tin.**

Dominion Cannery, Ltd.  
Furnival-New, Ltd.  
Lindners, Ltd.  
T. A. Lytle & Co.  
E. D. Smith & Son, Ltd.  
T. Upton Co., Ltd.  
Waddell Preserving Co.  
Wagstaffe, Ltd.

**Jelly Powders.**

Bee Starch Company.  
Imperial Extract Co.  
I.X.L. Spices & Coffee Co.  
Knox Gelatine Co.  
McLarens, Ltd.  
Pure Gold Mfg. Co.  
A. P. Tippet & Co.  
White Swan Spices & Cereals, Ltd.

**L**

**Lard.**

N. K. Fairbanks Co.  
F. W. Fearman & Co.  
Harris Abattoir Co.  
Ingersoll Packing Co.  
Mathews-Blackwell, Ltd.  
Silverwoods, Ltd.

**Lemonade.**

IXL Spice & Coffee Mills, Ltd.

**Lemonade Powder.**

McLarens, Ltd.

**Licorice.**

National Licorice Co.

**Lye.**

White Swan Spice & Cereals, Ltd.

**M.**

**Macaroni.**

C. H. Catelli, Ltd.  
Martoccio Macaroni Co.  
W. G. Patrick & Co., Ltd.

**Marmalade.**

Imperial Extract Co., Ltd.  
E. D. Smith & Son, Ltd.  
Furnival-New, Ltd.  
Wagstaffe, Ltd.  
Lindners, Ltd.  
T. A. Lytle & Co.  
Libby, McNeil & Libby.

**Manufacturers' Agents.**

F. L. Benedict & Co.  
Buchanan & Ahern.  
Campbell Brokerage Co.  
R. F. Cream & Co., Ltd.  
W. H. Escott Co., Ltd.  
Harry Horne Co.  
W. G. A. Lambe & Co.  
Henri de Leeuw.  
Mason & Hickey.  
T. A. MacNab & Co.  
W. J. McAuley.  
Geo. E. Measam.  
W. H. Millman & Sons.  
Nicholson & Bain.  
W. T. Ott & Co.  
W. G. Patrick & Co.  
H. P. Pennock & Co., Ltd.  
Rose & Laflamme.  
Harold F. Ritchie & Co., Ltd.  
Ruttan, Alderson & Lound, Ltd.

**Stanway & Co.**

Stirling & Young.  
Alfred T. Tanguay & Co.  
A. P. Tippet & Co.  
Watson & Truesdale.  
Frank H. Wiley.

**Mapleine.**

Crescent Mfg. Co.

**Mushrooms.**

W. G. Patrick & Co., Ltd.

**Meats, Canned.**

Wm. Clarke, Ltd.  
Harris Abattoir Co.  
Libby, McNeil & Libby.  
Matthews-Blackwell, Ltd.

**Meat Slicers.**

Brantford Computing Scale Co., Ltd.

W. J. Craig & Co., Ltd.  
W. A. Freeman Co., Ltd.  
Ryan Bros.

**Medicines, Proprietary.**

Condy & Mitchell.  
J. L. Mathieu & Co.  
Meritol Chemical Co.  
Veno Drug Co.  
Wright, Layman & Amney, Ltd.

**Milk, Condensed.**

Borden Milk Co., Ltd.  
Dom. Cannery, Ltd.  
Laporte, Martin, Ltd.  
Malcolm Condensing Co., Ltd.

**Mince Meat.**

Wm. Clarke, Ltd.  
Imperial Extract Co.  
T. A. Lytle & Co.  
Wagstaffe, Ltd.  
J. H. Wethey, Ltd.

**Mineral Water.**

Chaput Fils et Cie.

**Molasses.**

West India Co.

**Mops, Polishing.**

Channell Chemical Co.

**Mustard.**

Magor, Son & Co., Ltd.  
White Swan Spice & Cereals, Ltd.

**Oatmeal.**

Canadian Cereal & Flour Mills, Ltd.  
McLeod Milling Co.

**O.**

**Oil, Illuminating.**

Imperial Oil Co., Ltd.

**Olives and Olive Oil.**

Libby, McNeil & Libby.  
Warren Bros.

**P.**

**Pickles.**

H. J. Heintz Co.  
T. A. Lytle & Co., Ltd.  
Libby, McNeil & Libby.  
Taylor & Pringle Co.  
White Swan Spice & Cereals, Ltd.

**Polishes, Shoe.**

F. F. Dalley, Ltd.  
Nugget Polish Co.

**Polish—Floor and Furniture.**

Channell Chemical Co.

**Polish, Knife.**

John Oakey & Sons, Ltd.

**Polish Metal.**

Hargreaves (Canada), Ltd.  
Imperial Oil Co.  
Reckitt's (Oversea), Ltd.

**Polish, Stove.**

F. F. Dalley & Co.  
Hargreaves (Canada), Ltd.  
Nickel Plate Polish Co.  
Reckitts (Oversea), Ltd.

**Pork Packers.**

F. W. Fearman Co., Ltd.  
Harris Abattoir Co., Ltd.  
Ingersoll Packing Co.  
Matthews-Blackwell, Ltd.  
Silverwoods, Ltd.

**Pottery & Crocks.**

Belleville Pottery Co.

**Produce and Provisions.**

Silverwoods, Ltd.  
Same list as Pork Packers.

**R.**

**Raisins, Seedless.**

American Vineyard Co.  
Griffin & Skelley.

**Refrigerators.**

Eureka Refrigerator Co.  
W. A. Freeman & Co.  
John Hillock & Co., Ltd.  
Ryan Bros.  
Walker Bin & Store Fixture Co., Ltd.

**Refrigeration Plants.**

Linde Canadian Refrigeration Co., Ltd.

**Rice.**

H. P. Eckardt & Co.  
Mount Royal Milling Co.  
Laporte, Martin, Ltd.

**S.**

**Salad Dressing.**

Horton, Cato Mfg. Co.  
T. A. Lytle & Co., Ltd.  
W. G. Patrick & Co.  
Pure Gold.

**Salt.**

Canadian Salt Co., Ltd.  
Dominion Salt Co., Ltd.  
Toronto Salt Works.  
Western Salt Co., Ltd.

**Salmon, Canned.**

Anglo B. C. Packing Co.  
Warren Bros.

**Sardines.**

J. W. Bickle & Greening.  
Connors Bros.  
W. G. Patrick & Co.

**Sauces.**

Midland Vinegar Co., Ltd.

**Scales, Computing.**

Brantford Computing Scale Co., Ltd.

**Seeds.**

Darch & Hunter.  
Kelway & Sons.  
Wm. Rennie Co., Ltd.

**Soda.**

Church & Dwight, Ltd.  
White Swan Spice & Cereals, Ltd.

**Snow-Mellow.**

W. T. Ott Co., Inc.

**Soaps.**

N. K. Fairbanks & Co., Ltd.  
Guelph Soap Co.  
Richards Pure Soap Co.  
A. P. Tippet & Co.

**Soap Powder and Chips.**

N. K. Fairbanks Co., Ltd.  
Guelph Soap Co.  
Richards Pure Soap Co.

**Soups, Canned.**

Wm. Clarke, Ltd.  
Dominion Cannery, Ltd.  
Heintz, Ltd.  
Magor & Co.

**Spices.**

IXL Spice & Coffee Co.  
Laporte, Martin, Ltd.  
McLaren's, Ltd.  
Pure Gold Mfg. Co.  
West India Co.  
White Swan Spices & Cereals, Ltd.

**Starch.**

Bee Starch Co.  
Canada Starch Co., Ltd.  
St. Lawrence Starch Co., Ltd.

**Store Fixtures.**

Walker Bin & Store Fixture Co.

**Sugar.**

Atlantic Sugar Refineries, Ltd.  
St. Lawrence Sugar Refining Co.  
Canada Sugar Refining Co.

**Syrup, Corn.**

Canada Starch Co.  
St. Lawrence Starch Co.

**Syrup, Cane.**

St. Lawrence Sugar Refineries, Ltd.

**T.**

**Talcum Powder.**

Mennen Chemical Co.

**Tea.**

John Duncan & Co.  
H. P. Eckardt & Co.  
T. H. Estabrook & Co.  
Kearney Bros., Ltd.  
Laporte, Martin, Ltd.  
Minto Bros., Ltd.  
See Wholesale Grocers.  
Salada Tea Co.

**Tea Lead.**

Beets & Co., Ltd.  
Island Lead Mills.

**Tin Foil.**

Beets & Co., Ltd.

**Tobacco.**

Imperial Tobacco Co.  
Rock City Tobacco Co.  
Tucketts, Ltd.

**V.**

**Vermin Destroyers.**

Condy & Mitchell.  
Thomas Keating.

**Vinegar, Raspberry.**

Imperial Extract Co.

**W.**

**Warehouse Space.**

Dominion Warehousing Co.

**Walnuts.**

A. P. Tippet & Co.  
W. G. Patrick & Co.  
West India Co.

**Wax, Floor.**

Hargreaves (Canada), Ltd.  
Imperial Oil Co.

**Wine.**

Chaput Fils & Co.  
Hudon, Hebert & Co.  
Laporte, Martin, Ltd.

**Wines, Unfermented.**

Imperial Extract Co.

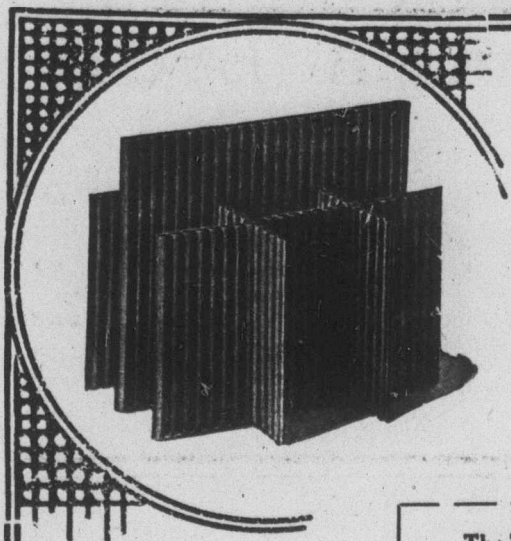
**Woodenware.**

Wm. Cane & Sons, Ltd.  
Stevens-Hepner, Ltd.  
Walter Woods & Co., Ltd.

**Yeast.**

White Swan Spice & Cereals, Ltd.





## Corrugated Partition Packing FOR THE SHIPMENT OF BOTTLES, ETC.

The old-time saw-dust method of packing bottles, jars, etc., is fast becoming extinct in the best preserving and canning factories. The corrugated paper partition packing is the best insurance against breakage, allows of easier packing, saves labor and muss for both the shipper and the consignee.

T. & N. Corrugated Boxes are used for all kinds of shipping. Send a sample case at our expense and we will return it to you packed in our goods.



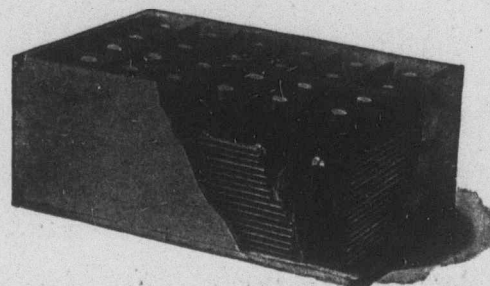
The Thompson & Norris Co.  
of Canada, Limited  
Niagara Falls, Ont.

Send further particulars:

Name .....

Address .....

C. G.



The

# Thompson & Norris Co. of Canada, Limited

NIAGARA FALLS, ONTARIO

BROOKLYN, N.Y.

BOSTON, MASS.

BROOKVILLE, IND.

LONDON, ENGLAND

## It's a "Repeater"

It's easy to fill your shelves with new-fangled cereal foods, but no grocer wants to load up with them until a demand has been created. The best "repeater" among breakfast cereals is

# Shredded Wheat

now recognized as the one universal, staple breakfast cereal eaten by youngsters and grown-ups in all climes and in all seasons. The best advertised cereal in the world and hence the best seller, bringing the quickest turn-over and a fair, steady profit all the year 'round.



### MADE IN CANADA

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

The Canadian Shredded Wheat Co., Limited

Niagara Falls - Ontario

76-L

## "Indian Chief Brand" CLAMS



The Very Finest  
Clams  
on the Market.

Canned  
the same day  
they are taken from  
the Clam Beds.

Quality First

Packed by  
**Shaw & Ellis, Pocologan, N.B.**

AGENTS:

Montreal, R. B. Hall & Son

Ottawa, William Forbes

Quebec, A. Francois Turcotte

## We Are Offering--

Evap. Peaches, 25-lb. boxes.  
 Olive Oil, gal. and 1/2 gal.  
 tins.  
 Pork and Beans, 2's, tall.  
 Green or Wax Beans, 2's.  
 Finest Cohoe Salmon — at  
 very low prices.

It will pay you to get in touch with  
 us.

Get our proposition on Bulk Vinegar  
 for your season's requirements.

Write, Wire or Phone at Our Expense  
 —Adel. 867, 1057, 941.

**Warren Bros. & Co., Ltd.**  
 Queen and Portland Streets  
**TORONTO**

## BLACK JACK

**QUICK  
 CLEAN  
 HANDY**

1/2-lb. tin—  
 3 doz. in case



**TRY IT**

**SOLD BY  
 ALL  
 JOBBERS**

BUY

## STARBRAND

"Made in Canada"

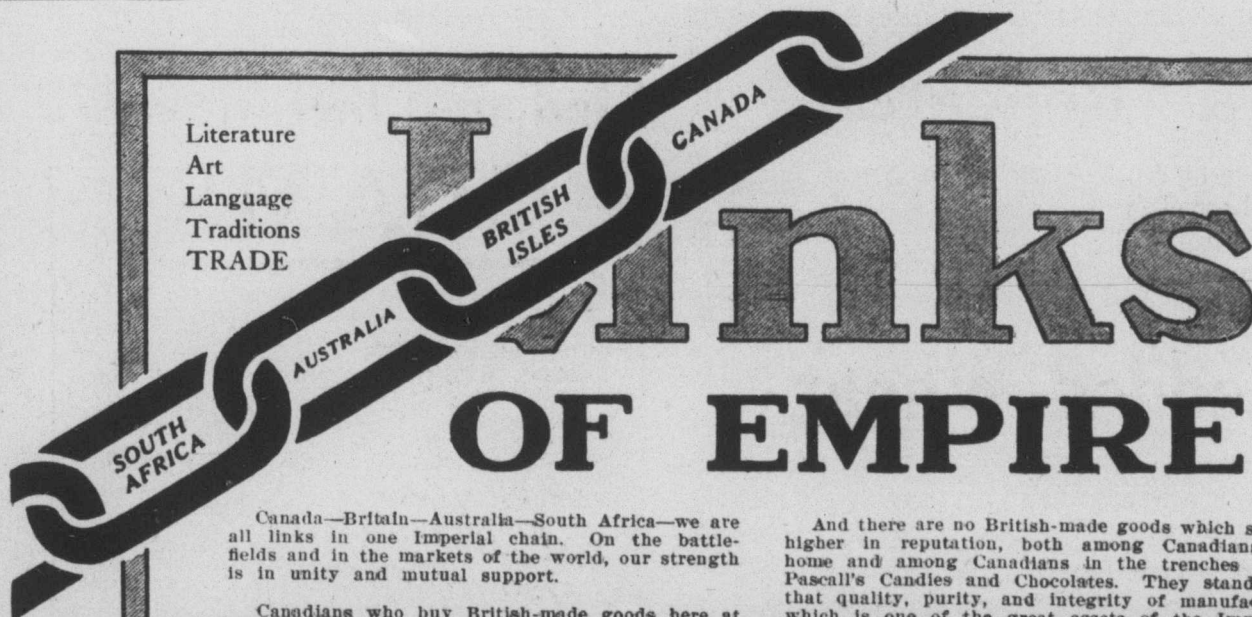
**Cotton Clothes Lines  
 and Cotton Twine**

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

FOR SALE BY ALL WHOLESALE DEALERS

See that you get them

Literature  
 Art  
 Language  
 Traditions  
 TRADE



Canada—Britain—Australia—South Africa—we are  
 all links in one Imperial chain. On the battle-  
 fields and in the markets of the world, our strength  
 is in unity and mutual support.

Canadians who buy British-made goods here at  
 home are helping Canada as well as Britain, just  
 as Canadians at the Front are fighting for Canada  
 as well as the Old Country.

**Pascall's**  
 LONDON ENGLAND

And there are no British-made goods which stand  
 higher in reputation, both among Canadians at  
 home and among Canadians in the trenches than  
 Pascall's Candies and Chocolates. They stand for  
 that quality, purity, and integrity of manufacture  
 which is one of the great assets of the Imperial  
 Business Partnership. Ask your grocer for James  
 Pascall's Candies and Chocolates—and do not be put  
 off with any substitute.

**Representatives for Canada**

Messrs. Ruttan, Alderson & Lound, Ltd., Fort  
 Garry, Court Main St., WINNIPEG, Manitoba.  
 Mr. H. A. Lound, Vancouver Hotel, VANCOUVER,  
 B.C.  
 Messrs. Angevine & McLaughlin, P.O. Box 72, ST.  
 JOHN, N.B. Also P.O. Box 820, TRURO, N.S.  
 Mr. C. H. Cole, 33 Front St. East, TORONTO, Ont.



### Are You Interested

In Buying a Business?  
 In Selling a Business?  
 In Engaging a Clerk?  
 In Securing a Position?  
 In Securing a Partner?  
 In Disposing of Second-hand  
 Fixtures?

Then you should use  
 Canadian Grocer's Classified Ad.  
 Columns.

It should find for you among the  
 progressive Grocers of Canada at  
 least one individual who is on the  
 lookout for just such a proposition  
 that you have to offer.

CANADIAN GROCER reaches the  
 retailer, the wholesaler, the manu-  
 facturer, the clerk and the travel-  
 ler, just the men to whom you  
 wish to sell or from whom you  
 would buy.

No Other Paper Reaches  
 All These Men.

RATES:  
 (payable in advance)  
 2c per word, first insertion.  
 1c per word, subsequent insertions.  
 5c extra per insertion when replies  
 are to be addressed c/o Canadian  
 Grocer.

**Canadian Grocer**  
 143-153 University Ave., Toronto

Daily arrivals of  
 fine, fresh, frozen

## Lake Trout and Herring

also Pickled Herring.  
 Just the thing for  
 deliciously appetizing  
 and economical  
 meals. Big margin  
 for the dealer.

¶ Only few hundred  
 barrels Georgian Bay  
 Apples left. Rush  
 your order through  
 —NOW.

**Lemon Bros.**  
 Owen Sound, Ont.

Just Order

## "St. Nicholas"

They're the  
 Best

## Lemons

**J. J. McCABE**  
 Agent

**Toronto**

## Every sip a delight

Your customers will appreciate the superior quality, flavor, strength and aroma of

# SYMINGTON'S

*Reg'd Trade Mark*

# COFFEE ESSENCE

So convenient, so economical. Made instantly by simply adding boiling water. No  
 delay, no trouble. A most excellent seller.

**T.M.S. 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.



## 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 recommend-  
 ing it.

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.



## SMITH AND PROCTOR

SOLE PACKERS

Halifax - N.S.

# Buyers' Guide

WRITE TO  
10 Garfield Chambers, Belfast, Ireland.  
for Sample Copy of the  
**Irish Grocer, Drug, Provision and  
General Trades' Journal**  
If you are interested in Irish trade.

We are buyers of evaporated and  
farmers' dried apples. Prices and tags  
on application.

**O. E. Robinson & Co.**  
Ingersoll Ontario

Write us for New Price List of  
**WINDSOR SALT**  
**TORONTO SALT WORKS**  
TORONTO, ONT. GEO. J. CLIFF, Manager



## TANGLEFOOT



The Non-Poisonous Fly Destroyer

Destroys Billions of Flies every year—vastly more  
than all other means combined. Absolutely Sanitary.

The Best for all forms of Coughs, Asthma,  
Bronchitis, and all ailments of Respiratory  
Organs.

### MERITOL SYRUP

FOR AGENCY, WRITE  
THE MERITOL CHEMICAL CO.  
725 Notre Dame E. MONTREAL

### EGG FILLERS

Our capacity is three times the total  
Filler requirements of Canada.  
PROMPT DELIVERIES  
by us are therefore certain.  
THE TRENT MFG. CO., LTD.  
TRENTON, ONTARIO, CANADA

### 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

### SUCHARD'S COCOA

The Highest Quality  
Most Reasonably Priced  
"Quality" Cocoa  
On Sale Anywhere.  
FRANK L. BENEDICT & CO.  
Agents Montreal

### Quality Always Pays



The service and wear you  
get out of Belleville Stone-  
ware and Fine Clay Products  
makes them the most eco-  
nomical. Let us quote on  
your requirements.

Write to-day.

Belleville Pottery Co., Belleville, Ont.

## TEA LEAD

(Best Incorrodible)

Buy "PRIDE OF THE ISLAND" Brand

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

### ISLAND LEAD MILLS Ltd.

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

Canadian Agents:

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

## "Gurd's" Dry Ginger Ale is "the specialist's delight"

Light—snappy—tasteful—of most delicate aromatic suggestion. A maximum of selectness  
at a minimum of cost. Those who drink it regularly—praise it unceasingly. Stock up  
with "GURD'S" DRINKS—early and completely. Write for 1915 Price List.

CHARLES GURD & CO., Limited, 76 Bleury St., Montreal



**CLASSIFIED ADVERTISING**

Advertisements under this heading, 2c per word for first insertion, 1c for each subsequent insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as \$1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

**FOR SALE**

**FOR SALE — AT NELSON, B.C.** SMALL grocery business in good position. 45% cash business, balance monthly accounts. For terms and particulars apply W. R. Allen, P.O. Box 1140, Nelson, B.C.

**FOR SALE — SECOND-HAND McCASKEY Register**, in perfect condition. Having placed my business on cash basis I have no use for same. My highest recommendation goes with it. Box 82, Canadian Grocer, Toronto.

**CHOICE DAIRY BUTTER—WOULD DEAL** direct with retail grocers. J. B. Fletcher, R. R. No. 3, Lucknow, Ont.

**WANTED**

**WANTED—AN EXPERIENCED CLERK** FOR General store. One who can speak English and French preferable. First-class references required. Apply Box 113, Comber, Ont.

**WANTED—ENERGETIC MAN TO SECURE** subscriptions and renewals to MacLean's Magazine and The Farmer's Magazine. Good income guaranteed to capable person. Apply by letter, stating qualifications, to The MacLean Publishing Company, Limited, 143-153 University Ave., Toronto, Canada.

**WANTED—WHAT ARE YOU WANTING?** A clerk, a business, a salesman, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you. See our rates above and send along your ad. to-day.

**WANTED—BY EXPERIENCED MANAGER,** position as buyer or partnership in progressive business. Successful record. Qualified accountant. Box 79, Canadian Grocer, Toronto.

**ESTABLISHED PACKING HOUSE HAS ATTRACTIVE** proposition for travelers calling on right class of trade in following territories: Ground bordered by C.P.R., Toronto to Owen Sound, and the old Grand Trunk, Toronto to Sarnia; on ground north from Orillia and Midland to the Soo; on ground from Belleville and Peterboro to Ottawa and Montreal. Write Box A B C, Canadian Grocer.

**MISCELLANEOUS**

**BUCKWHEAT FLOUR GUARANTEED** pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

**WAREHOUSE AND FACTORY HEATING** systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

**EVERY MERCHANT WHO SEEKS MAXIMUM** efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers? If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 97 Ontario St., Toronto.

**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., 255 Yonge St., Toronto.

**ACCURATE COST-KEEPING IS EASY IF** you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a 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 — employees' 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 catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

**WANTED**

A large wholesale grocery and wine company would like to secure the services of a good reliable man for the position of Sales Manager, also of a good salesman.

Only applicants with experience and the best references wanted. Would prefer someone who can speak English and French. Apply box 83, Canadian Grocer.

**A SEED DEPARTMENT**

will add to your profits

*Kelway Langport  
England*

grow and sell

**SEEDS OF ALL KINDS**

for Traders

Write to the actual wholesale growers for rock-bottom prices and illustrated catalogue.

Buy well ahead to secure  
**LOWEST PRICES.**

**WRITE TO-DAY**

**THEY ARE GOOD  
OLD STAND-BYS**

**Baker's Cocoa  
and Chocolate**



Registered Trade-Mark

are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

Trade-mark on every genuine package

MADE ONLY BY

**Walter Baker & Co. Limited**

Established 1780

Montreal, Can.      Dorchester, Mass.

**MR. UP-TO-DATE**

you should always carry a stock of

**MAPLEINE**

The last word in flavors.

Order from  
**Frederick E. Robson & Co.,**  
25 Front St. E., Toronto, Ont.

**Mason & Hickey**  
287 Stanley St., Winnipeg, Man.  
**CRESCENT MFG. CO.**  
SEATTLE, WASH.



**OAKLEY'S KNIFE POLISH**

WILL-ZU-POZ



JOHN OAKLEY & SONS, LIMITED,  
LONDON, ENGLAND.

AGENTS:

Geo. B. Jenkinson, 43 Queen St. East,  
Toronto, and J. E. Huxley & Co., 220  
McDermed St., Winnipeg

**Start With His Promissory Note**

When you let a man "run an account" he has your goods and YOU HAVE NOTHING, except YOUR account of his indebtedness. When you use

**ALLISON COUPON BOOKS**

you START with his PROMISSORY NOTE, and HE starts with the understanding that you mean business. ALLISON COUPON BOOKS save thousands of dollars a year for merchants like you.

**HOW THEY WORK:**

A man wants credit. You think he is good. Give him a \$10.00 Allison Coupon Book. Have him sign the receipt, or note form, in the front of the book, which you tear out and keep. Charge him with \$10.00—no trouble. When he buys a dime's worth, tear off a ten cent coupon, and so on, until the book is used up. Then he pays the \$10.00 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.



For sale by the jobbing trade everywhere.  
Manufactured by

**ALLISON COUPON COMPANY**  
Indianapolis, Indiana, U.S.A.



# Manufacturers' Agents and Brokers' Directory

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

**ONTARIO.**

Established 1859  
**GEO. STANWAY & CO.**  
TORONTO

Agents for "Horseshoe," "Tiger" and "Sunflower" Salmon. Fred. L. Myers & Son, West Indian products. Pritchard Rice Milling Co., Texan Rices. Alexander Molasses Co., New Orleans Molasses.

**W. G. A. LAMBE & CO.**  
TORONTO  
Established 1895  
**SUGARS                      FRUITS**

**W. H. Millman & Sons**  
Wholesale Grocery Brokers  
Toronto                      Ont.

Headquarters for Evaporated Apples and Canned Tomatoes.

**The Harry Horne Co.**  
GROCERY BROKERS  
Manufacturers' Agents and Importers

309-11 King W., Toronto, Can.  
We can place your goods on the market successfully.  
(Correspond with us.)

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

**HENRI DE LEEUW**  
28 Front St. E., Toronto.  
IMPORTER - EXPORTER  
FOODSTUFFS  
Connections all over the world.

**STIRLING & YOUNG**

General Brokers  
27 Wellington St. E.                      TORONTO  
Open to correspondence from Salmon and Fruit Packers.  
Reference: Bank of Montreal.

**WESTERN PROVINCES.**

**GEORGE E. MEASAM**  
COMMISSION MERCHANT

Agencies for confectionery lines solicited. My representatives canvass the retail trade every six weeks in the Country and every two weeks in the City.                      P. O. BOX 1721, Edmonton, - - - Alberta.

**H. P. PENNOCK & CO.,**  
Limited

Wholesale Grocery Brokers and Manufacturers' Agents.  
WINNIPEG.  
We solicit accounts of large and progressive manufacturers wanting live representatives.

**W. H. Escott Co.,**  
LIMITED

Wholesale Grocery Brokers and Manufacturers' Agents  
Commission Merchants

WINNIPEG                      REGINA  
CALGARY                      EDMONTON

**WATSON & TRUESDALE**

Wholesale Commission Brokers and Manufacturers' Agents.  
120 Lombard Street  
WINNIPEG                      MAN.  
Domestic and Foreign Agencies Solicited.

**FRANK H. WILEY**

Manufacturers' Agent  
Groceries and Heavy Chemicals  
Enquiries solicited for shipment from Spot stock Winnipeg or for Import.  
757-759 Henry Avenue, Winnipeg

**RUTTAN, ALDERSON & LOUND**  
LIMITED

COMMISSION BROKERS  
Representing Canadian and British Houses  
Agencies Solicited.  
WINNIPEG.                      MAN.

**BRITISH COLUMBIA.**

**The Campbell Brokerage Co.**

Manufacturers' Agents and Commission Brokers.  
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.  
557 Beatty Street - Vancouver, B.C.

**NEWFOUNDLAND.**

**T. A. MACNAB & CO.**

ST. JOHN'S - NEWFOUNDLAND  
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS  
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition and private.

**W. J. McAULEY**

Commission Broker  
Flour, Feed, Grains, Potatoes.  
We are open for a good agency in food-stuff line, calling on the retail trade,  
522 Board of Trade Bldg., Montreal

**Our Farm Seeds  
Make You "Strong"**

Your customers will get greater results by sowing the varieties that we specialize in—"Marquis" wheat; "O.A.C. No. 21" barley; D. & H.'s Canadian Giant Mangel and others that give record yields per acre in their respective crops.

Wholesale Catalogue Ready.

**Darch & Hunter Seed Co., Ltd.**  
Box 1287                      LONDON, ONTARIO

**STORAGE IN OTTAWA**

BOND AND FREE  
Direct Railway connection. Car distributing. Write for rates.  
**Dominion Warehousing Co., Ltd.**  
Phone R54. 46 to 56 Nicholas St., Ottawa.

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



## An Opportunity for the Clerk

Money Prizes for Best Examples of Sales Expansion and Methods Used to Move Out the Goods —Contest Closes on June 1—Enter it at Once.

CANADIAN GROCER wants to see every clerk a REAL salesman. Anybody can take orders that are spoken over the counter or the telephone, but it requires a clerk who knows his goods and his customer to SELL things.

We have always been interested in the making of better salesmen, and that is why we are running this contest for clerks.

Each one of you has at some time or another conducted a selling campaign on some particular line.

You have, by adopting certain selling methods, expanded sales on one or more lines of goods; or you have raised the standard of quality of certain lines of goods sold regularly to your customers.

We want you to tell the story about it in as few words as possible—but tell it fully.

Prizes will be offered as follows:—The clerk who gives the best example of the expansion of sales on any particular line of goods or associated lines will receive a cash prize of \$3. The second prize will be \$2, and the third \$1. There will, of course, be other answers suitable for publishing. These will be printed and paid for at regular space rates for correspondence. This gives everybody a chance. The contest will help every clerk who enters it, because it means the analyzing of sales and methods.

### Conditions and Suggestions.

1. The articles on which sales were expanded must have been sold at regular prices, not at cut rates.
2. Each clerk may send in as many items for the contest as he may desire, but each must refer to one particular line, or associated lines, and must be written on a separate sheet of paper.
3. Answers should be confined to as brief space as possible.
4. Where possible, point out either the quantity or the value of the goods sold by adopting certain methods.
5. Answers must be in by June 1. Better send them along at once.

Each clerk has some strong evidence up his sleeve of the selling power of the staff of a retail store. He knows selling talks that have sold new goods or raised the standard of staples selling all the time; he can tell of unique display methods or a well written newspaper advertisement that has brought business; and he can point to a dozen and one little store "kinks" for expanding sales.

All replies should be addressed to The Editor, Canadian Grocer, 143-153 University Ave., Toronto. Further particulars on request.

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# 2 IN 1 SHOE POLISHES



For all shoes - Easy to use

**BLACK                      WHITE                      TAN**

THE BEST POLISH FOR FOOT-WEAR OF ALL KINDS.

HAS THE LARGEST SALE OF ANY INDIVIDUAL SHOE POLISH IN AMERICA.

---

MADE IN CANADA

---

**THE F. F. DALLEY CO., LTD.**  
**HAMILTON, ONT.**

# "VICTORIA" Brand VARIETIES

SOME PEOPLE—a few from choice and others from necessity—insist upon something "cheap." Invariably the result is that they are dissatisfied with the grocer that sold them, or disgusted with prepared foods in general. But sell them a "VICTORIA" product and they become permanent and profitable customers.

"Quality" has ever been the foremost consideration in everything that bears a "Victoria" Label.

Upon request we will gladly send you a sample of the following varieties:

## "VICTORIA" CANNED GOODS

Canned Absolutely Fresh

### VEGETABLES

Tomatoes, 3s and gals.  
Peas, 2s  
Corn, 2s  
Refugee Beans, 2s  
Wax Beans, 2s  
Rhubarb, gallons  
Very attractively labeled.

### FISH

Choicest Red Sockeye  
Salmon  
1s Tall  
Best Norwegian Sardines  
In pure olive oil, 1/4s tins

### FRUITS

Strawberries, 2s  
Raspberries, 2s  
Peaches, 2s  
Pears, 2s  
Plums, 2s  
Pumpkins, 3s and gals.  
Every tin guaranteed.

### "VICTORIA" TEA

Is a repeater—  
Gives maximum cup  
quality and flavor.

### VICTORIA CONDENS- ED MILK

Every initial sale makes  
for you a permanent cus-  
tomer.

### "VICTORIA" COFFEE

Has a rich, nostril-licking  
aroma.  
5s, 10s and 25-lb. tins.

### "VICTORIA" SPICES

Guaranteed Pure 1s tin—5s and 10s Boxes

### "VICTORIA" CURRANTS

Finest Patras in 1s packages

### "VICTORIA" RICE

The best English Rice Imported

### "VICTORIA" CANADIAN WINE

It is pure—richly flavored, and always uniform in quality. In bulk and half-gallon bottles.

NOW! OBEY THAT IMPULSE!

and come to our store when you want the best in groceries.

ROCK BOTTOM PRICES    PROMPT DELIVERY    COURTEOUS SERVICE

# LAPORTE, MARTIN, LIMITÉE

568 St-Paul

Tel. Main 3766

Montreal





**CANADIAN GROCER  
MADE IN CANADA AT TORONTO**



Per case, 2 doz., \$4.50.



2 oz. bottles, per doz., \$2.00.



4 oz. pkgs., 90c. per dozen.



Per case, 3 doz., \$1.20.  
(A due bill in each case)



4 oz. tins, 4 doz. case, per doz., 90c.



Per case, 2 doz., \$5.50. (Premium package)



Per case, 1 doz. 5-lb. bags, \$3.00.



4 oz. bottles, per doz., \$2.00.



Per case, 3 doz., \$3.00.



Per case, 3 doz., \$3.00.



Per case, 3 doz., \$3.00.



16 oz., 4 doz. case, per doz., \$2.25.



Per case, 1 doz. 5-lb. bags, \$4.50.



4 oz. pkgs., 4 doz. case, per doz., 45c.



Per case, 2 dozen, \$3.00.



Freight prepaid on five-case lots.

Every sale is accompanied with our money back guarantee, which permits you to return at any time any WHITE SWAN Goods that are not found exactly as represented or which prove unsatisfactory in any way.

We never consider a sale complete until the customer is entirely satisfied, and if there is anything wrong—we make it right.



Per case, 3 dozen \$3.00.



8 oz., 4 doz. case, per doz., 35c.



1/2 lb. pkgs., 4 doz. case, per doz., 45c.



Per case, 2 doz., \$3.75.



Per case, 3 doz., \$3.00.



1/2 lb. pkgs., 4 doz. case, per doz., 90c.



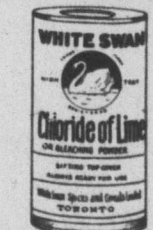
8 oz. bottles, 4 doz. case, per dozen, 90c.



1 oz. dredge tins, 4 doz. case, per doz., 45c.



3 oz. bottles, per dozen, \$1.50.



Per case, 25 10c tins, \$2.00.



Per case, 4 doz. \$3.50.



4 oz. pkgs., 4 doz. case, per doz., 90c.



2 oz. pkgs., 4 doz. case, per doz., 45c.



4 oz. pkgs., 4 doz. case, per doz., \$1.50.



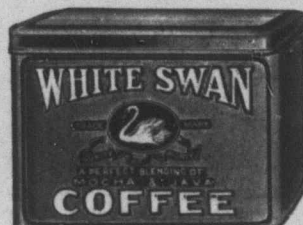
Dredge canister, 4 dozen case, per doz., 90c.



2 1/2 oz. dredge tins, 4 doz. case, per doz., 85c.



4 oz. tins, 4 doz. case, per doz., 85c.



1 lb. tin, 4 and 2 doz. cases, per lb., 35c.



Nickel top bottles, \$1.00 per doz.



Window front, 4 doz. pkgs., 4 doz. case, per doz., 75c.



4 oz. dredge tins, 4 doz. case, per doz., \$1.00.

**WHITE SWAN SPICES & CEREALS, LIMITED, PEARL STREET, TORONTO**





**Double Your Biscuit Sales During 1915 by Centralizing Your Efforts on the Biggest Package for the Money**

Meadow Cream Sodas are the lightest, crispest biscuits made—the package is the largest on the market for the money.

This brings first sales; repeats come as a result of their delicious, rich, creamy flavor.

Don't stock Meadow Cream Sodas for the sake of handling them, but sell them. Give them a prominent display. Trial

shipment on request.

In ordering don't forget we have a large assortment of Sweet Biscuits. Try our Graham Wafers, one of a large variety we make.

**W. J. CROTHERS & CO., KINGSTON, ONT.**

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

has a peculiarly delightful fragrance—not a straight one-kind tobacco but a blend of the choicest leaves which took years of testing and experimenting to achieve. "Our Seal" is well known throughout tobacco-using Canada. While new on the market as compared with some of our old established brands, it is rapidly gaining in popularity with smokers who know and appreciate a really good blend.



You should stock "Our Seal."  
Ask your wholesaler.

**Tuckett, Limited**  
HAMILTON

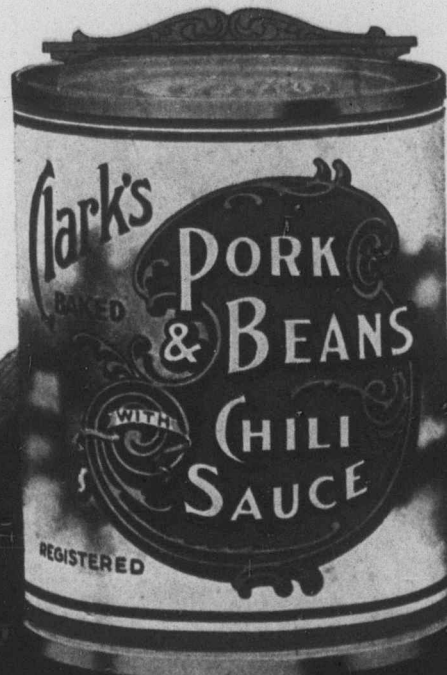
CANADIAN GROCER

# W. CLARK, Limited

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Firm

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## Montreal - Canada