

CANADIAN GROCER

VOL 26

ANNUAL SPRING NUMBER

№ 16

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PUBLICATION OFFICE 143 UNIVERSITY AVE. TORONTO

1912

CREATIVE SALESMANSHIP

Money-making Ideas, Tried and Tested.

Selling Goods Above Actual Demand.

Value of the Dealer's Recommendation.

What Good Fixtures and Equipment Mean.

Supplanting Mail Order Catalogue.

A \$150,000 Western Business in Less
Than Three Years.

History of Canadian Pure Food Legislation.

Power of the Man Behind the Counter.

Methods of Progressive Canadian Dealers.



THE MACLEAN PUBLISHING COMPANY LIMITED
MONTREAL TORONTO WINNIPEG VANCOUVER NEW YORK LONDON ETC.

We take opportunity of this special number to announce to the trade our new brand

NIZAM

Turkish Cigarettes

Only the finest grades of Turkish tobaccos are used in the manufacture of Nizam Turkish Cigarettes. They are mild, fragrant, and exquisite in flavor—light but satisfying.

In each package there is enclosed a satin flag. Cushions, table covers, etc., can be made up from these emblems of the nations. The packages also contain a coupon, and 25 of these coupons entitle the customer to a large Union Jack, size 4 1-2 x 6 1-2.

These are features which will make Nizam Turkish Cigarettes popular with your customers, and their excellent quality will ensure continued sales.

Nizam Turkish Cigarettes retail at 10 for 15c; they are packed in flat tin boxes of 10, plain tips; cartons of 250.

Price to retailers,
\$12.00 per 1,000.

Imperial Tobacco Company of Canada
Limited,

MONTREAL,

CANADA

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A WORLD-WIDE WINNER



KEEN'S OXFORD BLUE

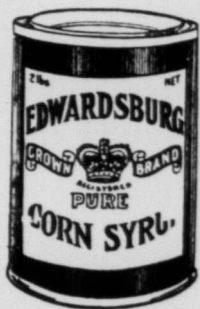
"KEEN'S" is a household word in every civilized country, and there's a regular demand for it that is unequalled by any other blue.

SEE TO YOUR STOCKS

For Sale by all the Canadian Jobbing Trade

Magor, Son & Co., 403 ST. PAUL STREET, MONTREAL
30 CHURCH STREET, TORONTO

Agents for the Dominion of Canada



Suppose Some Girl is Ordering for A "Taffy Pull"

you might just suggest to^oher or to her mother that to make the simplest and most golden taffy there is nothing superior to

CROWN BRAND CORN SYRUP

It is simply perfect and makes delicious, wholesome caramels and butterscotch as well. There is nothing like Crown Brand to make a "taffy pull" a sure success.

THE EDWARDSBURG STARCH CO.
LIMITED
MONTREAL-CARDINAL-TORONTO-BRANTFORD-VANCOUVER

THE PERFECT CHEESE
 MACLAREN'S
IMPERIAL CHEESE
 APPRECIATED THE WORLD OVER



NOTHING BETTER



NOTHING BETTER

THE TASTY CHEESE
 MACLAREN'S
PIMENTO CHEESE

OUR LATEST

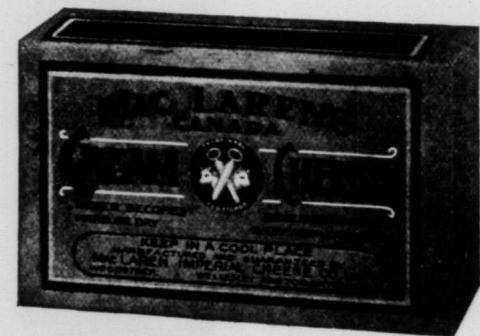
JUST TRY A DOZEN AT OUR RISK

PACKED 1 DOZEN TO CARTON

6 AND 10 DOZEN TO CASE

THE MILD CHEESE
 MACLAREN'S
CANADA CREAM CHEESE
 THE FINEST PACKAGE CHEESE

PUT UP IN THREE SIZES



NOTHING BETTER

NOTHING BETTER

MANUFACTURED AND GUARANTEED BY

THE LARGEST PACKERS OF JAR AND PACKAGE CHEESE IN THE WORLD

MACLAREN IMPERIAL CHEESE COMPANY, LIMITED

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

G. & S. Canned Fruits

Picked by skilful hands, chosen by ever watchful eyes, packed in the Factory of Precision—the best that Dollars and Cents and Brains and Sense can offer particular folks.

Canned Apricots, Peaches, Plums, Pears, Cherries and other wanted table fruits. Quality goods.

Griffin & Skelley's Pure Goods

Standard trade-marked goods are a bulwark of safety, and as desirable to have on your shelves as money on your pass-book, for they turn themselves quickly—and with absolute certainty.

G. & S. Asparagus

has all the delectable charm of the tender blades freshly cut from the Griffin & Skelley private beds on the banks of the Sacramento River. Within an hour from the time it leaves its growing place it is nearly ready to can and seal—all the original piquant flavor is thus retained you see—and all the delicacy of the fresh young stalks.

G. & S. Hawaiian Pineapple

The virtue of absolute cleanliness is firmly linked to that of evenness of quality in the Griffin & Skelley line of canned Pineapple. The standard of excellence remains as fixed as the stars—it never varies. This is a line of known Quality goods that will positively give you a quick turn-over.

In your purchases, Mr. Grocer, be guided by the names that stand for quality foremost. Griffin & Skelley's goods are pure absolutely—sure in results—quick in attainment.

Arthur P. Tippet & Co.

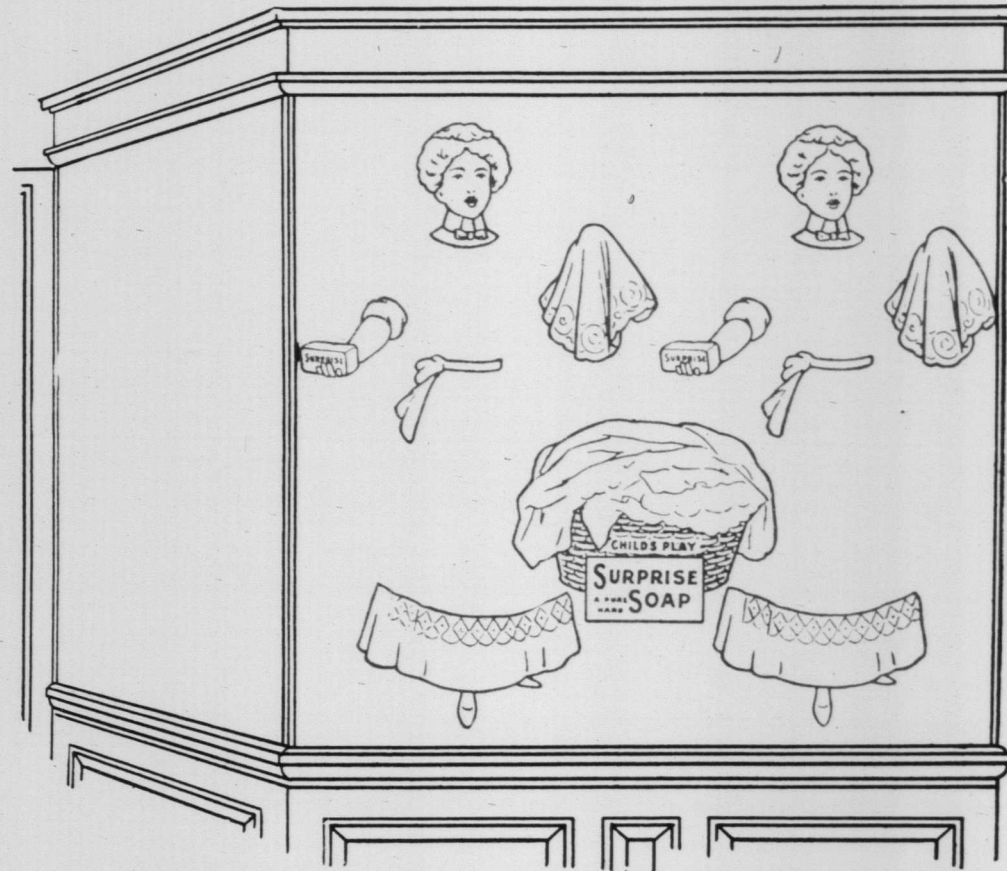
Agents

MONTREAL

SURPRISE SOAP Window Display

TO BE USED IN

House Cleaning Window Competition



This gives a general idea of the "Surprise" Soap Window Display to be used in connection with the HOUSE CLEANING WINDOW Competition. It's very easy to attach.

Competition is for:—A HOUSE CLEANING WINDOW, consisting of any or all of the articles used for Spring House-Cleaning, general washing or cleansing, with "Surprise" Soap given a good display and prominent position, and with this Window Display also used. Prizes to be given:—

1st PRIZE	-	\$50.00	6th PRIZE	-	\$10.00
2nd PRIZE	-	35.00	7th PRIZE	-	10.00
3rd PRIZE	-	20.00	8th PRIZE	-	10.00
4th PRIZE	-	15.00	9th PRIZE	-	10.00
5th PRIZE	-	10.00	10th PRIZE	-	10.00

In addition to these prizes, every grocer sending in a photograph of a Window Display, and not being awarded one of the cash prizes, will receive a first-class Pocket Knife, free, by mail.

Date of Competition:—Window Display can be made any time between the middle of March and middle of May, 1912.

Judges:—The Judges of this Competition will be Mr. H. C. McDonald, President, and Mr. J. L. Maude, Secretary, of the Canadian Window Trimmers' Association.

Cut this out and mail to us.
 THE ST. CROIX SOAP MFG. CO.
 St. Stephen, N. B.
 Please send us "Surprise" Soap Window Display material for House-Cleaning Window, and full particulars of competition.

Width of Window

Feet.....

Inches.....

The St. Croix Soap Mfg. Co.
 ST. STEPHEN, N.B.

Do not overlook placing "Surprise Borax Washing Powder" in your Window Display. It's great for House-Cleaning.

**E
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**B
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G
S**

REGD.



The
ERMALINE System
OF
COOKING WITH PAPER BAGS
INTRODUCED
AND RECOMMENDED BY THE
LEADING NEWSPAPERS
OF CANADA

**E
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**B
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G
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REGD.

**MOST
SOME
WE**

of you are carrying stocks of ERMALINE Cooking Bags and Cooking Brushes.

of you, however, are not, and we are anxious to show you how and why.

are glad to send samples and information at all times, that is what we are here for.

OBEY THAT IMPULSE AND WRITE

EDWARD LLOYD, LIMITED

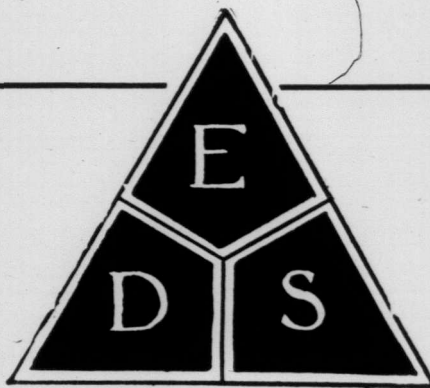
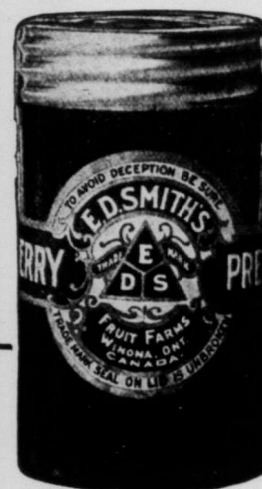
EASTERN TOWNSHIPS BANK BUILDING

MONTREAL

ASK YOUR WHOLESALE FOR PRICES ON BAGS AND BRUSHES---HE STOCKS THEM

Guaranteed Purity

Is an Important Feature
in Purchasing Foodstuffs



The selection of fruit preserves for your stock means more to your future business than at first seems possible.

Your customers naturally know what suits them when it comes to selecting preserves. It is of vital importance to your business that you keep the purest goods, nearest those preserved at home. You will have this in

“E.D.S.” BRAND PRESERVES MARMALADES, JAMS AND JELLIES

Marmalade made from the choicest ripe Seville oranges with the same care and cleanliness that is significant of “E.D.S.” products. Now is the time to make large sales in marmalade.

Our purity claim is backed by government test in every province of the Dominion—“E.D.S.” brand proved to be at the top of the list for purity. The delicious ripe fruit flavor is not lost through the addition of harmful dyes and preservatives.

There is no excess moisture.

Carry “E.D.S.” brand and you will win customers and profit immensely.

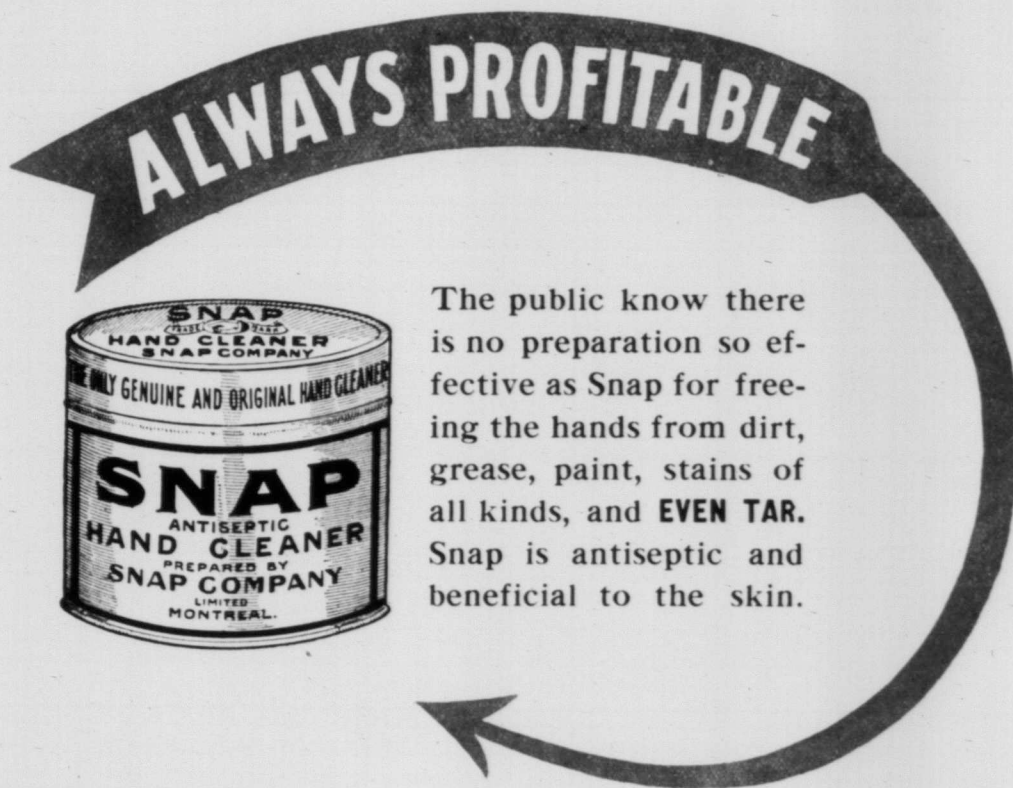
Made
only
by

E. D. Smith, Winona, Ont. at his own Fruit Farms

Agents: NEWTON A. HILL, 25 Front St. E., Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; J. GIBBS, Hamilton.

Reliable Specialties That Give Satisfaction

are the means, nine times out of ten, of you making sales you would otherwise have missed. Snap is the specialty that *does* sell; and when there is good profit in the sales, isn't that what you want?

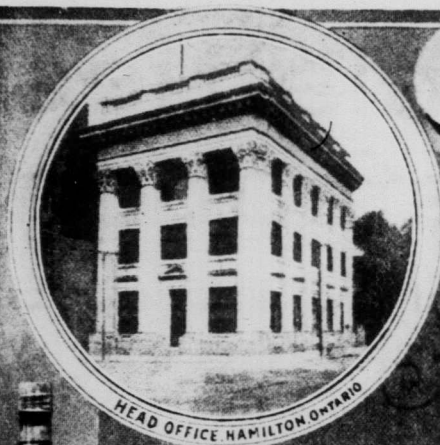


The public know there is no preparation so effective as Snap for freeing the hands from dirt, grease, paint, stains of all kinds, and **EVEN TAR**. Snap is antiseptic and beneficial to the skin.

Sooner or later you will handle it. The other merchants of your locality who are enterprising dealers are doing so, and are so enthusiastic over it as a selling stock, they tell us they would not be without it on their shelves. You'll be enthusiastic when you find how it adds to your profit.

ORDER A SMALL CASE FROM YOUR JOBBER NOW,
JUST TO GIVE IT A TRIAL.

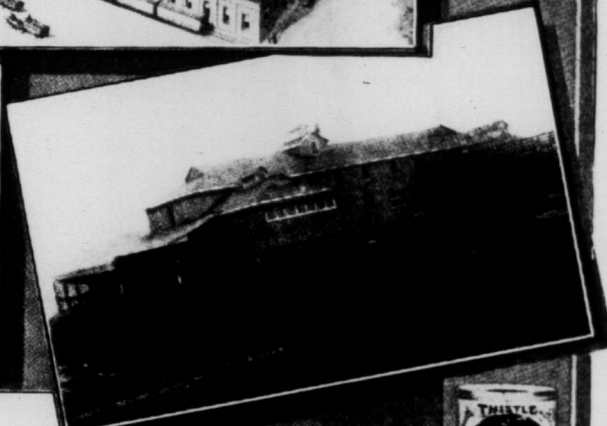
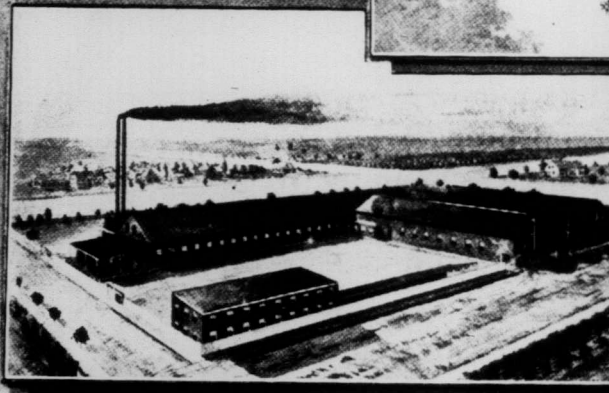
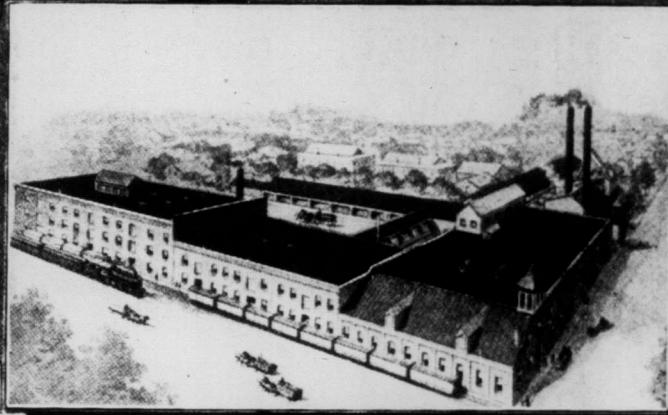
SNAP COMPANY LIMITED, Montreal



HEAD OFFICE HAMILTON ONTARIO

Dominion Canners Limited

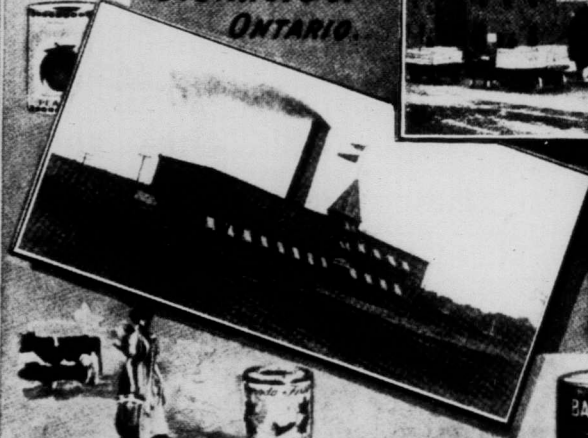
Largest packers of
**CANNED FRUITS
& VEGETABLES**
IN THE WORLD



**6 OF THE 50
FACTORIES**
OWNED & OPERATED
IN THE
FRUIT GROWING
DISTRICTS OF
ONTARIO



JAMES
JELLIE
HARRINGTON
PRESERVED FRUITS
BAKED BEANS
CATSUP
CONDENSED MILK
POULTRY



OUR LEADING BRANDS:
LITTLE CHIEF, ICE CREAM,
HORSESHOE, BOWLBY,
AUTO, LION, CANNERS,
QUAKER,
"BYN VALLEY," "S. MCGEE,"
"MAPLE LEAF," "DELHI,"
"LION," "BOULTER,"
"THRISTLE," "BRIGHTON,"
"HYGEIAN,"
"NIAGARA FALLS."



Our 50 factories are the most modern type in the world, being equipped with all the latest improved machinery, thus ensuring highest quality & absolute cleanliness.

PRINCIPAL BRANDS

DOMINION CANNERS, LIMITED

Group A

"Canada First" (Aylmer)

"Little Chief"

"Log Cabin"

"Horseshoe" (Bowby)

All Private Brands, including "Quaker"

Price—2½c. per dozen in advance Group "B"

Group B

"Lion" (Boulter)

"Lynn Valley" (Simcoe)

"Maple Leaf" (Delhi)

"Old Homestead"

"Thistle" (Brighton)

Special Group

Hand Packed from selected fruit

"Goldline" cans

"Hygeian"

"Niagara Falls"

Price—Fruits 15c. per dozen, and

Vegetables 10c. per dozen in advance Group "A"

NOTE:

1. Dominion Canners' Brands have over a quarter of a century's experience behind them.
2. Dominion Canners' Brands are packed at the most modern and sanitary factories on the continent.
3. Every tin is guaranteed by a Company that is financially able to make good.
4. In buying Dominion Canners' Goods, you are backed up with the output of over 50 factories and a wide choice of brands.
5. All of the leading wholesale grocers prefer to sell Dominion Canners' Goods.

A Delicious Necessity!

"CANADA FIRST" EVAPORATED MILK



The reduced, full cream, fresh cow's milk of the very first quality. All useless water is driven off by a special vacuum process, rendering it three-fold richer in butter fat and solids than the original milk. The process puts it in such a condensed form as to make it an absolute necessity for travelling, hunting and all outing, as well as household purposes.

Now is the right time for you to put in a stock for the outing season—there will be a large demand, and with Aylmer Condensed Milk on your shelves the sale is surely yours. Its genuine flavor and purity are known widely through the extensive advertising we do in magazines, newspapers, etc., thus creating a demand. A big season's business in condensed milk is assured you if you stock "CANADA FIRST" Brand.

Recent government inspection report on CANADA FIRST CONDENSED MILK read in part:—

"CANADA FIRST CONDENSED showed the highest percentage of butter fat and solids in excess of legal standard and high percentage of genuine food value."

IT IS AN IDEAL STOCK—GOOD DEMAND—GOOD PROFIT.



THE AYLMER CONDENSED MILK CO.
LIMITED
Aylmer, Ontario

HEAD OFFICES: HAMILTON, ONTARIO

Making the Customers Come Back

SHIRRIFF'S PRODUCTS are the reliable, high-class kind in which people have confidence. Housewives have tried them and know they are good. SHIRRIFF'S PRODUCTS, like other high-class lines, add to the reputation of the stores that sell them. And it's really astonishing how many dollars' worth an energetic merchant can sell. Just you try.

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

A Profitable
Selling Line

Popular
Wherever Used

Shirriff's



Jelly Powders



Flavoring
Essences



Pure Orange
Marmalade

IMPERIAL EXTRACT COMPANY, TORONTO

ONTARIO REPRESENTATIVE—J. A. KIRKWOOD
MONTREAL REPRESENTATIVE—W. S. SILCOCK

WESTERN REPRESENTATIVE—H. F. RITCHIE
QUEBEC REPRESENTATIVE—ALBERT DUNN

MARITIME REPRESENTATIVE—W. H. LYNE-USHER

"HIGHER PRICES"

The world over the complaint is heard of "higher prices and increased cost of living" and this complaint has foundation in fact. But while prices have been advancing on other articles the cost of sugar has decreased to Consumers in Canada. To-day sugar is cheaper in Canada than in any other country of the world. On the other hand, while the cost is the lowest the quality is of the highest and

St. Lawrence
GRANULATED

is the standard of quality in Canada and is an all

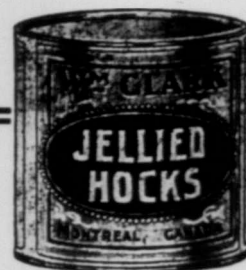
PURE CANE SUGAR

This gives you two good reasons for handling St. Lawrence Sugar.

**St. Lawrence Sugar Refining
Company, Limited**

MONTREAL



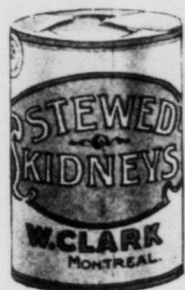


Clark's Pure Foods

Every article is a distinct product
and is guaranteed absolutely.

COOKED CORNED BEEF
ENGLISH ROAST BEEF
ROAST MUTTON
READY LUNCH BEEF
JELLIED VEAL
LUNCH HAM
BONELESS PIGS' FEET
ENGLISH BRAWN
JELLIED HOCKS
GENEVA SAUSAGE
CAMBRIDGE SAUSAGE
OX TONGUE
TONGUE LUNCH
MINCEMEAT
"CHATEAU" BRAND
CONCENTRATED SOUPS

SLICED SMOKED BEEF
STEWED KIDNEY
TONGUE, HAM AND
VEAL PATE
IRISH STEW
BEEFSTEAK AND ONIONS
LOAF MEATS
POTTED AND
DEVILLED MEATS
COOKED TRIPE
STEWED OX TAIL
MINCED COLLOPS
ENGLISH PLUM PUDDING
PATE DE FOIE
LUNCH TONGUE
BONELESS CHICKEN
PINT SOUPS



Pork and Beans

with Tomato Sauce, Chili Sauce or Plain Sauce

"Inglass" Brands

OX TONGUE
LUNCH TONGUE
LAMBS' TONGUES
MINCEMEAT
POTTED CHICKEN
POTTED HAM

CHICKEN BREAST
BRISKET BEEF
ENGLISH BRAWN
POTTED TONGUE
" VENISON
" STRASBURG MEAT

The finest foods ever offered for sale in glass containers.

W. Clark - Montreal

Manufacturer of High-Grade

Food Delicacies



Tartan

SIGN OF PURITY **BRAND**

YOU can please some of your customers all the time with that "UNCERTAIN" brand of goods.

You can please all of them **SOME** of the time.

You can please **ALL** of your customers **ALL** the time with **TARTAN BRAND**.

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

Every package or tin fully guaranteed by

BALFOUR, SMYE & CO.

Importers, Packers, Wholesale Grocers
HAMILTON, ONTARIO

OUR MAIL ORDER SERVICE IS JUST WHAT YOU NEED

Phones 3595, 3596, 3597, 3598, 748, 462 (FREE TO BUYERS)



5 Cases at \$4.15
 with 20 bars Naptha free.

10 Cases at..... \$4.05
 with 40 bars Naptha free.

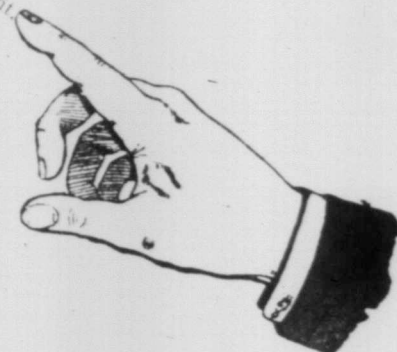
25 Cases at..... \$4.05
 with 150 bars Naptha free

FREIGHT PREPAID
 Net 30 days. 1% Cash.
 Assorted or otherwise.



Tell your customers that "Quick-Naptha" can be used for every purpose with cold, hot or boiling water as preferred.

The best in line with an extra good margin of profit.



A fifty-year old favorite—Quality counts.

**PRAIRIE
 BRAND**

Notice To Wholesalers

**PRAIRIE
 BRAND**

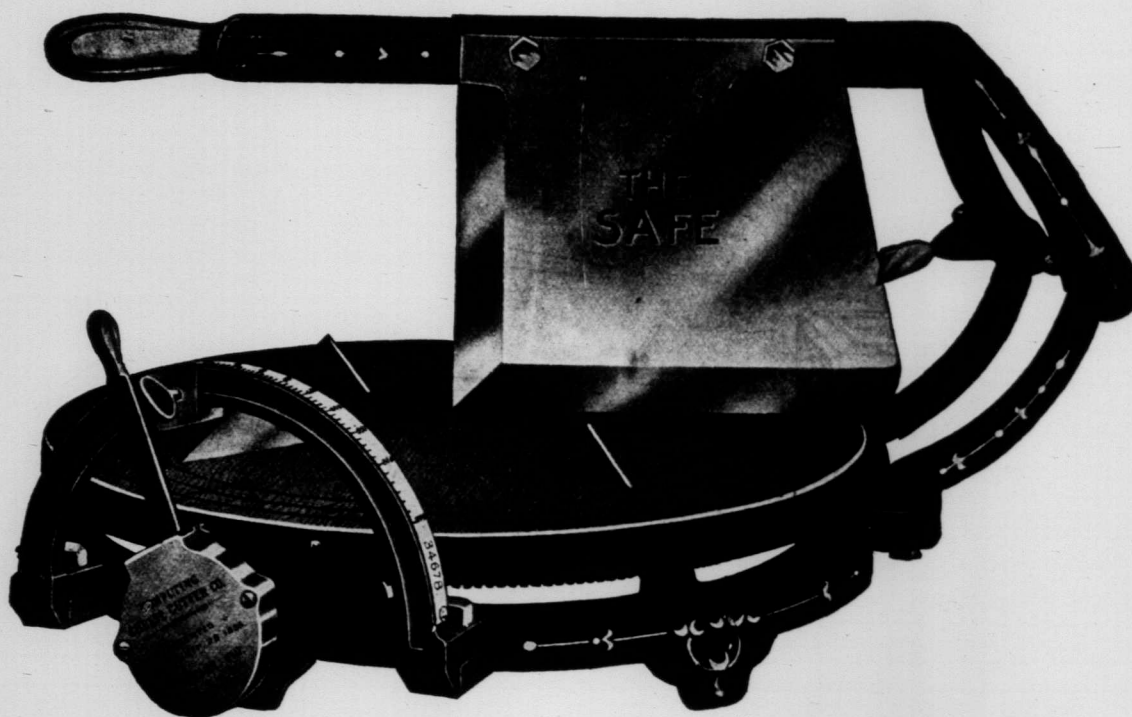
WE are prepared to take care of your entire requirements up to 200,000 cases of canned fruits, vegetables and side lines. Before closing for your requirements get our prices and terms.

ONTARIO CANNERS LIMITED

SARNIA, ONT.

Now For a New Partner

**That Doesn't Want
Salary or Dividends**



You can have a working partner of that kind for the asking—a "Safe" Cheese Cutter. It is every inch a cheese salesman—a business getter, a profit earner, because it allows no waste and assures you of guaranteed accurate measure.

The "Safe" Computing Cheese Cutter gives tone and character to your store and does not deceive customers when it gives the appearance of cleanliness and sanitation.

Besides keeping your cheese compactly and easy of access, it constantly displays it in an attractive manner that invites sales.

The "Safe" Cheese Cutter guards your profits on cheese and gives the customer exactly the amount asked for—a small feature maybe, but mighty towards satisfaction to your trade. Spend a little money in order to save a lot and earn more.

Send for information and particulars.

Computing Cheese Cutter Co.

ANDERSON, IND.

Quality in Can and Content



Sanitary Can Company, Limited

Niagara Falls, Ontario



To the Trade:

Each year has been a
Success, because we aimed to give
Satisfaction to the Trade in
Every line we manufactured.
Xerxes' strength lay only in his vain display of power;
But we realize our strength and success
Rest with the Quality of our goods
And your appreciation.
Now is the time to order, and our exclusive QUALITY
DEMANDS RECOGNITION

The Essex Canning & Preserving Company

ESSEX, ONTARIO

LIMITED

BORDEN'S
EVAPORATED
MILK
PEERLESS BRAND



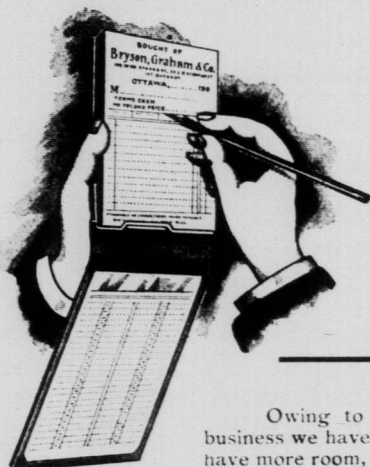
Makes
Your
Customers
Satisfied

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

Sales Offices and Agencies:—

Mason & Hickey, Winnipeg and Calgary

WILLIAM H. DUNN
Montreal, Toronto and Vancouver



We Have Made a Good Move

Owing to our ever increasing business we have found it necessary to have more room, and have erected a new and commodious factory at

414-420 Wellington St. West

(Just West of Spadina Ave.)

In our new factory we have under one roof our three former Toronto factories, namely, The Carter Crume Co., Ltd., and The Morton Co., Ltd., formerly located at 445 King St. W., and the Merchants Counter Check Book Co., which was located at 34 Colborne St.

Your correspondence or orders sent to the above new address will receive our prompt attention.

F. N. BURT CO., LIMITED
TORONTO, MONTREAL, WINNIPEG
MANUFACTURERS OF COUNTER CHECK BOOKS

To the Merchants and their Assistants:

Dear Sirs,—

Some years ago I travelled with teas from Hamilton, Ont. and had many friends amongst the merchants in Western Canada. I feel sure they will acknowledge that I always gave them satisfaction and sold only honest goods at right prices. Since quitting the road I have been in the commission business, and want my old (also new) friends to know what lines I handle. I have always refused to represent unreliable manufacturers, but have much pleasure in soliciting business for the undermentioned high-class firms, whose goods are "the best made." When placing orders please insist on getting the following brands.

St. Charles Condensing Co.'s unsweetened Evaporated Milk (St. Charles brand.)

St. Charles Condensing Co.'s sweetened Condensed Milk (Silver Cow and Purity brands.)

Dominion Cannery Ltd., Canned Fruits and Vegetables (Various Brands.)

Connors Bros., Ltd., Sardines and other canned Fish. (Brunswick Brands.)

C. Bjelland & Co., King Oscar Sardines and other canned Fish (Various Brands.)

These are always satisfactory and will increase your trade.

Thanking you in anticipation for your assistance in marketing these reliable products, I am,

Yours very truly,

C. DUNCAN.

A SLIGHT DIFFERENCE

IN PRICE ON A CHEAP ARTICLE LIKE

Sal Soda

SHOULD NOT COUNT WHEN QUALITY IS CONSIDERED

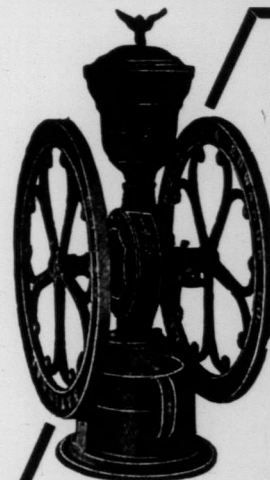
BRUNNER, MOND & CO.'S
ENGLISH SAL SODA

is the PUREST, contains LEAST MOISTURE and
therefore GOES FURTHEST of any
Washing Soda sold

WINN & HOLLAND, LIMITED

SOLE AGENTS

MONTREAL



BUILT ON MERIT

The easiest running, quickest grinding and most attractive mill for your store is the

ELGIN National Coffee Mill

It is equipped with our new style force feed steel cutting grinders, which make for fast grinding and durability.

Prompt shipments our specialty.

Ask any of the following Jobbers for our Catalogue:

WINNIPEG—G. F. & J. Galt (and branches) The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co. Kelley, Douglas & Co., Ltd.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glasco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—German, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co., Dearborn & Co.
REGINA, SASK.—Campbell, Wilson & Smith
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

MADE BY

Woodruff & Edwards Co.
ELGIN, ILL., U.S.A.



The Value of Specialization



When you specialize and show your customers that you are the man who can provide the very highest quality in any particular line, you lay the foundation for a sound and lasting business.

There is only one brand of Maple Syrup which has kept thoroughly uniform in quality, and this one brand should be your special. In spite of cheap competition,

DIAMOND BRAND

has remained and will remain pre-eminently the leader and can be relied upon for its richness and goodness.

You will serve your best interests therefore by passing up all questionable and nondescript brands put up solely for the immediate profit, with no regard whatsoever for the future or the palate of the consumer.

New Crop Maple Goods Now Arriving

By special arrangement with certain producers in the Eastern Townships, we are receiving daily a carefully selected supply of Pure Maple Syrup and Sugar. These goods are being put up in attractive packages, hermetically sealed tins and bottles. Ready for immediate delivery under the two popular brands:—

“Diamond Brand” **“Silver Sheaf Brand”**

also Our Famous

**“Twin Block” Maple Sugar and
other Maple Specialties**

WRITE FOR LATEST ILLUSTRATED 1912 PRICE LIST.



Sugars and Cannery, Limited

MONTREAL



Did You Ever Consider Why



you were in business? Is it only to make money? You will answer no, it is to be successful, and to do a little better than my competitors.

How Easy This Can Be Done

if you will make a study of your lines and when you are satisfied that you have obtained the finest procurable in **value** and **quality**, push only the sale of them.



We Will Not Take Up the Agency

of any line unless we are thoroughly satisfied it is the best line of its kind in the world.

What Has Been the Result?

Our lines being right have simply carried us forward, until the last three months business has been the largest in our history. They will do the same for you.



Goods of Quality Win Trade and Hold It.



W. G. PATRICK & COMPANY

DIRECT IMPORTERS

Toronto

Montreal

Winnipeg

Vancouver

Acme Brand Belgium Peas

The finest line packed. Grown in most fertile pea district in the world from specially selected seed.

For proof ask any of our customers who have bought for the last two years. Sales for import already double last year's.

Crossed Fish Sardines

Genuine Norwegian Fish packed in Pure Olive Oil always uniform, no disappointments. Your customers will appreciate your selling them this brand. Every tin guaranteed.

Pure French Olive Oil ("Perle-de-Provence" Brand Reg'd)

This package is without exception the most attractive on the market. It is packed in the finest olive growing district in France. Every bottle guaranteed pure by analysis.

H.P. Sauce (Houses of Parliament)

The best value ever offered in a Thick Sauce.

The Strongest Advertising Campaign being launched this month for your benefit.

The Greatest Sauce Repeater you have ever sold. It is to your interest to push the sale of H.P.

Pure Malt Vinegar

This is the finest Malt Vinegar manufactured.

The Midland Vinegar Co. have again secured the contract for the British Admiralty by analysis test, against all other competitors. This should be recommendation enough for the highest class merchant.

We Also Specialize in :

Lion Brand Macaroni, French Fruits, Cherries in Marischino, Shelled Nuts of all kinds, including Acme Brand Walnuts, the best procurable. Santa Claus Stockings and Xmas Crackers for fancy grocery trade. Place your Xmas Import order now.

WE SOLICIT YOUR ENQUIRY FOR QUOTATIONS

W. G. PATRICK & COMPANY

DIRECT IMPORTERS

Toronto

Montreal

Winnipeg

Vancouver

**H. E. Vipond
& Co.**
MONTREAL

WE ARE HEAD-
QUARTERS
FOR THE
FINEST OF

**Gorgonzola, Roman, Swiss
and Parmesan Cheese.**

Tomato Extracts.

Italian Peeled Tomatoes.

Haricot Vert.

Black Olives.

Spanish Peppers.

Green Peppers.

Olive Oils.

Onions.

Garlic.

HAVE YOU EVER
THOUGHT OF SPECIAL-
IZING? HASN'T IT EVER
STRUCK YOU THAT THERE IS A
PROFITABLE BUSINESS TO BE
DONE IF YOU PAY CLOSE
ATTENTION TO

Italian Goods

For instance, when the housewife is purchasing
Macaroni, why not suggest a tin of

(Ercole Brand) TOMATO CATSUP

It is delicious with macaroni and cheese and
is much cheaper in the long run than the
ordinary canned tomatoes for this purpose.

OLIVE OILS

SALADS will soon find a regular place
on the table. You should now lay in a
stock of the best and prepare for this
trade.

THE INVICTUS and BER-
TOLLI brands are the leaders.

There is a good mar-
gin of profit on all
goods from Southern
Europe.

Let us quote
you.

To Foreign Shippers:

We are open to con-
sider any proposition
for the handling and
distribution of any
food product, green
fruits, etc.

We can guarantee
results.

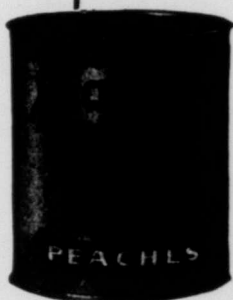
Reliable]
Representation
Wanted.

Special Attention

is drawn to our
Black Olives. They
are highly nutritious
and act as a tonic.

Quite a good busi-
ness can be built up
in this line.

The profit is large.



THE 1912 PACK

may be large or it may be small. In any event retailers who have handled our goods in the past know that they will get a fair deal and the best quality and price going.

Kitchener Brand Canned Goods

have that peculiar quality noted in the home-made article, a flavor just a little finer than the ordinary canned goods on account of the greater carefulness in using only the freshest fruits and vegetables and stringent cleanliness in every process. You can build up a clientele of satisfied customers by specializing on KITCHENER BRAND.

Oshawa Canning Co., Limited
 OSHAWA, ONTARIO

A POLISH OF APPROVED MERIT

There is only one way to prove beyond the shadow of a doubt the true value of a silver polish, and that is to find out whether it is used by representative silversmiths. If you find it so employed you may readily believe its claim to quality.

Hendery & Leslie's Polish

Is prepared from an old and valuable formula, and has, since its production, received preference over all others from Henry Birks & Sons, Limited. Canada's largest jewellers and silversmiths, and others.



No money is wasted on fancy carton or label. Just a Plain Bottle of Quality. The value is inside not outside.

Contains no acids, no ammonia.

Jobbers: Spring Cleaning is at hand. Write for Samples and Price List. We can guarantee good profit.

Sole Selling Agents, **Henry Birks & Sons, Limited,** Montreal

McCallum's Perfection Scotch

Is it good policy on the part of a dealer—in any line—to offer his customers the goods on which he makes the most profits, provided those goods are of as high quality as any other similar lines, and provided they are more heavily advertised?

Can you think of any other high-class Scotch Whisky that has so rapidly won favor with the public, or that offers the same high profits as Perfection?

“Hitch-up” with PERFECTION---The Scotch that is Heavily Advertised

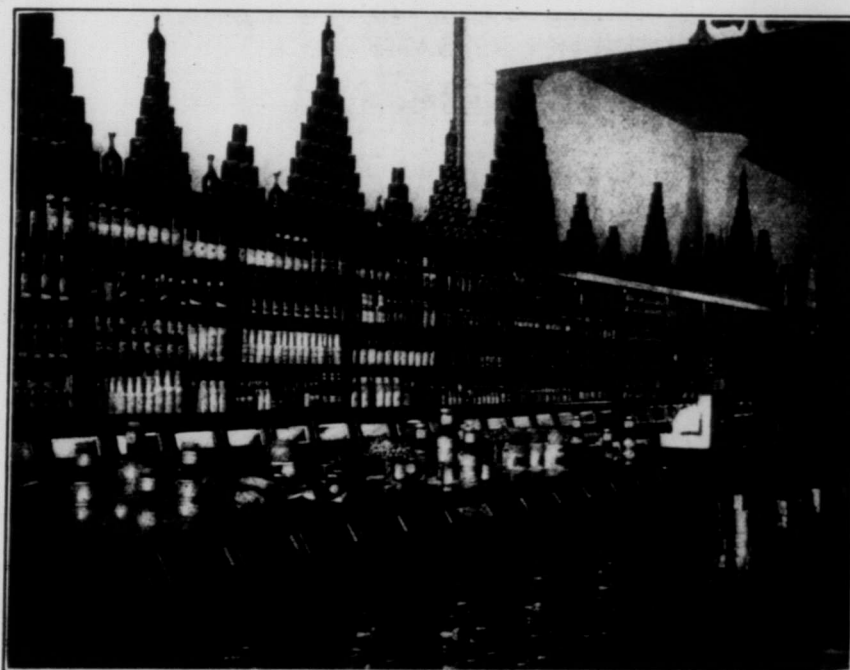


WM. G. McINTYRE, Canadian Sales Manager

13 St. John Street, MONTREAL, P.Q.

An Ideal Store Arrangement

The proper arrangement and equipment of store interior is of first importance to the live merchant. The maximum of efficiency is within the reach of every practical merchant who will carefully study the particular requirements of his trade



"WALKER BIN" FIXTURES

make an ideal store arrangement. They economize space, provide clean and attractive interior display, and facilitate the quick handling of goods.

Add to your business, your profits, your prestige, by installing Walker Bin Fixtures. They are a wonderful help to any store, as they provide modern facilities for the handling of a special or general grocery stock.

Write for illustrated catalogue: "Modern Grocery Fixtures"

The Walker Bin & Store Fixture Co.

Limited

Designers and Manufacturers
of Modern Store Fixtures

Berlin, Ontario

REPRESENTATIVES:—Maritime Provinces: R. R. Rankine, 4 Wright Street, St. John, N.B. Montreal: W. S. Silcock, 33 St. Nicholas Street. Manitoba: Watson & Truesdale, Winnipeg, Man. Saskatchewan and Alberta: J. H. Smith, Regina, Sask. Vancouver, B.C.: W. W. Burke & Co., 334 Cordova Street West.

ESTABLISHED 1890

WILLIAM H. DUNN

Broker and Commission Merchant

22 YEARS AT SAME ADDRESS

396 ST. PAUL STREET, MONTREAL

Branch, 27 Front St. East, Toronto Branch, 402 Mercantile Bldg., Vancouver
Agencies at Winnipeg and Calgary

My facilities are the best; my salesmen cover all large Markets in Canada.

References :

A dozen Manufacturers whom I have represented for ten to twenty-two years, also—

**The Merchants Bank of Canada
Dun's and Bradstreet's Agencies**

I solicit only accounts of Large and Progressive Manufacturers wanting live representation.

WILLIAM H. DUNN

SELLING REPRESENTATIVE FOR

BORDEN'S CONDENSED MILK CO.

MONTREAL, TORONTO and VANCOUVER

WARNING

The Original and Genuine

Pyramid Fly-Catcher

is guaranteed to give entire satisfaction.

BEWARE OF IMITATIONS

If you order **Pyramids** and receive a device similar in appearance, but not labelled as such---send them back.

"Pyramids" have a long and wide permanently sticky coating of paste, prepared from a secret formula; the paste could be imitated by a cheap varnish preparation, but it would quickly dry out and make the article useless as a fly catcher.

By insisting upon having **"Pyramids"** you will help to maintain your reputation of handling only goods with recognized merit.

We handle the entire output for Canada of the Pyramid Fly Catcher Factory. They make no other similar device.

SELLING REPRESENTATIVES

Mason & Hickey—Winnipeg

J. W. Nunn—Vancouver

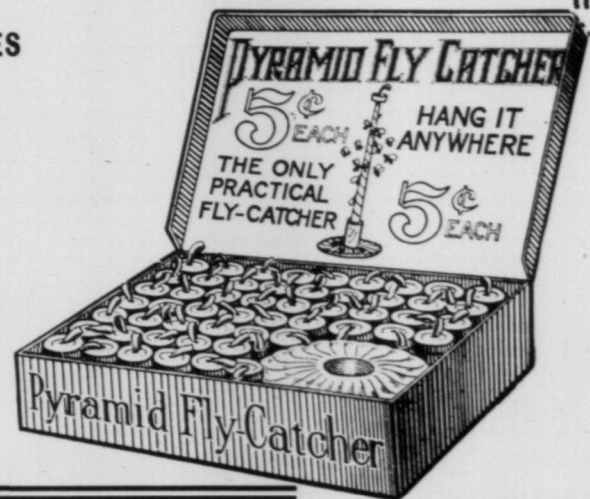
SOLE IMPORTER

William H. Dunn

MONTREAL TORONTO
and VANCOUVER



Millions Sold
in Canada



BEST INCORRODIBLE TEA LEAD

ALL SUBSTANCES AND SIZES

Grey & Marten, Ltd.

City Lead Works,

Southwark Bridge, London, England

WRITE FOR PRICES

The best selling line of the season is **SYMINGTON'S SOUPS**

Samples
and
Prices sent
free on request.

—Agents—

Oppenheimer Bros.
25 Pender St.
Vancouver

Scott, Bathgate Co.
Notre Dame St.
Winnipeg



Special advertis-
ing, window
displays, etc..
sent free.

—Agents—

H. Enida Olive Co.
320 8th Ave.
Calgary

R. J. Donaghy
Masonic Bldg.
London, Ontario

W SYMINGTON & CO LTD MARKET HARBORO ENG
CANADIAN REPRESENTATIVES - FREDERICK E ROBSON & CO TORONTO

W. SYMINGTON & CO., LTD.

MARKET HARBORD, ENGLAND

CANADIAN REPRESENTATIVES: FREDERICK E. ROBSON & CO., 25 FRONT ST. E., TORONTO



G

"THE BEST"

G

Stock Up Now with Gurd's Drinks

GURD'S DRY GINGER ALE

is now an availability. Made with distilled water, clear, wholesome, light and "high-class" in every particular.

GURD'S CALEDONIA WATER—GURD'S APPLE NECTAR—GURD'S
GINGER ALE GURD'S SUPER CARBONATED SODA WATER

are in demand from coast to coast.

WRITE FOR PRICE LIST.

DRINK GURD'S DRINKS YOURSELF!

Highest Medals at Paris, France; London, England; Chicago, Montreal, Ottawa, etc.

G Charles Gurd & Co., Limited, Montreal, Que. G

RICHARDS & BROWN

Wholesale Grocers and Commission Merchants

WINNIPEG

Our appeal is to all branches of the grocery trade.

We know the kind of service the manufacturer and the retailer requires because we are experienced and have laid ourselves out to do things right.

The number of dealers on our list is rapidly growing; and, better still, the volume of turnover with those dealers is multiplying. The reason is obvious.

We have the goods they want.
We deliver them in good condition.
We deliver promptly.

We have built a business for the future and are building for a greater future. We have facilities to handle accounts in Western Canada of the most stupendous volume.

We want dealers to send us their order for anything they need.

Every manufacturer in Eastern Canada, United States and Europe should realize their opportunity to land trade in the West. The people that are coming to us by thousands are calling for supplies and we are here to help you to give it to them.

We push hard every line we have and we will do the same for you.

We still have energy and resources left, will you help us to utilize it.

"Start Something"

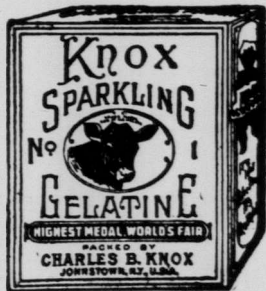
RICHARDS & BROWN

Wholesale Grocers and Commission Merchants

WINNIPEG

CANADA

THE CANADIAN GROCER



KNOX

"MAKE KNOX YOUR GELATINE LEADER!"

Push KNOX PURE PLAIN SPARKLING GELATINE No. 1 and KNOX PURE SPARKLING ACIDULATED GELATINE No. 3 because you can be sure they will please your customers on account of purity and quality, and because each package makes two full quarts of jelly. Our extensive advertising makes both packages EASY to SELL. You make a fine profit out of the retail price of 15 cents per package, so it will pay you to "Make KNOX your gelatine leader!"

CHARLES B. KNOX CO.

JOHNSTOWN, N. Y.

Branch factory, Montreal, Canada



Start Early With Summer Drinks



Every summer there is a steady and brisk demand for drinks of the cooling, thirst-quenching variety. Make it your business to get in the field early and get the first sales with a line that will give satisfaction and thereby send the repeat orders for all the season.

Green & Co.'s Lemon, Lime, and other Fruit Cordials have that refreshing, delicious flavor, when properly mixed with plain or aerated water, that makes them a real delight.

Lemon Cordial, Lime Juice Cordial, Lemon Squash, Orangeade, 10c size \$10.80 per gross; 25c size, \$27.00 per gross; Raspberry, Black Cherry, Black Currant and Grape Cordials, 15c size, \$14.40 per gross; 25c size, \$27.00 per gross. Freight prepaid on orders \$25.00 and over.

MAIL IN YOUR ORDERS EARLY.

Green & Co., Manufacturers, Toronto, Ont.

E NICHOLSON

D H BAIN

CODES.
ABC. 4TH & 5TH EDITION.
WESTERN UNION
ARMSBYS 1907 & 1909.

CABLE ADDRESS
NICHOLSON, WINNIPEG,
CALGARY,
EDMONTON,
REGINA,
SASKATOON.



BRANCHES: CALGARY, ALTA.
EDMONTON, ALTA.
REGINA, SASK.
SASKATOON, SASK.

BANNATYNE AVE EAST
TRANSFER TRACK

Winnipeg, Man.

To Canadian, United States and Foreign Manufacturers and Shippers

Dear Sirs

The population in the three prairie provinces^s is increasing by leaps and bounds, and in 1912 we will have the largest immigration in the history of **The Great West**. We have been established in Winnipeg as Wholesale Commission Merchants and Brokers since 1882, 30 long years. Our business has increased so rapidly that we found it necessary to keep up with our increasing trade to establish branch houses west of Winnipeg, at **Regina, Saskatoon, Calgary and Edmonton** and we have now under construction in **Calgary** a solid six-storey brick building, 50 x 120, and will be thoroughly equipped to take care of our increasing business at this growing Jobbing Centre. We will also construct this year at **Edmonton** a large warehouse to accommodate our increasing business at this great jobbing point. If you are not represented in the three prairie provinces and wish to reach out for the growing trade in **The Great West** write us, or to any of our branch houses. We are doing the largest commission business in Canada in our line and we are well organized and equipped to introduce any line handled by the **Wholesale Grocery Trade**. Whether by direct sales shipment to Jobbers, or setting Consignments—(against which we are at all times ready to make liberal cash advances). Write us if you wish to introduce your goods in this territory. Yours very truly,

NICHOLSON & BAIN

Winnipeg, Manitoba.

The Largest Wholesale Commission Merchants and Brokers
IN CANADA

Branch Houses

Established 1882

Regina

Saskatoon

Calgary

Edmonton

CANADA

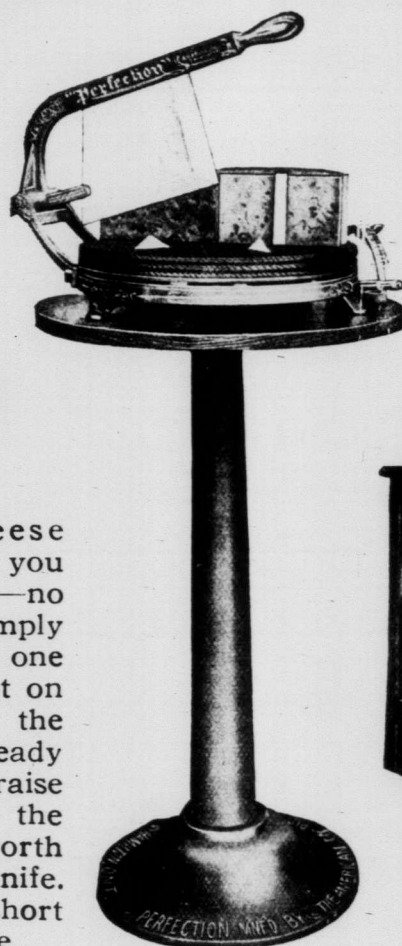
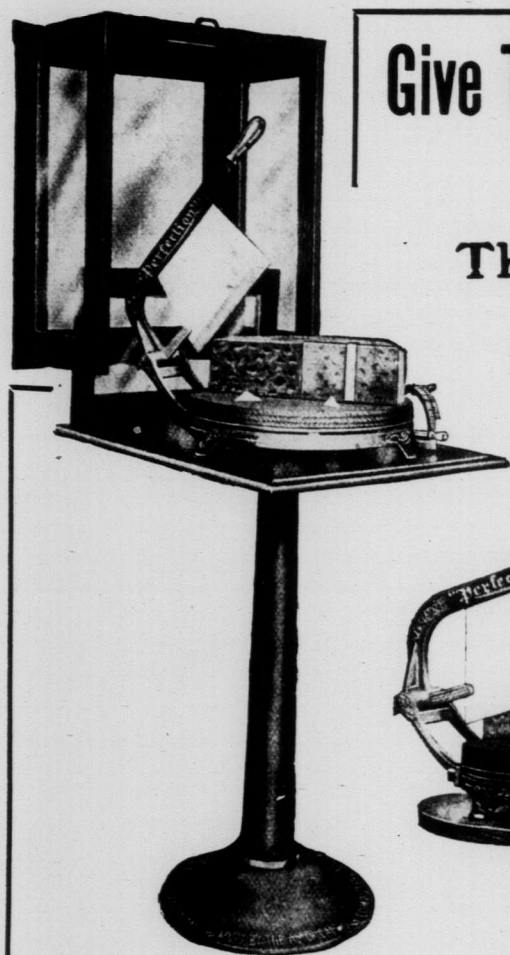
Give The Customers What They Ask For

One satisfied customer is worth more to you than a store full unsatisfied.

The Perfection Cheese Cutter

MADE IN CANADA

Giving the customers what they ask for on the face of it looks easy, eggs or sugar for instance. It is easy enough to count out one dozen eggs or whatever the order is; or by means of scales you have no trouble in weighing the required amount of sugar; but when it is cheese you are selling, what guarantee have you that you will not cut one or two cents' worth over the requested order. None whatever, unless you have a Perfection Cheese Cutter. Little as it may seem, it is just such unbusinesslike methods that lose you trade that could be solidly yours.



The Perfection Cheese Cutter guarantees you against loss of profit—no figuring required. Simply set the price mark on one scale against the weight on opposite scale, turn the thumbscrew and it is ready for business. Each raise of the small lever to the stop turns five cents' worth of cheese under the knife. It pays for itself in a short time and lasts a lifetime.

A handsome cabinet will add to your profits as well. It protects the cheese from dust and germs, making it perfectly sanitary and keeping the cheese fresh.

Such methods place the cheese business on a most satisfactory and pleasing basis for your customers and yourself.

Don't be misled.
The safe way is the
PERFECTION
WAY.

The American Computing Co. of Canada
HAMILTON, CANADA

ALL
WONDER-SHINE
 HOUSEHOLD ARTICLES

Are made in Canada.

Goods sold through the trade only.

Are heavily advertised and displayed to the consumer.

This is House Cleaning Time.

GET BUSY!



WONDER-SHINE LIMITED,

We have some new WONDER-SHINE POLISHES coming.

Push WONDER-SHINE SILVER CLEANER—50% profit to you on every package you sell.

PRICES NET	Per Doz.
10c. Packages, 6 Doz. in case,	\$.80
25c. Packages, 3 Doz. in case,	2.00
50c. Packages, 1 Doz. in case,	4.00

Complete \$1.00 outfits, including Baskets - - - 7.80

Electros in Packages	
10c. Size	- - - .80
25c. Size	- - - 2.00
50c. Size	- - - 4.00

General Offices:—220 King St. West
 TORONTO, CANADA



A Biscuit For Every Occasion

Weston's Fancy Biscuits

To have the Weston Fancy Biscuit stand pre-eminent as the very choicest quality of biscuits that are marketed, has become a hobby with us, amounting almost to a fad.

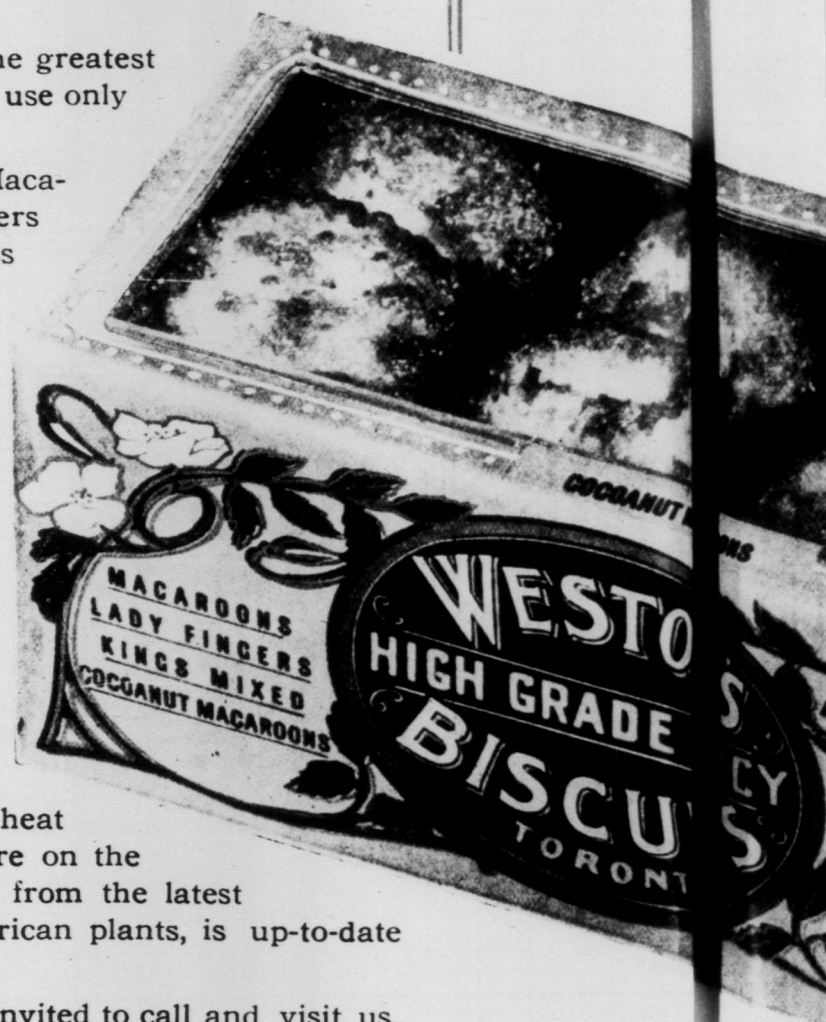
To achieve this distinction we exercise the greatest care, employ the best skilled labor and use only pure and highest quality ingredients.

Weston's Coconut Macaroons, Fancy Macaroons, King's Mixed and Lady Fingers are four varieties put up in small glass front tins as shown in the large illustration; put up also in plain tins and bulk. These are regular trade winners and are unsurpassable in flavor and excellence.

Facts Concerning Our Modern Factory

It is interesting to note that the ovens in this plant are built and operated on the top floor. This prevents the biscuits being subjected to the influence of heat and gas as must happen when ovens are on the ground floor. The factory is designed from the latest suggestions and plans of the best American plants, is up-to-date and modern in every detail.

All customers and friends are cordially invited to call and visit us, and see the plant in operation.



George Weston Limited, Toronto



Quality Goods that know No Equal

Weston's Soda Biscuits

It is well known among customers of Soda Biscuits that Weston's is the largest 5c package of Soda Biscuits put up in Canada. They are packed in 24's and 48's with 24 biscuits to the package. We can use this argument as a strong selling point and find it successful. The quality of the sodas and the general satisfaction they give will hold the customer and make new ones for you.

Only the finest blend flour and purest shortenings are used in the manufacture of Weston's Soda Biscuits.

If you are not handling this splendid line, write for sample box. It will be gladly sent on request if you mention "The Canadian Grocer."

We are at Your Service.

Our Delivery Department and Selling Force are at your service to give you prompt shipment and careful attention in ordering. If a Weston traveller has not found his way to your section—write us for price list.

We solicit mail orders and will give every attention to your demand. We handle a full line of Candies, Gums, etc., orders for which are promptly filled with biscuit shipments.

Western Branches—Winnipeg, Brandon, Regina, Saskatoon, Edmonton and Calgary.

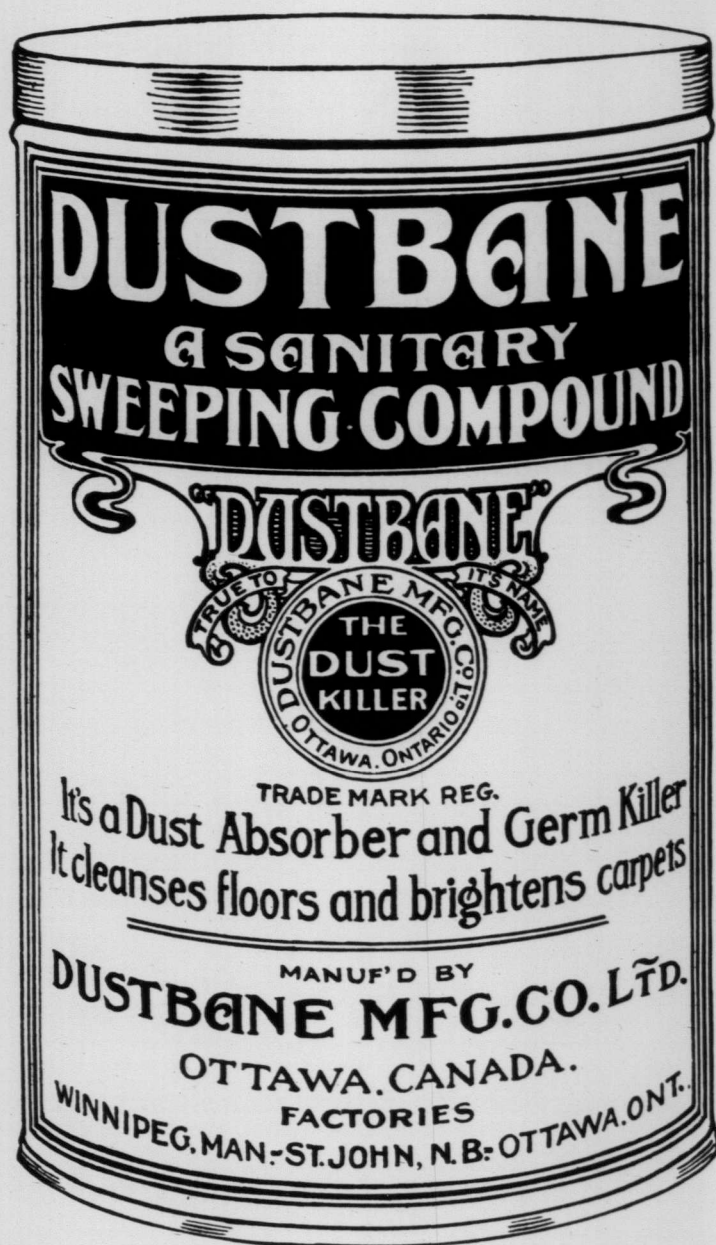
Ontario—Ottawa and Hamilton.

Complete stock carried at these points—
Orders addressed to the firm of any of above cities will find us and be promptly attended to.



George Weston Limited, Toronto

Spring-time is a good time
to push Dustbane



Packed in crates (24 tins), retailing for 35c each. Pays a profit of 32% to 38%.

Guaranteed to give satisfaction.

Write for our Selling Plan or ask your jobber about it.

Made in Ottawa, Protected by Canadian Patents



A HOUSE WITH A HISTORY

ESTABLISHED OVER SEVENTY-EIGHT YEARS AGO

QUAKER CANNED GOODS

We are sole agents for the Province of Quebec for this famous line of canned goods. If you want to learn what really first-class canned goods and vegetables are like, secure a stock of these QUAKER goods, original pack.

QUAKER BRAND SALMON

Established 1834

We are the proprietors of this new and extra fancy salmon, put up in tall and flat tins. It is just the salmon for those customers of yours that require the finest fish procurable. We claim QUAKER Brand Salmon to be superior in quality to any fish ever offered to grocers in Canada. Only by sampling it can you appreciate it.

PEACOCK PICKLES

We are also proprietors of this high class line of pickles, the sales of which have been enormous during the present season. Don't you think you can handle some?

VINEGAR

CANADIAN VINEGAR, Government Standard Quality. Lowest prices, quality considering quality.

QUAKER BAKING POWDER

We are makers of Quaker Baking Powder, better than which there is none obtainable. ABSOLUTELY NO ALUM.

QUAKER SOAP

100 bars in each box of pure soap, no prizes, no fakes, just Soap as cheap as pure soap can be sold for.

OUR TRAVELLERS WILL TELL YOU ALL ABOUT THESE GOODS.
DROP US A CARD. IT ONLY COSTS ONE CENT AND TAKES ONE MINUTE.

THREE LONG DISTANCE TELEPHONES.

P. O. BOX 1570

MATHEWSON'S SONS, MONTREAL



Olives

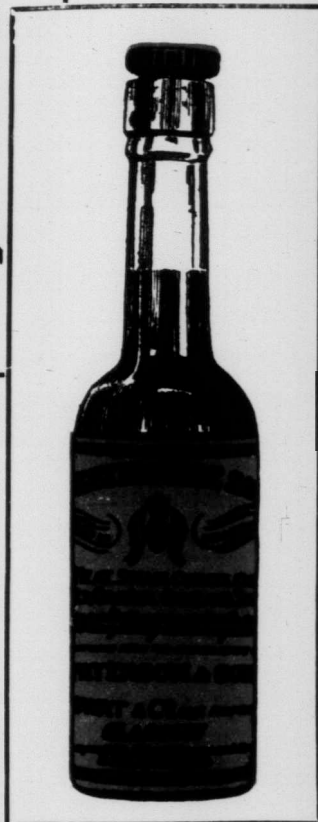
It will not be surprising when you make repeat orders for these high-grade olives, to hear you tell us of the rapid sales and good profits you have made by handling Olives packed by Dewar, Watson & Co. of Glasgow, Scotland. The quality is good and each bottle well worth the price--that's the "why" of popular favor.



ROWAT'S PICKLES PATERSON'S SAUCE D.W.C. OLIVES

have a tremendous following. They are known and enjoyed by thousands. Mr. Grocer, we are in business to co-operate with you. Our part is to keep the qualities up to the high standard that has placed Rowat's Goods in the front rank, and serve you promptly in delivering. Yours is to reap the benefit in constantly increased trade and the appreciation of your customers.

A new line recently incorporated with Rowat's Quality Goods is Dewar, Watson Company's Select Olives.



Worcestershire Sauce (Paterson's)

The most piquant of appetizers, needs no recommendation to the grocer who handles the best. If you have not stocked, do so—you will find it a really good seller, and a line that will pay you well on each sale, besides building a satisfied trade.

These are goods with high reputation—goods that will win trade to your store. They are put up in the finest factory in Scotland, under the most careful conditions of cleanliness.

ROWAT & CO.

Glasgow, Scotland

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

Pickles

There is a certain element of risk in buying bottled pickles. The moral is: "Buy by the name."

All brands of pickles look very much alike to the ordinary grocer. Safeguard your stock by getting Rowat's Pickles. The name is widely and favorably known among the particular housewives of your trade.



WHITE SWAN YEAST CAKES

HAVE ALREADY PROVEN THEMSELVES TO HAVE FILLED A LONG-FELT WANT ON THE PART OF THOUSANDS OF CONSUMERS FOR "SOMETHING MORE DEPENDABLE."



IN TWO MONTHS WE HAVE SHIPPED THOUSANDS OF CASES TO GROCERS IN ALL PARTS OF CANADA—AND MANY HAVE SENT IN REPEATS FROM ONE TO SIX TIMES IN THIS SHORT PERIOD. IF YOU HAVE NOT SECURED THEM YET

IT WILL PAY YOU TO ORDER NOW

SAMPLE CHEERFULLY SENT THAT YOU MAY TEST FOR YOURSELF

White Swan Spices & Cereals, Ltd., Toronto

SOLE DISTRIBUTORS

The Largest Sale of Any Cereal in Canada

**KELLOGG'S
Toasted Corn Flakes**

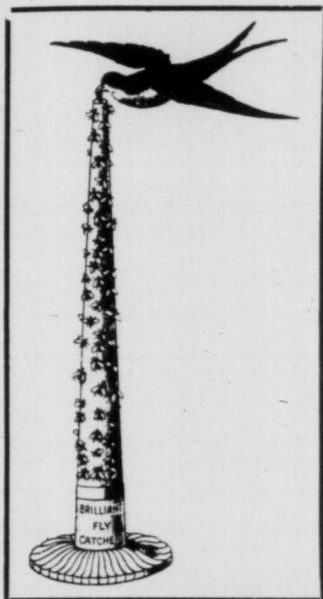


This Means

- That our factory is running night and day.
- That our flakes are fresh and crisp.
- That retailers are not "loaded up" with slow selling goods.
- That the consumer appreciates a pure, wholesome, nourishing and appetising cereal.
- That the system of marketing our goods is commended, not only by the wholesalers, but also by the retailers.
- That there is no "Quantity Price" on "Kellogg's." Hence no inducement for a merchant to buy more than his trade demands.
- That "Kellogg's" is one price to all.
- A pure food, an appreciative public and a straight business proposition to the retailer place our goods in a class all by itself.
- The largest sale of any cereals in Canada.

Ask Us For Particulars

The Battle Creek Toasted Corn Flake Co.,
Limited
London, Ont.



Everybody Wants a Fly Catcher

It makes no difference to what degree carefulness is maintained in keeping the house free from flies, there is bound to be some of these little torments in it. Therefore, is it not true to say "Everybody wants a fly catcher?" The early spring is the time to push the sale of such articles and educate your trade to the fact that one fly caught in the early summer means millions in August. The

Brilliant Fly Catcher

is the most remarkable glued catcher on the market, it gets them all, misses none, and you will find your trade will evoke a buying interest through the merit of the Brilliant Fly Catcher.

It is warranted to retain its stick-fast quality.

It will unroll, as a ribbon, a full yard. There is no drip or dirt with it.

\$1.75 PER BOX OF 100

It is cheaper and in every way superior as a stock and money-maker over any other fly catcher.

Approved by Board of Health for its Hygienic use.

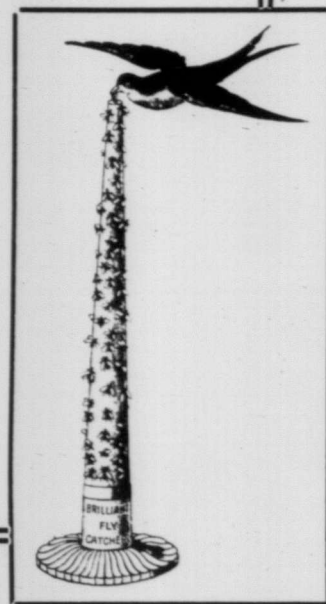
FOR JOBBERS' PRICES WRITE

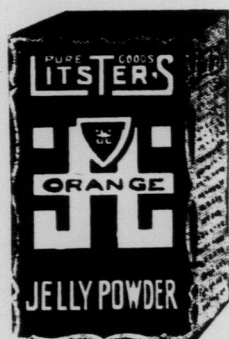
GRANGER FRERES LIMITÉE

390 St. Paul Street,

MONTREAL

Selling Agents for the Western Provinces:—
J. J. TOMLINSON & CO., WINNIPEG





"PURITY

AND

SATISFACTION"

PURE FOOD **LITSTER'S**

PUDDINGS
CUSTARDS
JELLIES
SALAD DRESSING
All in Powdered Form

COFFEES
SPICES
MUSTARDS

CAKE ICINGS
HERBS
GELATINE
BAKING POWDERS

ANYTHING "LITSTER'S" IS GOOD

The Litster Pure Food Co., Limited

1297-1301 Queen Street West

TORONTO

SU
DI
L
O
R
L

SWEE
MIXE
CATS
SAUC

JAM
MAR
CRUS
and
JELL
FLA



Sterling

BRAND



The Line for Profit the Year-Round

Here is just the reason why "STERLING" products have proved such phenomenal sellers throughout the year and here the reason why every dealer who has handled our line has sent in numerous repeat orders.

The reason may be accredited to the distinctive quality and flavor of the "STERLING" line.

There may be many others in the same line but they can't copy that delicious, delightful flavor that has made "STERLING"

Brand Pickles, Sauces, Relishes, etc., the real profitable stock the year round. With "STERLING" Brand Products in your store you stimulate sales.

GET A STOCK NOW
AND PROVE IT.

SUMMER DRINKS

Lemonade
Orangeade
Raspberry Vinegar
Lime Juice

SWEET PICKLES,
MIXED PICKLES,
CATSUP,
SAUCES and RELISHES,

JAMS,
MARMALADE,
CRUSHED FRUITS
and FOUNTAIN SUPPLIES,
JELLIES and
FLAVORING EXTRACTS.

OUR EXTRACTS

Are of superior grade, both in material and the process of manufacture. You make no mistake in recommending "Sterling" Extracts to your most particular customers.



THE
T. A. LYTLE CO.
LIMITED

Sterling Road, Toronto

Montreal
Quebec

American Can Company

Hamilton
Ontario

Tin Cans of all kinds
for all purposes

*Fruit and Vegetable Cans,
Syrup and Oil Cans,
Baking Powder Cans,
Spice Cans, Coffee Cans,
Meat Cans, Tea Cans,
Lard Pails, Jam Pails,
Etc., Etc.*

Plain Tin or Decorated Tin.

Our two factories (formerly Acme Can Works of Montreal and Norton Manufacturing Co. of Hamilton) have been re-equipped with the latest and most modern machinery and are now prepared to turn out in large volume any and all kinds of tin containers for food products, as well as for other lines of trade.

Correspond with factory nearest you.

PACKETING MACHINERY

Of Every Description

Bag-Making

(with folding in both these methods)



Labelling

Wrapping

Etc., Etc.

All the Packets, Tins, Composite Boxes, Cartons, etc., shown in this illustration are Specimens of work actually done on the LOVELL Machines.

Send us Samples and let us suggest what we can do for you.

LOVELL'S BAG & PACKET MACHINERY Ltd.

59/60 Gracechurch St., LONDON, ENG.



[M.F.]

PRUNES

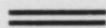
Santa Clara, California and Oregon

The break in the market is not surprising for the quality of prunes coming from New York.

We have a large and well assorted stock, 90 100 to 30/40, 25 lb. boxes, and our prices are right. Imported last fall direct from California.

JUST INQUIRE:

If you don't buy, it will post you on the market.



L. Chaput, Fils & Cie., Limitee

Wholesale Grocers and Importers

2, 4, 6, 8 and 12 DeBresoles, Montreal

ESTABLISHED IN 1842

CRYSTAL SUGAR

**A Large
Percentage of your Business**

is done in sugar. It is in your best interests therefore to supply
your customers with the BEST, which is

CRYSTAL SUGAR

It is the standard of excellence and purity—is the acme of sugar re-
fining. It has no superior for canning and preserving.

Put in a Stock NOW



Dominion Sugar Company

LIMITED

Wallaceburg and Berlin, Canada



High Price is not an Infallible Indication of Quality.

When you buy coal that gives you the maximum
heat efficiency for \$8 a ton, you won't pay \$16 to another
dealer simply because he needs the money.

You can get the maximum efficiency out of a COLES
coffee mill.

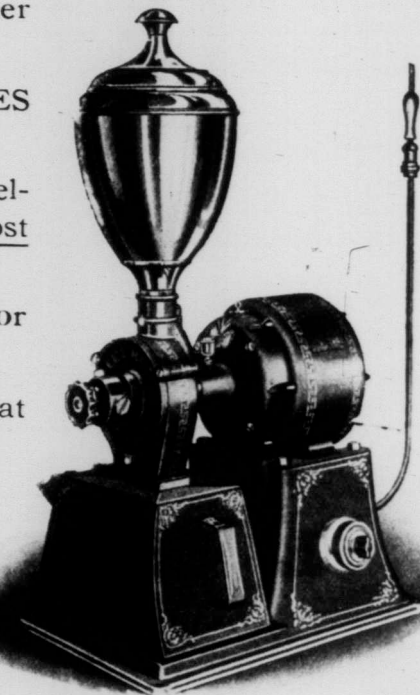
That's why a COLES is the final choice of the level-
headed buyer. He makes sure he is getting the utmost
when he's buying.

We have been making all kinds of coffee mills for
the last 25 years, and all at reasonable prices.

Write for our catalog now. It tells you just what
you want to know.

**COLES MANUFACTURING COMPANY,
PHILADELPHIA, PA.**

AGENTS—Chase and Sanborn, Montreal; The Codville Co., [Winnipeg;
Eby, Blain, Limited, Toronto; James Turner & Co., Hamilton,
Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne
& Co., Calgary, Alta.



"KING" BRAND JAMS

Every dealer has a number of customers who want a real good jam but who are only willing to pay a moderate price. We are able to offer you goods, which will not only please that class but which will appeal to the palate of those always ready to pay more. Further, we are in a position to prove that KING BRAND JAMS are equal, if not superior, to any other brand on the market.



What The Trade Says:

Here are extracts from a few letters picked at random which speak for themselves:—

Winnipeg, Feb. 13th, '12.

"Samples of Jam are to hand. They are certainly beautiful goods."

St. John, N.B., Dec. 5th, '11.

"We are handling your Jam and find it all you claim for it."

Toronto, Feb. 5th

"Quality is fine."

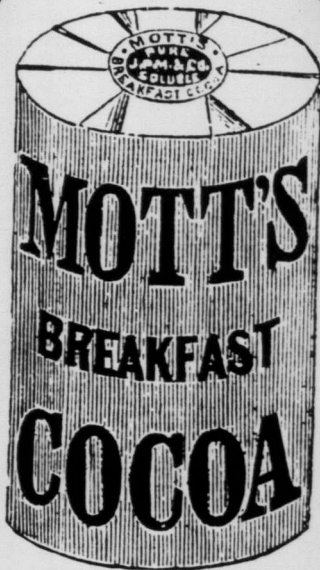


JOBBERS—We can pack goods to suit your trade either in carton, glass or pail. Write us for **SPECIAL PROPOSITION.**

We are also headquarters for Catsups, Syrups, Caustic, Lye.

Remember the King Brand.

LABRECQUE & PELLERIN
MONTREAL



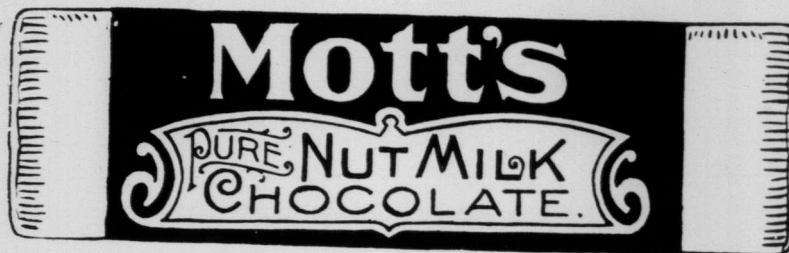
**MOTT'S PURE
NUT MILK
CHOCOLATE**

A delicious chocolate for eating made from the best grade of cocoa, milk and freshly roasted nuts

**MOTT'S ELITE
CHOCOLATE**

Unsweetened
for cooking purposes.

MOTT'S BREAKFAST COCOA---ABSOLUTELY PURE



Order from your Jobber



JOHN P. MOTT & CO.

MANUFACTURERS
- HALIFAX, NOVA SCOT' A

CLIFF BRAND TABLE SALT

Is made from natural brine taken from the purest spring in the world, and manufactured by experts by a new process under perfect sanitary conditions, producing a refined table salt of a superior quality and soft, even crystals without grinding. It is guaranteed free from all injurious substance.

IN THE SANITARY CONTAINER

SAVES
TROUBLE
ALWAYS
DRY
and
FLOWS
FREELY
from
SHAKER



DOES
NOT
CAKE
OR
GET
HARD,
YOU
CAN
RELY
ON IT

SHOWS A GOOD MARGIN OF PROFIT
ANY WAY YOU FIGURE IT

CLIFF BRAND SALT retails at TEN CENTS, while it costs you but one dollar fifty for a case of two dozen. No matter how you figure your profits it will show you an excellent margin. And then you will also gain in prestige by handling a salt of this quality. Ask your wholesaler or write direct to us.

TORONTO SALT WORKS
TORONTO, CANADA

CANADIAN MACARONI

Success follows the efforts of the grocer who stocks goods that meet the basic requirements of modern merchandising, viz: AN ABSOLUTE, UNVARYING STANDARD OF HIGHEST QUALITY.

Your past experience will tell you that lines possessing that requirement will make successful stores. You cannot buy any better Macaroni or Vermicelli than that packed under

Hirondelle Brand Macaroni and Vermicelli

Quality never varies. Your trade always is satisfied. Hirondelle Brand will increase and build you a profitable trade as it has done with other merchants everywhere.

C. H. CATELLI CO., Limited, Montreal, Que.



GLOBE MACARONI

It is a scientifically manufactured food that has developed a demand for itself among the housewives in every locality.

We guarantee the quality, to contain no maize or rice flour, and our methods of manufacture will bear any examination of cleanliness that can be put up.

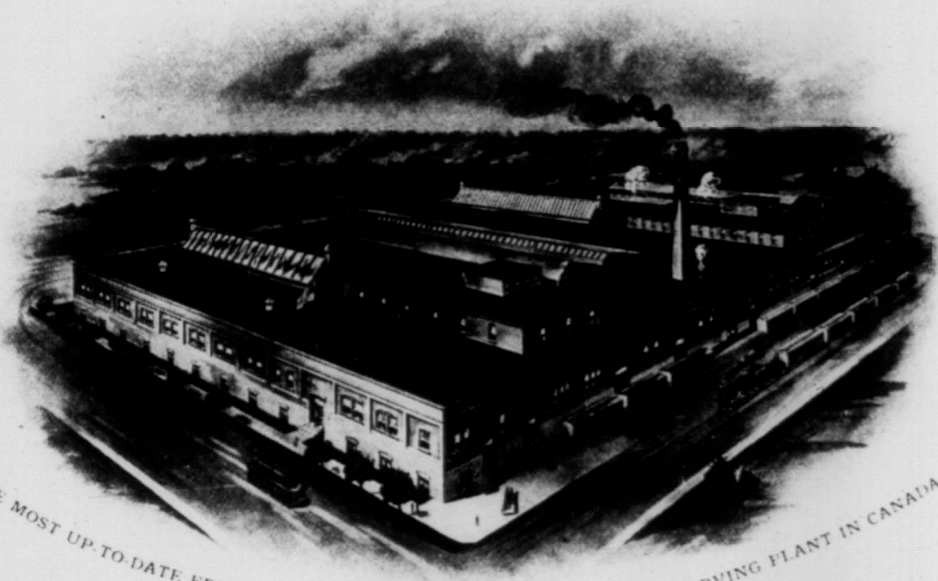
GOOD PROFITS.

SURE REPEATS.

D. SPINELLI & CO. (Registered) Montreal, Que.

WAGSTAFFE, LIMITED

Makers in Hamilton of Pure Jams, Jellies and Marmalades for Shipment to all Parts of Canada



THE MOST UP-TO-DATE FRUIT

PRESERVING PLANT IN CANADA



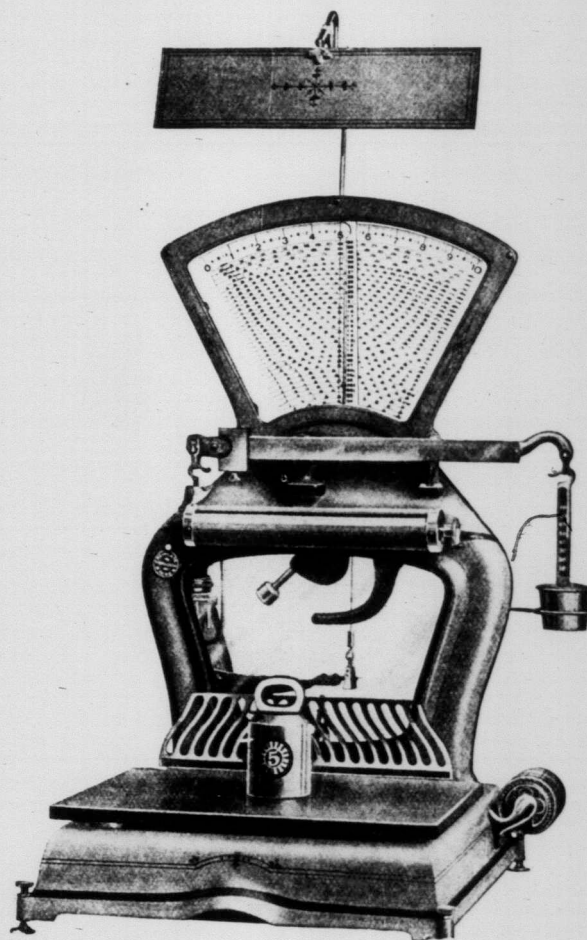
Our line of Jams, Jellies and Marmalades is recognized by the particular buyer all over Canada as the best and purest that can be.

The accompanying cut represents the present home of Wagstaffe's goods. It is conceded by expert authority to be the most up-to-date fruit preserving plant in Canada. The walls in processing rooms are constructed of white enamel bricks; the floor is of mastic; making it a factory with every modern sanitary method that money can procure.

For the grocer who wants to handle the best—Put in a stock of Wagstaffe's—There's good profit for you and satisfied customers.

Wagstaffe, Limited, Hamilton, Ont.

THE BEST OF ALL



NO. 75

The Scale that Weighs and
computes to 100 lbs.

COMPUTING SCALES

Do you wish to know the reason why?

Ask a user or write us.

Users everywhere. Offices in leading cities
throughout Canada

Stimpson Computing Scale Co.

Factory, DETROIT, Mich.

THE CANADIAN GROCER



ROYAL SHIELD



The name Royal Shield is synonymous of purity and excellence.

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

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



**Jelly Powders,
Baking Powders,
Etc.**

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



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



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

Campbell Bros. & Wilson, LIMITED WINNIPEG

CAMPBELL, WILSON & HORNE, LIMITED, CALGARY

CAMPBELL, WILSON & SMITH, LIMITED, REGINA

CAMPBELL, WILSON & ADAMS, LIMITED, SASKATOON

CAMPBELL, WILSON & HORNE, LIMITED, LETHBRIDGE



"PRIDE OF CANADA"

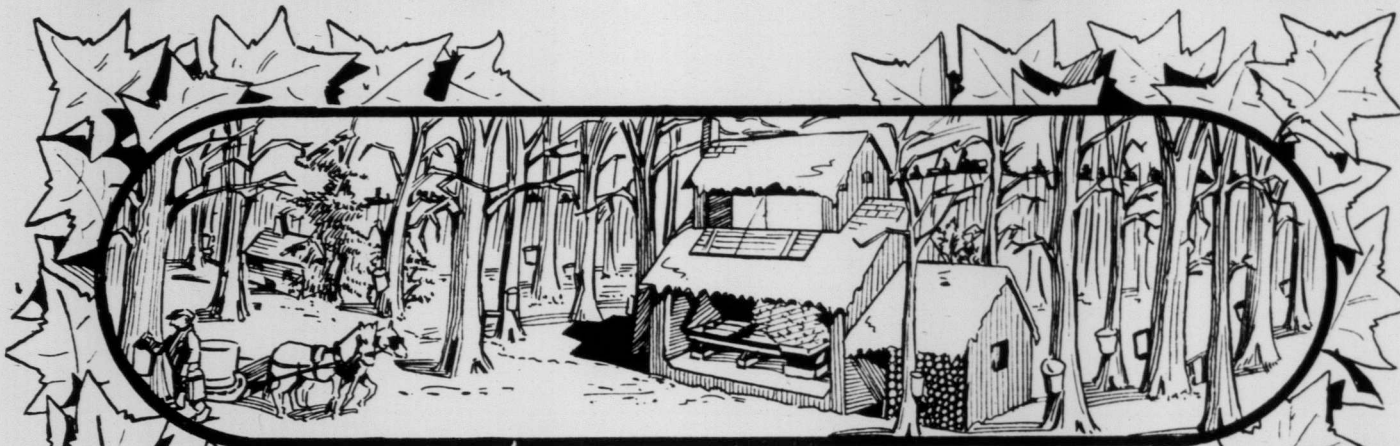
PURE

PURE

Maple Syrup

AND

Maple Sugar



ARE YOU

going to sell pure maple syrup this season? If you are, there is no reason for you to hesitate in making a choice of brands. You know that you will not be serving your best interests by selling your customers "concoctions"—and guarantee their purity.

Then for your own success and benefit to your reputation sell

"PRIDE OF CANADA" Maple Syrup and Maple Sugar

Guaranteed absolutely pure.

Our sap is supplied by a carefully selected number of farmers owning groves in the **EASTERN TOWNSHIPS**, the famous maple orchards of Canada, and it is to their own interests to provide us with only **THE VERY BEST**.

If you want further proof of the genuineness of our **ABSOLUTELY PURE** claim, just write and we will send you copies of a large number of Government tests which will put all possible doubt at rest.

STOCK NOTHING BUT PURE MAPLE GOODS THIS SEASON

The Maple Tree Producers Assoc., Limited, - Montreal

Mason & Hickey

MANUFACTURERS' AGENTS

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

Dominion Sugar Company
Wallaceburg - - - - - Ont.
Granulated, Powdered, Icing and Paris Lumps

Borden's Condensed Milk Co.
New York - - - - - U.S.A.
Eagle, Gold Seal and Challenge Milk, and
Peerless Cream.

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

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

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

MacFarlane, Lang & Co.
Glasgow - - - - - Scotland
Famous Scotch Biscuits and Cakes.

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

Foster, Holtermann & Co.
Brantford - - - - - Ont.
Ontario Honey.

J. H. Wethey & Co.
St. Catharines - - - - - Ont.
Manufacturers of bulk and package Mince
Meat.

Crescent Manufacturing Co.
Seattle - - - - - Washington
Mapleine Extracts.

Nicholson & Brock
Toronto - - - - - Ont.
Bird Seed and Bird Gravel.

W. H. Dunn & Co.
Montreal - - - - - Quebec
Pyramid Fly Catchers.

Suchard's Cocoa
Neufchatel.

Geo. T. Mickle
Ridgetown - - - - - Ont.
White Beans.

National Licorice Co.
Brooklyn, N.Y. - - - - - Montreal, Que.

P. J. Shannon & Co.
Green Coffees.

Loutas & Co.
Patras-Currants.

Pratt-Low Preserving Co.
Santa Clara - - - - - Cal.

Maples Limited
Toronto - - - - - Ont.
Maple Sugar and Syrup.

Leas Limited
Simcoe - - - - - Ont.
Pickles

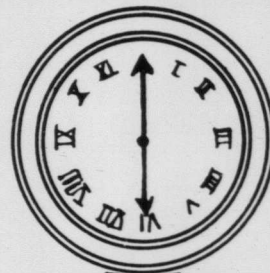
Mason & Hickey

287 Stanley Street,

Winnipeg, Canada.



Which?



No
Accounting
Worries

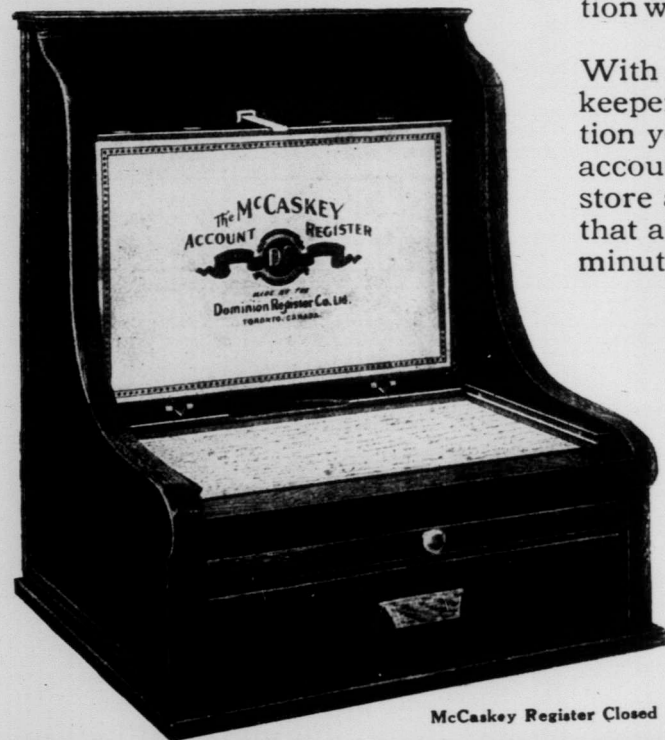
Late Hours
and
Unbalanced
Accounts

Success Comes Only To The Modern Method Merchant

Particularly is this true when coupled with book work of a retail grocery store. Friend, you are losing an advantage that means dollars to you if you are allowing your antiquated methods of keeping accounts spare you from your best personal usefulness to your business, i.e., that of buying and selling grocery goods; that is how your money is made.

The McCaskey Account Register

turns you and every retail salesman into a bookkeeper without your knowledge. The original slip or bill made out by the salesman—totalled at time of purchase—and handed to the customer completes the transaction with the McCaskey System. Simple, isn't it?



McCaskey Register Closed

With only one writing, without the aid of bookkeeper or books, at the close of each transaction you know exactly how each customer's account stands; and when you close your store at night you can go home in the thought that all your accounts are posted up to the minute.

Get account systematized—it pays. Drop us a card for demonstration of the McCaskey System.

Dominion Register Co., Limited

90-98 Ontario St., Toronto, Canada

519-521 Corn and Produce Exchange,
Manchester, Eng.

THE LARGEST MANUFACTURERS OF CARBON
COATED SALES BOOKS IN THE WORLD.

THE CANADIAN GROCER

TEES & PERSSE LIMITED

ESTABLISHED 1884

Manufacturers' Agents and Warehousemen

PORT ARTHUR	FORT WILLIAM
WINNIPEG	REGINA
SASKATOON	MOOSE JAW
CALGARY	EDMONTON

Resident Salesmen calling on
EVERY jobber
EVERY day

Agencies and Consignments
Solicited.

Solid Brick and Stone Ware-
houses of approved Mill Con-
struction, located on private
spurs, low insurance rates.

Handling and storage facilities
the very best.

Flats to rent in our new Moose Jaw and Saskatoon Warehouses.

TEES & PERSSE LIMITED

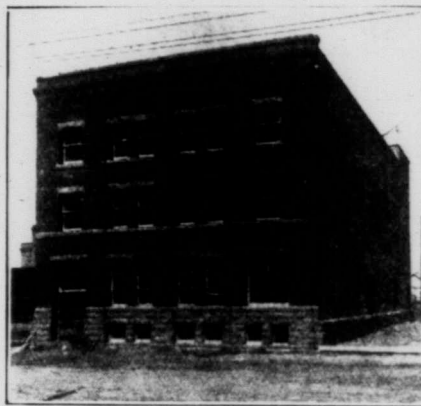
WINNIPEG	PORT ARTHUR	FORT WILLIAM
REGINA	SASKATOON	MOOSE JAW

TEES & PERSSE of ALBERTA, Limited
CALGARY EDMONTON.

"From the Great Lakes to
the Rockies"



WINNIPEG WAREHOUSE



SASKATOON WAREHOUSE



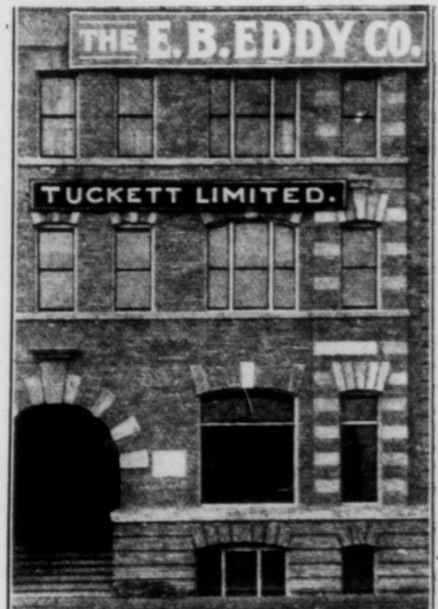
CALGARY WAREHOUSE



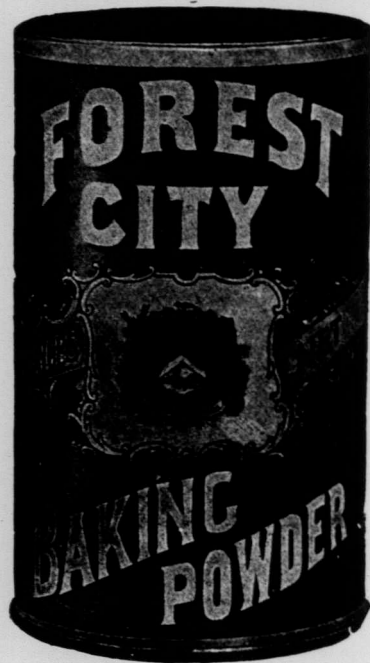
REGINA WAREHOUSE



MOOSE JAW WAREHOUSE



EDMONTON WAREHOUSE



A WORD TO THE WISE

Your best interests are served by handling our goods. Their quality and purity are known and proven. When you stock them you find an already established confidence among your customers and will build up a good trade without missionary work.



"Forest City" Baking Powder

The Standard of 25 Years.

Every box helps to create further demand. "Forest City" Brand is pure and wholesome—makes pastry light and healthful.

If not already handling

Send for

Trial Order

To-Day.



"Club House" Brand

Spanish Olives

are a superior line that you will be well advised to handle—because of our care in selecting and packing only the finest Seville olives, the exceptional skill and cleanliness with which they are packed—the brine for "Club House" Brand being made from our own pure Artesian water—make possible our guarantee of excellent satisfaction.



"Rideau Hall" Coffee

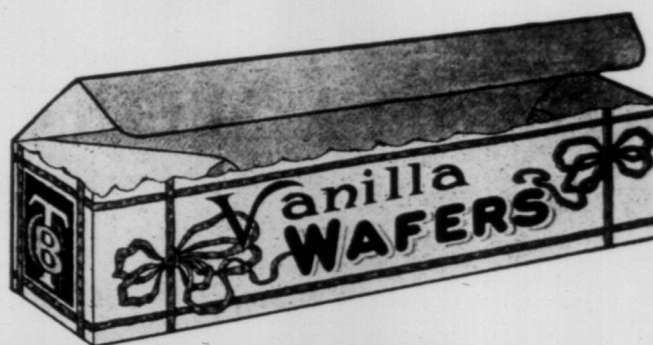
Perfection is not attained in a day. It takes years of experiment, experience and expense to obtain perfect coffee. We have it in "Rideau Hall"

brand—our latest triumph in perfect blending and roasting; your customers demand the best. "Rideau Hall" will satisfy their demand. In one pound and 25c. tins only.



Gorman, Eckert & Co.,
LIMITED

LONDON, Ont. WINNIPEG, Man.



Here are the Profits You Don't Get!

Mr. Grocer, if you were offered a line of biscuits that

Cost less than your present stocks

Turned quicker than your present stocks

Earned more money than your present stocks

You'd immediately place them upon your shelves and push them hard.

If you were offered a line of goods that

Required less selling

Advertised themselves

Appealed to more people

You'd be foolish not to buy them, wouldn't you?

Then why have you not been pushing

TELFER'S BISCUITS

the biscuits that combine all these points in all lines of our manufacture.

It is time to go after the profits that you've been passing out to your competitors.

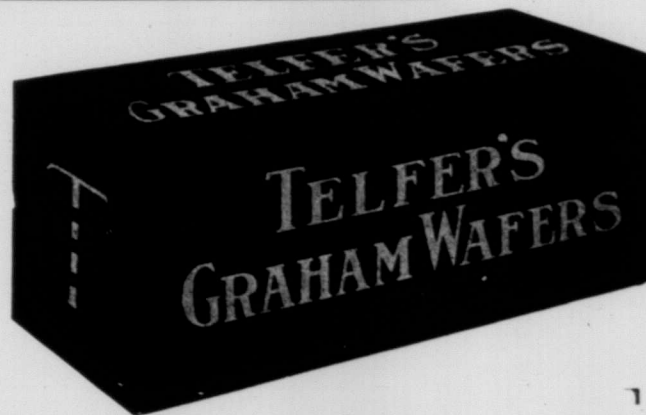
The attractive packing is an added feature to Telfer quality, and makes the Telfer line of biscuits a good selling shelf or window stock.

Send for our price lists.

Telfer Bros. Ltd., - Collingwood, Ont.

Branches:

TORONTO, WINNIPEG, HAMILTON, FORT WILLIAM



FIT FOR A QUEEN



QUEEN QUALITY PICKLES

Even though of "Queen" quality they are the pickles that meet the popular demand of the classes and masses.

A bottle of Queen Quality Pickles represents a combination of the best experience in the country in pickling with a modern plant, equipment and methods.

10 AND 20 OUNCE BOTTLES.

- SWEET MIXED and CHOW BULK PICKLES** in pails
- PERRY'S ENGLISH SAUCE**
- ENGLISH CHOW CHOW** in pails
- PURE TOMATO CATSUP**, bottled or in bulk
- WORCESTER SAUCE**, bottled or in bulk
- QUEEN QUALITY UNIVERSAL SAUCE**

Are you selling Queen Quality? If not, send your order to-day.

WRITE FOR QUOTATIONS.

Taylor & Pringle Co.
OWEN SOUND, ONT. LIMITED



The Points of Significance

that recommend **WONDERFUL SOAP** above all others, lies in the points of merit — Safe — Sure — Speedy.

Safe—in that it does not injure the finest fabrics. That may be accounted for through its absolute purity.

Sure—It thoroughly cleanses all classes of dirty and soiled clothing.

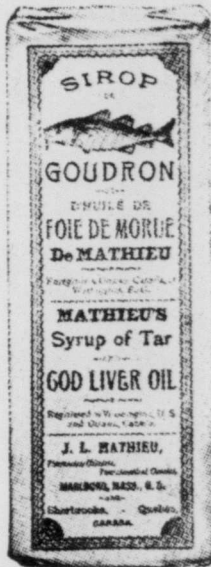
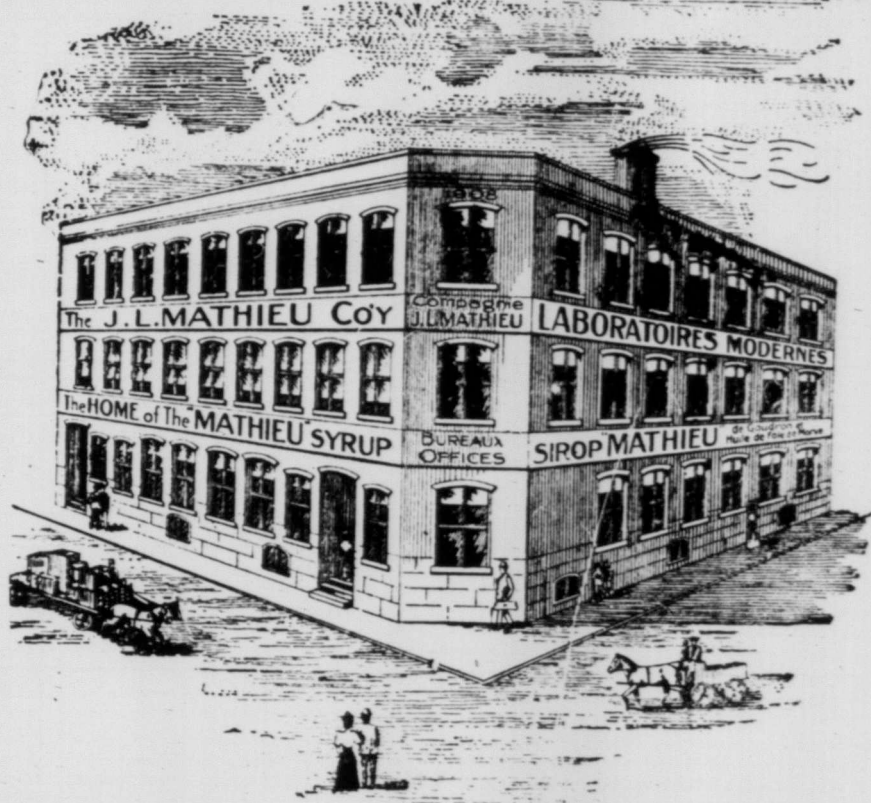
Speedy—The aforementioned sure cleaning takes place almost by magic with Wonderful Soap. It is in this respect that it is so popular with the busy housewife.

The attractive labelling and packing in conjunction with the unrivalled quality makes it a profitable stock for you—and it pays you well too.

The Guelph Soap Co.
GUELPH, ONT.

This Late Spring means an unusual demand for

MATHIEU'S Syrup of Tar AND Cod Liver Oil



Mathieu's Syrup of Tar and Cod Liver Oil.
LARGE BOTTLE 35c.

One of the **BEST KNOWN** and **MOST DEPENDABLE** remedies for Grippe, Pneumonia, Colds and Coughs is

MATHIEU'S Syrup of Tar and Cod Liver Oil

Every dealer who has carried this recognizedly good preparation knows how firmly it has become established in the homes of those who use it. Sales are absolutely sure, and season after season orders are repeated. Dealers who have **NOT YET** used it do not realize its unceasing and increasing popularity—

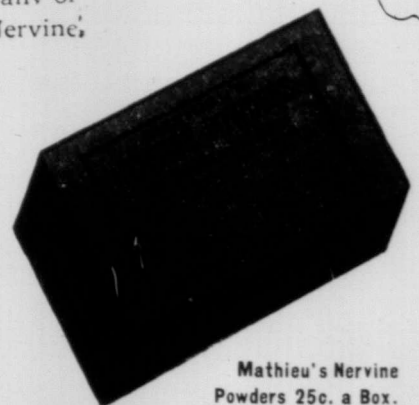
MATHIEU'S NERVINE POWDERS

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

Testimonials from dealers whose sales are great and people whose ills have been cured keep pouring in.

J. L. MATHIEU CO., Props., Sherbrooke, P.Q.

Newton A. Hill, 25 Front St. E., Toronto, Ont., Distributors for Western Ontario.
Chaput, Fils & Cie., Montreal, Que. Foley Bros. & Larson, Winnipeg, Man.



Mathieu's Nervine Powders 25c. a Box.

LESSENS
SWEEPING LABOR
ONE-HALF



DISINFECTANT—
LEAVES A PLEASING
ODOR

SOCLEAN

The Dustless Sweeping Compound

We don't believe there is another article in your store that both SELLS and PAYS YOU as well as SOCLEAN. Every housewife when made acquainted with its workings is enthusiastic to use it—thereby securing a first sale and the repeat orders are bound to come to you.

This is what you can say in recommending SOCLEAN :

It is economical in use and absolutely lays dust; it saves scrubbing and dusting and brightens and preserves your carpets; destroys moths and moth eggs; it is a sure disinfectant; it leaves a fragrant odor after sweeping.

What better season than the present, Mr. Grocer, for making this a real profitable stock and introducing to your trade. Now is the time when a practical demonstration may be usefully given at the Spring housecleaning. Use the year round.

Put up in handsome PAILS to sell at 25c., 50c. and \$1.00.

ORDER FROM YOUR JOBBER—OR DIRECT FROM US

SOCLEAN LIMITED, - Toronto, Ont.

The originators of the Dustless Sweeping Compound in Canada

The Life Of Your Trade Depends on Advertising



It is important that you keep your name and your selling lines before your trade to meet with the success you hope to attain in business.

The most straight-to-your-customer style of advertising special sales, etc., is to print on the bags or wrapping paper that encloses goods that will be delivered to their houses.

The Automatic Printing Attachment

enables you to get this service at a minimum cost.

By just a pull of the roll of paper your ad. is printed on every paper bag or wrapper that leaves your store. The accompanying cut will illustrate its simplicity.

It means a decided saving in the cost of printing if you were supplied this service by the printer. The cost is very light if it were measured by the value you would receive through its installation.

Ask for demonstration and information of this wonderful automatic printing attachment.

UTILITIES LIMITED, - - Montreal

Make Sure of the Fly— Also the Trade!

Many a device has been invented to abolish the household pest—the fly—but none have stood such a test and proven so effective as

The FLYSAC Flycatcher

It is a favorite with housewives, because it has not certain objectionable features very common in other makes.

FLYSAC is hermetically sealed and has no leakage.

The ribbon is evenly coated, making sure of holding the fly and allowing no escape.

FLYSAC will not deteriorate if it is carried in stock for a season, thereby insuring the grocer against loss, and its sale gives you a

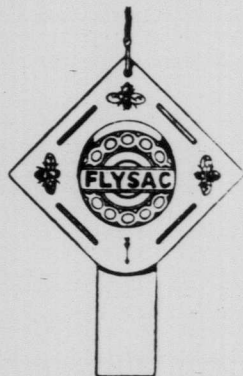
100% PROFIT.

WRITE FOR PRICES. THE SEASON
IS HERE TO PUSH FLYSAC.

HODGSON, SUMNER COMPANY, Limited
MONTREAL

Exclusive Agents for Provinces of Quebec, Ontario, New Brunswick,
Nova Scotia and Prince Edward Island.

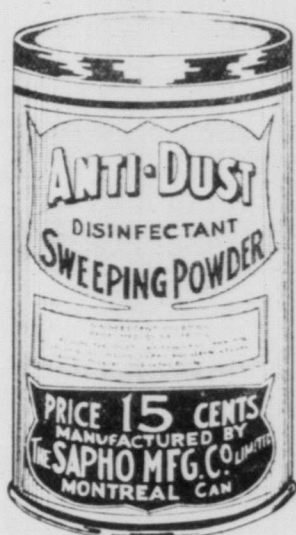
BRITISH MANUFACTURE



BRITISH MANUFACTURE

A Household Necessity Every Day

Sweeping is a daily practice in most homes. You need but to explain the advantage of using Anti-Dust when sweeping to make it a large selling stock.



Now is the opportune time to stock it. Housecleaning involves an increased amount of sweeping. You can get the business now—and you can keep it all year with Anti-Dust.

The selling points of Anti-Dust Sweeping Powder are: It positively prevents dust from rising and gives carpets and rugs their original color by removing all dirt. It brightens oilcloth and floors, and is the only combined Germicide, Insecticide, Disinfectant Sweeping Powder. When ordering, "Remember the Green and White Tin," the only genuine.

SAPHO INSECTICIDE

Another of the famous line that finds a ready and steady demand in housecleaning season. You can recommend it highly as the only real demolisher of house insects.



SAPHO INSECTICIDE

With each tin of Insecticide we furnish a spray. It overcomes the trouble of getting into corners; and besides, Mr. Grocer, it clinches all the sales for Sapho. Put in a stock now.

Send for Prices of our Different Lines



The SAPHO MFG. CO., Limited

Montreal, Que.



To the wholesale trade only.

West India Company, Limited, St. Nicholas Building,
MONTREAL

The Canadian House of:

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

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

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

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

**SUGARS, MOLASSES, CATTLE FOOD, COCOA, COFFEE,
PIMENTO, GINGER, NUTMEGS, COCOANUTS, Etc., 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, WAL-
NUTS, PEANUTS and all nuts for Confectionery purposes,
and Grocery Specialties of all kinds.**

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

Mr. Retailer, This Is For You

MOLASSES

DA COSTA'S BRANDS of "EXTRA FANCY" and "CHOICE BARBADOS" MOLASSES are the standards of quality. When placing orders with your wholesaler, stipulate for and INSIST upon getting:

Da Costa's "Extra Fancy"

and

Da Costa's "Choice Barbados"

By selling only the BEST, your sales will be INCREASED, your CUSTOMERS SATISFIED and YOU will earn the REPUTATION of selling only HIGH CLASS goods. Don't accept anything said to be "just as good"—get the BEST.

Stocked by the chief wholesale Grocers and Jobbers.

DA COSTA & CO. - - BARBADOS

"GRAND PRIX," FESTIVAL OF EMPIRE EXHIBITION, LONDON, 1911

32 Prize Medals

21 Royal Appointments

PEEK FREAN'S GOLDEN PUFF



PRICES AND SAMPLES ON APPLICATION

ILLUSTRATED ALBUM ON APPLICATION

"YOU HAVE YOURS WITH JAM AND I'LL HAVE
MINE WITH CHEESE"

AGENTS:

The W. H. Malkin Co., Limited, Vancouver.

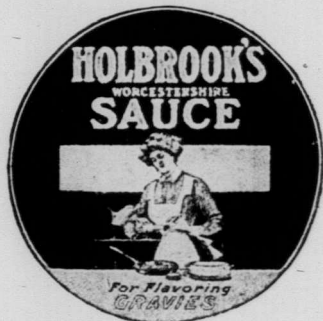
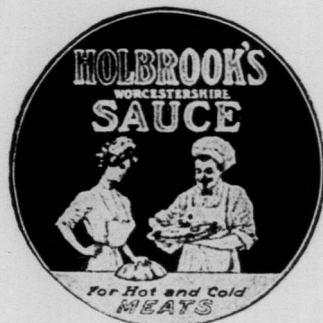
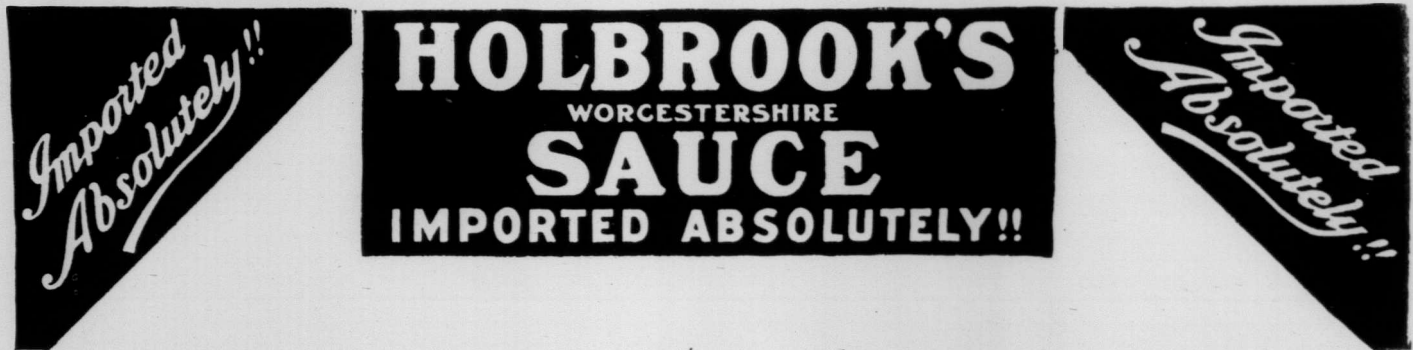
Ruttan & Chipman, Fort Garry Court, Winnipeg.

The Harry Horne Co., 309 and 311 King St. West, Toronto

**PEEK, FREAN & CO., Ltd., Biscuit Manufacturers,
LONDON, ENGLAND**

HOLBROOK'S SAUCE Window Trim

FREE



THIS window trim is lithographed in seven colors and makes a very unique and handsome display. The entire trim is in seven pieces and can be fixed to a window in two minutes and taken down in a few seconds. Everything is ready, no pasting is required, no preparation of any kind. The objectionable features of other window displays have been entirely eliminated by the use of patent adhesive fasteners. A tiny adhesive fastener is placed at the corner of each sheet, merely remove the cotton protector and press it to the window and it is on, and it will remain on. When finished with, simply tear down, and not a single mark or sticky impression will be found on the window.

We are running an extensive advertising campaign in the leading newspapers throughout the Dominion. These window displays will draw the benefit of our publicity into your store.

We mail you the complete outfit free of all charges, distance doesn't matter. Yours for the asking. Send us a post card to-day.

Holbrook's Limited, Toronto, Canada

Canadian and U.S.A. Manager, H. Gilbert Nobbs.

Trim

The Sunshine Bakery of Canada

When we tell you that our bakery has the advantages of most thorough ventilation and a wealth of sunshine, you will readily understand why **RAMSAY'S BISCUITS** are crispier, creamier—in short, better than all others.



FARM CREAM SODAS are made of the richest and finest ingredients. The most exacting housekeepers are agreed that they are superior to anything from abroad.

RAMSAYS LIMITED

330 Nicolet Street,

MONTREAL

Imported
wholly!!



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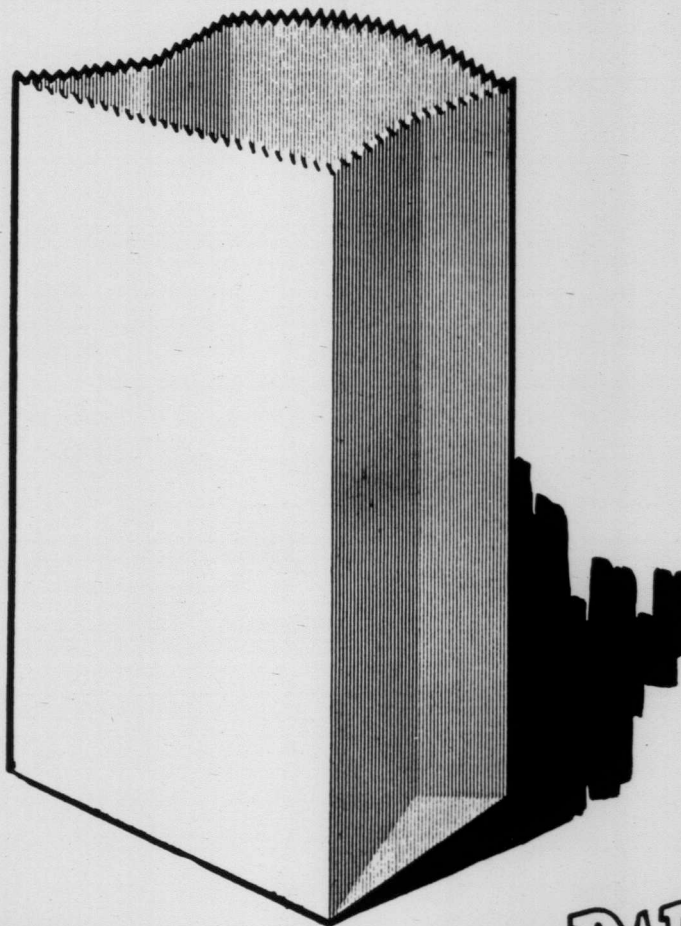
THE CANADIAN GROCER

CONTINENTAL GERM-PROOF PAPER BAGS

WITH AUTOMATIC OPENING REINFORCED SQUARE BOTTOMS
WITHOUT EQUAL.

ONCE TRIED
You will use no
others.

ONCE USED
You will try no
others.



INSURES
Sanitary
Wrapping
of
Parcels.

THE CONTINENTAL BAG & PAPER CO. LIMITED
OTTAWA SOLE MANUFACTURERS CANADA

DISTRIBUTORS FOR CANADA

ONTARIO: Victoria Paper & Twine Co., Ltd., Toronto;
Walter Woods & Co., Hamilton; The Davidson &
Hay, Ltd., Toronto; The Young Co., Ltd., North Bay
and Sudbury.

MANITOBA, Saskatchewan & Alberta: Walter Woods &
Company, Winnipeg.

BRITISH COLUMBIA: Continental Bag and Paper Co.,
Limited, Ottawa, Canada.

QUEBEC and Maritime Provinces: The Continental Bag
& Paper Company, Limited, 427 St. James St.,
Montreal.

COWAN'S PERFECTION COCOA



VIGOROUS and continuous advertising has won for Cowan's Perfection Cocoa an entrance into the best homes in Canada. Quality has kept it there as a welcome addition to the daily menu.

The absolute purity, superb flavor and wonderful food value of Cowan's Perfection Cocoa are attained by using only the choicest Cocoa Beans and grinding under the most perfect conditions.

Dealers everywhere find Cowan's Cocoa their "Best Seller." You make no mistake when you stock and recommend Cowan's Perfection Cocoa.

THE COWAN COMPANY, Limited, Toronto

Dominion Chicle Co., Limited

CHEWING GUM OF QUALITY

PHONE 3689.

Cable Address "TRUHART"

LONDON, CANADA

We are marketing the largest assortment of High Grade Chewing Gums in Canada, and they are ready sellers, and of interest to you.

WE GUARANTEE OUR GUMS NOT TO CRUMBLE OR LOSE THEIR DELICIOUS EVERLASTING FLAVOR.

FREE: ONE DOLLAR
to you when sold ONE BOX TRUE HEART PEPSIN GUM

If you send your order in on this sheet for not less than 10 boxes of any brand listed below.

Order brand and flavors to suit your requirements.

Make out your order now and give it to your jobber, or send it to us, giving us his name.

Name _____

Street No. _____

Town _____

Jobber _____

Ship Via _____



	No. Boxes.	Brand	Flavor	Price	You sell for
True Heart Pepsin Gum					
FLAVORS		TRUE HEART PEPSIN 20 - 5c. Packages	ASSORTED	55c.	\$1.00
Spearmint					
Peppermint					
Wintergreen					
Blood Orange					
Licorice					
Vanilla					
True Heart Nu-Chus					
A DELICIOUS CANDY-COATED PEPSIN GUM		TRUE HEART NU-CHUS 3 Pounds Net OR 40 5c. BOXES TO THE CARTON	ASSORTED	\$1.10	\$2.70
Spearmint					
Peppermint					
Wintergreen					
Blood Orange					
Licorice					
Vanilla					
Lemon					
Lime					
Strawberry					
Pineapple					
Raspberry					
Grape Fruit					
Peach					
COUGH					
MENTHOL					
CLOVE					
CHERRY					
True Heart Pearly White Dental Gum					
		TRUE HEART PEARLY WHITE DENTAL GUM 40 - 5c. Packages		\$1.00	\$2.00
American Beauty Pepsin					
		AMERICAN BEAUTY PEPSIN 20 - 5c. Packages	Spearmint Peppermint Wintergreen Blood Orange Licorice	45c.	\$1.00
True Heart Niagara Fruit					
Assorted Flavors		TRUE HEART NIAGARA FRUIT 36 - 5c. Packages	ASSORTED	90c.	\$1.80
		INDIAN HEAD 105 - 1c. Packages	ASSORTED	60c.	\$1.05
		VENDING MACHINE GUM TOOTSIE FRUIT 2 for 1c.	ASSORTED FRUIT	55c. 70c.	\$1.00 \$1.00

ORDER OF YOUR JOBBER, OR IF HE CANNOT SUPPLY YOU SEND US HIS NAME AND WE WILL MAKE SHIPMENT PROMPTLY. WRITE FOR LIST OF PREMIUMS. ALL USEFUL.

Make an Early Start for Spring and Summer Trade

ARE YOU PREPARED FOR PICNIC TRADE?

The season is rapidly advancing for picnic parties, when summer drinks will be greatly in demand.

Nothing is more thirst-quenching or delicious than

COLD SPRINGS LEMONADE POWDER

Pure ingredients used and special attention given in the manufacturing of this line.

A popular favorite wherever used—been sold for three years and we have yet to hear a complaint.

Used extensively throughout the colonies, giving general satisfaction.

Stock and display this summer drink; it will prove a trade builder and profitable line.



S. H. EWING & SONS

96-104 King St., Montreal

20½ Front St. E., Toronto

Phone: Bell Main 65 and Bell Main 155

Phone Main 3171



Help Her With the Baking

The majority of women take great pride in making fine cake, bread, or pastry—they like to have them of even flavor, baked thoroughly but evenly and, above all, tasty. Give them

WINDSOR Table Salt

and you make baking success more certain. Poor salt means poor baking—everything goes "flat" after hours of work over a hot stove and that means disappointment. Help the housewife avoid that.

THE CANADIAN SALT COMPANY, LTD.
WINDSOR, ONTARIO



CONCENTRATION

Is one of the secrets of the success of Abbott, Grant & Co. The individual who tries to cover too much never masters any one thing.

We are applying this principle to our manufacturing and are concentrating our entire efforts to the production of a soda biscuit that will equal anything for quality.

St. Lawrence Cream Sodas

is the name of the production we are specializing. You will find your customers ever ready to submit to the sale of a good soda. Put in a stock of St. Lawrence Cream Sodas and pave the way for future sales and at the same time build a satisfactory trade.

Send for trial order now.

ABBOTT, GRANT & CO.

Limited

BROCKVILLE,

ONTARIO

MAPLE SYRUP



A SUCCESS



THE ORIGINATOR



Sketch of the largest Maple orchard and works in the world, operated by the Messrs. Small, past 86 years, now carried on as an experimental station.

Small's Brands have been awarded 14 diplomas, Gold and Silver medals, and given first place by expert tests in many countries, including the Orient.



Unsoldered Sanitary Cans. Patent Screw to open with back of ordinary knife.



Square NEW Bottles, compact, good appearance on shelves.



NOTICE:—Important to the Jobber and Trade—Due to a close tab, are assured that the day of Maple Flavor Syrup is near the close. Consumers, while admitting it pleasant and inoffensive, yet are slowly but surely inclining toward and demanding a syrup with a more pronounced taste and rich aroma such as only a good proportion of the true Maple can lend. Compare SMALL'S Standard Pure or Mixture with others on hot griddle cakes, "The true tests." **FURTHER NOTICE:**—We are moving plant, and the filling of orders during May and June for private brands will be uncertain. When advantageously settled, dispensing with local freights and gathering stations, will immediately pursue campaign to place samples with all probable consumers in Canada and elsewhere. The observing will not be found sleeping, but will stock SMALL'S as soon as his neighbor. For present remember the following:

1st. That

SMALL'S Maple Leaf Brand costs but little, if any more than the imitations. Prices at present for SMALL'S STANDARD Mixture and Pure in 5-case lots, put down at all R.R. points in Canada east of Sault Ste. Marie, are:—

	To case	Mixture	Pure
Quart bottles	12	\$2.40	\$3.40
Pint tins	24	2.60	3.90
Quarter gallon	24	4.70	7.20
Half gallon	12	4.70	6.95
1 gallon	6	4.60	6.55
2-2½ gallon	Imp. 2	4.10	6.45

"HABITANT BRAND."

A high-class Maple Flavor Syrup, 20c. per case less than Small's Standard.

2nd. That

We do not sell to Peddlers, Convents, Factories or Departmental Stores, but to Jobbers only from stocks carried at Montreal, or Brokers:—MacLaren Imperial Cheese Co., Ltd., Toronto; Nicholson & Bain, Winnipeg, Regina, Calgary, Edmonton and Saskatoon; Standard Brokerage Co., Vancouver; W. S. Clawson & Co., St. John, N. B.; T. M. Duche & Sons, Manchester, Eng., & New York, N.Y.

3rd. That

Thousands of consumers from nearly all countries confess appreciation. Following is a few who do not live in obscure corners:

"I did not think the Maple you were preparing so delicious."—Eng. Tarte, "La Patrie," Montreal.
 "We thought it was fine."—Wm. Ranch, M.D., Secy. Board Medical Examiners, Johnstown, Pa., U.S.A.
 "Your Syrup is superior to anything I have ever seen."—H. Mockford, Charlmond Rd., London, Eng.
 "Your firm has been recommended to us by Lord Strathcona."—H. P. Okies & Co., Glasgow, Scotland.
 "My tests failed to detect the presence of any adulterations."—MILTON L. HERSEY, City and Provincial Analyst, Montreal.

CANADA MAPLE EXCHANGE LIMITED,

614 TO 620 BEAUDRY ST., MONTREAL.

Capacity, 3 Cars Daily

THE CANADIAN GROCER

CABLE ADDRESS
BRITCANNER, HAMILTON
CODE. WESTERN UNION

TELEPHONE
BELL 3740

FACTORIES

BOWMANVILLE
COBOURG
HIGHGATE
MERLIN
PORT ROBINSON

BRITISH CANADIAN CANNERS LIMITED

GROWERS AND PACKERS OF
HIGH CLASS
FRUITS AND VEGETABLES

BRANDS

BRITISH CANADIAN
FLEUR DE LIS
PIONEER
BRITANNIA
MAISONNEUVE
PARLIAMENT

GENERAL OFFICES
LISTER CHAMBERS, JAMES ST. NORTH.

HAMILTON, ONT. April, 19, 1912

TO THE TRADE.

Gentlemen:-

Our factories at Bowmanville, Cobourg, Highgate, Merlin and Port Robinson are now in the course of erection, and all arrangements have been completed for handling a large pack of Fruits and Vegetables, Jams, Catsup and Specialties, THIS SEASON.

The factories will be equipped with the most modern machinery, some of which has already arrived at the factory points and the balance is en route or ready for shipment.

We have completed our contracts with the farmers for the growing of the produce and we already have in our employ, to manage the factories, five of the most competent canners in the Dominion of Canada.

We guarantee the quality of our goods to be equal to the finest, QUALITY BEING OUR SPECIAL AIM, and every Retailer who is desirous of increasing his Canned Goods business, will do well to handle our brands.

If your Jobber does not handle our brands, write us direct and we will see that your requirements are taken care of by a responsible Jobber in your district.

Yours very truly,

BRITISH CANADIAN CANNERS LIMITED



Maple orchard
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past 86 years,
experimental



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"The Barr will save any grocer

If YOU could make a simple and easy investment which would save

It is easy enough to figure it out. Add your loss in transferring accounts from one book to another; the loss that occurs in mistakes in bookkeeping; forgotten charges; in over extension of credit; in allowing payments to be so far delayed that the account is not paid, and the loss to you of customers through disputes and misunderstandings over incorrect bills—add these together and they will amount to a tidy sum for the whole year, several hundreds of dollars at least. Then figure this for a number of years and you have a fair estimate of what the Barr Register will save you.

It is not a matter of sentiment. Actual, cold-blooded, black and white figures will unquestionably prove this.

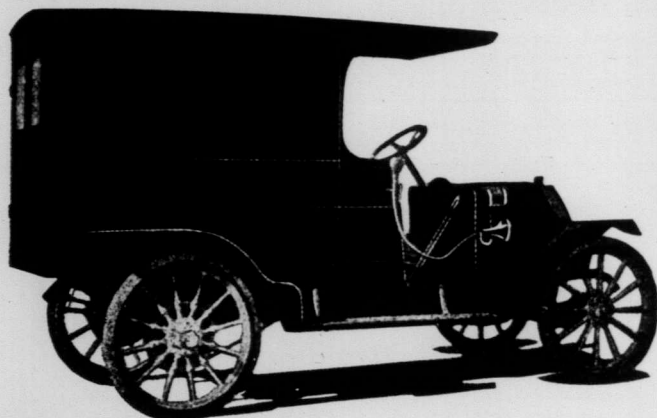
It is a duty you owe to your business and yourself to learn about the Barr Register to-day. To neglect this opportunity means throwing away just so many hundreds of dollars—not theoretically, but actually.

If you want to save money, mail the coupon NOW before you forget it.



Barr Registers Limited
Trenton, Ontario

B



Auto Delivery Curtails Delivery Expenses

Service is one of the main features which determines a merchant's patronage, with delivery the most important part. Merchants are more and more beginning to realize the many points in favor of automobile delivery, because it brings them more business and because it is cheaper than any other method.

The Menard Commercial Car

has been designed to meet the demand, and is a quiet car of great reliability, reasonable speed, with a large reserve of power and a frame of strength and size capable of carrying a load of considerable bulk and up to 1500 lbs. weight.

The design of tires used on the Menard Commercial Cars reduces the cost of maintaining tires to a nominal sum. There are many other features of the Menard that will impress it upon merchants for its superiority above all others.

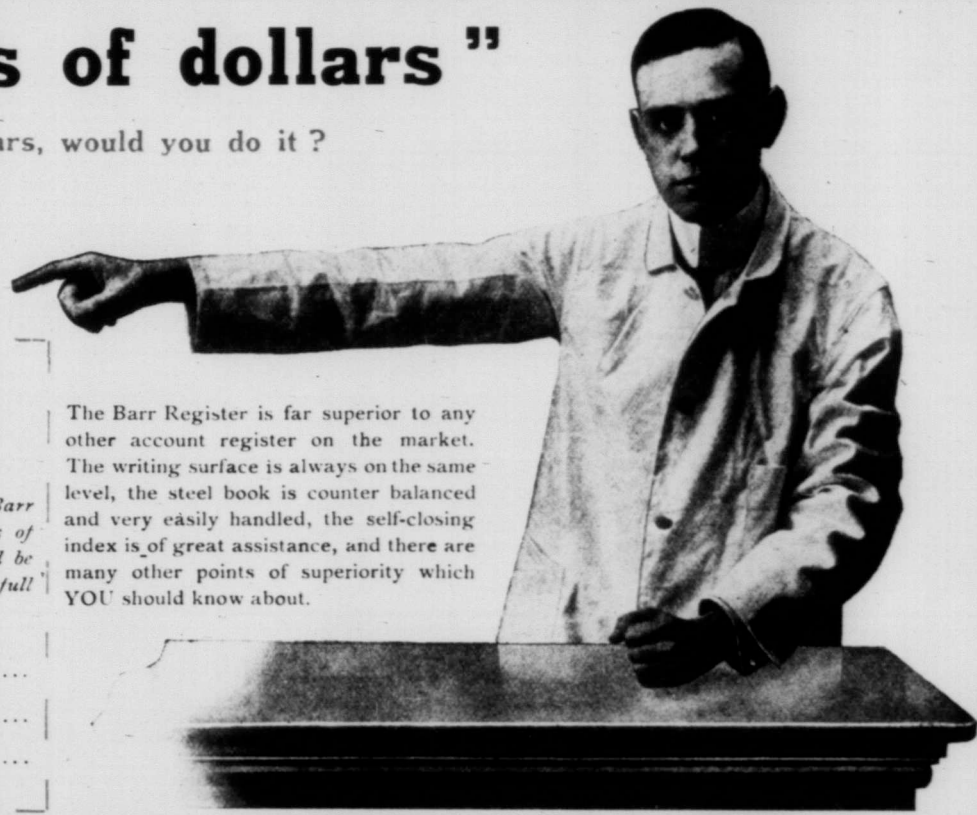
Send for prices and full particulars.

Menard Commercial Motor Car Co'y
WINDSOR, ONT.

B

hundreds of dollars "

you hundreds of dollars, would you do it ?



*Barr Registers Limited,
Trenton, Ont.*

Gentlemen:

If you can prove to us that Barr Register will save us hundreds of dollars in our business, we will be glad to have you do so. Send full details at once.

The Barr Register is far superior to any other account register on the market. The writing surface is always on the same level, the steel book is counter balanced and very easily handled, the self-closing index is of great assistance, and there are many other points of superiority which YOU should know about.

Name

Street & No.

City Prov.

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Co'y

McLEAN'S WHITE MOSS COCOANUT



McLean's

White Moss

Means

Perfection

McLean's

White Moss

Your

Protection

The Leader Always

made by the pioneers in the Canadian Shredded
Cocoanut business. Uniform and rich.

When ordering, always insist on WHITE MOSS.
To prevent confusion, ask for McLEAN'S
WHITE MOSS.

Bakers and Confectioners:—

Our Extract and Color Department is complete.
A trial will please you.

Shelled Nuts, Fruit Pulps, Egg Powders, Glaced Fruits, Icing Powders,
Ice Cream Improver, Marshmallow Powders.

THE CANADIAN COCOANUT CO., Montreal

THE NAME "FAIRBANK" MEANS SOAP SURETY



FAIRY SOAP

has all that quality can give to make it well-liked and all that advertising can add to make it well known.

The satisfaction that comes from its whiteness, sweetness and absolute purity, makes it the best soap for you to sell, and our extensive advertising makes it the easiest soap for you to sell.

You can depend on FAIRY SOAP as a lively, steady seller and a "customer pleaser" every time.

"Have You a Little Fairy in Your Home?"

THE N. K. FAIRBANK COMPANY, MONTREAL

Sales Increase Steadily

As the convenience and quality of EDWARDS' DESICCATED SOUP become more widely known, its sales are bound to become enormous.

The grocer who features

EDWARDS' DESICCATED SOUP

and thus links his store with the advertising now going on all over Canada, will reap the greatest benefit, and build up a steady trade which will help the sales of all his goods.

EDWARDS' DESICCATED SOUP

is made in three varieties, Brown, Tomato and White. Retails at 5c. a package, and in canisters at 15c. and 25c.

Your orders will be promptly filled if sent in at once. Novel Window and Counter Cards and other sales stimulants are liberally supplied.

DISTRIBUTORS:

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

The More Your Customers Know About Your Goods, the Easier it is for You to Make Sales—

and the more sales, the more money you make. Millions of people already know the superiority of

Heinz Baked Beans

(The Oven Baked Kind)

and before we get through with our present country-wide advertising campaign, millions of others who have not yet learned the goodness of HEINZ BAKED BEANS are going to know just why they are different from others—better flavored—richer in food value—and absolutely guaranteed to please.

Need we suggest how you may share in the benefits of this publicity?

H. J. HEINZ COMPANY

A Table Delight for Old and Young

Jelly, as a sweet at luncheon or dinner, is unsurpassed—if it is Chivers.'



FLAVORED WITH
RIPE FRUIT JUICES

Chivers' Table Jellies

owe their immense popularity to the fact that they are flavored with ripe fruit juices, from the finest fruit obtainable, and are prepared with exquisite care and scrupulous cleanliness. Chivers' Gold Medal Jelly is put up in fourteen distinct flavors, every one a wholesome and delicious table delight.

In these days of careful buying regarding purity, you can sell Chivers' and have a confidence in the sale that it will satisfy the most particular customer. Its excellence of quality will gain many repeats.

STOCK UP—THE PROFIT IS GUARANTEED.

CHIVERS & SONS, LIMITED

FRUIT GROWERS

HISTON - CAMBRIDGE - ENGLAND

For samples and quotations apply to the agents :

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

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

11 GOLD MEDALS

FUSSELL'S CREAM

GOLDEN BUTTERFLY BRAND

RICH, THICK EATING CREAM - ABSOLUTELY PURE



THE WHIPPING CREAM

IS BETTER THAN "DEVONSHIRE CREAM"

This is not a substitute nor a makeshift for fresh cream. It is simply the real genuine article put up fresh and mechanically treated in sterilized tins which is the only method that admits of pure, rich, thick cream being preserved without the use of sugar, chemical or other preserving agent.

"GOLDEN BUTTERFLY BRAND"

IN KEY-OPENING STERILIZED CANS, TO RETAIL AT 10, 15 AND 25 CENTS.

"PURPLE BUTTERFLY BRAND"

THE CREAM SPECIALLY ADAPTED FOR TEA AND COFFEE
IN KEY-OPENING STERILIZED CANS, TO RETAIL AT 15 AND 25 CENTS.

GUARANTEED

NOT TO CONTAIN PRESERVATIVES OR COLORING MATTER. ABSOLUTELY PURE.

WILL KEEP TWELVE MONTHS UNOPENED AT ALL SEASONS.

FULL INFORMATION AND

SAMPLES FROM AGENTS

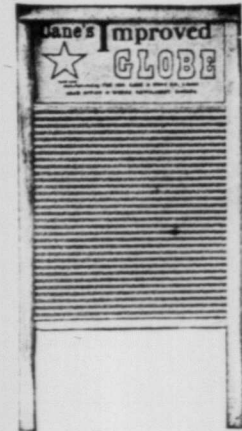
For Manitoba and Saskatchewan—Hamblin, Brereton, Limited, Victoria Street, Winnipeg
For the Provinces of Ontario and Quebec, and the Maritime Provinces (Prince Edward Island, Nova Scotia and New Brunswick)—MacLaren Imperial Cheese Co., Limited, Toronto and Montreal
For British Columbia and Yukon—Alexander Marshall, 144 Water Street, Vancouver.
For Alberta—Holloway & Reid, 834 First Street, Edmonton, Alta.



ZINC WASH
BOARDS



WASH TUBS



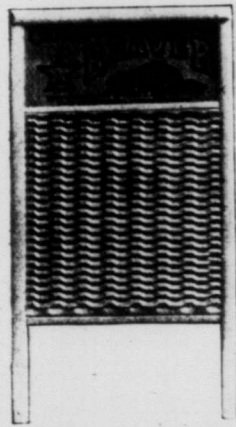
CANE'S WOODENWARE

Is Very Attractive And Sells Quickly

All our lines are well seasoned and are made to last. They are steady year round sellers and are guaranteed to give the best of satisfaction. Cane's Goods are very popular—it will pay you to stock them at once.

Write us for catalogue of our ware in actual colors and your wholesale house for prices.

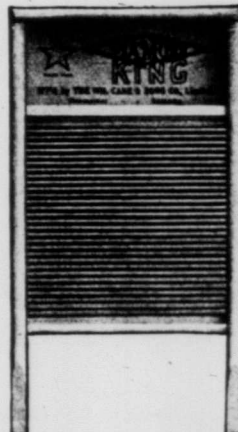
The Wm. Cane & Sons Co., Limited
NEWMARKET, ONTARIO



BRASS WASH
BOARDS



ENAMEL
WASH BOARDS



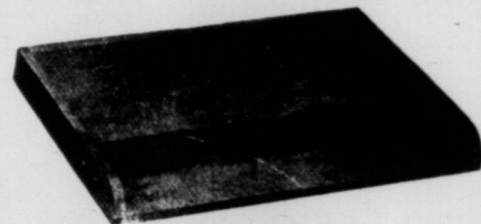
GLASS WASH
BOARDS



PAILS



ACME BUTTER
MOULDS



BAKE BOARDS

A MONEY MAKING OPPORTUNITY

COMPOUND **JAMS** --- Of exceptionally good quality.

Packed in 5 lb. tins, 7 and 30 lb. wood pails, **6 1-2c lb.**

5 case lots—Delivered—

APPLE BUTTER

Packed in the same sizes, at the same price.

CATSUP---The Best Buy on the Market.

Pints—Clear glass fine quality, c/s 2 doz., 90c doz.

Quarts— “ “ “ “ brls. 4 “ 1.35 “

You cannot equal this, either in price or quality.

Another good line---**SWEET GHERKINS**---to retail at 15c bottle

This will sell at sight—Exceptionally good value.

EBY-BLAIN, LIMITED Wholesale Grocers **TORONTO**



WE ARE EVER ALERT



to the interests of our customers in their needs of PURE Jams and Jellies. The qualities we give forcibly illustrate the manner in which we have concentrated our efforts on the best sources of supply of fresh fruits and granulated sugar to attain the acme of perfection.

Banner Brand Jams and Jellies

will convey to your trade an extremely unusual degree of satisfaction.

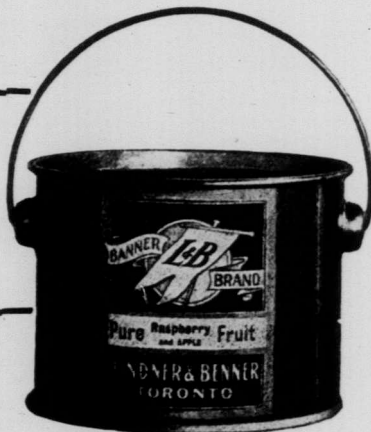
We manufacture a range of the highest grade Jams and Jellies which have become exceedingly popular with both dealer and consumer.

They will boost your sales and profits and put new life into your store.

Packed in 2, 5 and 7 lb. pails and 30 lb. wooden pails—a size for every need.

LINDNER & BENNER, TORONTO

Western Agents—Lalng Bros., Wholesale Grocers, Winnipeg



THE VERY FINEST CEYLON TEA

IS USED TO UPHOLD THE UNEXCELLED REPUTATION ENJOYED BY



To fully satisfy your customers give them "SALADA." Each grade contains the finest tea possible and is of absolutely uniform quality.

Remember the sale is guaranteed.

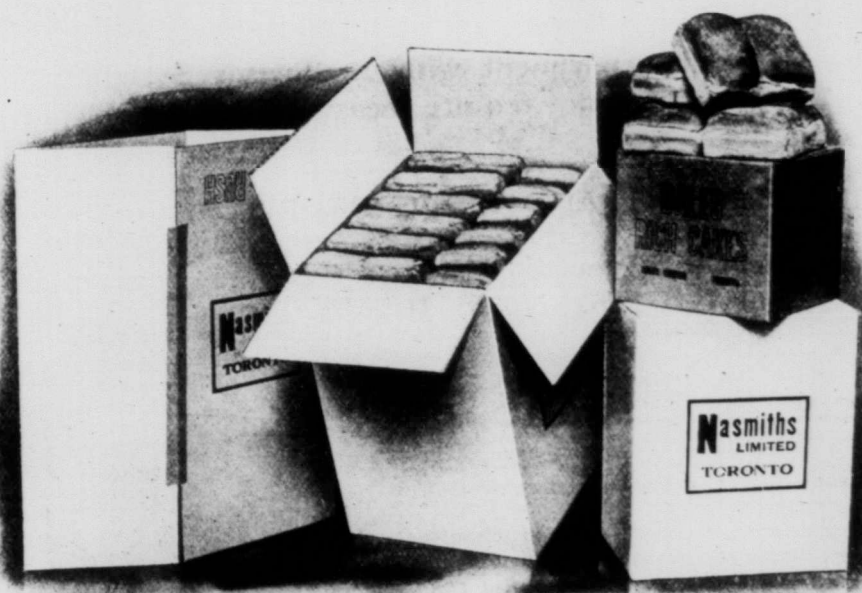
Toronto

THE SALADA TEA COMPANY

Montreal

All Grocers Should Insist on their Bread Being Shipped the Sanitary Way

"H. & D." CORRUGATED FIBRE BOXES



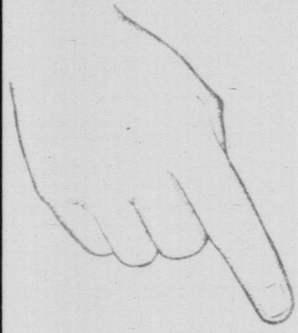
give your product a mark of individuality that excites demand for your goods; and, besides that, they are sure protection against dust and dampness [and will save on each shipment the unnecessary freight expense of wood.

The longest step a grocer can take to getting and holding high-class trade is to have his supplies arrive absolutely clean.

The "H. & D." Boxes are air-proof and will not absorb moisture; being corrugated, the enclosed goods reach you in as perfect condition as when they left the factory or wholesale house.

Send for booklet "How to Pack It." It is of interest to every grocer and manufacturer.

**The Hinde and Dauch
Paper Co., Limited
TORONTO - - CANADA**



That Bowser Outfit Will Increase Your Oil Profits

The times, keen competition, pure food requirements, your own profit and welfare all demand a Bowser System for retailing oil and gasoline.

You wouldn't take money out of your pocket and deliberately throw it away—then why continue a method that is doing that very thing for you? You lose a certain per cent. of profit on every gallon of oil you sell under the old method and you can't avoid it so long as you use a measure and funnel.

BOWSER Self-Measuring Systems

eliminate the use of measures and funnels—they prevent every cent of loss. You can make enough more profit with a Bowser to pay its cost.

Then, too, the time has passed when haphazard, slipshod methods in the general store will bring results. The man ahead to-day is the man who takes advantage of the modern time and labor-saving devices—he modernizes his business and thus invites patronage. And why not?—he can serve his customers better, quicker and at a far greater profit. The very neatness of his store begets business.

Why not modernize your oil department with a Bowser System? It saves time, space and money—does not require measures nor funnels, is quick, accurate and attractive.

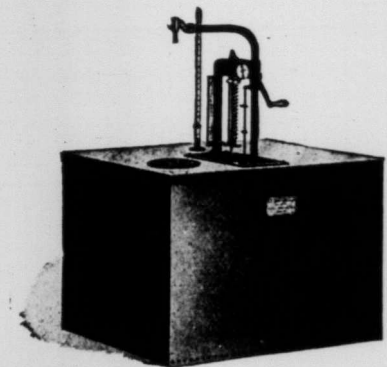
A SMALL INVESTMENT AND A BIG PROFIT.

Make more money this year than you did last—start NOW by sending for our 1912 book, No. 5. It tells how FREE.

S. F. Bowser & Co., Inc.

66-68 Fraser Ave., Toronto

Manufacturers of Self-Measuring Pumps and Tanks, Oil and Gasoline Storage Systems, Self-Registering Pipe Line Measures, Dry Cleaning Systems, Oil Filtration and Circulating Systems, etc. Established 1885.



CANADIAN GROCER



Special Feature : Creative Salesmanship

THE CANADIAN GROCER

Established - - 1886

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President.

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

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Toronto—143-149 University Ave. Telephone Main 7324.

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E. J. Dodd

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PUBLISHED EVERY FRIDAY.

CREATIVE SALESMANSHIP.

A DEALER is a creative salesman when by personal conversation he sells goods not asked for by the customer. He is a creative salesman when by means of a display, an advertisement, a neat delivery outfit, or any other method, some one is induced to purchase something he otherwise would not, had he been blind or had his attention not been drawn in any way to that article.

The number of sales made by the dealer over and above the actual demand, depend upon the degree of efficiency with which he uses the selling powers at his command. The dealer or clerk, for instance, who combines an attractive personality with a knowledge of the talking points of the goods in stock, who presents his displays in an adequate manner, who advertises judiciously and effectively, is going to get more new business, than the

man who utilizes but one of these methods, other things being equal.

The big city department stores get their business by advertising and display. If they were as efficient in personal talks to customers they would get a great deal more. And this is why the smaller retail dealer will always be a factor in the trade. His personality, backed up by his power to suggest and persuade, a power largely lacking in the big stores—is going to make him always an important link in the trade chain.

This issue, our annual Spring Number of 1912, is based on Creative Salesmanship. In it readers will find much food for thought. Many progressive Canadian dealers have been induced to express their views and their methods of doing business. They tell how sales are increased from day to day; how a new customer is made from time to time; how customers are kept and the hundred and one other points that everyone is anxious to know about.

If on reading the Spring Number, you find it profitable from any standpoint, let us know. We are anxious to perpetuate the good features.

SEA-WATER DAMAGED NUTMEGS.

IT IS well that the Canadian government is working towards Pure Food standards and a definite foundation as regards the manufacture and sale of food-stuffs in this country.

A couple of weeks ago a representative from a United States firm was in Canada to dispose of some peculiar goods. They included nutmegs which had been damaged by sea-water—not the wooden variety this time; pepper shells; cinnamon chips; exhausted ginger and spent cloves. These were goods offered Canadian manufacturers, one of whom asked the salesman why he did not dispose of them in the United States.

“Oh, our laws over there prohibit their sale and use,” was the reply.

He had been sent over to Canada to dump these goods

on us simply because our pure food laws did not protect the Canadian dealers and Canadian people.

It is therefore about time we had a clearly defined set of food standards. It will be a happy and a healthy day for us when Canada will no longer be a dumping ground for foods which our neighbor to the south has to reject.

In this connection The Grocer would urge upon retailers the necessity of raising the standard of quality of goods sold. To do this every dealer must make it a point to keep in stock goods he knows to be absolutely pure and of a high standard of purity. Few customers will purchase, for instance, a low grade of spice if the superiority of the better grades are explained. The same applies to jams, flour, etc., and should be carried out by every dealer who sells to customers at all particular as to what they purchase.

GOING AFTER BUSINESS.

A CITY visitor on the farm was inspecting the barns and contents with the farmer's son. Naturally he was inquisitive. He asked questions about the horses, the hogs and the hens and finally came to the cows.

"Are the cows giving much milk these days, Johnny?" he inquired.

"Ain't givin' no milk at all," was the brusque reply, "we has got to go and git it from them."

This presents to merchants and salesmen a good lesson. The man who wants something nowadays usually has 'to go and git it,' as the farmer's boy so tersely put it.

To make a success in these times of strong competition, a dealer has got to go after business. He must not simply wait for demand, he must create demand. His success, other things being normal, will depend proportionately on the amount of business he secures which he wouldn't get if he didn't make an effort to bring it.

Success, like the cows' milk, doesn't come of its own accord. We get it by going after it.

TO MEET PRICE CUTTING.

HOW to meet price cutting is frequently a somewhat difficult problem. The fact that stores maintaining prices at a fair profit continue to succeed while the same cannot be said of the price cutter, is a proof that the price cutting method is not in the end a profitable one.

In meeting the price cutter the remedy begins with a careful study of just what customers pay for. While the dealer furnishes his patrons with cooked meats, canned goods, and other groceries, he gives a considerable amount of value in service.

It is not likely the price cutter can give as good service. If such is the case make the strong talking point that of efficiency in serving customers, and demonstrate that this greater efficiency is real.

WHAT THE ADS. CONTAIN.

READERS frequently tell our representatives of the accommodation our advertising pages are to them. The advertising section of The Grocer contains information about the goods they have in stock and about which their customers ask and it is therefore imperative that they read them carefully to be abreast of the times.

Another value found by readers in the ads. is the uses to which certain goods they sell can be put. This

applies particularly to such goods as ammonia powders, lyes, cleansers, cooking materials, condensed milk, etc. They furnish information about fixtures and equipment which the dealer may be contemplating getting; they contain hints on display, buying, selling and business management which make and save money regularly to those who follow them closely. Last but not least they keep the merchant posted on new goods on the market.

In this Spring Number the advertisements are full of information which will aid every dealer who reads them carefully to increase his business. They will help to create sales—and such new business supplies the cream to the profits in retailing groceries.

DEPENDS ON SERVICE RENDERED.

ONE of the biggest agencies that help along the growth of a business is service and under that general head come a number of important sub-heads, one of which is courtesy to customers. The salespeople should ever seek to cultivate their relationships with patrons in that manner best calculated to further the interests of the proprietors of the store.

Many a retail establishment owes its conspicuous success to the reputation given it by the attentive and painstaking services of its salespeople. The salesman who knows how to attend a customer, creating the impression that he is representing his employer properly and at the same time inspiring the confidence of the customer, is a mighty valuable member of the staff. He does not allow his attitude of efficient service to degenerate into servility nor will he allow unreasonableness or rudeness on a customer's part, which are only evidences of weakness, to influence him to take any action other than what, in his judgment, is to the best interest of the business.

Little personal spites and feelings are not worth while. The welfare of the business should ever be the first consideration. The employe who can live up to that maxim need never fear as to his own well-being, because they are inseparable.

VALUE OF STORE CO-OPERATION.

TEAM-WORK in the store is of great assistance in furthering the success of the business. Unless all factors and portions of the store are working together with a common end in view, its general advance is not likely to be as great as it otherwise would be.

In the first place there should be co-operation between the different factors of the store, the advertising department, the sales force, and the window dresser. These should frequently consult with each other to secure the best results. When a certain article or line is being given prominence in the advertising, then is the time the window dresser and the sales staff should also put some effort behind it. The power of many an ad. has been lost in the fact that the other departments failed to co-operate.

Then the sales force in itself should work together for the general advance of the business.

Much more can be accomplished by concentrated efforts. An example of this may prove interesting. About the middle of the month it was found that sales, if they continued in the same manner, were going to fall far behind those for the same month of the previous year. The sales force held a consultation. If possible, they were not going to allow this. They devised plans, and all began to work together in the common cause of keeping sales fully up to the previous record. And they did it, too.

The value of team-work can scarcely be over-estimated.

THE BUSINESS OUTLOOK.

GENERAL conditions throughout Canada are in a healthy condition. This is shown in many ways. One is the substantial increase in building permits of 32 Canadian cities during the first quarter of the year. The total increase is \$5,332,616, or 30.2 per cent. over the corresponding period of 1911.

Western Canadian cities figure prominently in this increase, their share being \$5,252,466, or 50.4 per cent., as compared with 16 Eastern cities with a total increase of \$80,150, or 1.1 per cent.

Building permits for March show a goodly increase over the same month a year ago. It is expected that April will establish a new record in this line. These figures, in conjunction with the larger bank clearings, are a source of gratification, in so much as they prove that Canada's progress is real and substantial. Money may be tighter later on in the year, dependent on conditions during the next few months, but on the whole the business outlook is distinctly encouraging.

A great deal of wheat has been moved from the West during the past few weeks, and in most cases the grain has been found to be in better condition than was hoped for. As a result of this movement Western farmers are beginning to get money on their shipments, and collections are better. Threshing has commenced in many districts of the West, and in a short time the whole country will probably be again busy tilling the soil.

Trade reports from all over the country are encouraging, and indications are that the current year will be a banner one for manufacturing and industrial progress. That the retail trade will come in for its share of the prosperity incidental to the great increase in population anticipated, and the greater demand for labor, is natural.

WINDOW AS A SALES CREATOR.

IT has been said, and rightly too, that the window is the soul of the store.

"Show me the merchant who takes trouble with his displays, who changes them frequently, ever aiming to make them representative of the stock that is carried, and in such a way as to sell goods, and I will show you a man who is progressive and keen after business," states one authority.

In this Spring Number of The Grocer, and indeed in all our regular issues, we are constantly striving to drive home the value of window display as a medium for creating sales. The emphasis and importance given to this phase of the business is by no means overdone. It is well warranted.

In their movements among the retail grocers throughout the Dominion, our editors find myriads of progressive grocers loud in their praise of the show window as a means of creating and extending business. Not infrequent is it that the dealer earnestly declares that to take his windows away from him means to take his business away.

And yet in the face of this strong evidence of the value of the show window from Canada's best and most prosperous merchants, there are still found a good many grocers who do not seem to fully realize their great importance. At least this is what must be concluded from the unattractive and ill-kept windows which are constantly encountered, not only in our smaller towns and villages, but even in the cities, and on the main thoroughfares of the cities, too.

To those merchants who have not fully recognized and taken advantage of the opportunities for creating business offered by their windows, let this be a call for them

to awaken to the possibilities at hand in this regard. Let them decide that for the next six months they will devote more attention to their show windows, and it is safe to say that on the occasion of our Fall Number, results will have become so evident, that they will not relinquish their efforts in this direction.

EDITORIAL NOTES.

The Spring trade campaign should be begun at once by every dealer.

• • •

In Spring the housewife's fancy turns to thoughts of carpet-beating and home cleansers.

• • •

Butter is at last on the downward path. This will be easier to explain than the recent rapid rise to heights unknown before.

• • •

The man who can create business is an asset to the retail trade. The man who waits for demand is a detriment.

• • •

And now we see hog products going up. The hog evidently resents the feeling of being behind the times.

• • •

It is not many years back when macaroni and vermicelli were practically unknown in this country. Then when they did make their appearance, they were regarded in the light of a curiosity by the majority. The only consumers were European immigrants, mostly from Italy, who brought the taste for it with them. However, it has since become well known, and is becoming a common article of diet in almost every household. It combines food value and palatableness with a reasonable cost.

EDITORIAL CONTENTS.

85—Editorial.
 86—Grocery Store As a Museum.
 87—Make Customers Look At the Goods.
 88—Supplanting Mail Order Catalogue.
 89—A \$150,000 Business in 2½ Years.
 90—Traveler Helps Build Business.
 91—Deposit Account System in B. C. Store.
 92—Display Space Given to Confectionery.
 93—Tariff Preference with West Indies.
 94—Making Better Interior Displays.
 95—Auto Delivery in Vancouver.
 96—Auto Delivery in Vancouver.
 96-97—Store Wrinkles and Money Makers.
 98-99—Food Legislation in Canada.
 99—Woman As Outside Order Taker.
 100—Price Maintenance.
 101—Built Up Condensed Milk Trade.
 102-105—Window Display.
 106-107—Show Card Writing.
 108—Booming Sale of Olive Oil.
 109—Plan of a B. C. Store.
 110—Dealer Creates Demand For Brand of Tea.
 111—A Store of Things That Shouldn't Be.
 112—Advises Studying the Selling Points.
 112—Backbone Needed to Prevent Price Cutting.
 113-116—Good Advertising.
 117—Good Fixtures and Store Equipment.
 118—Forced To Change From Credit To Cash.
 118—Value of Getting a Line on the Customer.
 119—Interior Canned Food Display.
 120—Clerks—Good, Bad and Indifferent.
 121—New Cereal Introduced Over Counter.
 122-123—Selling Methods of a St. John Dealer.
 124—Winnipeg Dealer's Success.
 124—Twenty Years In Business.
 125—Business Founded on Sound Principles.
 126—A Day's Extra Sales in a Country Store.
 127—Need of a System in Every Grocery Store.
 128—Dealer's Signature on Orders.
 129—Henry Johnson, Jr., Article.
 130-131—China-ware Department on Elevation.
 132-133—Confectionery Department.
 134-139—Grocery Markets.
 140—General News.
 141-143—Flour and Cereals.
 144-145—Fish Department.
 146-148—Fruit Department.
 149—Tobacco and Cigars Profitable.
 150-152—Produce and Provisions.

Store That Has Been Termed a Museum

Something About The Hudson Bay Co.'s Store at Winnipeg—A Firm in Business for Centuries—Caters to the Best Trade—Considered a Model in Display and Arrangement of Goods—Metal Ceiling and Silent Salesmen Prominent.

The world has a certain feeling of respect for an old established business. That a firm has done business for half a century is in a sense a guarantee of its integrity on the one hand and of its adaptability on the other.

Few business institutions in the West have stood the test better from both points of view than the Hudson Bay Co., with its centuries of existence.

The accompanying illustration of the

—the world has been ransacked to fill its shelves. No man, however well posted in his business, when visiting the city, should neglect to have a look at it. There are always lessons to be learned in the art of display.

The Artist and the Artisan.

This matter of display is of such vital importance that though it may seem like quoting truism to enlarge on it, a word in season will not be amiss. In the mat-

placed at intervals along the wall may take up a little room, but their effect in reflecting the handsome interior more than balances any loss of shelf room.

Confectionery, preserved fruits, bottled goods, etc., are shown in long silent salesmen while down the centre between the counters are displays on the floor and on tables which sell large quantities of goods. Floral decorations on the walls and showcases lend an extra favorable



View of Grocery Department of the Winnipeg Store of The Hudson Bay Co., the Oldest Retail Firm in Canada.

beautiful interior of the grocery department of the Winnipeg emporium shows what can be done in the way of display where there is ample space, ample means and ample diversity of stock to work on.

Every Device to Please.

True it is that the majority of grocers have not the vast resources of the great company; but the great company has many competitors and to hold what it claims to have, some of the best of the city's trade, it has to employ every device to attract and please.

A Grocery Museum.

The grocery department of the Hudson Bay Co. has been called a museum

of display, work done is either that of an artist or an artisan, and it is the artistic work that counts—work that had head and heart both put into it. Changes of seasons, exigencies of the times, and preparation for the future, have all their part in displaying the goods at the up-to-date store.

Elegance of the Interior.

A glance at the picture shows attractiveness from ceiling to floor. The metal ceiling is panelled off into sections and is kept spotlessly clean. The shelf arrangement is one that compels attention. Many of the goods on the shelves are kept behind glass. Large mirrors

effect on the entire interior and greatly enhance its appearance.

Display cards calling attention to various lines such as candy, fruit, etc., are hung about the store. Rest chairs for customers giving orders are another addition not used extensively enough in many stores.

In a word, the whole general appearance of the interior silently but forcibly expresses the elegance which is made a part of the display and which, everyone must admit, goes a long way in attracting and holding trade. It is a creative salesman in the finest sense of the term.

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Make the Public Look at the Goods

This is Chief Aim of Stratford Firm Who Believe Strongly in Display as a Selling Factor—Cases Where Marmalade, Jam, Vegetables, Etc., Have Been Sold Through Display—Goods With Good Margin Are Pushed But Not Without Regard for Profit.

Beattie & Sons, grocers, of Stratford, Ont., believe that the best method of introducing new goods and extending the sale of staple lines is by keeping them forever prominently before customers. They are strong, on this point as is shown by a visit to their store on Ontario Street.

The first thing that will impress one is the extensive display of goods. Every effort is made to show goods so that customers cannot help but notice them. Advantage is taken of every possible chance of doing so.

Strong On Display.

On one side a long counter is taken up entirely with the display of goods. Not even a space is left for wrapping parcels. They believe in making use of every available foot at the front and of using the rear of the store for wrapping goods. Behind this counter the shelves and ledges are put to the best possible use in display work.

Along the other side the display feature is carried out just as extensively. A large mirror backs the display space near the front. Then comes a closed-in wall case in which is shown a variety of bottled goods. The open space along this side is interspersed with a series of displays on counters, and small tables as well as display racks for flour, vegetables and lamp chimneys. They also have a closed-in case for showing meats, and another for different varieties of cheese.

"Display is our chief method of advertising our goods," says Mr. Beattie. "We believe in having the goods where the people can't help but see them, where they will literally fall over them and if possible where they may pick them up and examine them.

It Sold The Marmalade.

"For instance, only yesterday we opened up some new marmalade and jam and placed some on the counter. During the afternoon a woman picked up a jar of the marmalade, and we succeeded in selling it to her. Later on the jam caught the eye of another, and she purchased also.

"I don't believe, however, in forcing goods on customers. It is all right to diplomatically show an article to a customer and explain about it, but rather should it be done in a manner as if you were attempting to be merely obliging and not trying to sell.

"It is a good thing to have an attractive store," reasons Mr. Beattie, "but it is possible that a store may

have an attractive appearance and yet fail to sell goods; and that is what we are here for. For instance, we may pile our goods up evenly and nicely, and have our counters spic and span. The arrangement may look neat and still not sell goods. The grocery store is a busy place and judgment must be used



Goods in This Store are Placed Where They Must be Seen by Customers.

in the amount of time given over to fixing attractive displays."

Introducing Soups.

This store until some little time ago never had a big sale for soups. They did not have any special brand which they pushed. In fact they didn't push any. They began to realize the possibilities in this line and decided to put in a stock of a well known brand of good quality and feature it. When the first shipment was received they did not put it underneath the counter and wait for customers to ask for soup. They kept samples out before the people and were ready at all times to explain to customers their value. The success they have met with in the sale of this line is shown by the fact that 40 dozen more were recently purchased. Thus is shown what may be done to create demand for goods for which original demand is small.

Want Profit and Quality.

"We push the goods that pay the best profit," says Mr. Beattie, "making sure, however, that the quality is just as good or better. We have a special brand of flour for which we have a big sale. We pay the mills 10 cents per cwt. more to put in a little more of the better wheat than usual. The result is that we get 20 to 30 cents per cwt. more for it, and besides, the quality brings customers back again."

"We operate independent of prices the other grocers in town are selling. They might just as well be in Toronto as far as we are concerned. We make sure to get a good article and price it at what we consider a fair profit. If a person attempted to meet the special prices of all stores, he would soon go out of business."

Good goods and good service are the chief factors in building up a trade in the estimation of this store. "People want good goods," they say. "Most customers are similar to yourself, and want the best. When a man goes into a store to purchase a necktie, he doesn't want bargain stuff but something of quality. This is especially true in groceries—the stuff you eat. People today are not looking for bargain groceries."

Low Sugar Price Had No Effect.

Mr. Beattie gave a case to show that this is true. A firm in the same town put a cut price on sugar, offering 22 pounds of No. 2 and 20 pounds of No. 1 for a dollar. Instead of knocking all his sugar profit to pieces by cutting on this line, Mr. Beattie continued to sell only the best and at the usual price of 18 pounds for a dollar. That people are not looking for bargains is shown by the fact that his sugar sales did not fall off in the least.

Mr. Beattie is a firm believer in price and show cards, and they are used extensively about the store, and to good advantage. "They act as little salesmen," is his opinion. "People are bashful sometimes and do not like to inquire too much. You know the feeling you have yourself when you go into a store. You may inquire the price of one or two articles, but you are backward about asking about any more. The price card makes this unnecessary."

One of the most profitable fixtures that Mr. Beattie considers he has in the store in his vegetable display stand. He purchased it two years ago and considers it has already proved a profitable investment. He now sells a lot of green goods and all without waste. It is attractive and appetizing when filled with different lines of vegetables arranged with an eye to the color scheme, and is a valuable selling medium for these goods.

Supplanting the Mail Order Catalogue

Battleford Trading Co. Sized Up Situation Among the Western Farmers and Met M. H. O. Houses on Their Own Ground—Sent Out Booklet Costing \$3 per Page—An Example of the Business Developed Through This Medium.

There are districts in Canada where the catalogues from the large city mail order houses solve several problems for the people who receive them. For that reason, the local merchant who would capture that share of business which properly belongs to him, must adopt methods which will emphasize in the minds of his people the advantages of his position and the possibilities of his store.

Catalogues as Home Companion.

It is not necessary to imagine a case. Facts are available which go to show that it depends upon the local merchant whether the catalogue from the outside mail order concern is to assume in the home the position of a household companion, an exclusive periodical of reference in which the housewife may find description and prices of what is needed by the family.

When a person, with a fully developed shopping instinct, has to travel several miles to the nearest town to find out whether the merchants there can supply her with things she has read about in the catalogue, it seems safe to say that in a great many cases she will take the course which simplifies effort and assures her of reasonably satisfactory results.

Where Local Merchants Step In.

Before a person reaches that point the local merchant, through his advertising, should have stepped in. As an example, consider the merchandising proposition as presented by the Western homesteader or the settler in any other sparsely settled part of the country. He lives twenty miles or more from a settlement. Because of his isolation, he orders a season's supplies at a time. These call for an outlay of from \$100 to \$500. Let it be supposed that the merchants in the nearest town do no exceptional advertising—the fact is that many of them are too much inclined to take the distant customer for granted. They are regularly represented in the weekly paper, in which the homesteader may or may not be sufficiently interested to become a subscriber. Often he prefers to receive the paper from the place he refers to as "back home," and is downright indifferent about acquiring particular knowledge as to what the nearest merchants are doing. The latter are sometimes satisfied with a fair trade and do not think it worth while worrying about the people living on the far reaches of their merchandising radius.

Advertising with a Personality.

There are merchants who seldom adopt any means of advertising which, figuratively speaking, will knock at the man's door and step into the home as a distinct personality.

No merchant in the situation described can lose sight of the fact that to be effective, his advertising must have something of a personal status in the home.

In those districts where inhabitants are comparatively few, where the farmer or the farmer's wife do not often have an opportunity to exchange experiences with neighbors, where companionships are limited, attractive mediums of information are prized according to their practical value or utility.

It stands to reason, therefore, that the merchant who would have anything like an actual being in the household is he, who, to the greatest degree, prolongs and emphasizes the favorable impression of his store and of his merchandizing. They must create preference by permanent means of comparison.

Here is a clearer view of the proposition. A settler and his family "locate" twenty miles or more from the nearest town or village. They receive their mail once or twice a week, and shortly after their arrival a copy of a mail order catalogue reaches them or they may have taken one with them. The farmer, his wife and children become interested in it and it is finally placed where it can always be referred to. Full of illustrations, it suggests things to that family. It assumes somewhat the position of a shopping guide. Groceries, clothing, housefurnishings, tools, implements, toys, etc., are described and priced and on a good-sized order there are no forwarding charges.

Those Bulk Orders.

The settler shares in the prosperity of the country. He finds that he can afford to buy things. He has had a good crop and is optimistic. The winter may be in sight and the requirements of the family must be attended to. He consults his wife. She has been to town two or three times and has purchased a few things that were absolutely necessary. She has an opinion of the "local" stores, and it comes to a point where either they or the mail order houses receive their bulk order. That merchant has done well who has so informed the family upon matters pertaining to his store that the mail order catalogue on

the peg in the kitchen has been supplanted to the extent that, before purchasing, the farmer and his wife are able to size up the advantages to be obtained in buying near home. The information he has given them places him in that position where comparison does him full credit and leaves a good margin in the favor of the homesteader.

On the other hand, if the information has been spasmodic, indifferent, has not the right ring to it, the mail order house gets those little orders, each amounting to one or two hundred dollars.

Trade from 100-Mile Radius.

This is by no means a suppositious picture. An outstanding example is supplied by The Battleford Trading Co., Ltd., North Battleford, Sask. The mail order houses had been their greatest competitors, especially in the outlying districts.

To fully understand the difficulties and obstacles to overcome a knowledge of existing conditions is necessary. The Battleford Trading Co. secure their trade from a district of about 100 miles radius, newly and in many parts sparsely settled, without railway communication but with some 25 post offices scattered throughout.

Travel at any time is arduous and tiresome over the trails, and the women who are the buyers for the household, are loath to undertake an ox-cart journey to the town, finding it much more convenient as well as expedient to make out their order by the fireside from the catalogue.

Cash System and Booklet.

"We tried different advertising mediums aside from the columns of our local paper," states H. W. Detmiller, secretary-treasurer of the company, "but found them too general, even the columns of the local, reaching the hands of but few of the newcomers.

"In the fall of 1906 we adopted the plan of advertising in the form of a catalogue or price list. We were adopting the cash system, and our first publication, which took the form of a 6-page circular brought good results. Still we found that it was not sufficiently complete, thereby losing much of its effectiveness, whereas a booklet with a greater list and covering a wider range would be kept as a reference, and lead to a comparison of prices with the catalogue house. Our hopes have been amply justified by results.

"The last issue of 1,200 cost us \$3 per page, and were sent to addresses in this district, all being tributary to the town, believing this to be the correct method for direct results. This may appear to many as rather a large item for advertising along one particular line in a small town, but we firmly believed that the only way to meet the mail order competition to-day is on their own ground. We keep a copy of Eaton's catalogue on every counter, as well as our own booklet, and whenever a customer gives quotations we immediately refer him to the catalogue for facts, demonstrating to the customer that we have confidence in the goods we sell. The re-

sult is always satisfactory, obviating many unpleasant discussions and arguments.

Got the Homesteader's Order.

"We buy a little heavier in the articles specialized. We have every reason to believe that this method has been a success by the results achieved, of which we shall quote you only one instance. In the fall of '07 just after the regular issue, a homesteader who had, since locating here, bought all his supplies from Winnipeg, and who had received a copy of our booklet through the mail, came into the store with booklet in hand, with items checked for his fall supplies, the order amounting to \$89.75.

From the top shelf to the bottom, the goods are artistically arranged. The effect of arranging packages of cereals in semi-circular fashion on the shelf at the top is appealing and, looking at the picture, at once catches the eye. The goods on the shelves are kept clean and in order, always presenting a display that must be looked at. And every dealer knows what it means to have customers cast their eyes over the shelves. Much of a deserving character is said about the window and the show case, but the shelf must not be overlooked when it comes to creating sales.

Among the other fixtures to be noted is the biscuit and confectionery display case. Boxes of high class confectionery are in the glass case on top. A computing scale stands on the counter.

The Dillon & Shaw store handle china-ware as well in the grocery department. A display on the table just inside the entrance sells a considerable quantity.

The appearance of the salesmen in this store as well as the interior invite business. They wear white coats and white aprons which appeal strongly to those people who are cranks or cleanliness.

To Castor in its Infancy.

Dillon & Shaw began business in Wil- liston, a mile and a half from Castor. At the time of the sale of Castor lots

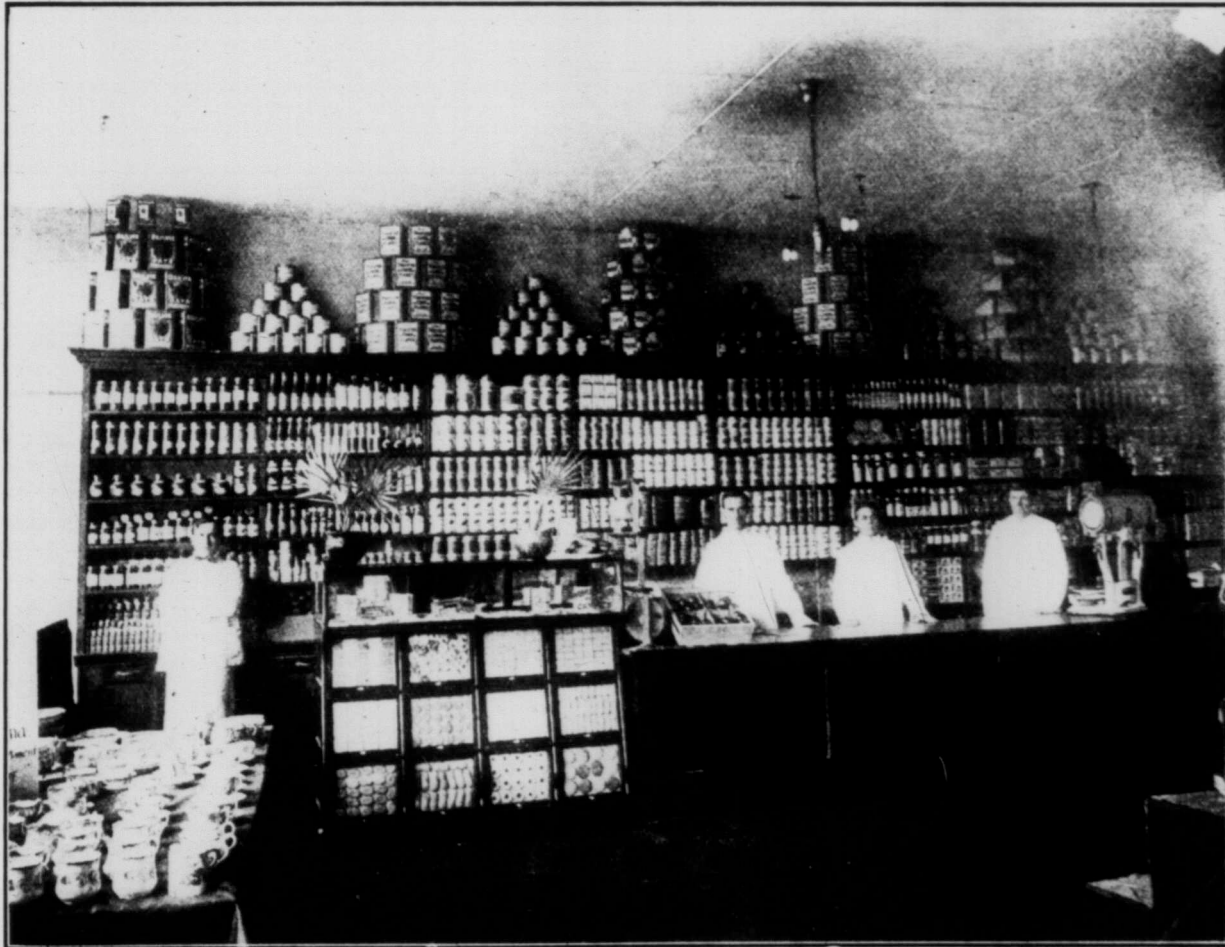
\$150,000 Business in Two and a Half Years

Castor, Alta., Firm Left Their Old Location to Open Business In a New Town—Went While Lots Were Being Offered For Sale—Member of Firm Now Mayor—Attention to Interior Display.

Western Canada has many fine looking grocery stores. The interiors of the best appeal strongly to the better class of trade, and a handsome looking store is considered half the battle in selling goods. It attracts the people, the remainder of the selling work being left to the salesmen and the goods. If the

goods are of the right quality, and fresh and clean, and the salesmen understand their work, the public can easily be persuaded to purchase. The bright interior and inviting display brings them in.

Dillon & Shaw, Castor, Alberta, as will be seen from the illustration herewith, have an interior that attracts



View of interior of store in an Alberta town which is not yet three years old.

in July, 1909, they moved to the latter place. Their business is a general one, including dry goods, men's furnishings, etc., as well as groceries, confectionery, and chinaware, their turnover being in

the neighborhood of \$150,000 during the past year.

Geo. M. Dillon, who is the active partner, was elected mayor of Castor in November, 1911. While Castor is only 2½ years old, it has already a population

of some 2,000 people—such is the progress being made by some of those Western towns, which grow up like the proverbial mushroom. The merchant who gets in on the ground floor reaps the advantages.

Traveler Helps to Build Good Business

Tells of How Husband of Woman Went to the Yukon After Starting Wife in Grocery Business in Front Room of House—He Went After Gold, but Wife Made More Money Than He—Have Splendid Business Now.

"It is strange the way you become used to the people," remarked a Montreal traveler to The Grocer, "after calling upon them week in and week out the whole year round. Here is an interesting bit of a story that occurred to me as being of interest to you.

"Call him Jones so others will not know who it is. He and his wife will recognize it as soon as he reads this. Jones got the Klondyke fever eight or nine years ago when the Yukon country reported gold, and everyone possessed of the get-rich-quick idea caught the fever and imagined that here was something easy.

Establishes Grocery in House Front.

"Jones was one of the crowd and he decided that he must go, but he had his wife and children to provide for. So what does he do but open out the front of his house a bit, turn it into a small

grocery shop, put in four hundred dollars' worth of groceries and hands it over to his wife telling her to try to make it pay. He asked me particularly to lend a hand to see that his wife made no mistakes.

"Jones had several children going to school and the oldest, a boy, was big enough to carry parcels after school hours. So while Jones was off in the Yukon district being roughly but surely wakened from his dream of gold, his wife was with little difficulty holding her own and building up a fairly good trade.

"At any rate, her husband marches home after being away a year and a half, but instead of a fortune he brought with him only six hundred dollars which, of course, was better than coming home without ear fare. But his wife was able to show a good stock of groceries and somewhere around \$800 or \$1,000. Any

way, they joined forces and continued the business. They did not need to hire anybody to help them so that all the money they received was theirs except for paying for living expenses and their goods.

"Now, the family is fairly well off. They have property worth over \$12,000 besides a good business. The boy has \$1,500 in the bank and the girl has quite a bit put away. So you see, you never can tell which way it is going to go in this world.

"I mention these things more as an encouragement to others who may be wondering whether anybody ever began business with less hope for the future than they. And yet Mrs. Jones did not flinch."

It also shows there are not a few in the trade who have to thank some traveler who has helped them at times.

Deposit Account System in B.C. Store

Customer May Shop by Phone and Have No Trouble Over Accounts, Change, Etc.—Money May Be Drawn at Any Time—Large New Store Recently Moved Into by The H. A. Edgett Co., of Vancouver—Departments Added.

Last December the H. A. Edgett & Co.'s new grocery store in Vancouver, B.C., was opened to the public. It is located on the corner of Cambie and Pender Streets. A little history of how H. A. Edgett has built up his present business and something about the deposit account system will prove interesting and profitable to readers.

Twenty years ago Mr. Edgett opened a little store on Harris Street. The town grew and Mr. Edgett's business grew with it. Later he moved down to Cordova Street, almost directly north of his present premises. That was a little store, too, with a frontage of twenty-five feet on Cordova. Business increased and in a few years the store was doubled.

The next move took Mr. Edgett to Hastings Street, and there he has served his customers for years. They came

to him from all over the city in answer to the advertisement of good food which Mr. Edgett stated he was retailing at the best price he could quote.

The Present a Big Store.

And now the business has been moved up to larger and better accommodation. There is a big high ceiling store on the ground floor which has a frontage of 120 feet on Cambie Street and 100 feet on Pender. The building is three storeys high. Big glass windows admit light in profuse quantities.

The store building itself is clean, with white walls, hygienic shelving and sanitary equipment.

There is one new thing about the store which is particularly worth reference to. This is the system of deposit accounts which has been inaugurated.

According to this system a customer deposits a certain sum in the bank with

the cashier at the store. The firm gives you 12 per cent. on your money when it is averaged up for the month. Of course you can take the money out at any time, but the idea of the thing means that you can secure your goods over the phone without having the fuss or bother of keeping accounts and settling at the end of the month. You get the benefit of all cash prices and have a help in times of stress should you be caught down town without any money.

The plan, stated Mr. Edgett, has been worked out successfully for both customer and store. It is a convenience to customers. Yet it is only one of the many useful and convenient features about the store.

Crockery and glassware have been added and a fine stock is offered for sale. Other new departments added were hardware, furniture, etc.

Large Display Space Given Confectionery

Edmonton Store Neatly Fitted Up to Attract New Business—Silent Salesmen and Dust Proof Bins Add to Appearance—How Vegetables are Kept Fresh and Free From Dirt—Rest Chairs for Customers.

In Western Canada practically every good grocery dealer has a confectionery department. This is so because western dealers are progressive and they know that confectionery sales mean good profits, and good profits and many sales are what builds up a business.

If a confectionery department is worth while, it is worth specializing on. This is the way The Acme Company, one of the Edmonton, Alta., high class department stores considers it. As will

of goods, as well as a large silent salesman near the door. Computing scales are used in this store and among the other fixtures is a large refrigerator across the rear of the department for butter, eggs, cheese and delicatessen articles. Fresh vegetables are displayed in a refrigerator case on the floor so they can be kept crisp and free from dust and flies.

A few attractively written show cards are placed about the store in conspicuous

artist in decorating the store and arranging the stock, which contributes much to the general impression of quality on those who enter. It is a good example to dealers in other Canadian towns and cities and especially to those which are older than Edmonton and which have had better opportunities.

SACCHARIN LAW IN U. S.

The United States Pure Food Board's order regulating the use of saccharin in foods as a substitute for sugar became effective last week. In that connection attorneys for certain food manufacturers made public a letter to the Secretary of Agriculture protesting that the decision of the board gave the im-



Interior View of the Grocery and Confectionery Department of the Large Acme Company's Store in Edmonton, Alta.

be noted from the accompanying illustration, a large share of the grocery section is given up to confectionery.

Silent Salesmen for Display.

To the left as one enters the store are seen bright, attractive silent salesmen for displaying high class chocolates and other confections. The boxes in the bottom of the showcases are all shown attractively with cover turned outwards to produce the best effect. Boxes of high class bulk chocolate are shown behind glass on the shelves.

From the illustration may also be seen a small table laden, among other things, with a few choice brands of chocolates. A couple of rest chairs nearby invite the tired shopper to look them over.

The grocery department is fitted out with modern bin fixtures for the display

spots reminding shoppers of confectionery, fresh fruit, etc.

Attention to Cleanliness.

The Acme Company are strong believers in the power of display and a clean, bright store to create new business by attracting custom. The fixtures are of the latest design, the salesmen are dressed in white suits and the showcases and shelves present an inviting appearance.

This is one of the best assets a dealer can have. A clean store with neatly dressed salesmen attracts business as much as anything else, and once attracted it can be held by service and quality goods.

These are some of the ideas of J. E. Livingstone, manager of the grocery department of the Acme store. He is an

impression that the use of saccharin was prohibited absolutely. The letter declared that the decision permits the use of saccharin providing a label indicates that it is used for the benefit of those to whom sugar may be deleterious to health.

The order of the board especially permits the use of saccharin in food for invalids or semi-invalids who cannot use sugar, and the food manufacturers argue that it is obvious therefore that its use cannot be regarded as dangerous to the health of well persons. They argue further that sugar is used as a condiment and that the public should have the privilege of choosing between sugar and saccharin provided the presence of the latter ingredient is distinctly declared upon the label.

Tariff Preference With West Indies

Hon. Geo. E. Foster, Minister of Trade and Commerce, Talks to The Grocer on this Question—Not Ready to Announce Schedule Until Agreement is Ratified—Flour, Cereals, Potatoes, Tropical Fruits, Raw Sugar Likely to be Affected—Better Steamships and Cable Facilities Referred to.

Those British West India Islands with which Canada is negotiating for a mutual tariff preference will be interested in what Hon. Geo. E. Foster, Minister of Trade and Commerce, has to say in reference to the question.

Mr. Foster when interviewed by The Canadian Grocer stated that the arrangement was on a preferential basis and is of a comprehensive scope so far as the exchange of products of the two countries are concerned.

"It includes exchanges of products on a wide scale and is based on a preference of the products of each country in the markets of the other," he said.

"What effect will this preference have on fruits, for instance, coming into Canada from the British West Indies?" was asked the Minister.

He thought a moment or two.

"Well, I guess that's a leading question," he remarked. "You see I cannot very well disclose information as to what goods may be more freely exchanged or the schedule of tariffs until the agreement goes before the various governments concerned. If I told you fruits would be cheaper, or that there would be no difference made, your conclusions would be obvious."

The Islands Negotiating.

"What islands are affected?" Mr. Foster was asked.

"They include British Guiana (whose chief export is probably sugar); Trinidad, (cocoa, oils and sugar); The Barbadoes (which produces molasses and sugar; St. Kitts, (various tropical products); St. Lucia, (cocoa, cotton); Mootserratt, (limes); Dominica, (cocoa); St. Vincent, (arrowroot); and Antigua, (tropical products).

"If the Bahamas, Bermuda, Jamaica and British Honduras desire to open negotiations, a provision is made to include them at any time," he added.

"Our chief exports to the West Indies are flour and cereals and potatoes.

"I have discovered that Canadian manufacturers have not understood well enough the possibilities of trade with their sister colonies in the West Indies. I know of an instance where considerable business has already been done in flour since these trade negotiations have been undertaken."

The Probable Effect.

While he would not make any definite statement in regard to the effect of the

agreement—should it be ratified by all parties concerned—it is practically safe to assume that Canadian flour and cereals will enjoy some sort of a preference. On the other hand West Indian products such as tropical fruits, raw sugar, arrowroot, etc., should be similarly affected. The exact nature of the preference of course will not be known until the matter is sufficiently advanced to be assured of its being ratified.

"The agreement," said Mr. Foster, was made not in the sense of trying to drive a hard bargain, but in a spirit of generosity and brotherly kindness which I have never seen before in any conference.

Steamship Facilities.

"The agreement, however good, might remain a dead letter, unless the means of steamship and cable communication between the two peoples were so arranged and carried out that it would be possible for the agreement to become fruitful in results. The Dominion of Canada, through its government is prepared to put its shoulder to the wheel, to do its share, and double its share if necessary, in order that these two matters should be brought to a conclusion. The cable rates, anywhere from 10 to 50 cents to seven shillings a word, must be brought down.

"The mother country," he said, "had a deep interest, as the guiding and helping power of these colonies, in this matter. The West Indies would help themselves with great vigor and initiative. The mother country would continue to help in the future as she had been doing. And Canada was willing to make extraordinary efforts if necessary, in order to accomplish these results desired; she stood ready to do her third, and more if necessary."

Direct Lines.

Mr. Foster intimated that the government would do more in the way of perfecting a system of commercial agents and trade commissioners in the future so as to facilitate the exchange of products of the two countries. A system of preference would be initiated as an impetus and attraction to trade, in this matter the government was prepared to go as far as conditions made it proper to go. And further, he promised that when steamship and cable communications were improved, the government would say that preferential goods shall come by direct line of steamships from the

West Indies to Canada, and go from here there. This would double the amount of products shipped in his opinion.

Whether Canadian manufacturers take advantage of this or not was a question in Mr. Foster's mind. He hoped they were alive to their possibilities in selling to the West Indies.

"I think," he said, "that we make a mistake in Canada if we don't cast our eyes on foreign fields as well as sell at home. No war in history was ever so strenuously fought as to-day the war of commerce is being fought. To-day the manufacturing interests of the United States, of Germany, of Great Britain, and every other great country are exploiting every acre of the outside market they can exploit. They are getting into the foreign markets. And if manufacturers do not wake up they may find every fortress held by foreign rivals and it will be all the more difficult for them to get into these new fields.

U. S. Milling Interests.

That a preference will likely be granted Canadian flour is evidenced by the fact that United States millers are very anxious lest that country lose their trade. In fact while the negotiations at Ottawa were going on a representative of the United States milling interests was there endeavoring, it was said, to block a portion of the agreement giving a preference to Canadian flour and its products in the West Indies.

The Visitors Here.

Among the visitors from the Indies present at the conferences were the following:—W. D. Auchinlock, Auditor-General of Antigua; R. J. Cameron, C.M.G., Administrator of St. Lucia; Col. W. B. Davidson-Houston, Commissioner of Montserrat; F. W. Griffith, Supervisor of Customs, St. Vincent; H. W. Porter, Treasurer for Dominica; J. McI. Reid, British Guiana; T. L. Roxburgh, C.M.G., Administrator of St. Kitts; H. B. Walcott, Collector of Customs, Trinidad; F. A. C. Collimore, Barbadoes; J. C. Hazell, St. Vincent; J. C. Macintyre, Dominica; Adam Smith, Trinidad, and C. Wyatt, British Guiana.

Always make exact change. Never knock off the cents. One hundred of them make a dollar.

Making Better Store Interior Displays

Value of Bin Receptacles for Goods Which Should be Kept Free From Dirt—Combine the Showing of Samples With a Place for Stocks—Ensure the Goods Being Noticed—Carelessness Met With in Some Stores.

The first thing that strikes one on looking at the picture of the store interior on this page, is the system of displaying groceries by means of the bin receptacles. To the left, at the rear, behind the counter and beneath the counter itself, can be seen these fixtures, and the effect they should produce on the eye of the customer can be readily imagined.

Samples Sure to Be Seen.

The biscuits contained in each bin are shown by the samples under glass on

being elaborated on here. They show the attention given to interior appearance by the merchant. They indicate order, convenience and symmetrical arrangement—something to be desired in any store.

Too much can scarcely be said of the value of attractive, orderly interior display. Anyone who has gone about from town to town knows how to appreciate it in good stores. So many dealers forget the importance of the business it brings, that they are content to let

With an equipment such as shown in the accompanying illustration it would of course be somewhat of a sacrilege to have a dirty floor with barrels and boxes piled half way to the ceiling.

Coffee Mill and Computing Scale.

In addition to the display receptacles, the metal ceiling is worthy of notice. Among the other fixtures to be seen are a coffee mill and computing scale and a cash carrier into the office of the firm. A refrigerator for the preservation of perishable goods is located in the corner at the end of the shelf behind the counter.

Business Getter and Holder.

That every dealer who can at all afford it, should aim to have a store that is attractive and inviting goes without controversy. The interior has much to



Interior of a Saskatoon Store Showing Up To Advantage Patented Display Bin Fixtures.

the outside. These samples must be seen by everyone with eyes on entering this store; there is no waste of time opening biscuit boxes on the counter and pulling them from the shelves. They are seen at a glance and because they are always to be seen more biscuits will be sold.

The same applies to other lines. No person can possibly approach the counter shown at the rear of this store and overlook observing the nuts, icing, candy, etc. This also means extra sales.

Indicative of Order.

The display bins in this photograph are certainly admirably shown and demonstrate their uses clearly without

stuff accumulate on the shelves, on the counters and floors, so that customers look upon the place as disorderly and the merchant as careless.

Floors Should Be Free.

There are stores known to the writer where it is almost impossible to accommodate more than two or three people. Boxes, soap cases, barrels and baskets are piled one on the other in the middle of the floor, in some cases so high that they prevent a view from one side of the store to the other.

In others may be seen paper, string and other refuse lying on the floor from morning till night without any apparent endeavor to make the floor look respectable.

do with attracting new custom and holding present patrons who are at all particular as to where they purchase. As this is the sort of trade that is above the average in its remunerative character, it should be catered to as much as possible—and the general impression gained on looking at the interior arrangement has much to do in assisting to create the extra business.

John L. Macfarlane, Glasgow, Scotland, of Macfarlane, Lang & Co., was accidentally drowned on March 16, during rescue from the steamer "Oceania" in collision near Beach Head. The many friends in Canada of the firm will be sorry to hear of this news.

Automobile Delivery in Vancouver B.C.

Number of Retailers Have Adopted This Method—Speed in Delivering Rush Orders Is Commended—Auto Replaces Two Horses With Satisfactory Results—Wholesalers Using Motor Trucks.

By R. B. Bennett.

The auto in Vancouver, B.C., is becoming a feature in store service. The London Grocery was the pioneer in this line in the retail business in Vancouver, and even after many trying experiences, such as all pioneers have to put up with, this store stands by the auto for quick and satisfactory delivery. Last month Henderson's grocery has added a delivery auto to its equipment, and the report on it is that it has given eminent satisfaction.

A Business Getter.

"I have found," said Fred Walsh, proprietor of the London Grocery, "that it pays to have auto service as compared with the horse and wagon. Even if it costs more, there is the greater convenience and business-getter of having the goods delivered quicker. The auto goes with a rush, carries a big load, and in the hands of a good chauffeur the store gets first-class results."

The London Grocery has been considering a proposition to hand its delivery over to an auto service company on terms to be agreed upon. This has not been decided yet, but there is a probability of it coming to pass. It is contended that the company, which deals in autos, could do it cheaper, since with its repair shop and hands always available the expense of maintenance would be reduced. This is the big expense with the store, for autos need considerable fixing from time to time, but after all it is a question whether the cost of maintenance would not be less than for the horses required to give the same service.

When Roads are Good.

Henderson's Grocery has the advantage in that most of its trade is among people in the west end of the city where the roads are in a state of constant repair. It is not difficult even in the rainy weather to get to all parts of the district. This store's business has rapidly increased in recent months, and delivery necessitated either another horse and wagon, two having been used before, or an auto. It has been found that the auto did better than was expected. Double the ground could be covered than with a horse. This meant much to the housekeeper who perhaps was waiting for an order. It has been found by Henderson's that an auto delivery service brings business, for nothing is more pleasing to the customer than quick delivery.

This feature of a store is soon spread among neighbors, with the result that when something is wanted in a hurry, that store gets the preference, even if the person is trading somewhere else. From casual custom, it is not long before the full trade of that house is enjoyed.

Wholesalers Using Motor Trucks.

Of course, wholesale grocers in Vancouver have used the big trucks for some time, and have found them indispensable. They have done some of their own delivery to New Westminster. Auto delivery of wholesale goods to New Westminster will likely be much larger this summer, for the reason that the B. C. Electric Railway Co. has increased its rates. This coupled with slow delivery is causing the wholesalers to take action on their own account.

Not only are the jobbers using their own trucks, but they are utilizing the services of independent auto transfer companies. Generally, the trucks in the store service are no more than what are

required for city delivery, and an independent company is a boon. The time occupied is an hour and a half, or at the outside two hours, which is a saving of from twelve to thirty-six hours over rail delivery. This feature alone, the wholesalers think, is enough to recommend the service. The road to New Westminster, outside the city of Vancouver, is macadam, but contracts are now being let for permanent pavement. This, when completed, will greatly facilitate auto delivery between the two cities.

For Conveying Ripe Fruit.

Ripe fruit has been hauled to the satisfaction of shippers. It would be almost an impossibility to utilize horses, since the trip would take from five to seven hours, and the fruit would be bruised by the passage. A team of horses could not make two trips in a day, so the expense would bar out this system of delivery. The auto truck seems to have created an opportunity for itself, that none but itself can fill.

Customers Buy the Goods Recommended

Claim Made By Brantford Dealer—How New Lines Are Introduced—Fixtures And Display Considered Important Factors In Attracting Trade—A Delivery System With Merit.

Forde & Co., of Brantford, Ont., believe that to have the store stand out prominently so as to attract attention is a valuable feature in creating sales. Their present store was arranged with that in view.

For fifty years this firm, established by the father of the present proprietor, occupied premises on the opposite side of the street to the present location. While a good sound business was built up there, it was always felt they were prevented from obtaining best results by reason of the architecture of the store. Although the floor space was fairly large, the front was narrow, preventing efficient display and failing to attract the attention of passing customers to the store. For this reason a change of location was decided upon and a little over two years ago they moved to the present site.

The present store is arranged on the square plan, making it, in Mr. Forde's opinion, more convenient than the old

one. The front is wide and outstanding, so that customers cannot fail to notice it when passing. In the centre is the door. On either side is a display space where goods can be seen from both interior and exterior, while farther outward are the display windows proper. The show windows are improved by mirrors for a background.

Arranged for Convenient Service.

The interior of the store, which is shown in the accompanying photograph, is arranged so as to be attractive to the eye and convenient for clerks to work. A counter extends along one side and the rear of the store. Two mirrors assist in the appearance of one side. On this side the shelves are arranged of separate circular display stands with bottled goods shown in this circular form. The attractiveness of this method of display is not shown up well in the photograph. Spice receptacles come beneath the shelves with larger

bins for bulkier goods below them. Canned and bottled goods, built in systematic manner, are shown on the ledge above the shelves.

Metallic Ceiling Installed.

A factor in giving the store an attractive appearance is the sanitary metallic ceiling. This may be cleaned each spring with little difficulty. Canned goods are arranged around the pillars but it is the intention of the firm to place circular mirrored shelves around these pillars, so that any kind of goods, especially bottled, may be shown. Besides a long silent salesman, three racks for showing biscuits are among the fixtures in the store.

One of the chief trade attractors

also, and when customers come in, they are introduced and their good points explained.

They have made a success of a number of lines in this way, a certain brand of fancy biscuits being one instance where results were good.

No price cards at all are used in the store. Mr. Forde explains that a high class trade is done and claims most people want good quality goods and are willing to pay the price.

"Yes, we find we can always sell the brand of goods we wish," says Mr. Hastings, the head clerk. "Customers put dependence in the grocer who always gives them good goods and customers will purchase goods which we recommend."

have their goods delivered right. To ensure this a separate box is given over to each customer's order."

A PICTURE OF A BASEBALL GAME.

E. J. Ryan, grocer, Dundas street, London, Ont., has a novelty in an advertising scheme for the sale of a certain brand of soap. He has one of his windows nicely decorated with the soap, and in the centre has a beautiful picture with a fine oak frame, entitled "It Is Up to Me."

The story of the picture is a baseball match, ninth innings, with the score a tie, two men out, and a man on third



Note Attractive Appearance of the Metal Ceiling, the Shelves, and the Canned Goods Display About the Pillar.

which the store has is its neat, clean and attractive appearance of both front and interior. The store front is of itself distinctive, and when the windows are nicely trimmed they can hardly fail to attract the passer's attention. It is by no means an unusual thing to have people cross the street to view the windows while the goods in the interior also show up to good advantage from the sidewalk.

Fancy Biscuit Line Introduced.

When any new line of goods which customers are not acquainted with is received, an attempt is made to get customers to know them. If the quantity is large enough, a window display is put in. A display is made on the counter

The Delivery System.

This store has a delivery system which they believe saves them time and money. The delivery boxes are of the folding variety and fit together so they can be piled one upon another in the delivery wagon.

"We have had these delivery boxes for four years," said Mr. Forde; "and haven't lost one, and they are still as good as new. The first thing we make known to the driver is that he is responsible for those boxes and they are checked up every 2 or 3 weeks to see that none have disappeared. Previously, we were buying baskets frequently, as they became lost or worn out. Delivery is one of the important features of business anyway. People like to

base. The picture shows the boy at the bat with determination on his face, also the boy behind the bat, with mask on his face signing the pitcher to strike the batter out and thereby win the game. It also shows a crowd of boys with eager faces looking on, some on the fence, some crouched down. Altogether it is a picture that appeals to every boy, who is a baseball fan.

Mr. Ryan offers this picture to the boy who sells the most soap, and it certainly has "caught on" with them. To all boys selling 100 bars he gives a ticket good for any Canadian League game. This scheme should be tried out wherever they have league ball.

Store Wrinkles and Money Makers

Stopping the Reflections.

Window panes sometimes reflect the light and make it difficult for passersby to see inside when the interior is dark. One suggestion to prevent this reflection is to have the windows lighted from the sides if possible and have white ceilings and walls.

A Water Window Display.

"Come in, the water's fine." This was the inscription on a show card recently noticed in a Montreal window where bottled water was offered for sale. The display consisted of a mirror about 2½ by 1½ feet in dimensions placed flat on the bottom. About the edges of the mirror was strewn some sand. A perpendicular gas pipe about three feet high from the floor, with a globe on the top, stood at the edge of the mirror. At night when the gas was lit the mirror looked like a pond of water. The sand along the edge and shredded green paper covering the floor of the entire window made the scene even more realistic. Placed around the pond were several bottles of the water. The show card, "Come in, the water's fine," therefore had a double meaning.

Meat Slicer Saves Money.

A meat slicer for the grocer who handles meats is a profitable investment in the opinion of Jno. Carpenter, of Hamilton, Ont.

"It is far in advance of the big butcher knife," says Mr. Carpenter, "both in results to the grocer and satisfaction to the customer. If you slice a pound with a knife, it is not only usually poorly done, but the amount looks very small. However, if the same pound is cut with the slicer, it not only looks nice but it has the appearance of more for the money. It saves money for the grocer, too, in the fact that waste is eliminated."

Increased His Coffee Sales.

What is possible by proper salesmanship efforts is shown by the fact that John Diprose, who conducts three stores in London, Ont., has succeeded in building up a sale for 600 pounds per month of a certain coffee.

Mr. Diprose commenced to handle this coffee in a rather peculiar manner. Having bought out another grocer, a number of his customers said they would

continue to deal with him if he handled this particular coffee. And so he did.

At first he was able to sell only 150 pounds per month. However, the fact that certain customers liked it so well gave Mr. Diprose reason for recommending it to others. That customers will purchase on the advice of their grocer is shown in the number of people whom he succeeded in getting to try it. His good quality brought them back again for it.

Display of Canned Fish.

A canned fish window recently arranged by B. T. Williamson, of the Baradale Trading Co., Stratford, Ont., was one that attracted a great deal of public attention and also was successful in the primary object—that of selling goods.

A miniature fish pond six by three feet was made in the centre of the window. This was made of a galvanized iron tank. All the rest of the window was filled in with real sod. A figure of a "nigger boy" with a straw hat and fishing pole with the line in the pond made the display an interesting one. Pyramids of salmon were built up at the rear corners while a large show card read "Good fishing at this store."

Young and old alike were forced to stop and view the display and although it took some little time and trouble to arrange, the firm felt that it was nevertheless profitable.

Dealer Recommended the Flour.

The cold weather of the past winter brought out many purchasers of flour beyond the usual number. Possibly it was a desire to return to homemade bread or to make use of the steady fire required in the home.

A Peterborough, Ont., grocer tells of a customer who, when she stated she intended to make bread at home, also remarked she had forgotten the flour formerly used.

The grocer recommended a brand that is known throughout Canada for its good qualities both in bread and pastry. The woman accepted it on her grocer's recommendation. It gave every satisfaction but when she needed a second bag she went to a store that sells more flour and feed than groceries. This dealer recommended a different brand and claimed that it was as good, if not better, than that she had obtained from the grocer. It is also being widely advertised. But the proof of the pudding

is in the eating. The customer did not like the bread as well and also concluded that it did not make as white a bread as the first flour. The result was that she returned to the grocer's suggestion again and is still using it.

Letter to Money Savers.

Eric C. Jamieson, grocer, corner Wilson and Fiddisgh Ave., Hamilton, Ont., struck upon a good introduction to a circular letter which he sent out some ago to get new customers. Here it is:

To Money Savers.—Are you a money saver? If not, please hand this to your neighbor. Modern business requires modern methods, and this grocery and butcher shop is determined to move forward with the most progressive.

Feeling further on is noted:

Let's pull together. Listen: Give us your cash trade and we will share our profits with you. Here's the plan: With each cash purchase you will get a printed receipt from our new cash registers showing the date and amount. Return receipts for cash purchases amounting to \$25 and get 50 cents in trade free."

Don't Hide His Light.

The complaint is sometimes made that the show window loses its advertising value while it is being dressed. One expert Canadian grocery window trimmer recently told the writer that his show windows continued in their work while they were being arranged.

"I do not believe in pulling down the blind and shutting myself off from the public when dressing a window. I allow people to see me working at the display. It interests them. They wonder what I am making. Probably if they are near the store when it is finished they will call to see what it is like. I have often seen quite a crowd in front of the window when it was being trimmed. A couple of people will stop, others will see them watching and come to. You know just how it is.

"Another method I have of maintaining the value of a window while trimming it, is by the use of show cards. Cards announcing special prices or new goods are put up. A couple of such cards will often attract considerable business.

"Show cards are valuable things," he continued. "In the summer I use more show cards and put less goods in the window, as the hot weather frequently deteriorates many lines."

Store Wrinkles and Money Makers

Displays that Sold Well.

Fred Millman, grocer, of Woodstock, Ont., believes in keeping window displays to one line at a time.

"When several different lines are shown in the window at once, a person's attention is not concentrated on anything in particular and the result is the window fails to sell goods, and that is what it is arranged for."

When Mr. Millman gets in any line he wishes to push he tries, if possible, to get enough to make a good window display, if he feels at all as if he can sell that quantity.

A recent window which this store had was of castle soap. It was just a simple display but a considerable quantity was sold. A price card was added. That the display was a business getter is shown by the fact that in little more than a week about seven cases of the soap were sold.

Another similar case of the window selling goods was that in which a shipment of honey in pails was received. The window was trimmed with this line and the total shipment of about 100 pails was cleared up in a short time.

Another window in which the one line idea was carried out was a display of pickles. It consisted out of the one brand of pickles. The floor of the window was merely covered with fine sawdust and the bottles scattered about on it. A price card was used and the window brought considerably business to the store.

Turns Bare Wall to Advantage.

At one side of the entrance to a Hamilton store there is a plain wall. When customers were leaving the store their eyes used to rest upon it. The proprietor's eyes as he came out one day also observed it. He noticed it was bare and unattractive and at once began to plan to improve it.

To-day, a customer on leaving the store beholds that glad hand sign, "Call again," in place of the bare wall. Customers will not, however, be allowed to see it until it becomes so old that it creates no attention. In a week or so it will be changed to "Have you forgotten anything?" Thus will this unattractive spot be turned to good purpose in advertising. Other signs will be: "Did you order tea?" "We have fresh oysters to-day." "Fresh halibut for

dinner." "Have you everything for baking?"

These short and pithy signs create business.

What 25 Cents Will Buy.

Four special offers, telling of goods that can be purchased for 25, 35, 50 and 100 cents, respectively, were made by F. F. Adams, Cardinal, Ont., in a recent issue of the local papers. The accompanying cut is a reproduction of the ad.

NOW-A-DAYS

We hear so much about the "high cost of living" that we are apt to overlook the fact that the purchasing power of a dollar has not been so greatly weakened after all.

STOP AND CONSIDER!

In Groceries For Instance—

25c

Will buy anyone of the following articles at this store:

- 4 pkgs. of Prepared Corn
- 3 bottles Vanilla
- 2 pkgs. Evaporated Cranberries
- 2 cans Apples
- 2 lbs. Evaporated Apples
- 2 1/2 lbs. Home Dried Apples
- 6 lbs. Rolled Wheat
- 2 cakes Honey

50c

Will buy anyone of the following articles at this store:

- 4 cans Tomatoes
- 2 cans Corn
- 2 cans Peas
- 2 cans String Beans
- 1 1/2 lbs. paid Raspberry Jam
- 1 1/2 lbs. paid Strawberry Jam

35c

Will buy any one of the following articles at this store:

- 1 1/2 lb. paid Syrup
- 10 lbs. Wheat Germ
- 10 lbs. Rolled Oats
- 10 lbs. Buckwheat Flour
- 1 lb. Pure Cream of Tartar
- 1 lb. Ground Ginger
- 1 1/2 string Broom

\$1.00

Will buy any one of the following articles at this store:

- 15 lbs. Best Granulated Sugar
- 3 lbs. 100 Green Tea
- 4 lbs. 100 Green Tea
- 1 1/2 lb. paid Syrup
- 17 lbs. Golden Yellow Coffee
- 4 lbs. 100 Coffee
- 1 gal. Pure Maple Syrup

F. F. ADAMS
Cardinal, Ontario

—in reduced form—which bears many good features. The introduction is based on an important question, "The High Cost of Living," and would certainly be read. The ad. contains some specific information, giving articles and prices, which should sell the goods. Mr. Adams states that his advertising brings good results, and if his copy is always as effective as above, it should.

Summer Goods That Need Care.

Great care has to be exercised in the handling of many lines of summer goods that they may be retained in the best condition for sale. A Brantford, Ont., dealer gives some pointers that will off-

set loss from spoiling on certain lines. "Where bulk pickles and olives are carried, the matter of keeping the brine in condition is an important one. The brine preserves the product and if it is not in proper condition, it cannot do its duty as a preservative.

"Cheese will sometimes swell in the summer from the effects of the heat. Put a cheese that shows signs of puffing as a result of the hot weather in cold storage, and the effect of the heat will be overcome completely.

"Measures," he said, "Should be taken to keep rats and mice out of flour. Wormy, mouldy flour will result from a storage that is not dry, clean and in every way sanitary."

A Distinctive Calendar.

E. C. Matthews, a Parliament Street, Toronto, grocer, gave to customers at Christmas time one of the handsomest calendars one would want to hang up. Besides being pretty, it is useful. It will serve as a brush holder for instance, and part of its construction is a thermometer. The entire calendar represents an exterior view of a house with its balconies, windows, slate roof, etc. The card-board used is of a heavy design, in beautiful gray, green and gold colors, the stone construction of the house being shown by blocking off the cardboard with indentations. The thermometer is attached to a white background, which it itself the large front window of the house.

While these calendars cost considerable money, Mr. Matthews states they created a mild sensation around Parliament Street. Everybody was after them and of course the demand could not be supplied, as only about 250 were secured. In Mr. Matthews' opinion they were a splendid advertisement. When you get a calendar get a good one, is the advice of this dealer.

U. S. WHEAT AVERAGE LOW.

United States Department of Agriculture gives average condition of winter wheat in that country on April 1st as 80.6 per cent. of a normal, compared with 83.3 on April 1st, 1911, 80.8 on April 1st, 1910, and 86.1 average for past ten years on same date.



History of Food Legislation in Canada

First Adulteration Act Passed in 1874— Not Much Interest Taken Then —
Amendments Made in 1884 in Force To-day—Food Standards Already Prepar-
ed and Those in Course of Construction.

By W. S. Greening.

It must be confessed that in Canada the Dominion Parliament has given very little attention to the subject of safeguarding the people of this country from fraud and adulteration in the matter of food and drugs. The amount of time and thought given to this question is distressingly small, and although we have an adulteration act on the statute book, it was so carelessly drawn and its provisions for enforcement are so vague that it may be said to be practically non-operative.

Canada Thirty Years Behind

Of course a good many excuses can be urged in palliation. Canada is young. We have a small population in the midst of a vast country. The first aim has always been to provide facilities for the proper development of this great territory. Thus we see Parliament has had to spend most of each session discussing railroads, canals, the organization of new provinces, agricultural problems and kindred subjects. Purely social legislation has had to await its turn and usually the turn never comes. When a subject like purity in foods becomes too pressing to be ignored, the Government takes the matter up grudgingly—gives it as little attention as possible—and then returns to the all important subject of the development of natural resources.

There can be only one result. In the matter of food legislation, Canada is about thirty years behind the rest of the civilized world.

The Initial Move.

Our first Adulteration Act was passed in 1874. The activities of the English Parliament had been reflected in various American states, notably Massachusetts, and Canada could not ignore a movement of such importance. Certain provisions concerning the adulteration of foods were tacked on to the Inland Revenue Act in 1868 as an amendment to that Act, and passed without a division. There may have been some discussion in the House. Hansard was not in existence at that time so it is impossible to say for certain; but it created so little

public interest that the matter was not even mentioned in the "Globe" of that year.

As this was the foundation of all subsequent acts, a summary of the provisions may be interesting. Analysts were appointed in Halifax, Montreal, London, St. John, Toronto and Quebec. The Inland Revenue officers were to collect samples of goods suspected to be adulterated, and submit them to the analysts. On receiving a certificate that these suspicions were well founded, they were to seize and destroy the goods. The analysts were to report quarterly to the Minister of Inland Revenue at Ottawa, who was to present the results to Parliament annually. The dealers were obliged to give samples whenever requested, and the penalty for selling adulterated food was \$100 for the first conviction, and \$200 for a subsequent offence. A manufacturer was to be fined \$100 for a first offence, and if caught a second time, was liable to six months' imprisonment.

Too Many Loopholes.

It will be seen that this is rather vague, especially as the definition of adulteration in the Act was faulty and left ample loopholes for a clever lawyer to find a weakness. The enforcement was entirely in the hands of local analysts and Inland Revenue officers who were busy men, and naturally, did not relish any additional duties. The penalties were really far too heavy, and convictions were almost impossible even when the officers of the law showed a reasonable zeal. The Act was practically a dead letter for ten years, when in 1884 the matter was again given a hearing at Ottawa.

Following a resolution by Mr. Costigan, the House of Commons debated the proposed amendments to the Act in March of that year. Conditions were really very bad and the subject deserved careful consideration, but it was a busy time and the Government attempted to force the new amendments through as quickly as possible. They were only partially successful, as Hon. Edward

Blake, who was then leader of the Opposition, insisted on some light being thrown on the subject. The result was a very pretty passage at arms between the Liberal leader and Sir John A. Macdonald. Most of the discussion was very far from the point at issue, but some of it is illuminating and will no doubt serve as a guide when the subject is again brought before Parliament.

A Jurisdiction Dispute.

Mr. Blake first raised the objection that the matter was out of the jurisdiction of the Dominion House, and properly belonged to the individual provinces. Any action would, therefore, be an encroachment on provincial rights. This was disputed on the ground that although the provinces, and indeed municipalities, could pass laws regulating foods and drugs, yet the Dominion could regulate inter-provincial shipments as well as foreign trade. Sir John A. Macdonald pointed out that the various provinces had failed to enact any legislation on the subject, and as it was of undoubted importance to the nation as a whole, the duty of the Federal House was clear. This point has been finally settled in favor of the Dominion, which is good sense as well as sound law. If each province were to pass a different food law, we would have the same difficulty that has hampered the United States.

The debate was interesting from the point of view of parliamentary oratory, but as very few of the members had any real knowledge of the subject most of the speeches had only a very remote connection with the point of issue. A few trifling amendments to the text were made, after which the Bill was passed without a division.

Get Copy of the Act.

The Adulteration Act of 1884 is in force to-day. It was amended in 1888, 1890, 1896, and 1900, but these changes are comparatively unimportant, being mostly definitions. The whole Act is in chapter 133 in the Revised Statutes of 1906, and every dealer in food pro-

ducts should make it his business to secure a copy (which may be had free of charge on application to Ottawa) and carefully study its provisions. He would be well repaid.

The new Act provided for the appointment of a chief analyst who was to be attached to the staff of the Inland Revenue Department at Ottawa. He was to be a final arbitrator whenever any question was raised as to the correctness of any analyses made by a local analyst. He was to generally supervise the work of the laboratory of Inland Revenue and prepare from time to time bulletins setting forth the results of the collection of samples. These were to be issued to the public and contain the names of the vendors from whom the inspectors obtained samples, as well as names of manufacturers when possible. The exact condition of each article examined was to be shown, together with the opinion of the analyst regarding its purity and fitness for the purpose for which it was sold. In all, 231 of these bulletins have been issued in twenty-seven years. They cover a wide range of articles and are really the most valuable work the Government has done along the lines of pure food.

When Adulteration is Found.

The procedure is similar to the English practice. The Minister of Inland Revenue, acting on information, may order a collection of the articles suspected to be adulterated, and these samples are bought and paid for in the usual way by the Inspectors of Inland Revenue. If they are found to be adulterated under the meaning of the Act, the seller is obliged to pay a sum varying from \$8 to \$14 to cover the cost of the analysis. This is not a fine, and has to be paid in any event. The fact being thus established, the Government may bring an action in the ordinary courts of the district in which the adulterated goods were sold.

If the action is successful the fine varies from \$5 to \$200 for a first offence, and a fine or imprisonment, or both, for a subsequent conviction. In 1898 an amendment provided the retail dealer with an additional safeguard in the form of a warranty of purity from the manufacturer. If the vendor can produce this the action is shifted to the giver of the warranty, but the warranty does not relieve the retailer from the necessity of paying the cost of analysis. A clause provides for the fixing of standards of purity. These may be established by the Governor-General in Council at any time, and have the force of law at the expiration of 30 days after publication in the Canada Gazette.

Lack of Enforcing Facilities.

To enforce this law (which is wide enough in all conscience) the magnificent sum of \$15,000 was provided by an

optimistic government. Some effort was made to put the new law into operation but the Department was terribly handicapped in two ways. The amount of money at their disposal was too small to make the work of collecting samples and analyzing them at all thorough. The laboratory was so small that several months had to elapse between the collection of samples and the final determination of their purity; then when the Department had a case ready and proceeded against an offender it was found almost impossible to get a conviction in the courts owing to a lack of proper standards of purity. In a few cases of actual conviction the judge imposed the smallest possible fine. After a few experiments of this kind the Department practically gave up the unequal struggle and the law became as nearly a dead letter as any law can be. Thus matters drifted on until 1908.

Canada as a Dumping Ground.

The American Food and Drugs Act attracted a great deal of attention in Canada, and it was found that in many instances foods condemned by our neighbors were being shipped into this country. Naturally, Canadians were indignant. Some of the newspapers had strong editorials on the subject, and demanded an explanation of how this was possible, but nothing could be done to stop it as our law did not cover the matter. Still, it had a good effect in arousing public opinion, and it was felt that it was only a question of time before a new stringent law would be passed.

Standards of Purity Needed.

A. McGill had just succeeded to the office of Chief Analyst. He is a chemist with a world-wide reputation, and was thoroughly familiar with the whole question. No man had a clearer idea of the defects of the Adulteration Act of 1884, of which the principal weakness is the lack of proper standards of purity. To remedy this, Mr. McGill prepared a complete set of provisional standards and submitted them to the manufacturers and importers for criticism and approval. Some of these have since become law by an order of the Governor-General in Council; they cover milk and milk products (1910), meats (1910), grain products (1911), and beverages (1911).

Some Expected Standards.

Others covering baking powder, flavoring extracts, jams and cream of tartar are in course of preparation and may be expected shortly. Mr. McGill has endeavored to avoid the difficulties and mistakes which have occurred in the United States, and has therefore proceeded with caution in order not to upset trade conditions more than is absolutely necessary. He has so far given the manufacturers every consideration, and there is no fear that any legitimate interest will suffer at his hands.

In spite of these standards the law is still imperfect, and in our next paper we will go more fully into this weakness and try to arrive at some principles on which an effective adulteration act should be based.

Woman Gets Outside Orders for Brandon Firm

Sutherland & Robertson Only In Business Since 1910 and Have Already Built Up Good Business — Specialize on Nova Scotia and Ontario Apples.

No matter how crowded a business or profession may be there is always room for ability and push. This fact is exemplified in the advances of the young firm of Sutherland & Robertson, Brandon, Man.

They commenced business in November, 1910, in a good stand on 10th St., and from the first made the business go ahead. The partners had both been clerks in grocery store in the city for three years previous to beginning on their own account. This, together with their former experiences in Scotland, from which country they emigrated to seek their fortune in the Great West, made them familiar with the trade. The firm handle high grade and fancy groceries, and make a specialty of fruit, keeping in stock large quantities of Nova Scotia and Ontario apples, and other fruits.

One feature of their business is that they have a bright, business young woman on their staff who takes orders in the city, and has been quite successful. The members of the firm believe in making use of modern appliances and use the telephone freely to keep their city and country customers informed of the arrival of new and attractive goods.

They also use the cash register and have installed an account register, of the benefits of which they are quite enthusiastic.

It is needless to say that the store is neat, clean and inviting in appearance, while their attractive windows are a subject of remark.

Their staff consists of, besides themselves, two salesmen, two deliveries and an office clerk.

Price Maintained in Barrel of Herring Sale

Human Nature Story of a Farmer Attempting to Get Dealer to Cut His Price—The Various Tacks Used and How Each Proved Unsuccessful—"Didn't Have Enough Money" Was One Exploded Reason.

A farmer, his wife and infant in arms called into the store one rather chilly evening and with no ceremony whatever dropped into the chairs that surrounded the cheery coal fire.

Mr. Hutchings, evidently knowing their characteristics, said nothing, but went on with the duties to which he had been attending. Presently both husband and wife went for a stroll about the store and stopped at the provision counter. They exchanged a few inaudible comments and went back to the stove. In a minute or two, when the grocer thought they might be in a position to know what they wanted, courteously asked if they had seen anything they would like.

Began on Salt Pork.

A student of human nature can learn no better lessons than those that come by serving behind a counter in a village or country town store.

All characters of individuals come under one's view. Customers from the country who have their own ideas of business and who so frequently endeavor to get goods as cheaply as possible are a study in themselves.

Farmer and Wife Visit Store.

This is well exemplified in a herring sale which was recently made in Charles Hutchings' store at Port Hope, Ont.

"What is the price of that piece of salt pork?" the man asked.

"Seventeen cents per pound," replied Mr. Hutchings.

"The next piece to it?" was the next question.

"That is 18 cents."

"How much do you charge for a barrel of herrings?"

"They are \$3.75 a barrel," said the grocer.

"Three dollars and seventy-five cents!" exclaimed the man, feigning surprise. "Why I can get them for \$3.50."

The Place to Go.

"Well," said Mr. Hutchings, "I guess that would be the place to go for them. Mine are No. 1 Labrador herrings and I cannot afford to sell them cheaper. You had better get them wherever you can for \$3.50"

The grocer was literally coaxed to accept \$3.50.

"Come on now," coaxed the farmer, "you can give me them for \$3.50—that's all the money I got."

"I can't help it," was the firm reply, "those herrings cost me practically that much and I cannot sell them for less than my price."

To Provide the Extra Quarter.

"You had better take the \$3.50 now," was the next tack, "and I'll bring you in some turnips next time—I come to make up the balance. Won't you trust me to do that?"

But Mr. Hutchings was not to be taken off his guard.

"You pay me \$3.75 and I'll pay for the turnips when you bring them in."

"But \$3.50 is all I've got," and turning to his wife, "have you any money with you?" he asked.

The wife had none. His ruse was to make the dealer think he would lose the sale if he didn't accept the offer.

Wanted to See Them.

At this point Mr. Hutchings turned away and attended to some other work, leaving the farmer and his wife to talk the matter over. Finally he asked to have a look at the herrings which were stored in the warehouse. The request was readily granted and dealer and farmer departed from view.

In a few minutes they came back and the \$3.75 was counted out from among a great deal more money and the sale was made. Thereupon the customers left the store.

"I knew that fellow would never come back with the quarter or anything else," remarked Mr. Hutchings. "I was sure he had the money and I couldn't afford to sell the fish any cheaper."

All of which shows the value of a dealer knowing something about human nature and enough to maintain his margin of profit.

To Stop Dead Beats.

In Port Hope as well as in every other town grocers have trouble with poor pays. One dealer there suggests a closer relationship among the various grocers to watch more closely those who make it a point to run accounts and to get out of paying their debts, if at all possible.

"It would pay the merchants of every town," he said, to have definite arrangements regarding a policy to deal with newcomers and such people who move from one section to another. We ought to be united enough not to be done by these dead beats. If when someone ask for credit whom we do not know, we should find out all about the family, where they came from, with whom they dealt last, whether they paid promptly, what the husband does, how the people live and anything else that would assist us in keeping out of debt.

"If for no other reason I think it would pay us to get together on this point. The only difficulty is that new dealers starting in business are often anxious to take trade away from others and will frequently give credit indiscriminately. If the trade were united and knew definitely what the other fellow was going to do in such a case so that there would be no misunderstandings, it would be better for all of us."

Loss of a \$39 Debt.

An instance was cited by one merchant where a woman had run up a bill of \$70 with him. It became a rather serious matter and he finally had to take steps to collect. He got members of the family to work for him for a time and reduced the bill from \$70 to \$50 and then down to \$39. Just at that time the husband, who had been out of work, left the town for Kingston or some other city and his family soon followed.

"What chance is there now of me ever getting that money back?" asked the dealer.

EFFECT OF APPEARANCES.

Appearances play an important part in modern business. The firm which appears progressive is the one which receives a good share of business. People decline to deal with the listless and in-aggressive dealer. They pass him by to go to his neighbor who puts on an appearance of business.

The listless dealer leans against the counter in a dreamy fashion and munches peanuts. His window is a jumble of goods scarcely discernible through glass that needs cleaning badly. A customer comes along. She views the dirty and unattractive window. She sees the dealer resting on the counter. He appears so listless that she fears to disturb him. She passes on to the next store, where behind clean and attractive windows, the grocer is busily engaged in arranging a display. He appears ready for business. She enters and buys.

It behooves the grocer to look busy. The dealer who looks busy attracts business to his store. There are so many things which he can do in his spare moments to improve the store's appearance, that he has no excuse for standing around with apparently nothing to do.

A Mentor, Ohio, potato grower has discovered a new way to make money out of potatoes. He carefully washes each one, wraps it in an individual wrapper on which his name is prominently displayed and charges double prices for them. They have been jocularly termed "massaged" potatoes from their appearance. A brief history of each potato is given on the wrappers.

Dealer Built Up Condensed Milk Trade

Took Advantage of Admission of One of His Customers—For Long Time Was Sore on Salesman Who Got Him to Stock a Dozen Tins—Now Sells About Case Per Week.

The dealer who makes use of the experiences of one customer to sell more goods to another is the one who is destined to be successful.

This condensed milk story will serve to illustrate the point more clearly. More than a year ago a salesman of a certain condensed milk company was calling on the retail dealers in St. Catharines, Ont., to get them interested in his line and explain to them its advantages.

In one particular store the retailer, who had never handled the line, was skeptic as to its merits and selling power. He steadfastly refused to buy, but the persistent salesman stayed with him and finally practically "forced" a dozen on his hands, knowing he could easily get rid of that number anyway.

A Year Afterwards.

About a year later the same salesman was in St. Catharines, and called on this dealer again. He was somewhat surprised to see a shelf well filled up with the condensed milk, and was curious to know the reason.

"When I was around here a year ago," he said, "you would scarcely buy a dozen of milk; now you have a shelf full—how's that?"

The dealer after a moment's hesitation recalled the circumstance.

"So you're the man," he replied, "that I was sore on for six months after you forced that dozen on me. Do you know that for half a year that lay on my shelf and I didn't sell a can. Then one day a woman purchased a 5-



It was Against His Will That he Bought the First Dozen.

cent can, and every day after that came back for more.

Selling Case Each Week.

"I asked her what she did with it, and found that she used it for tea, coffee, etc., and for all baking purposes. Milk in St. Catharines was 8 cents a quart at the time, so she was saving 3 cents every day. I told others about this, and in a short time I had a first-class trade."

This retailer is now turning over a case per week.

It is a fact that trade in condensed and evaporated milk is extending rapidly. The writer knows of one wholesaler distributing as much as 25 cases three times in two weeks, whereas but a short time ago he sold no more than 10 or 15



Customer Enlightens Him on Cheapness of Condensed Milk.

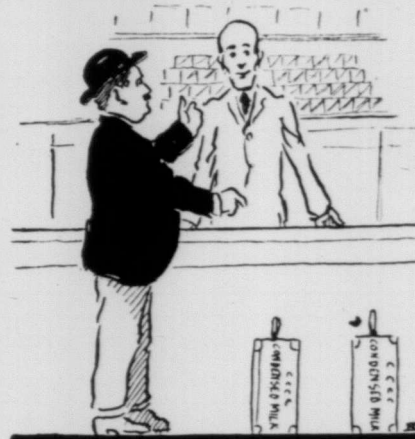
cases in a month. It is produced in clean, sanitary factories, and can be depended upon as a thoroughly reliable and completely sterilized food.

Care After Opening Can.

A point that dealers might make in selling this milk is in reference to the length of time it will keep if proper care is taken when holes are punched in the top of the tin. If the can is shaken the milk will fill up the holes and thus prevent the air from getting in. A still further precaution is to place a small piece of paper over the holes as well. Condensed milk has been known to keep for six weeks in a warm room when both these precautions were attended to.

Not only can the grocer use such selling talk as described above, but every time a customer says she liked a certain article he can use the knowledge with splendid results.

"Here is something I wish you would try," was recently heard in a store. "Mrs. So-and-So got some the other day and she was well pleased with it. She



One Year After—The Shelves were Well Filled as Large Demand Had Been Created.

said it made the finest jelly she has ever had." This had the effect of making an extra sale, and no doubt many similar sales were made not known to the writer. If every dealer watched carefully for this sort of selling talk no end of extra sales would be made throughout the year.

HOW PARTIALITY LOSES TRADE.

If a dealer wishes to retain customers, he must use everyone the same. He must give all equal service and must sell goods to each one at the same price. In all well regulated stores there are no premiums, discounts or cuts in price that may not be shared in by all. One customer buys a bag of flour and is charged \$3. Another customer comes in and you sell her a bag for \$2.90. You may think you are winning over a customer for good by giving her a reduction of ten cents, while at the same time you may be losing another. It's wonderful how these things leak out, but it is often the case that the first customer finds out you have charged her ten cents more than another. You will quite likely lose that customer, although you may never know the reason.

But it does not stop there always. Perhaps this woman acquaints her neighbor with the fact that you charged her 10 cents more than another. The story goes the rounds among your customers and they will look on you with a certain amount of suspicion in future deals. You have lost their confidence in you which is the worst thing that can happen to any dealer. That little cut in price has, like the germ of some dreaded disease, slowly and gradually, all unknown to you, been tearing down the confidence which customers would have otherwise shown in your integrity.

British Columbia Empire Day Window

Dressed Appropriately For The Occasion It Attracted School Children and Parents—Map of British Empire Shown With Products From Different Parts of The Empire Connected by Red, White and Blue Ribbon—An Example of What Can Be Done On Other Special Occasions.

Window displays appropriate for particular seasons, special occasions and patriotic holidays are always advisable. The mind of the passer-by is already inclined towards the spirit of the time and anything associated with the occasion all the more easily attracts.

Besides selling goods, such displays create a most favorable impression and give to the store a reputation it did not have before.

An Empire Day Window.

A splendid example of this "special occasion" display comes from South Hill, British Columbia, a reproduction of the window being shown herewith.

joined by ribbons to certain foodstuffs in the window. These ribbons were in appropriate red, white and blue colors and the various products shown were those of British origin.

Products From All Over The World.

For instance, there was lime juice from the Island of Malta limes; nutmegs from Sierra Leone in Africa; molasses from the Barbadoes; tea from the Solomon Islands; and butter from New Zealand. Coming nearer home there were salmon and fruit from British Columbia factories, and the Homeland was not overlooked with its oatmeal and English vinegar.

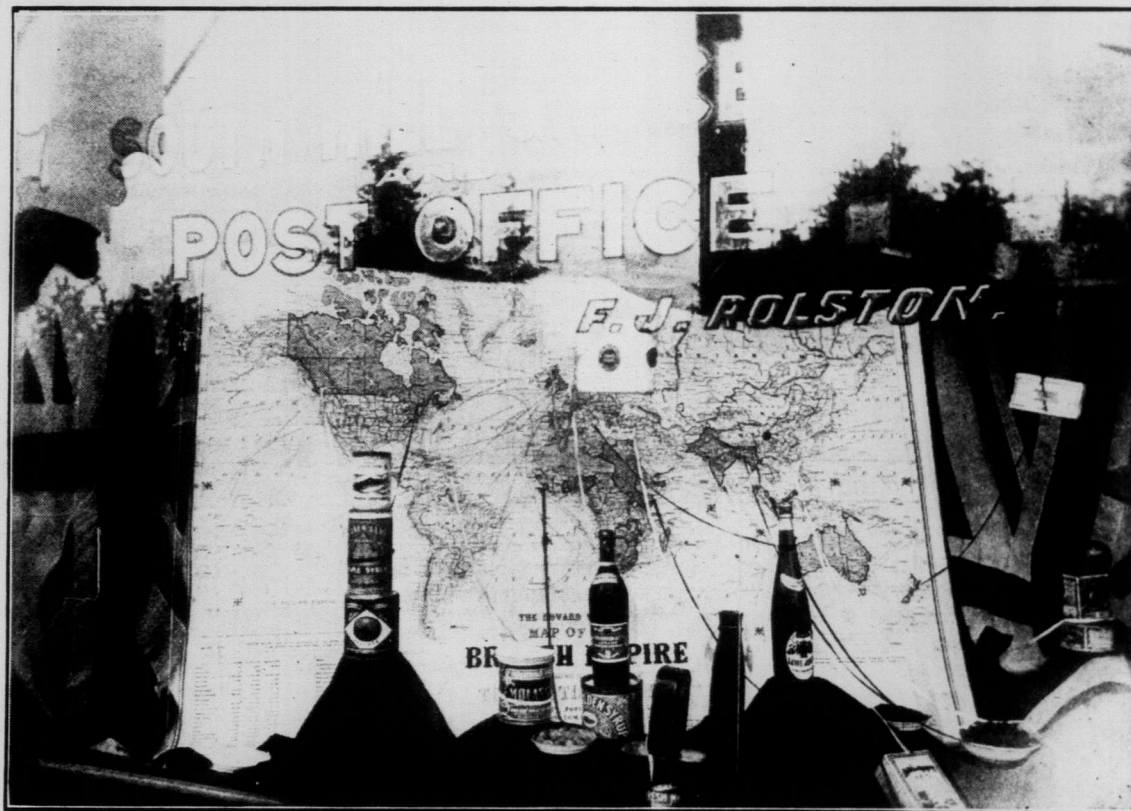
sisted in spreading the reputation of the Rolston store.

As one who saw it remarked, "a grocery store is perhaps one of the most prosaic of institutions, but the romance in the ordinary things of life is well shown in that window."

Equal opportunities are presented for other holiday occasions. There is the 24th of May, Dominion Day, Labor Day, Thanksgiving, etc., all of which can be made most useful in selling extra goods and spreading the reputation of the store.

Bring Out The Original.

Every dealer or some of his clerks



Display Arranged Especially for Empire Day, Showing Where Certain Products in the Grocery Store Come From. Articles in the Window are Attached to Country of Origin on the Map by Means of Ribbon.

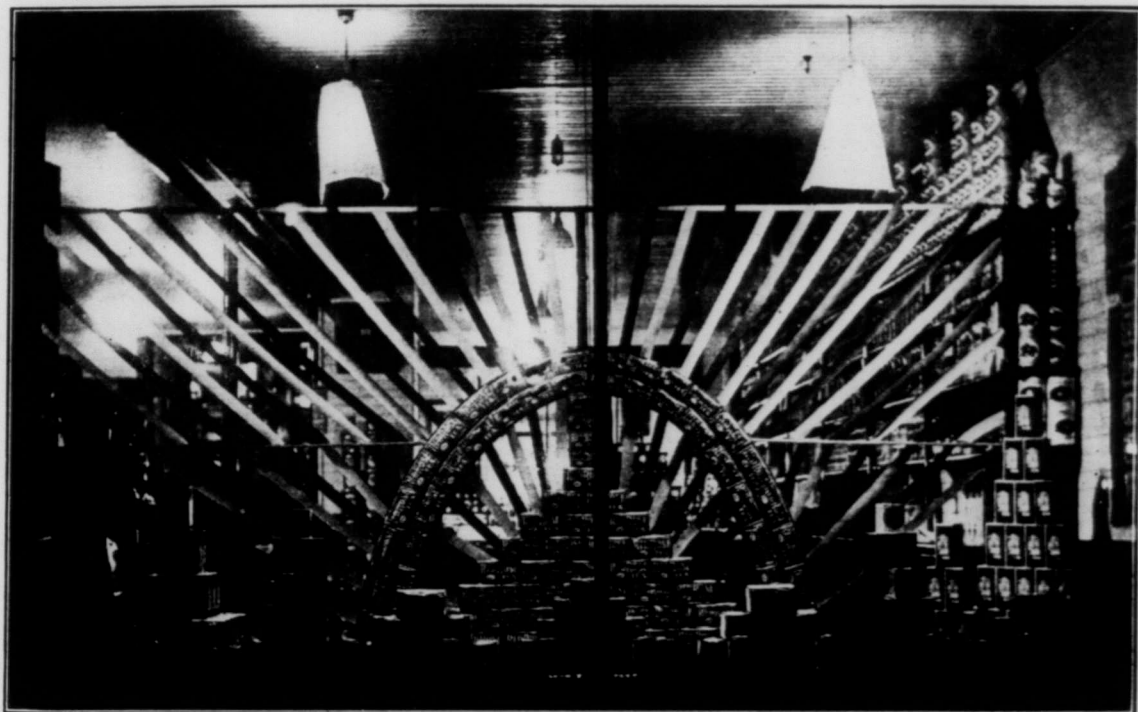
The idea is a product of the mind of F. J. Rolston. Empire Day of last year was the reason for the display and it was certainly arranged most appropriately.

In the first place a large flag formed the background. Spread out in front of this was a map of the world with the British Empire standing out in red. Different points on the map can be seen

School Children Attracted.

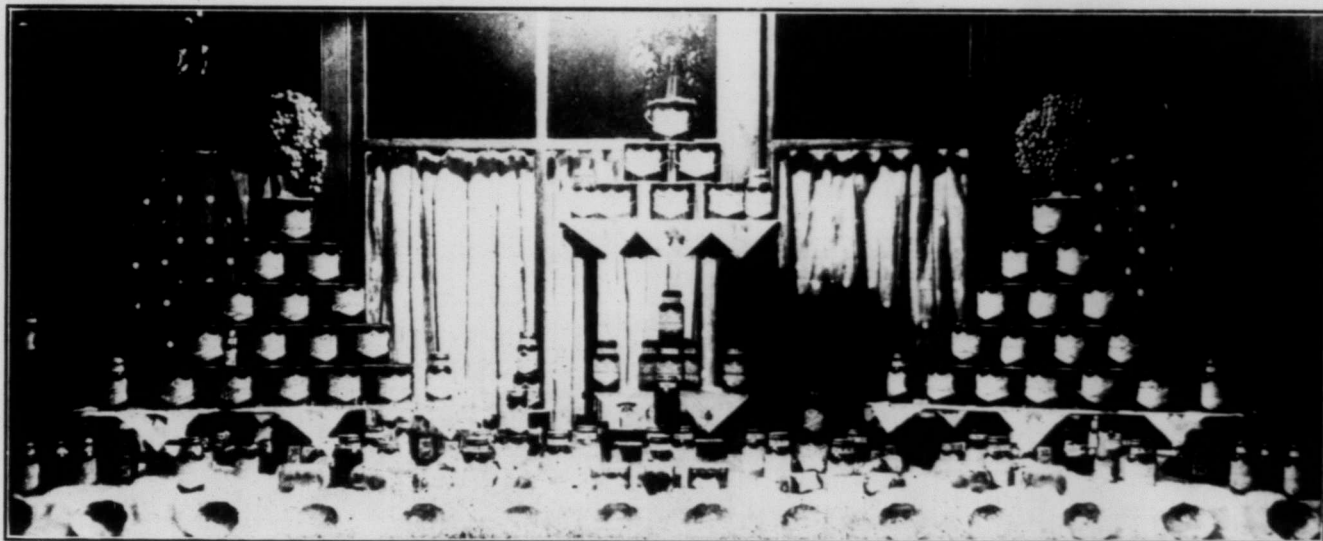
This was a highly educative window. It not only attracted the attention and interest of the school children who traced the manufactured product on the ribbons to their place of origin, but it got the attention of the older folk who did the same. It proved highly educative and apart from its novelty, as

have some original streak about them, and this should be developed. Get your mind working like Mr. Rolston. The home town paper will only be too pleased to make reference to any worthy display—as it did in this case—and here again comes in some extra advertising. Try it for yourself and get the benefit of the reputation, the advertising and the extra sales.



A STATE OF MAINE TEA WINDOW.

This window was dressed by A. H. Dickison, of Hopkins Bros., Fairfield, Me. The tea packages used in the arch are the original filled packages. It is a display which presents a good appearance and can be arranged with little difficulty.



JAM AND PRESERVE DISPLAY.

A neatly and simply arranged window from Cranbrook, B.C. In the centre is a small table with pails of jam on top and preserves in glass beneath. On either side are steps of jam pails topped by bouquets of grapes. Floor of window is covered with white cloth. Cleanliness is a feature.

A "Time to Brighten Up" Polish Display

Window Suggestion Showing How Box Stove, Furniture, Metal and Silverware Polishes Can Be Impressed Upon Minds of Probable Customers—Business in These Lines Now Going to Other Trades, Which Grocer and General Merchant Can Secure.

All grocers and general merchants do not give to polishes the attention which they rightly deserve. There is a big trade transacted in these lines, so much so that it makes it worth while for the grocer to put some selling effort behind them.

In many towns and districts we find a good deal of this trade going to other dealers such as the hardwareman, the shoeman, jeweler and druggist. They

Require Attention to be Moved.

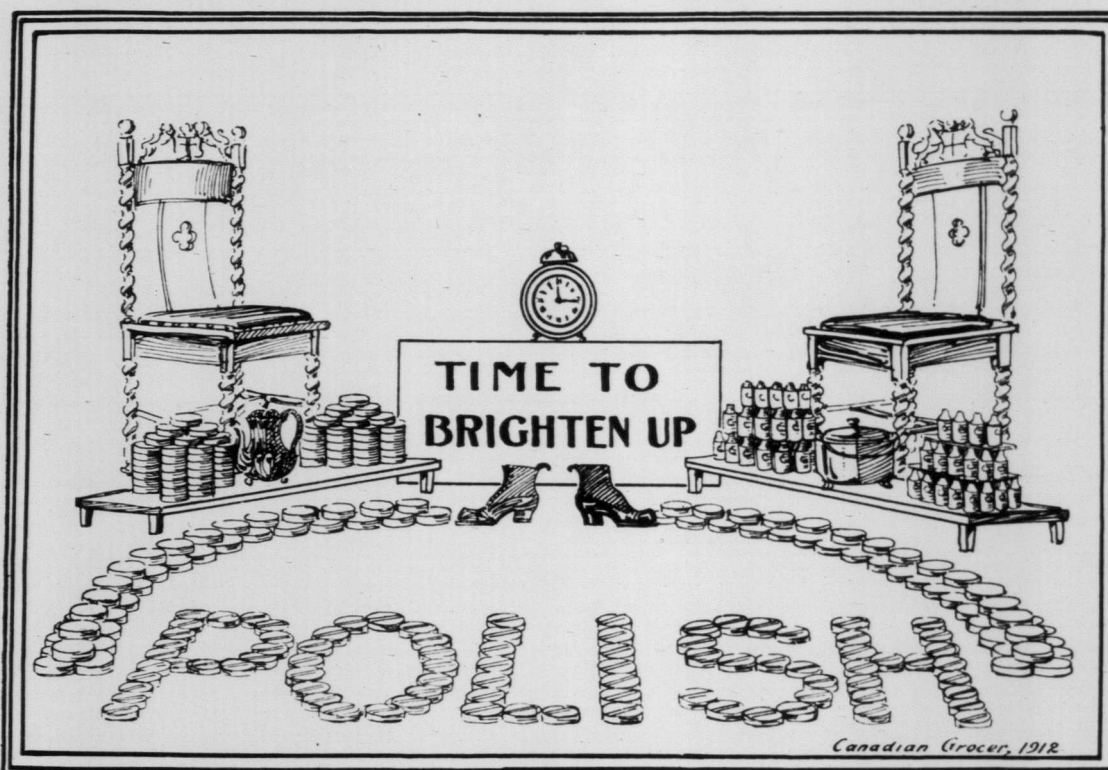
Not only should he stock these lines, but he should put his salesmanship behind them. While they are lying in a drawer or underneath the counter without a clerk or even a showcard to say a word in their favor, customers are not likely to get very enthusiastic. They are likely, indeed, to forget entirely about polishes until they go in to the store of some other dealer and find them

stove polish to the housewife's attention. Explain to her their uses and how they are used.

Get After Shoe Polish Trade.

With the snow once more a thing of the past and with streets becoming dried up, people will be discarding their rubbers and giving some attention to the appearance of their shoes. For this reason shoe polish should be brought to the fore.

Herewith is a suggestion for a window display of the different kinds of polishes. The word "polish" is worked out in the foreground with cans of stove polish. A half circle of tins of shoe polish is broken at the back by a space where two shoes are shown. These



Every dealer should have a few displays of various polishes during the year. The above is a suggestion described in accompanying article.

are getting a big share of this trade in some cases, because they make a bid for this business.

Grocery Store is Best Medium.

Where the grocer and general merchant have also made their bid for this business, they are generally doing the larger proportion—which is only natural. The housewife is the person who mostly buys these lines and the grocer has many opportunities of interesting her in them.

We have quite a list of polishes which comes within the scope of the grocer. Besides shoe and stove polish, lines which he should carry are furniture, silverware and metal polishes.

on display, and the clerks explaining their good points. There they are likely to buy.

Display Will Mean Much.

It behooves the grocer to be the first to interest customers. These lines should be displayed prominently on counter and shelf at all times. A window should be devoted to these associated lines at least twice a year, and more often, if possible. Now is about the best time to display these lines in the show window. The reason is that housecleaning is now general and furniture, pots, pans, stoves and silverware are all receiving their share of attention in the general clean-up—surely an ideal time to bring furniture, metal, silverware and

shoes show the shining quality of the polish. One is left dull and dirty, while the other is shined up in the best possible style.

Two chairs are shown, one on either side. Here the good work of the furniture polish is shown, again by contrast, one chair being polished and the other not.

The work of the metal polish is shown by the pot on the right hand side, one half of which is polished, and the balance left dull. On the left the work of the silver polish is shown. "Time to brighten up" is the inscription on the show card, while the clock carries out the "time" idea.

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People Partial to Polishes Now.

Such a window should attract considerable attention. It is something out of the ordinary. At this time of year people are interested in these lines. The contrast between the polished and unpolished exhibits should drive home

the arguments that you wish to impress upon customers.

Polishes are of sufficient importance to well warrant this selling attention to be given them. Results should well pay for the effort, especially at this time of the year.

carriage in front, the collie dog, the foliage, and the young housewife receiving the groceries from the delivery man.

The central portion of the window is used to advertise a line of soups and a special sale in oranges. The store and the home were designed to attract customers, and on being attracted the soup and orange displays creat a special demand.

Grocery Window Within a Grocery Window

**Original Display Shown by Goodwins, Limited, of Montreal—
Course of Pure Foods From Store to Home—Incidents in
Everyday Life Pictured—Much Time Spent on Arrangement.**

In many of the large Canadian grocery stores, window dressing is gone into on an elaborate scale. The business that these stores get from their windows justifies the time spent on them and the cost of their construction. Smaller stores, while they may not have the facilities for arranging any elaborate design, may carry out the same idea on a smaller scale and reap the advantages.

An Attractive Design.

The accompanying illustration is that of a window shown recently by the grocery department of Goodwins, Limited, Montreal. A glance will give a good idea of the time and labor spent on it to make it attractive. The aim of the artist was to make it realistic—to present in the window itself an everyday occurrence in real life.

On the right is the representation of a Pure Food grocery store. There is the front of the store with its awning, the door, the window itself—making a window within a window—special announcement boards on the outside, and a well-laden miniature delivery wagon. To the right of the store itself is a tree which makes the setting all the more attractive.

From Store to House.

Connected with this store is a miniature home on the left, the idea of "From Pure Food Store to a Bright, Particular Home," being effectively conveyed. The front and one side of the home may be seen with its screen door and table showing through, its window with curtains attractively drawn, baby

Impresses Purity on Customers.

The effect of this display is important. Since at the present time there is much talk of impure, inferior, adulterated goods sold in Canada, those stores which handle and sell only the best should impress the point emphatically on prospective customers. The Pure Food display shown in the window will help to do this. It illustrates a particular housewife dealing at a store where quality goods can be purchased, and it must therefore be considered a splendid assistant in creating new business.

FOR FRUIT ADVERTISING.

Grapefruit is an unsurpassed delicious tonic. You should use it.

You can't get a better insurance policy against illness than oranges. Drink and eat them, and save doctor bills.



Attractive Montreal Window Forcibly Giving the Impression That the Store Sells Pure Goods. The Display has the Unique Feature of Presenting a Grocery Window within a Grocery Window.

Lesson 14---Complete Course in Card Writing

Lettering That Has the Good Points of Roman, but With More Speed — The Ribbon as a Decoration — Getting an Easy Swing in Writing.

By J. C. Edwards, Copyright 1911.

AT the first glance one might say that this lettering is the same as the Roman slant or Italic style; but upon examination the difference is quite marked. In the first place, all spurs are eliminated and in every way possible the letters are formed with the object of promoting speed and giving a continuous or writing effect.

Speedier Than Roman Italic.

Considerable time is wasted in executing the Roman Italic, because of the spurs and the abrupt stops as in the "K," "W" and "V."

This style of letter is easily and quickly made and when properly written, each letter will be joined, giving the effect

the letter is completed. Such letters as "W" and "V" come under this head, also the "Z" if made as the small shaded letter without adding stroke four, as shown in the larger "Z."

Practical Pen Lettering.

This style of lettering lends itself readily to pen work. The broad flat-pointed ("Soennechen") pens are used

little complicated, but is quite decorative and adds tone to the card.

Though Effective—Avoid.

You will notice that the lettering in this card overlaps the ribbon decoration and is practically lost, thus breaking the sense of the reading matter. This should never be seen in any card used on a display of merchandise. The ribbon may



How the brush is held.

of continuous writing, and yet it is quite legible.

Getting the Easy Swing.

There is some knack in getting that most desirable free and easy motion in writing brush script. The brush must be held at the same angle always, and when the stroke is ended at the bottom line the brush should be quickly returned to the top ready to commence the next down stroke.

Practice will give you an automatic motion—almost mechanical. This is desirable, as it gives speed and confidence, which is readily seen in the finished work.

Continuous Stroke Letters.

There are several letters in this alphabet which, in making, there is no necessity to lift the brush off the card until

in various sizes according to the size of lettering you desire. For small tickets, a No. 2½ pen makes a very neat sized letter, while for larger card work a No. 1 or 1½ is not too broad. A great deal of practice is necessary to use these pens well, but when it is accomplished the result is very pleasing.

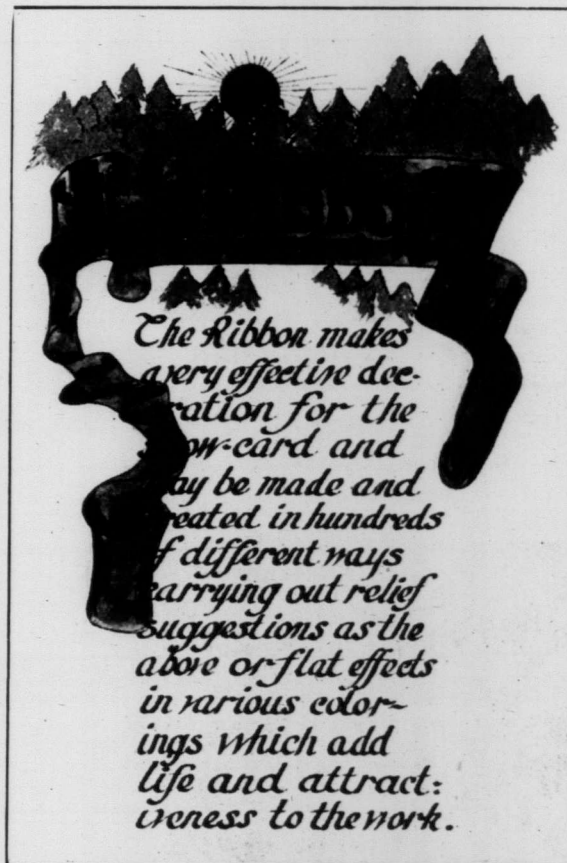
The Decorative Ribbon.

In making decorative cards the ribbon in a great many forms may be used to advantage. The simplest forms are easily made and are quite as effective as the more elaborate styles. The one illustrated in the card here shown is perhaps a

be made in a flat color or may be made in white shaded with some dainty tint and bearing the heading or the important inscription plainly lettered or shaded.

Many forms of relief are resorted to in show card work. The card here shown gives one idea which is used to advantage behind a ribbon or panel. It is a grey silhouette, but may be made in black or, in fact, any flat opaque color.

Put this into practice, along with other ideas which you may see or think of, and note the various effects you can achieve with very little effort and which adds greatly to a fancy card.



Card showing application of ribbon design and the brush stroke script.

Plate No. 14 - Eccentric Brush Stroke Script
- Lower Case -



a, a. b, b. c, c. c.
d, d. e, e. f, f. f.
g, g. h, h. i, i. j, j. j.
k, k. l, l. m, m. n, n. o, o.
p, p. q, q. r, r. s, s. s.
t, t. u, u. v, v. v.
w, w. x, x. y, y.
z, z. &, &.

This plate is descriptive of a letter that can be effectively applied to many uses.

Woman's Tongue Helps Boom Olive Oil Sale

How One Dealer Sells Forty Gallons of New Brand in One Season—Asks Feminine Judge to Give Him Recommendation—Value of Using Information to Assist in Creating Demand—Dealer Frequently Asked to Choose—Interesting Story in Account Collecting.

EVERY good dealer has his own methods of using information that will create new business. Many of these are reported in other articles in this issue and they go to show the advantages—the monetary advantages—to the retail grocer of putting his salesmanship abilities into practice and of selling goods above the actual, routine, every-day demand. There is no question that if any dealer looks about him, takes in information he hears or reads about, and applies it to his own business his progress will be much more rapid.

Selling New Brand of Olive Oil.

Herewith is an instance where a Cobourg, Ont., retailer increased his sales of a certain brand of olive oil to a marked extent. On getting in the new brand he decided to make a test of its quality by using the tongue of a good judge of olive oil and if found satisfactory by adopting the success of the test to his own business.

The dealer in question is Mr. Hooley, of Hooley & Son, grocers in that Lake Ontario town. To begin with Cobourg is a spot visited in summer by a large number of United States visitors. It is convenient to Yankee cities across the lake and many families—usually minus their husbands—spend the hotter months there.

"I got in a shipment of a new brand of olive oil," said Mr. Hooley, in relating the circumstances, "and began figuring how I could sell it. There was an American woman whom I knew was a lover of good olive oil so decided to get her recommendation if the article warranted it.

Just in Her Line.

"If I'm a judge of anything in the world it's olive oil," she told me when I broached the subject.

"I asked her to take home some and try it and if she didn't like it she could return it.

"You can recommend that olive oil to anybody," she said next time she came into the store. "It is splendid stuff and you had better put another one away for me."

Knowledge Used with Results.

"So naturally we used her recommendation and last summer worked up a trade of 40 gallons simply because we could state for a fact it was capable of bearing out all we could say in favor of it."

In the Hooley store it frequently occurs that women use the knowledge of the grocer in selecting their goods. They often ask for advice on what to buy and it is up to the dealer to decide which brand should be recommended. In such cases of course the customer has confidence in her grocer since he knows or should know more about the goods he has for sale than anybody else.

Tobacco and Cigar Show Case.

Much attention is given to tobaccos, cigars and pipes in this store. Hooley & Son have a long counter show case just inside the door and in this is always a neat display.

That there are some peculiar characters in this world was exemplified one time by Mr. Hooley in selling a pipe.

The customer looked over the assortment and gradually got his choice down to two. Both were the same price but one was a little better than the other, although the prospective purchaser didn't know it. He was not a judge of pipes.

"Now which one would you advise me to buy?" the customer asked, whereupon the better one was naturally pointed out by Mr. Hooley.

"I'll take the other," he immediately said, put the pipe in his mouth and paid for it."

The man had evidently made up his mind that the grocer wanted to get rid of the worst. Such are the peculiarities of some people.

Farmers' Methods Changed.

An interesting question has been raised by Mr. Hooley on the change in methods of farmers from those they followed in the past. He points out that whereas in years gone by, farmers used to spend their money in the towns now they deal at the cross-road store. Then there was little mixed farming; not it is all mixed and the farmer hasn't the same amount of grain to move as before. He takes his produce to the nearest store and gets his groceries.

"Farmers come here on Saturdays in the winter time merely to meet one another," he said. "They do little purchasing and they cannot trust their wives in summer with horses when they have to come any distance. They prefer going over in the evening, once or twice a week, to the country store and once they get in the way of doing this they continue throughout the year. It

means that country towns have lost a lot of business in this way."

Those Tough Luck Stories.

Cobourg dealers are interested in account collecting. They are as familiar with the hard luck tales as are the grocers in any other town.

In advising merchants to go slowly and carefully with those who sometimes are unable to pay yet who do not intend to be dishonest, one dealer tells an interesting story.

"One man a few years ago used to get from me," he said, "a few items now and again on credit until finally it got up to some \$4 or \$5. I asked him for something as I didn't want to see the account get beyond him. He was hard up at the time and couldn't pay it so I diplomatically showed him how I couldn't let him have any more goods on credit unless he settled.

Was Not Offended.

"This had the desired effect so he began paying cash for everything without clearing off the book debt. Since that time he has been dealing with me on a cash basis, his business amounting to \$80 or \$90 a year. Occasionally he gets hard up and wants credit but I have always the outstanding debt to refer to. I say 'just as soon as you clear that off then we'll begin all over again.' The result is he continues to pay the cash.

"Had I been harsh with him in the first place I would no doubt have lost not only the \$4.50 but his cash business ever since. I believe in being fair and reasonable with a man but I maintain that we should closely watch our books to prevent bad debts."

A Change Suggested.

Railway employes are paid once a month, but Mr. Hooley above referred to, believes this should be changed to weekly. Factories, he thinks, should be on the same basis. Then a merchant, says Mr. Hooley, is in a position to watch a customer more closely and keep him within bounds. One could then put a weekly limit on a doubtful pay and if he should get behind two or three dollars in that time, he can be checked up before he is in debt to the extent of eight or ten dollars. If this policy were in force there would, he maintains, be less likelihood of any lengthy poor book accounts.

The food value of walnuts is high. They are rich in fat, containing as much as 63 per cent., while the proteins amount to nearly 16 per cent. It has been calculated that 30 large walnut kernels contain as much fat as 2¾ pounds of lean beef, and yet the walnut is used as a supplement to a square meal.

Plan

Planning best facilities no easy proposition. Considerations of convenience and convenience. The Laws have a large by 70 feet.



Ground Plan

In addition to goods, boots and footwear are stored in windows in front by two doors. groceries. As plan shown here ware are arranged in department, as related with the any other.

Near the front grocery department

Plan of British Columbia General Store

How the Various Departments are Arranged—Groceries and Crockery Close Together—Cigar Show Case Near Front Door—Modern Display Fixtures Used Throughout—Frost-proof Warehouse for Vegetables.

Planning a general store to give the best facilities for handling customers is no easy problem. It requires careful consideration in the location of departments and sections of departments, if convenience in service is to be realized.

The Lawson Limited, Kelowna, B.C., have a large general store 80 feet wide by 70 feet frontage in dimensions. In

show case. This is a good idea as it catches the eye of the masculine sex from both the men's wear and grocery departments as well as from the door itself.

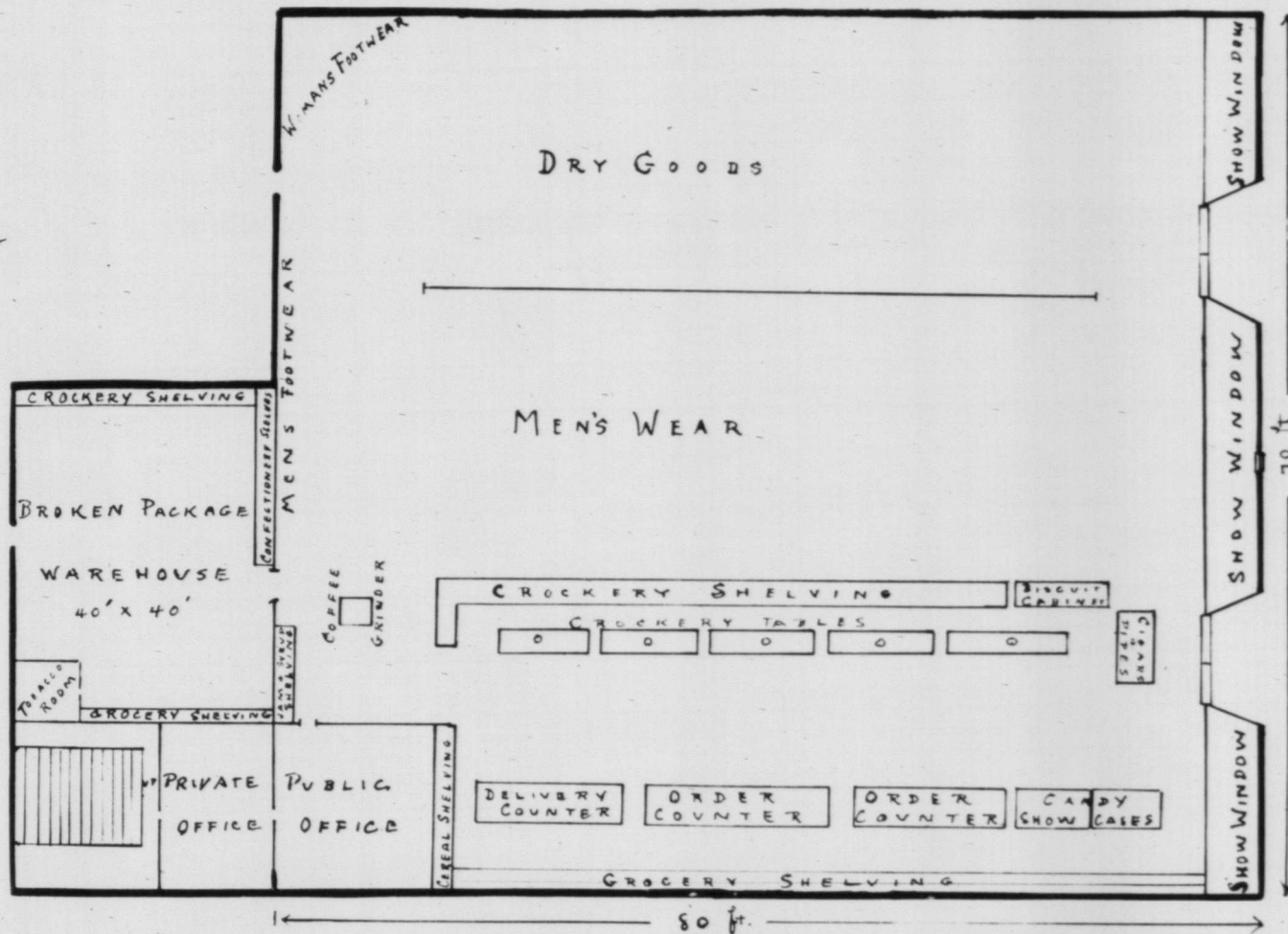
It will be noted from the plan that this store has a special delivery counter where goods for delivery are placed. Phone orders are taken from the buyers'

cement warehouse 40 by 80 feet. This is fireproof and includes two rooms in the rear, each 20 by 20 feet which are frost-proof as well. Apples, potatoes and other vegetables are stored there without any danger of being frost-bitten.

Shelving for Surplus Goods.

In the Broken Package Warehouse may be seen surplus shelving for groceries, confectionery and crockery as well as a special corner for tobaccos.

If at all possible it might be advisable to place the office in a central position where a view of the entire store could be obtained. The office in a store often suggests the payment of an account, and



Ground Plan of the Thos. Lawson Limited, General Store in Kelowna, B.C. Modern Bin Fixtures are Installed in Every Department.

addition to groceries and crockery, dry goods, boots and shoes, men's wear and footwear are sold. There are three show windows in front of the store separated by two doors. One window is devoted to groceries. As will be noticed from the plan shown herewith crockery and china-ware are arranged near the grocery department, as these goods are more associated with that department than with any other.

Near the front door leading into the grocery department is a cigar and pipe

desk in the office, but there is also another phone behind the counter, in case there is no person at the desk.

Display Fixtures Throughout.

The grocery shelving and counters are fitted with modern display receptacles that keep out dust and dirt. The biscuit cabinet, the crockery counters and shelving, and in fact the entire store, including the office is fitted in a similar up-to-date way.

To the rear of the store is two-storey

if it is a benefactor in this respect, naturally it should be where everyone can see it.

The balance of the store is well portioned off into men's wear and men's footwear in the centre with dry goods and ladies' footwear at the opposite side.

In the construction of any general store, as intimated above, special attention should be given to convenience in serving and in the arrangement of departments according to their associations with one another.

Dealer Creates Demand for Brand of Tea

By His Own Efforts he Sells 1,800 Pounds in 1911—Was Confident of Its Value and Used His Selling Strength to Introduce it to Customers—How He Sells Fruits, Fish, Pork Products, etc.

CREATING demand for a good article where none existed before is undoubtedly one of the most commendable features of retail selling.

A good illustration of what can be accomplished in this respect comes from Bowmanville, Ont. T. H. Knight of that town does not simply supply actual demand, but works up good trade in goods which eventually are among his best sellers, whereas originally his customers never inquired for them.

"Two years ago," Mr. Knight recently stated, "there was scarcely a pound of — tea sold in Bowmanville," naming a brand of package tea.

\$640 Worth Sold in 1911.

"When I was persuaded to buy it, I investigated the proposition and found it good value for the money. After trying it myself I urged customer after customer to try it, knowing they would be pleased. They were, too, and the realization that it was good value spread from one family to another so that in 1911 my sales of it alone were about 1,800 pounds, or about \$640 worth."

It will therefore be seen that Mr. Knight sold on an average about six pounds per day. He created that demand himself as prior to the time he took hold of it scarcely a customer asked for it and very few if any people in Bowmanville used it.

"But to sell any line of goods," he added, "one must have confidence in it. I couldn't recommend an article about which I know nothing and I know if I did I would make a failure of it. You have got to have confidence in the lines you are pushing and know they will give satisfaction."

If he were to recommend an inferior article to any one it would only react on himself—that person would not have the confidence in him again and he therefore would simply have to supply her actual wants henceforth and possibly lose her trade.

Can Sell What He Wishes.

Mr. Knight is, however, thoroughly acquainted with his goods. He believes in getting behind goods of quality which bear a fair margin of profit and he strongly maintains he can sell what he likes.

"There is nothing under heaven I couldn't do without," he stated in his own emphatic way in this connection.

The selling power of display is given much attention in this store. One of his windows is frequently given up to fruit and vegetables. These displays are made exceedingly attractive and according to Mr. Knight and his salesman they "certainly sell the goods." They are original in design and succeed in attracting many besides regular customers. Often they assemble crowds.

Now Sell More Confectionery.

In this store bulk confectionery used to be shown in a counter glass case. A new method which has created more business is the display of them in a stand made especially for this line. It is built on the same principle as the individual biscuit show cases, somewhat in form of steps. Each display box is divided into compartments with glass covers. The different varieties of candy may therefore be easily seen and as there is a small scale on a little shelf which is a part of the stand, it takes little time to wait on customers.

This method of displaying the candy has increased sales extensively. The features of it are that the various kinds can be seen at a glance from any part of the store and the glass tops prevent pilfering. If thought advisable, such articles as prunes, dried peaches or apricots can be displayed in these receptacles and thus kept free from dust. On top of this display stand, candy such as horehound, acid drops, etc., are displayed in bottles.

Sells Fish All Summer.

Demand is created for fish, as well as confectionery, throughout the year. During the summer a white enamel receptacle is placed in one window. This is the exact shape of the window, having been made to order, and is about six inches deep. Fresh fish can be kept in ice. There is also an opening to drain off the water so that the fish are kept in first class shape.

"It sells lots of fish," declares Mr. Knight. "People passing see the inviting display and come in to buy."

Creates Ham and Bacon Sales.

There is also a special arrangement for displaying and selling pork and products.

In the windows are a number of thick glass shelves supported by nickel T-shaped posts. These shelves are in the form of steps, one higher than the other, and since they are made of glass can be kept clean easily. The nickel posts are replated in the spring.

A nice piece of cold ham or a side of bacon can be shown to best advantage and sales result.

It will be noticed from the above that this store places much dependence in the windows.

"They are the best aid to business I have," remarked Mr. Knight, "the best advertisement a grocer can use."

Work For Profit.

As before intimated, Mr. Knight maintains a dealer should not use his selling power in creating sales for goods on which the profit is small.

"If the margin of profit is not good enough, we make no attempt to sell an article," he states, "and if every grocer were like us manufacturers who don't allow a fair profit would soon go out of business whether they advertised or not."

The above facts serve as a good illustration of what can be done in the way of creating sales, if vim is placed behind the methods.

PHONE FROM STORE TO HOUSE.

Methods for Arranging a Home-made Line Which May be Useful.

Following are a couple of methods for constructing a home-made telephone which some might find useful in conversing from store to dwelling, etc.:

Take an empty tomato can, melt the bottom therefrom, over one end draw a piece of rawhide and tie tightly so it will act as a drum head. Make a hole in the middle of the rawhide large enough to insert a waxed string, which is fastened by putting a knot or button at the end of the string. This constitutes your transmitter and receiver for one end of the telephone. Do likewise on the other and draw the waxed string tight from one end of the line to the other and you will find that a conversation can be carried on very distinctly. To call, merely drum on the rawhide and it will be heard very distinctly at the other end of the line.

Another and possibly a more permanent telephone is made as follows:

Take a box about a foot square, attach it to the wall, remove the bottom from the box and draw a piece of rawhide or sheepskin tightly over same and tack securely so the end is tight like a drum head. Run a piece of wire through the centre of the rawhide and attach a button to the wire to hold it there—do likewise at the other end of the line. Draw the wire tight from one box to the other and your telephone is in working order. This type of simple home-made telephone has been known to give good service for several hundred feet, saving time and labor at practically no cost. It's worth trying.

A Store of Things That Shouldn't Be

Tea Mixed with Dirty Hands—Cat on the Counter—No Methods for Introducing New Goods or Selling Stickers—Best Part of Bookkeeping System Not Put Into Practice—Open Pails of Lard and Dust Covered Prunes. —

THE majority of the reading matter pages in this issue tell of practical methods Canadian retail dealers are using to develop their selling power and increase their business.

This article will illustrate the negative side of the question. It deals with an actual store in a small but thriving Ontario town and what is stated here are absolute facts which came under the writer's observations during a recent visit there.

In the first place the grocer in question has been in business almost 20 years. The trouble has been, in the writer's opinion, that while times changed and at the same time retail conditions, yet he did not advance with the times. He belongs to the old school and present up-to-date systems of retailing have left him so hopelessly behind that he will not likely reach the front rank again.

The appearance of the grocer was against trade with particular people. Whether his face and hands had seen the wash-basin that day is a question, but one can bank on it that soap did not assist in the morning's ablutions.

Tea Mixed With Dirty Hands.

Such negligence would not, of course, make much difference if the dealer handed out only canned and package goods. But a woman customer arrived on the scene at the time and asked for tea. The grocer took a couple of scoops from two tins and dropped them on a piece of wrapping paper on the counter. Then with his dirty hands he mixed the teas in front of his customer



"With dirty hands he mixed the tea in front of the customer."

and emptied the blend into a paper bag. Fancy drinking it yourself!!!

Such slovenly methods are not conducive to business building and are bound to repel rather than attract trade.

While the tea was being weighed out a cat was having a nap on the counter not two feet away. Another was on the floor beside an old dirty stove that had not recently seen polish, and immediately in front of an open pail of lard which also occupied a space on the floor. Behind this again was a row of soap boxes piled three high, which should have occupied a space in the back warehouse.

They were, however, in keeping with the general appearance of the remainder of the store and the apparent loose methods of its proprietor.

On the counter was an open box of prunes which were literally covered with dust and dirt. If they were ever sold it would be highly interesting to know what class of people were the purchasers.

Although it was 10 o'clock in the morning the floor had not been swept. It was littered with string and paper, broken boxes, crumbs from the counter and other unsightly refuse.

Bookkeeping System Abortive.

Strange to say the dealer had established one of the recent methods for bookkeeping. He had a cabinet with a counter-check book for each customer, these books being arranged in alphabetical order in pigeon holes.

But he didn't get the use of the best feature of the system. There was a space for "past account" on each leaf which, had it been used, would not have necessitated at the end of each month the totalling up of all the charge accounts. He knew, he said, it would dispense with a lot of work but didn't just do it—that was all. "It's the proper way to bring the accounts forward," he understood, "but we don't do it here." This was his only reason.

Could Suggest Nothing.

There was much trouble with bad debts and deadbeats in that town. He realized that much money was lost each year on account of this, but had he any suggestion to offer to eliminate this feature?

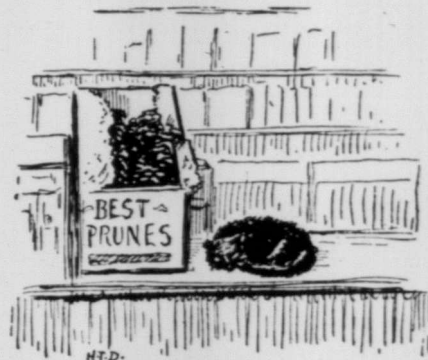
No. "We simply have to take our chances," he replied.

Neither had he any method for introducing new goods or selling off stickers. There were two show windows but from their appearance they were not used with a view to making sales. He confided the opinion that "we have to

depend on the people coming here for goods."

The Interior Display.

In one-half of the store much space is given up to crockery, chinaware, etc. These goods are to be found on the counter and shelves. But mixed indis-



Many privileges are allowed cats in this store.

criminatedly with them were canned goods, cereals, baking powder, soda, etc., which should have been only on the grocery side of the store in their proper place.

The crockery, he said, was dead stock. Anyone would expect it to be in such a store with such a manager.

He knew the Garnishee Law was unfair but could not suggest any improvement.

Gave Away 10 Cents.

While the customer above referred to was in the store he walked over to a fruit box, picked up three oranges and gave them to her as a present. That meant ten cents which at that rate per day would amount to more than \$30 in a year.

For examples of things that shouldn't be, this store will hold the record until something worse is produced.

CHEESE AND CRACKER DISPLAY.

Wm. C. Miller, a Yonge Street, Toronto, grocer, recently had a display of cheese that without doubt aroused a great deal of interest in this line. The display was not large but quite an assortment of different kinds was shown. The display was made on a large flat of plate glass raised slightly above the level of the counter, the associated line, crackers, being shown underneath the glass.

Besides the ordinary domestic cheese, the display contained Pimento, Swiss, Roquefort, Gorgonzola, Limburger, Stilton, cream cheese, as well as peanut butter.

Such a display of the various lines could not help but interest customers, and if sales did not follow at the moment, it would at least acquaint customers with the fact that all these kinds of cheese might be had at this store.

Advises Studying the Selling Points

Unless Grocer and Clerks Know These Talking Points Best Results Cannot Be Secured, Says Quebec City Dealer—Man Who Simply Hands Out Goods Asked For, Classed As Slot Machine—Salesmanship Overcomes Price Cutting.

A Quebec city grocer whose success is indicated by the possession of a growing business recently in an interview emphasized the importance of knowing all there is to know about the goods.

"Where a good many clerks fall down," he remarked, "is in failing to master the selling points of each article. I find that it pays in every sense of the word to study the goods I handle, and I do study them at every opportunity.

The Work of a Slot Machine.

"Of course, there are lots of people who purchase things they want. A slot machine could wait on such customers. But there are others—the vast majority, in my experience—who in buying will visit two or three different stores. To cinch the business of such customers we have to convince them ours is the best value for the money.

"And I find that the statement that an article is 'positively the best' isn't usually convincing. The salesman has to appeal to the customer's intelligence in a subtler fashion than that. For instance, if I want to emphasize the value of our coffee, I don't use a lot of superlative adjectives. No, the best course I find is to tell the customer why the stuff we sell him will make him the best coffee he ever drank—and I can give him directions for making it, too, that will ensure the product being up to the mark. It's just the same all along the line.

Know the Selling Points.

"And there's more to this than just helping sales. Studying the selling points will educate the clerk to the selling of better goods. I find that quite often a clerk will push an article at a

popular price because it sells easily, while better lines at higher prices and better profits remain on the shelves. The clerk himself doesn't understand just where the difference lies which would justify the higher price; and, because he can't explain the difference, he's actually afraid to introduce the higher priced goods. Now, when he knows just what the difference is, he can push the quality article and at the same time avoid knocking the cheaper line of stuff.

"Salesmanship of this sort is the most effective way of meeting price cutting. It's my experience that it pays a grocer to understand the selling points of his goods, and when he has a few minutes to spare it's a real good investment to talk over this article or that with the 'boys,' too."

Backbone Needed to Prevent Price Cutting

If Every Dealer Succumbed to "I Can Get it at Blank's for That" Threat, Retail Business Would be in Quite a Turmoil—Instance of Where Woman Was Wrong—Should Have Been Potatoes, but She Said Tomatoes.

"Half the failures in business, I honestly believe, are due to lack of courage on the part of merchants," declared a prominent Calgary grocer. "Merchants are afraid to strike out on their own initiative. Each man is watching what the other fellow is doing.

"That's the cause of a lot of foolish price-cutting, with consequent business disaster. One man sees the fellow next door making a cut on a certain line, selling a cent or two less; and forthwith he, too, must cut. It may be that the man next door has purchased to a little better advantage and doesn't know that he is retailing at a lower price than his competitor. But each grocer seems to think that if he doesn't meet his competitor's price, he'll have to drop right behind in the race, put up the shutters and go out of business.

Believes in Maintaining Profit.

"Now, that view of things is perfectly foolish. It's absolutely impossible to have exact uniformity of prices, unless there is an understanding with a view to fixing prices. There must be some difference in prices between one store and another. But because one man sells

a certain article a cent or two lower, is no reason why every other grocer should chop his price accordingly. I find it pays to hold up the price to a decent level. People buy from me just the same; and I make as much on a single sale, in some cases, as the other fellow makes on two.

"This foolish business of always meeting the other fellow's price is responsible for a lot of failures and a great deal of hard feeling that shouldn't exist at all. Just because someone comes in and tells him that a rival is selling say, sweet potatoes at eight pounds for 25c., a grocer thinks that he should sell his sweet potatoes at the identical price, where he has been selling six for a quarter. He doesn't stop to point out the difference in quality, or to give the customer some enlightening information with regard to the different varieties. And it's the same with a lot of other lines. If I cut whenever I heard that a rival was cutting, or went by everything that was told me, I'd be cutting prices all the time.

A Tomato Sale.

"Last spring a typical instance occurred. It was when the first tomatoes

came in. We had been selling at ten cents for a small basket. A lady asked for a peck of tomatoes, and offered 25c. I explained that the price was ten cents a quart.

"But they were selling on the market at 25c. a peck," she rejoined. "Mrs. So-and-So said they were that price on the market and in the stores."

"Well," I told her, (for I knew pretty well what tomatoes were worth) "if you can buy any in the city at 25c. a peck, I'll make you a present of all the tomatoes I've got in stock right now."

Potatoes and Not Tomatoes.

"She was about to start out, when she thought of something. 'Can I telephone Mrs. Blank?' she asked. 'Of course,' I rejoined. She telephoned, and a minute later she came back and bought a quart of tomatoes at ten cents. I didn't like to enquire too closely; but before she went she explained that when Mrs. Blank was talking to her before she, herself hadn't been listening very closely, and what Mrs. Blank really told her was that she'd bought POTATOES at 25c. a peck."



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Good Advertising



Bargain Idea Making Way for Service

Advertising of Marshall Field & Company Emphasizes Growing Importance of Honest Goods at Reasonable Prices with Adequate Service—Service is that Which Effects Genuine Economy.

Modern retail business builders are more and more coming to the conclusion that Service rather than Bargains is the dominant feature in getting new business that proves profitable. Every reader knows about the great Marshall Field & Co. store in Chicago. Being a departmental store one would naturally suppose it would cater to a large extent to the bargain hunter. That is not so. The ideals of this institution so far as Service is concerned are lofty. This will be observed from the following business editorial which appeared some time ago in their advertisement in Chicago newspapers:

“THE SERVICE AND SPIRIT OF A GREAT STORE.

“Profits are legitimate only when they come from service.”—Woodrow Wilson.

“The Passing of the Bargain Idea.

“Look into any retail business, large or small, and it will be found that it is governed by either one or the other of two basic ideas:

“First—The bargain Idea.

“Second—The Idea of Service.

“The Bargain Idea is put first because it is so old historically. It goes back to dim centuries when the merchant was a peddler, selling from a pack at markets and fairs. His profits depended largely on the gaudiness and apparent cheapness of his goods and his skill at double-dealing. Of course, his methods were such that nothing but improvement was possible. Yet the merchant of today who is wedded to his Bargain Idea still underrates public intelligence. He assumes that penny-saving is the chief object of people purchasing goods. He centers effort on buying merchandise that will be tempting by reason of the bare prices he can mark upon it. Value and quality are taken into account last of all—sometimes never. This sort of merchant offers the public a disconnected string of ‘price sensations.’ Yesterday

it was marked-down ribbons, to-day bargain shoes, to-morrow a terrific slaughter in clothespins. Everything is haphazard, and stocks have little relation to the wide needs of the modern family.

Takes Broader Aspect.

“But a merchant guided by The Service Idea on the other hand, has a broad conception of the public’s intelligence, sees his community needs as a whole, and understands his own function in it. He knows that customers weigh points of value as well as prices—purity, durability, appearance, convenience, originality. He searches the world for the latest and most beautiful products. Even though he has but a small establishment, his stocks will be complete, representative, adequate to meet the whole demand in his line of the average family, and they will be maintained with a view to progress in that line. Shopping is made agreeable. Growth and reputation come from customers’ satisfaction after goods are in use and price forgotten.

From its foundation the business of Marshall Field & Company has been governed by this Service Idea. The public’s discrimination, intelligence and appreciation of true values have not only been understood, but have been the chief force in shaping this business.

Bargain Idea is Wrong.

“The old Bargain Idea . . . is a subtle commercial fallacy, difficult to keep out even where a business is rigidly held to principles of Service. Ideals may be clear, yet doubts arise. Some rival, appealing to the public on cheapness alone, may seem to be gaining an advantage. In a given case there may be a feeling that the public cannot be trusted to distinguish value. There is always the temptation to rest the case on cheapness just this once, let value take care of itself, and cater to the de-

sire for crowds. That tendency has to be fought constantly, consistently and vigorously.

“But the Bargain Idea in its general acceptance is certainly passing away. If an article said to be worth a dollar is offered at seventy cents, there is exactly thirty cents in value missing somewhere. Haphazard bargain-hunting is steadily giving way to intelligent, constructive, economical buying for the needs of the home.

Sound Value, Reasonable Prices.

“As understood by Marshall Field & Company, that only is service which effects genuine economies for the customer and facilitates the work of shopping. Selections in every section of this store are ample, representative. Stock is so arranged that practically all requirements for man, woman, child, or home may be bought here with the least expenditure of time and energy. Sound values are so adjusted to reasonable prices that there is a saving of money, true value considered. The customer confining purchases to the establishment of Marshall Field & Company all the year around will be able to figure definite savings over anything that could be effected by indiscriminate bargain-hunting. At the same time, in the normal adjustment of their great stocks day by day, remainders of goods are constantly being sold at reduced prices, without resort to sensational methods.

“That is the Service Idea governing this store, and for nearly half a century the business has grown up on it.”

Montana has a new law which makes it an offence to call eggs over seven days old “fresh eggs.”

To remove a tight cover from a baking powder or similar tin, lay the tin on its side and roll it swiftly under the palm of the hand. This will loosen the cover.

Friendly Criticisms of Newspaper Copy

What Ad. Writers Should put Into Their Copy to insure it Being Read and Acted Upon—An Analysis of Eight Newspaper Ads. With Suggestions on How They Could be Improved—Absence of Rules Preferable.

By A. H. McKay.

Newspaper advertising is either an expense or an investment. It is an expense when it ISN'T read, or when IS read but DOESN'T bring results. To become an investment it MUST be read and the copy must be written so that when read it will not only create a DESIRE on the part of the reader to purchase but that that desire will be transferred into ACTION.

It is, therefore, plainly seen that the writer of ad-copy must arrange his copy so that it will ATTRACT readers and be read; and so that when read, the reader will ACT on the suggestion and purchase. That advertising has proven an investment to hundreds of Canadian dealers is beyond contradiction. That it is called an expense by others, is probably due to inefficiency in the writing of the copy.

Generalities Tabooed.

In the first place an ad-writer must have something definite to talk about. Then he must arrange it in plain, readable, business-like fashion, adding if possible an appropriate illustration.

The more direct the proposition is broached the more effective it will be. Businesslike terms cannot be improved upon for presenting a matter of business. The advertiser who indulges in windy persiflage or who crowds his space with an exaggerated lingo punctuated with superlative adjectives may carry readers to his last sentence, but he will fail to arouse their business interest. They may admire his aptness with words but they may at the same time suspect the sincerity of the proposition he has clothed in such ornate manner. And the object of an advertisement, do not forget, is not to win encomiums on the literary style of the writer. An advertiser is a man with something to sell, not a short story writer.

Did you ever hear or read this:

He who whispers down a well
About the things he has to sell,
Will never reach the golden dollars
Unless he climbs a tree and hollers.

Climb the Tree.

To make a large success in the retail business, a man must "climb a tree and holler." He must use advertising in its various phases. If he has a bright, clean, sanitary store he should tell it. If he keeps quality goods, let the people know and give them some straight definite information. The meek, mild

waiting-for-business attitude is of little avail. A business-getter now-a-days must be a hustler who of his own accord creates business. He must be a Creative Salesman, not an order taker.

On the opposite page are several retail grocers' newspaper advertisements. Some are fairly well written and others are not. Some contain well written copy but the printer did not do the best work in setting them up.

Be Careful About Introduction.

The ad. of the Annadale Supply Co., New Westminster, B.C., is well balanced. It occupied a single column space in the newspaper. One criticism is the size of type used in setting the second paragraph beginning, "Several varieties, etc." This should have been smaller; as it is there is too much heavy type. The

Fruits to be Depended Upon

Queen Alexandra Oranges, sound, sweet and juicy, per doz. 30c

Bananas, every one guaranteed firm, per doz. - - 20c

Lemons, best on the market, per doz. - - - - 30c

Apples, the famous Wagner are worth every cent we ask—per bbl. - - - - \$5.00

The C. A. DRAKE CO.,

Phone 101 911 Stanley St., Nelson, B.C.

Suggested rearrangement in small space of The C. A. Drake Co.'s ad.

heading is neat—"Special Lines at Special Prices,"—and should catch the attention of the reader. This ad. could have been improved by telling in a few words in each case something about the quality or the flavor of the goods advertised. For instance, "New Zealand Butter—fresh, wholesome, grass make—2 lbs. for 75 cents," should without doubt induce more people to buy. The same applies to the asparagus, herring, etc. The prices quoted should be a little heavier type than the rest of the line. Let them stand out prominently.

The Kind That Isn't Read.

The advertisement of C. A. Drake Co., Nelson, British Columbia, seems to have been written at the last minute to catch the press. Goods listed in this manner do not afford a possible buyer to form any opinion regarding them. Every grocer handles these fruits; therefore there should be some distinctive reason why they should be bought at Drake's. The accompanying suggestion on this page may form a suggestion for a better ad.

One of the Best.

The ad. of the West End Grocery Co., Victoria, B.C., is one of the best written, best laid out and best set of the eight. The heading is catchy and appropriate, the general talk convincing, and the items are neatly set, with prices in black type. Something about each item, as in the case of the former ads. referred to, would have been an improvement.

Good Opportunity Lost.

The copy in J. A. Irving & Co.'s advertisement would have been improved by the addition of something descriptive regarding Spring Cleaning. The heading is a good one. Had it been followed by "The time is close at hand when particular housewives will be cleansing the home. Let us name you some of the articles you should have, to chase away the dust and dirt that has assembled during the winter," it would have been more suggestive of the season. The prices ought to have been brought out nearer the margin and printed in heavier type.

Try for Appropriate Heading.

Whidden & Richardson, of Saskatoon, Sask., have not a bad ad. Instead of "Groceries," as a heading possibly "Grocery Buying Economy," would have been more effective, followed by, "The housekeeper can save on her weekly grocery bill by reading the prices below and visiting our store." The rules should be eliminated; they detract from the appearance of the ad.

Where Space is Wasted.

Henniger's advertisement is from a Sydney, Nova Scotia paper. In the first place it would have been better to have the name at the bottom. News about oranges is what the people want

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to know about and where they can get best value for the money. Then "Orange News," or "Oranges for every Purse," would have been a better heading. Too much space is consumed by the name. The surplus could well have been used by telling more about the quality of the fruit.

Yerxa, of Fredericton, New Brunswick, usually have well written advertisements. They are newsy, informative and offer something definite. The one

must make an impression on the man who is thinking of his farm or garden. The selling talk is splendid. What the writer would have done would have been to confine the entire ad. to seeds, and instead of inserting the "Grocery Specials," named a list of garden seeds such as radish, beet, turnip, etc., and the prices. Once you begin talking seeds to a customer in the store you tell him all about them even the price, before switching off onto something else. The

But if you're going to Easy Street, you'll find you're in a race. You can't sit back and shirk your work and look at those who've won, But bid good-by to laziness and just jump in and run. You must jump in, and fight and work, nor care for one defeat; For if you take things easy you won't reach Easy Street. It's fine to be on Easy Street, free from misfortune's god,

Special Lines at Special Prices

Several Varieties Carr's and Huntley's and Parmer's Biscuits

Hall lb. packages, regular 15c, for10c

Sea Foam Asparagus, reg. 35c for25c

Fresh Herring, in tins, reg. 15c, for10c

California Peaches, Pears and Apricots in large tins, each25c

Fresh New Zealand Butter two lbs. for75c

Annandale Supply Co.

Phones 1 and 67 P. O. Box 2

FRUITS

- Oranges Queen Alexandra
- Bananas
- Lemons
- Apples The Famous Wagner

C. A. Drake Co.
Phone 101 Nelson, B.C.
841 Stanley Street

A Genial Judge of Good Eating

Who knows the difference between superior and inferior groceries, never fails to decide upon the merits of our FINE FRUITS. The groceries we offer are without exception the HIGH GRADE KINDS. You can always obtain genuine satisfaction at our store where QUALITY and LOW PRICES prevail.

THE WEST END GROCERY CO., LTD.
1002 Government Street. Tel.: 23, 38 and 1781

Get Ready for Spring Cleaning

- Brooms, 50c and 60c
- Mop Handles, 25c
- Mops, 50c
- Royal Crown, White Swan, or Eclipse Soap, 6 cakes 25c
- Household Ammonia, 25c bottle
- Window Cleaner, Iron Aml, 2 for 25c
- Dustpan for your carpets, etc., 40c per tin

J. A. IRVING & Co. THE GREAT SUPPLY HOUSE
Baker St. Phone 151

Groceries

For the Economical Housekeeper who wants her dollars to go far in providing for the home

This Week's Prices

- Strawberries, per tin 20c
- Raspberries, per tin 20c
- Cherries, per tin 20c
- Lavender berries, per tin 20c
- Pineapples, per tin 20c
- Blueberries, 2 tins 25c
- Corn, 9 tins \$1.00
- Tomatoes, 3 tins 50c
- Raspberry or Strawberry Jam (Wagstaff's, Buchanan's or Smith's, per 5 lb. pail 80c
- Wheat's Mince Meat, per 5 lb. pail 65c
- Reindeer-Jenny Cream, 9 large tins \$2.00
- Sauerkraut, 50 lbs. 25c
- Corn Flakes, 3 pkgs. 25c
- Marmalades, Pickles, per 5-lb. tin 25c
- Jelly Powders, 4 pkgs. 25c
- Extracts, Lemon and Vanilla, 8 oz. bottles . . . 60c
- DUST BANE (It Keeps Down the Dust One large tin 35c)
- Finest Creamery Butter, 2 lbs. 75c
- Strictly Fresh Eggs, 2 doz. 65c
- Pure Lard, 3 lb. pails, 50c
- Fry's Cocoa, half lb. tins . . . 25c
- Jell-O, 3 pkgs. 25c
- Taylor's Borax Soap, 6 bars 25c
- Toilet Soap, reg. 25c per box 20c

Whidden & Richardson
329 Ave. C St., Just around the corner from 20th St. Phone 386

HENNIGER'S NEWS Oranges

Jamaicas, sweet and juicy20c, 25c and 30c per dozen
Navela, seedless 25c, 30c, 40c, 50c and 60c per dozen
Grape Fruit, Pineapples, etc.
CUT FLOWERS--SEE OUR SOUTH WINDOW

APPLES!

We can give you a grand trade on Ontario Spy Apples 40 Cents Peck

ORANGES

Splendid Juicy Seedless Oranges, 18, 30 & 35 cents dozen
Very Best Valencia Oranges, 10 and 15c dozen, 40 cents peck.
Best Malaga Grapes, 15 cents pound.
Best Lemons, 25 cents dozen.

- | | |
|--|--|
| BEANS
9c quart; 3 quarts 25c
65c peck; \$2.20 bushel | SUGAR
Fine Cane Granulated,
17 lbs. \$1.00 |
| MOLASSES
Fancy Light Color Barbados
MOLASSES 40c Gal. | FISH
Fresh Herring . . . 15c doz.
Kipperd Herring . . . 25c doz.
Bluefish 20c doz.
Best Salt Herring \$3 halfbar. |

WHAT YOU CAN GET FOR A QUARTER

- 7 lbs. Large Onions . . . 25c
- 10 lbs. Smaller Onions . . 25c
- 6 pkg. White Wave . . . 25c
- 8 lbs. Farina 25c
- 10 lbs. Cornmeal 25c
- 10 lbs. Gran. Oatmeal . . . 25c
- 7 lbs. Rolled Oats 25c
- 25c pkg. Quaker Oats . . . 25c
- 6 lbs. Codfish 25c
- 4 Marguerite Cigars . . . 25c
- 2 Bottles Liniment . . . 25c
- 1 gal. Can Apples 25c
- 2 lbs. Evaporated Apples . 25c

25-cent Pills 19 cents
50-cent Patent Medicines . . . 39 cents
\$1.00 Medicines 79 and 89 cents

YERXA'S

'Phone 327 P. O. Box 628

Get Ready for Planting

You are often disappointed in not getting just the variety of seed you would like to plant. The only way to avoid that objectionable feature is to get your seeds before the other fellow. We are ready for business—seeds all opened up—and three reliable houses to pick from, FERRY'S, STEELE-BRIGGS' and MCKENZIE'S. Do not wait till the last day to get your assortment.

Grocery Specials

- Mooney Biscuits, Regular 25c, 20c
- Cowan's Cocoa, Reg 15c, 10c
- Lowney's Cocoa, Reg. 15c 10c
- Sunbeam Tea, Reg. 50c, 40c
- Reg. 40c, 30c
- Quaker Oats, 5 lb. pkg., Reg. 40c, 30c (Contains a premium)
- Post Toasties, Reg. 12 1/2c 10c
- Pure Apple Jelly, Regular 25c, 20c

JUST A REMINDER
When in need of Crockery, China or Glassware just bear us in mind.

O'KEEFE & MARTIN
The Grocers

Group of Ads. Run by Canadian Retail Dealers in Their Home Town Newspapers. Criticisms Appear in the Accompanying Article.

shown in the group is no exception. The setting is its worst feature, and here again the printer must be blamed. There are too many rules altogether. They almost give one the impression that several advertisements are there instead of one and they hamper the reader.

The last one of the group—O'Keefe & Martin—another British Columbia ad., is one of the best looking of the eight. The heading "Get Ready for Planting," is set in just about the right type and

same applies to the writing of an ad. The printer has made a nice appearing ad and that is often half the battle.

If, therefore, a retail advertiser hasn't been getting the results expected, it might be advisable to study more closely the copy being run. Better copy may solve the problem.

EASY STREET.

It's fine to be on Easy Street; it is a pleasant place;

But the road that leads to Easy Street is a long, hard road.

Don't mind the burden that you bear; be true of hand and heart;

Whether you reach the goal or not, don't play a loafer's part.

Don't waste time in envy, and never say you're beat

For if you take things easy, you won't reach Easy Street.

Actual Results from Retail Advertising

Country Town Merchant Relates Number of Experiences Where He has Secured Direct Returns—Printers' Error Showed that Ads. Were Read—Introduced Meat Sauce and Peanut Butter Through Newspaper.

By J. W. Bryans.

We have never regarded advertising as a charity to the printer, nor yet altogether as an expense. Rather have we considered it an investment and one that pays, when properly conducted, a substantial dividend.

Situated in a small town, we have had ample opportunity to test the value of the local paper as an advertising medium for the country merchant. Put to the test it has proved in our opinion quite profitable, as also has circular advertising at intervals when conducted in unison and assisted by the regular space in the local paper.

The Tracing of Results.

Perhaps one of the reasons that the grocer has been rather uncertain as to the value of advertising is that he is unable to trace what amount of business is the direct result of that advertising. It is therefore impossible to measure exactly the value of an ad. or a series of ads. The dealer, knowing of few instances in which an ad. has directly brought business, may be inclined rather to doubt its value although that same ad. may have paid for itself many times over, but unknown to the grocer.

It is true that direct results are not always traceable, but nevertheless we have had instances enough to prove that they really warrant the expenditure.

Error Proved Ad. Was Read.

That the ads. in the local paper are read we have ample proof. A mistake which recently occurred in setting up an ad. proved this to be true. One item in the copy which we sent to the printer read: "Prunes—a good food—special offer, 90's to 100 for 10c. pound."

Mistakes are liable to occur even in the best regulated printshops and when our ad. appeared it read: "Prunes—a good food—special offer, 90c. to \$1.00 for 10 pounds." The printer evidently didn't understand prune sizes.

This was certainly cheap for prunes and the enquiries which we had showed just how closely our ads. are followed. We explained that it was a mistake in printing and although it meant some loss, we followed out the reading of our ad. and sold the prunes at the lower figure quoted.

Some time ago another mistake in which "clothes pins, 3 dozen for 5c." had been changed around to "5 dozen for 3c." brought sufficient inquiries to prove that people read the ads. This brings up the question of whether a

dealer should make good a mistake in an ad. We believe that if it will not mean too big a loss it is well that he should do so. By explaining it to customers, it gives them a favorable opinion of the store and its methods.

An Inquiry From a Farmer.

Another instance which I can recall is when we advertised a brand of flour we had just begun to handle. In the copy the quality of the flour and its good bread making qualities were dwelt upon.

The paper came out on Thursday morning; Thursday afternoon a farmer came in and asked the price of it. "I just came in to-day to get the mail and some flour. I see in the paper that you have something new which you think pretty good."

We soon convinced him enough to induce him to try a sack. It proved satisfactory and he is still buying flour from us. He had only purchased small quantities of goods at intervals before this, but now each time he comes in for flour, we generally manage to interest him in something else. We expect to make him a regular customer before long.

We also had some other inquiries from that ad. One farmer's wife said she had been using that particular flour for some time, going to another neighboring town for it. Our town being closer she began purchasing from us.

Combine Newspaper With Circular.

About a year ago we issued a circular to the trade, quoting prices on a number of lines. We pointed out that we would take butter and eggs in exchange for goods. We announced in our space in the local paper that we were sending out these circulars and that every reader should see they got one.

Now, ordinarily, we could not tell just exactly what business such advertising brought us, if any. We always figured that they at least kept our name before customers, which is a good thing. These circulars, however, we sent also to people in outlying districts. The number from a distance who responded and who had never dealt with us, and in fact who rarely ever came to our town, proved the value of advertising. Especially did we have a lot of people bring us butter and eggs in exchange for goods—as we had solicited in our advertising.

Created Sales for Meat Sauce.

One manner in which a person may judge whether an ad. is really read and

whether it is such as to create real interest in the goods is in introducing a new line through the paper.

Not long ago we stocked a new line of meat sauce, advertising it in the local paper. Now meat sauces are not a particularly fast selling line at any time in our town, but the inquiries that came for that particular sauce following the advertisement were quite gratifying, considering the space that was devoted to it.

Ad. Sold Peanut Butter.

Some few years ago peanut butter was quite sparsely used in our town. We got in a shipment and announced the line in the local paper, giving some particulars about it. The ad. brought around several people who had already used the article as well as others who had been interested when they read about it. As a result peanut butter began to move quite freely with us.

We believe that continued and regular advertising, even in a small space, ultimately brings better results than spasmodic efforts in a larger space. Some firms will boom forth sensationally in large space for a couple of weeks and then discontinue altogether. We believe that the same amount of money spent in a smaller space and regularly will in the end create more business. It is keeping everlastingly at it—keeping the firm's name continuously before the public—that counts.

Conducted properly, advertising to the country merchant at least is profitable.

There is no doubt in our minds that the business traceable to advertising, if it were possible to really trace it all, would show that advertising is not an expense but an investment.

HOW CHICORY GROWS.

Something About Its History and Its Uses.

Some people have the idea that chicory grows on trees, the same as coffee. More than one person has had that idea. Such is far from being the case as chicory is a vegetable which grows like a carrot, looks like a parsnip and has a top like a sugar beet. It grows in many parts of the world but principally in Europe. Belgium produces a good quality chicory as the cool, damp summers of that climate are conducive to slow growth, developing little fibre and a greater percentage of essence.

When dug up, the root is washed, cut into small pieces and dried in a kiln until shrivelled up to about a quarter its original weight. It is afterwards roasted with a little oil or fat to prevent it burning, and ground into powder.

Some medical authorities describe chicory as a mild tonic without being an irritant.

What Good Fixtures and Equipment Mean

Montreal Store Interior Where High Class Trade is Gone After—Fixtures Include Electric Cash Register and Coffee Mill, Vegetable Display Fountain, Display Refrigerator, Silent Salesmen, Meat Slicer, Biscuit Display Rack and Spice and Cereal Receptacles.

General interior appearance has much to do with the class of customers who come into the store. A bright, clean, inviting interior is bound to attract new custom, and custom which is particular where its purchasing is done. This is the kind that is profitable to the grocer because it can afford to buy high grade goods and plenty of them.

men in business should take full advantage of it if at all possible and surroundings justify the expenditure.

Creates New Business.

The Fraser Viger Company, of Montreal, have long since realized the value of attractiveness of store interior as a business getter and business builder. Their new store erected last year on

store-floors are littered with barrels and cases among which customers sometimes have to wend their way with difficulty.

Store Has Many Modern Fixtures.

To the right and left of the entrance are handsome silent salesmen, in and on which goods are always displayed to good advantage. On the left also is an electric coffee grinder, a modern meat slicing machine and a small floor biscuit display rack.

In the centre near the rear may be seen a vegetable display fountain on which vegetables can be kept fresh and inviting by a continuous stream of water.

Along the rear end is a large display refrigerator. Cheese, butter and pro-



An interior of a well appointed Montreal Grocery Store. Silent salesmen, cash register, coffee grinder, meat slicer, display refrigerator and vegetable display fountain are among the fixtures.

The equipment, fixtures and decorations of any store make it attractive or otherwise. An interior where no care is taken in keeping the walls, ceiling and lighting fixtures clean is not conducive to bringing in new customers. People, it must be remembered—and women in particular—like to congregate and show themselves in bright and beautiful surroundings. It is a failing, if you like, to which we all are heirs, and because of this hereditary characteristic of the human race—in this country at least—

Laurier Ave., to which The Grocer has previously made reference, was constructed with the idea in view that an appeal to the eye was often the means of getting a new customer. Backed by good service the customer would be held.

The illustration shown here is one view of this store with eight members of the staff. It will be noted that both ceiling and floors are bright and clean, the former being distinctive in its architecture and the latter conspicuous for the amount of room allowed customers. Too many

visions can be kept fresh, and still be within eyes' reach of a customer at the provision counter.

Just inside the archway to the other section of the store stands a large electrically driven cash register of modern design.

In the Fraser Viger store is also a fine system of bin fixtures behind the counters. They are attractive in appearance and provide for almost everything—cereals, rice, tapicoa, spices, nuts, etc. The shelving, too, is in accord with

the general high-class appearance throughout. The fittings are all in quarter-cut oak, the counters being of the same material.

A store fitted up with such an attrac-

tive array of fixtures and equipment for convenience in serving customers must of necessity attract new business.

Such a store is a creative salesman itself.

Forced to Change from Credit to Cash

How a Country Merchant Was Practically Compelled to Start Cash Business—Competition Stepped in and Those Customers Who Owed Him Began to Deal With the New Man—Best for Business With Small Purchases He Says.

By C. Denike.

Circumstances play an important part in the career of a business and has done so in ours, as, only for a change in circumstances we would very likely still be conducting a credit business with our books loaded down with burdensome accounts and debts running into a large sum, while as it is at the present time, we are conducting a cash business with no accounts on the books and debts quite low.

This apparently ideal condition of affairs was brought about by the appearance of competition in our line of business. Generally when opposition steps in, it means to most business men a greater extension of credit and time that customers may be retained, but in our case it was just the opposite.

Always a Credit Town.

It was several years ago that we started business in a town of 1,200 population and as it was a "credit" town, we were obliged to fall in line with other business men and extend credit to customers. This went on for a number of years and while there was not any enormous amount on the books; still even after a continual hustling to keep the amount within reasonable bounds, we found it was increasing.

It was at this stage that opposition sprang up and we began to think that our troubles had really commenced. We would have to be more liberal than even before in extending credit, which would indeed be a bad state of affairs. We decided to keep close watch on the competitor and see how the business was affected.

During the first two months business dropped off a great deal and we were in a sad state of mind but decided not to give up. We analyzed affairs to see in just what way business was decreasing and in a short time solved the mystery.

Debtors Went to Opposition Store.

We found that nearly all customers who owed us would go to the other store to make their purchases as it is common for the debtor to try to evade the merchant he owes.

We came to the conclusion that if the credit system was affecting the business in this way that we would abolish it and at once started on the cash plan. When we began we made it a point to

Value of Getting a Line on the Customer

Business Building Doesn't Simply Mean Handing Out Goods Inquired For—Dealer Believes in Securing and Using Information that Will Mean Extra Business Later On.

"I find that it pays to make a careful study of each individual customer," remarked a Chatham, Ontario, grocer the other day. "Pretty nearly anybody can wait upon a customer, give him something that he asks for, and ring up the payment on the cash register; but that doesn't constitute real business building. I try each time to pick up some information about the customer which, next time he comes into the store, will help me to do business.

"For one thing, I try to remember his name and street address. When he comes the next time, he'll feel more at home if he's greeted with 'Good morning, Mr. Jones,' than he would if it were just 'Good morning.'

Remember Customers' Likes.

"Then each individual has certain peculiarities, and particular likes and dislikes. The observant merchant or clerk in the regular course of business can pick up a lot of valuable information along this line. Now, just as an example, take coffee. Some clerks will serve a customer once a week all the year round, and each time will ask the same stereotyped question, 'Strong or mild, or just medium?' It creates a far better impression, I think, if the clerk, when coffee is called for, can remark with perfect accuracy, 'You prefer it strong, don't you?' And so on all down the line.

"I know from personal experience that this sort of thing helps business a lot. It brings people back, which is one of the great things in building a busi-

ness. Some people seem to have a knack of storing away just such information where it can be drawn upon at the right moment. Others can't seemingly remember anything. I worked once with a clerk who apparently never forgot the name of a person who once gave him an order. That fellow was a genius for remembering things, and he worked his memory for all it was worth, too. It was largely his example started me on the same tack. I think the knack of remembering can be acquired, provided a clerk sets his mind to it, and it's worth while to him as well as to the business."

SUGGEST PROFITABLE GOODS.

"The clerks in our store," states a Regina, Sask., dealer, "are instructed to suggest and they do suggest to customers the purchase of profitable articles, goods which are not necessities, and it is these sales that bring the 'velvet.'"

"We pride ourselves on having no dead stock on the shelves. Everything moves at least once in 30 days. Our turnover of goods is materially assisted by our window displays.

"Our store is well-lighted, the floors are oiled, and the store front and wagons are kept well-painted and varnished. We believe in having the best horses and modern, money-saving store fixtures.

"Our window displays and our fresh fruit and vegetable displays are kept up to date, and are money-makers for us. We try to have everything possible to attract attention to the quality of our goods and the service we render.

Knows Where He is at.

Under the cash system a merchant knows when he locks the store at night just how much he has made during the day but we do not argue that it is the best system for all stores or in all cases. Our business—it is a drug business—consists chiefly of small purchases and for such a trade we consider the cash system is undoubtedly the best."

Interior Canned Food Display of 1,400 Tins

An Unusual Showing in a Retail Store—Took Salesman a Day and a Half to Arrange it—But it Created New Business—Explains Importance of Having an Attractive Interior.

It isn't often one sees a display of canned goods in a retail store such as is exemplified by the illustration on this page. It appeared in the grocery store of B. S. McMurty, 1146 Yonge street, Toronto, having been arranged by one of Mr. McMurty's salesmen, G. F. Grinyer.

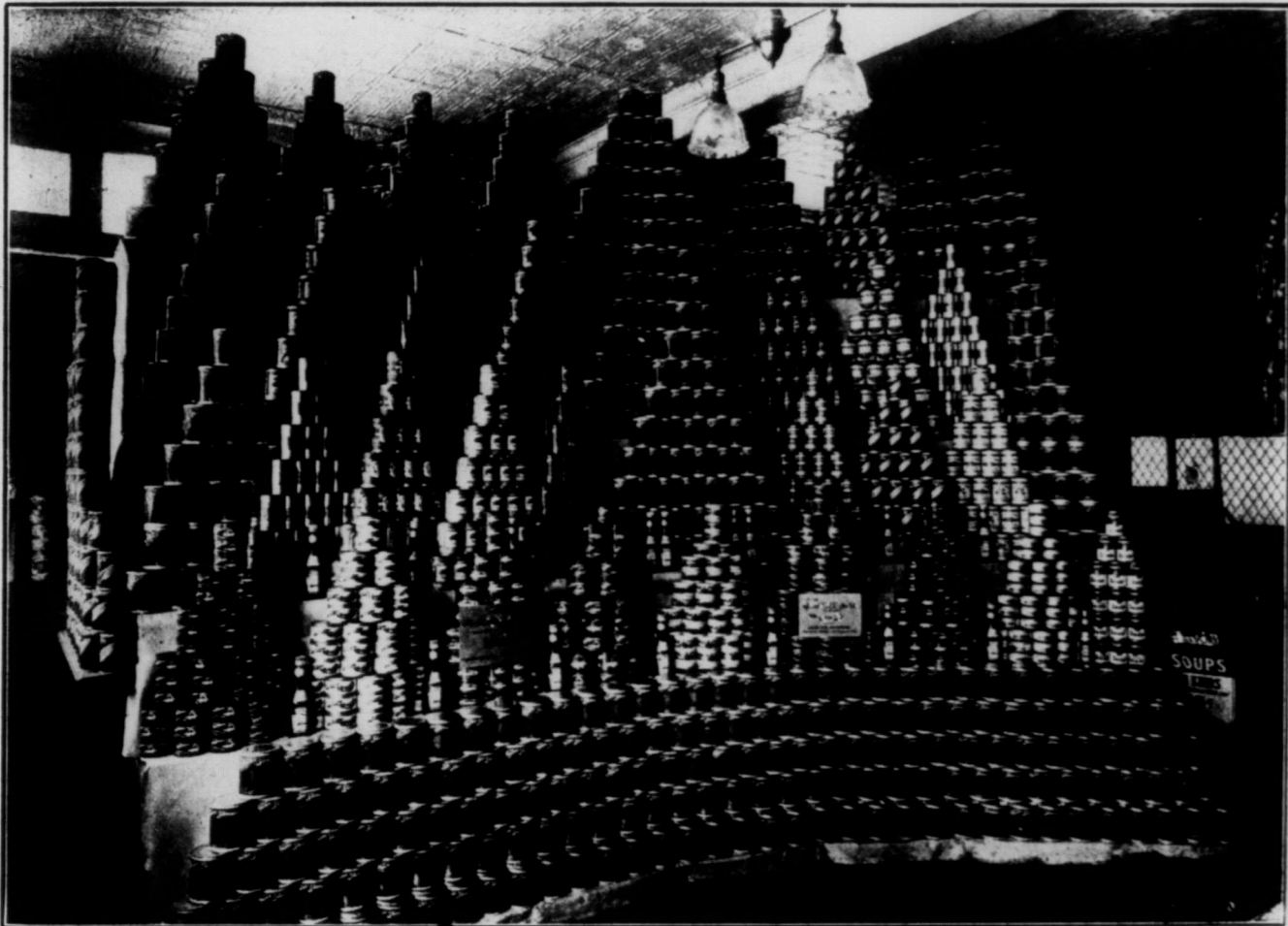
er who is eventually evolved into a regular customer.

About 1,400 Cans.

In this canned goods display there are some 1,400 tins of canned food. Of this about 450 tins are tomatoes. These may be seen in the four rows at the bottom

one enters the store. The counter is on the right from which the accompanying photograph was taken. The McMurty stores place a great deal of dependence on window displays as well as interior, one of them having won a \$10 prize in the recent Quaker Oats contest.

Every grocer must eventually realize the importance of good displays in creating demand, introducing goods, raising standard of quality and therefore increasing business. This might be just as well realized now as later.



A Display Showing Importance Placed on Interior Arrangement. Contains About 1,400 Tins and Took Day and a Half to Build.

The display certainly emphasises the fact that in this store there are canned goods and all kinds of them for sale. The moment one enters, canned goods stare him in the face and there is no possible chance of them being overlooked if the customer has had any thought at all of purchasing. The display could be easily seen from the street and created a favorable impression as to the character of the store. It is a well-known fact that a customer who is at all particular will be impressed by appearances and an inviting interior will frequently result in the casual purchas-

as well as up through the centre and at either end. In addition to tomatoes there are various brands of Canadian and French peas, corn, all sizes and brands of salmon, haddies, lobster, soup of different kinds, asparagus, and a few bottles of tomato catsup.

Mr. Grinyer spent about a day and a half arranging the display including the carpentering work on which the canned goods rest.

"But it has sold some goods," he states, and his work has, therefore, been justified.

The display is situated on the left as

There is not nearly enough attention given to interior displays in some stores and considering that an attractively arranged interior is one of the best assets a merchant can have, more time should be spent on it. It has been frequently said that the grocer's window is an index of the class of merchant the grocer is. But even more so does the interior appearance reflect this character as a merchant and the character of the goods he handles. It not only creates business but confidence on the part of customers in the goods sold and the business methods of the dealer.

Clerks---The Good, Bad and Indifferent

Actual Notes Taken on Different Classes of Clerks in Retail Grocery Stores—The One Who Raises Standard of Quality and Sell Goods Not Asked for Typified—Evidences of the Young Man Who has no Apparent Interest in Serving a Customer.

A young man went into a store in an Ontario town to purchase a box of chocolates for a particular feminine friend. In the window he had seen a box he thought might do. It was marked. He made known his wants, remarking that something like that shown in the window would probably be alright. It was a girl behind the confectionery counter, and she demonstrated herself a real saleswoman. She might have sold him the \$1 box, but she was anxious, wherever possible, to raise the standard of goods sold, because it meant larger sales, and more satisfied customers.

A Selling Talk That Sold.

She showed the \$1 box, but also placed on the counter before him two other boxes, one worth \$1.60 and the other, \$1.75. "Here is something especially nice," she said, picking up the \$1.60 box, "that I can recommend. This is a slightly larger box and everything about it is the very best. You can see for yourself that the box is very pretty, and when you see that seal," pointing to a seal which connected the ribbons and which bore a well-known name, "you can certainly depend on what is inside."

No more was necessary. The young man purchased the \$1.60 box. The saleswoman had succeeded in raising the standard goods. She had increased her sales 60 cents over what they otherwise would have been.

Such is truly an example of a good clerk. All clerks cannot, however, be described as such. Some are apparently content to hand over the counter just those articles asked for without attempting to sell more goods or raise the standard of quality.

While the writer was in a store recently, talking to the proprietor, the clerk was arranging a shelf, or rather filling it up, as apparently he was making no attempt to make it attractive. He was standing on a chair, and as he picked up each package he blew the dust off. The dust, of course, would circle through the air and settle on show case, counter, and all the goods open on the counter.

When a customer entered, it was very slowly that he tore himself away from the shelf arranging. She ordered a couple of small articles, and inquired what salmon was worth.

"Twenty-five cents," replied the

clerk, drumming on the scales with a pencil.

"It's awful dear, isn't it?"

"We have some at 20 cents," replied the clerk, still drumming.

"Is it good?"

Instead of pointing out the better quality of the dearer article, he replied, "Oh, yes," and sold her the cheaper one. She may possibly not like it, and will henceforth go elsewhere for her salmon.

Knew Nothing About New Goods.

Later the same clerk showed his inability or lack of ambition. A customer was observing a display of a new line which another clerk had made. A show card had been placed on it. "What is it like?" inquired the customer.

"I don't know," calmly replied the clerk, "some new stuff we got in."

Such information, or rather, lack of information, would certainly not interest the customer in that line.

"That's all, is it?" was the parting negative suggestion of the clerk.

Some Extra Sales Made.

How different were the selling efforts of another clerk who displayed real salesmanship ability in his work. He is drawing a good sized salary too, because he is able to sell goods. There was no waiting in his case when a customer came in. He was right there with a cheery "good morning." He took her order for a few staple lines.

"We have fresh lettuce and onions this morning," the clerk then suggested.

"No, I don't think I want any this morning."

"We have some nice washed celery. It would be very nice for Sunday dinner."

This interested her and she purchased two bunches. She then said she would like something for dessert.

"How about strawberries?" asked the clerk.

"They are a little too sweet for me," she replied.

"Well, here is something that is very nice, this canned pineapple. It is in the heavy syrup and can be had either whole or grated."

"I believe I will try a can for a change. I will take the grated."

"If you want something for pie, Mrs. Campbell, we have some excellent layer figs. They make nice pie and are easy on the sugar, you know."

"I like figs, but the last I had were not nice. They looked as if they were old."

"Well, I can guarantee these to be this year's stock. Just look at them." She purchased figs.

The Indifferent Clerk.

Then we have the clerk who seems indifferent, does not apparently care how sales go, whether he improves as a salesman or any of those other things in which he should be interested. Saturday, and his weekly pay, are about the only things that coax him onward.

This is the class of clerk who after a considerable time spent behind the counter will still be unacquainted with prices, goods carried, or any of the important details so essential to a good salesman. The writer ran across just such a clerk a short time ago.

A customer inquired for a line that might be called a grocery specialty. The clerk seemed a little hazy. Possibly he had some slight recollection of having seen it about the store at some time. It is quite evident that he had not been interested enough to glean any particulars about it.

Without speaking a word to the customer, he calmly leaned against the counter and surveyed the shelves. Then underneath the counter was given his attention. Finally he waddled down to the back of the store to ask the proprietor.

Back he came with the article, whistling lustily the latest "rag time," and depositing it before the customer, jerked out, "Is that it?" as if it were the customer's business to know, not his.

Didn't Know the Price.

"How much is it?" enquired the customer.

The clerk suddenly awakened to the fact that he had forgotten to ask the proprietor the price. It was rather too far to walk again so he made use of his strong bass vocal organs to inquire the price. It was transmitted back and given to the customer.

"Is this pretty good stuff?" asked the customer.

"Yep, I think it is," was the far from assuring answer of the clerk.

He Lost His Job.

It was learned about a month after that this clerk was no longer employed in that store. No one would be a bit surprised. A clerk with such a lack of ambition to learn the necessary things about the business at which he is working does not deserve to be retained by any proprietor. The clerk who is indifferent to his employer's business cannot hope to succeed.

New Cereal Introduced Over Counter

Belleville Dealer Places His Selling Power Behind It—Sixteen Packages Sold In Four Days—How He Gets Customers to Buy a Good Brand of Pastry Flour With Better Profit—Introducing Meat Sauces, Etc.—Methods to Prevent Bad Book Debts.

"No goods are pushed in this store unless they bear a fair margin of profit," is what A. J. McCrodan, Belleville, Ont., says about salesmanship.

"If there is profit backing a good article, then we make it a point to sell it; if not, we don't."

In the McCrodan's store they sell things, besides supplying actual demand. New goods, worthy of backing, are sold because energy is put into the work.

Selling a New Cereal.

"We just got in that new cereal last week," said Mr. McCrodan, "and are already selling it to our customers without any outside advertising assistance whatever. We placed it on the counter, and whenever a possible customer came in, we pointed to the fact that this cereal was something new—everybody usually likes to try new things—and in the first four days of this week sold sixteen packages. Not very much, but it's a start, and will lead to more business."

Mr. McCrodan is, therefore, entitled to the credit of all sales in future arising from these sixteen. He has created that demand by his own efforts, and every time one of those sixteen customers asks for that particular article again, he and his salesmen do not simply act as a machine in handing out the goods, but they are reaping the reward of the selling work previously done.

That introduction was merely the nucleus of a possible perpetual demand—the future demand, of course, depending on the quality, flavor, etc.—which would no doubt mean a good many extra dollars.

Display Sells New Lines.

Other goods are sold similarly in the McCrodan store. "If a new line of meat sauce, salad dressing, preserved fruit, etc., is secured, we show it on the counter, and talk it up at every possible opportunity.

"Often, too, we place a new line like that in the window, where people see it. They come in to ask about it, which means the sale is already made. If they like it, they tell their friends, and very soon others are making inquiries. It works out that in a few months time we are selling a considerable quantity, and all from that one window display.

"We try to keep what the people ask for, but do not display prominently any line without a good profit.

Changed Brand of Pastry Flour.

"I have recently got many of my customers buying a pastry flour which I recommended. Many of them who were using another, are now convinced I am offering them better value as a pastry flour, the profit is a little better, and I am selling more flour."

Still another line is the McCrodan store pushing with success. A competitor dealing exclusively in this line sells the goods by giving something extra as a premium. Mr. McCrodan points out to customers who buy this line at the opposition store that he gives them bet-

"I haven't lost more than \$200 in sixteen years," he said, referring to bad book debts. "It is a man's own fault if he loses \$3,000 or \$4,000 in bad accounts."

In such a case, he claims a dealer has been too anxious to get trade, and is almost sure to sustain these losses. Neither does he believe in forcing a man under certain circumstances—illness, etc.

"Treat him right, and you will get your money back" is his motto. In his opinion, salesmanship is only to be commended when you get your money. Anybody can load up a dead-beat.



Where a Good Selling Talk Resulted in Sale of a New Cereal.

ter value for the money. He demonstrates this fact in his own store, and now this trade is coming back to him.

Opens Accounts With Good Pays.

Mr. McCrodan believes that an important part of any dealer's success is getting his money from credit customers. It is one of his policies, for instance, to open accounts only with conductors, brakemen, engineers and firemen on the railways. These men receive anywhere from \$85 to \$125 per month, and, therefore, earn enough to pay their grocery bills. Others have to pay cash. Having been in business in Belleville for many years, he knows pretty nearly everybody, and is therefore in a good position to watch credits

New men in the trade in a certain town in Mr. McCrodan's opinion, are not usually careful enough. Because of the fact that they do not know the people well, they should not allow their anxiety to attract new customers to run away with their good business judgment. "Bad debts have put many a man out of business," he states, and he is right.

Personal Attention to Railway Accounts.

His method of handling the "railway trade" is to look after it personally. He himself calls on the wives of the men every Monday and Friday for orders, and in this manner keeps closely in touch with them and their necessities. He believes railway men should be paid monthly, as at present.

Selling Methods of St. John, N.B., Dealer

A Store in Which Business is Not Waited for But Gone After—Interior Arrangement Attractive to Induce Public to Come in—Fixtures Installed That Aid in Service—Fish and Confectionery Departments Given Special Attention.

AFTER having conducted a grocery business for twenty years with each year bringing renewed and improved successes, it would hardly be exaggerating to say that F. E. Williams & Co., St. John, New Brunswick, are well experienced in grocery circles. The business was begun on a moderate scale and now occupies the whole of the three-storey brick building in which it was established.

with whom they first opened accounts twenty years ago, are still purchasing their household supplies from the shelves with the same degree of contentment. "Reliability" is their watchword and it is looked upon as one of the best to induce custom, for with reliable goods in store, the natural sequel is satisfied customers, and increased business. The firm keep closely in touch with latest methods and ideas in

an important factor, but selling methods have been material aids as well, and by this I do not mean "forcing" or "superfluously talking sales" so much as being attentive to detail, keeping a well furnished store, replenishing stock carefully, looking after the new ideas in fixtures, lighting, etc., and installing the latest in patents for attracting attention from the general public on which we have to depend for trade."



Exterior View of F. E. Williams' Handsome Store in St. John, N.B. The Windows Are Dressed in Easter Lily Garb.

This firm is recognized as among the leading dealers in St. John, if not in the Maritime Provinces, and every article from the store bears the stamp of reliability; for unless the goods are of a nature which can be recommended to any customer, they will find no place in stock with F. E. Williams & Co.

Twenty-Year Customers.

In the centre of a fine residential district with an extensive territory to draw trade, the firm cater to a good class of customers, and many of the families

conducting a grocery store, so that while they may be old from the standpoint of inception, from the trade point of view they aim to be entirely modern and new.

Frank E. Williams is the real head of the business. "There have been many changes in the grocery business in St. John since I first started a score of years ago," he said recently, "but I have always made it a point to keep well abreast of the times, to retain my old customers and to attract new ones. To do this of course, experience has been

A Store That Attracts.

Keeping in mind these suggestions, Mr. Williams has met with prosperity. On entering his store it is noticed that there is a general air of cleanliness which at once commands attention, that his goods appear fresh and tempting, and that his fixtures and methods in displaying the various lines are such as to do so to the best possible advantage. His store has two entrances, the one leading to the grocery department, the other to the meat and fish departments,

and the whole is connected by a doorway in the interior so that customers may pass freely from one to the other. Hygienic methods are carefully attended to in the grocery store and in the meat and fish departments as well, and every article kept in bulk in the shop, is protected from dust, flies, or other menace to trade, by hermetically sealed covers of plate glass, so that the contents of the jar, box, or other receptacle for holding goods are easily visible and appealingly displayed to catch the eye of the prospective purchaser.

Believer in Price Tickets.

Fully ninety per-cent. of the goods carried in stock and displayed to attract attention bear price-tags and most of the lines when featured in a fairly large quantity have a short, snappy, catchy paragraph as well to further interest the customer. This is especially true in the matter of window displays. This latter is regarded as being of keen importance in creating custom by the firm, and frequent changes of display goods are made with the intention of attracting passing trade.

Fish Display Changed Daily.

In the grocery department the windows are changed quite frequently and made to appear as appealing as possible, while in the meat and fish stores there is not a night that the display of meats and fish is not changed and a different line featured.

There is considerable travel along the street on which the store has its greater frontage, and because of this, to draw attention to the windows, the goods, and the shop itself, the store is lighted every evening during the week so that those passing along must see what goods are displayed in the windows, in the silent salesmen inside, on the shelves and in fixtures and other places about the premises.

Clerks Have Specific Duties.

One reason given by the firm for the tidy, and attractive exterior and interior of the store is that they have departmentized to as great an extent as is possible, and each clerk is responsible for some certain sections wherein are offered or stored lines of goods which it is easy to group together and for one clerk to give his especial personal attention. It has been found that the results are much better and more productive than when it is left with the clerks in general to attend to the various details of the store arrangement.

For instance, one clerk is responsible for a particular counter and the goods in the fixtures beneath and behind, and the same is true as regards the rear store fixtures, the show cases and silent sales-

men, but of course the departmentizing does not prevent a clerk who gives his personal attention to some particular lines, from attending to the wants of a customer in others.

These methods serve to keep the clerks well in touch with the store and the stock and do not permit of some lines becoming more stocked than others, while they also tend to familiarize the staff with the various goods kept for sale, and make the suggestive policy of selling the more easy.

Staff Tender Suggestions.

At all times of the year it is expected of the staff to report on what might prove to the advantage of the store in the way of suggestions for the selling of some one or other line, displaying some wares, or replenishing a low line of stock. Interest in the welfare of the firm is thus more keen and under such circumstances the answer to a customer's query which is sometimes, "Well, we are all out of that special line, Mrs. So-and-so," is never heard in F. E. Williams' store.

On entering the store a delightful and fragrant aroma of coffee greets the sense of smell, and on looking about there is seen an electric mill for the preparation of this drink. "Fresh ground coffee, a specialty," is one of the maxims of the store policy. And nearby in galvanized casings different blends of teas are kept, while inside glass panels in the fixtures adjoining are samples of the various grades of coffee and tea kept for sale.

The Confectionery Department.

Another manner in which to induce sales by creative methods outside of salesmanship is manifested in the tempting array of fancy cakes of all kinds shown in fixtures near the door of the grocery. These are featured in boxes alike in pattern and with oval fronts of glass so that the contents may easily be seen without having to open the cases. Beneath these cake fixtures are pails of candies with patent glass coverings and nearby in show cases or silent salesmen are the fancier lines of chocolates and candies kept in store.

Above these suspended by chains from the ceiling are glass shelves on which repose the boxed goods which it is desired to feature, and there are also glass jars in which candies are kept.

A Mirrored Refrigerator.

To the rear of the meat and fish department is a large roomy refrigerator which is of material value in conducting this branch of the business. It is furnished with large mirrors inside so that the goods stored in it can be seen both from the front and rear and there are also several plate glass shelves on which

cut roasts, steaks, or other maller meats are deposited before delivery.

Special Seasons Taken Advantage of.

At certain seasons of the year special efforts are made by the management to induce extra custom by the featuring of lines appropriate to the occasion, and this is a policy which has at all times worked advantageously. For instance at Christmas time special lines of goods are stocked which are not regularly on the order list and the clerks are given instructions to "boost" these as largely as possible, while at Easter the same policy is resorted to.

Few customers are allowed to leave the store without carrying with them or having given an order for the lines which are being pushed or some of them at least. This policy is not only adhered to in the grocery department, where extra lines of candies, fruits, nuts, and other articles are featured, but in the meat store as well, for here are displayed to advantage choice western beef, poultry, relishes, etc., and customers are always reminded that these have just been received for the Easter market.

No Special Ordering by Phone.

The idea of telephoning to customers and asking for an order at stated intervals during the week, for instance on a Thursday evening to get a Friday fish order was tried for a while with this firm, but eventually was abandoned. It was found that while some of the customers slightly favored the scheme the majority did not, particularly those who were not regular dealers with the store. It was found that the orders would come in for some thing or other just the same, and the policy was given up. Some people who had fairly large homes, would be in a distant part of their house when the phone would ring and they would have to leave something important in order to go to another portion of the house, or downstairs, perhaps, to answer it, and when they found what was wanted, they would be none too well pleased.

During Lent and Advent.

In the season of Lent and Advent extra endeavors are resorted to in order to work up and keep the fish trade and the best known means, the management say, is to always have in stock a full supply of all the lines of fish, have them nicely and attractively displayed and suggest to a dubious customer that perhaps a fish dinner would make a pleasing change from continual diets of meat, etc. Every other day in the Lenten season the display of fish in the fish window is changed and with pieces of ice and greenery it is made as attractive as possible.

Winnipeg Dealer's Success in Two Years

For Thirty Years Was Employed as Salesman with Hudson Bay Co.—Phenomenal Results From a Cheese Window Which Shows One Method For Introducing Goods—Winnipeg's Cosmopolitan Population Have Many Tastes.

AMONG the many successful grocers in Winnipeg, few have achieved more marked success than R. H. Graham—"Dolphy" Graham, as he is called, for the old sport nick-name sticks.

Mr. Graham was for thirty years an employe of the Hudson Bay Co. in the grocery department. Some two years ago he determined to start in business for himself, and it was not long until he was in the front rank and catering to a portion of the best trade in the city. In this he is a close competitor with his old-time employers, and it was while with them that no doubt he acquired that discriminating judgment that has ensured his success.

Strong Believer in the Window.

Speaking of his window, the dressing of which has become a fine art with him Mr. Graham said: "I consider my window as a most valuable if not the most valuable form of advertising to me. Day after day and every hour of the day, I see people stop to look at the window, and then walk in.

"I have secured many new customers by it, and if once we get a customer we generally manage to keep him.

Results From a Cheese Display.

"Perhaps I could give you a case in point to show what my window has accomplished for me. Now, during bonspiel week I had a cheese window—not a very promising subject, you would suppose, for display purposes—but we arranged our lines, and I was surprised myself at the number we carried. Canadian, American, English Stilton and Cheddar, Gorgonzola, Limburger, and a host of others were on view—and say, the people certainly did show interest.

"Well, our sales of Limburger previous to the display, averaged about 10 lbs. a week. During the bonspiel the entire stock went out in a couple of days.

Almost Half a Ton Went.

"We sold 800 to 1,000 lbs. of fancy high-priced cheeses during that week, and have averaged about that ever since.

"Scores of people told me that they did not know that such a one, their favorite cheese, could be got in Winnipeg until they saw it in my display. Seeing it, the old taste revived, and has had to be satisfied."

The Lines They Feature.

"We try, in our window display, to bring into prominence lines that are

escaping attention often because people are ignorant that they are obtainable or ignorant of their existence. You will find people in this city to-day with most discriminating tastes and with money to gratify such whims. It is these people that we try to get after in our window display."

Many Varieties of Tastes.

In answer to a question as to the changes he had seen in the requirements

Twenty Years in Business Celebrated

Towel With Customer's Initials Given as Souvenir—Credit Eliminated Altogether—Cash Business Now Being Done—A Large General Business With Turnover of \$70,000.

The Earle Co. of Creemore, Ont., recently celebrated their twentieth year in business. It was in 1892 that Alex. Earle first established the business at Maple Valley, Ont. Later it was removed to Creemore where under the business methods adopted it has seen a gradual development. It was in 1895 that the firm was incorporated under the present style of The Earle Co.

Creemore is a small town on the Grand Trunk Railway between Toronto and Collingwood. Although it cannot boast of a large population, still the thickly populated and prosperous farming community surrounding it makes possible the extensive and up-to-date store which Mr. Earle has established.

For the size of the town, Mr. Earle has a large store and shows just what it is possible to do even in the smaller country towns. It is a general store but the grocery department is an important one and is given a good deal of prominence. The ground floor of the store is 75 feet wide by 214 feet deep, giving an extensive floor space which allows of liberal display of goods. The grocery department takes up 70 feet of one side, a big stock being carried.

Have Many Modern Fixtures.

Many of the latest improvements in the way of grocery fixtures are to be found in the store. Liberal use of silent salesman has been made in this department. Cash carriers are installed throughout the store. The second story of the building is devoted to house furnishings.

Four large show windows add much to the appearance of the store and are responsible for a good deal of business.

of the city in the way of groceries, Mr. Graham stated that they were little short of revolutionary. Winnipeg to-day is a cosmopolitan city. It is also a wealthy and a hospitable city. It is necessary to carry goods to suit the Britisher, German, Frenchman, besides the Canadian and Yankee. All these people have their pet delicacies, and where they can get them they will also come for staple lines.

No grocer that is up to date, but carries many lines that were not dreamed of ten or fifteen years ago. "I never start a new line but what I carefully display it in my window. Ten to one it will catch me some customers. Once we get them to come in it is up to us to do the rest," said Mr. Graham.

Displays are changed regularly every week. In window display, groceries are given a good deal of space. A well assorted stock of fancy groceries, ranking with some of the best in the larger cities is carried. The business which is done in fancy groceries would surprise many dealers in towns of the same size. The store now has eleven clerks in its employ.

Operates on Cash Basis.

For a number of years a credit business was done. The losses entailed made such a cut in profits that after a great deal of consideration, the business was established on a cash basis. That was three years ago. That the cash method in Mr. Earle's opinion, has proved successful is shown by the fact that last year the turnover of the firm amounted to \$70,000. This was on a stock of \$20,000. Absolutely no credit is given.

The firm are big advertisers, believing strongly in the value of printers' ink in attracting business and forestalling the encroachments of the mail order houses.

Their twentieth anniversary was made the basis of something special in this direction. On this occasion they gave a souvenir to each customer in the form of a towel with the customer's initials on it. Such a gift could not help but bring the store to the recipient's mind frequently.

In order to moisten cigars which have become dry, place half a moderate sized raw potato in the box for a few days. The same method will help to moisten any kind of tobacco.

A Business Founded on Sound Principles

**Initial Announcement Two Years Ago Brought 102 Customers
First Day—Evidences That The Dealer's Recommendations Go
a Long Way—Instance Showing how a Satisfied Customer Ad-
vertises The Business—Little Chance For Dead Beat.**

Guelph, Nov. 24, 1909.

Dear Madam,—

Having bought out the business of Peter Anderson, we have opened up with a full line of all kinds of groceries, fruits in season, and a fine display of crockery and china.

The firm consists of L. J. Hood, formerly of Toronto, and W. G. Hood, who has had over ten years' experience with Mr. Robt. Mitchell, and four years' with Messrs. Benson Bros. We have confidence that we are capable of serving you to your best interests. We shall give our personal attention to every detail of our business.

We kindly solicit a share of your patronage.

We are,

Yours respectfully,

HOOD BROS.

Phone 128.

10 Wyndham St.

The foregoing letter gotten out in neat and attractive form was the first announcement sent out by a Guelph, Ont., grocery firm which in a little over two years since its establishment, has made good progress. First established as Hood Bros., the name of the firm now is Hood & Bennallick, the partnership consisting of W. G. Hood, who had 14 years' experience behind the counter in Guelph before going into business for himself, and Arch. Bennallick, who also learned the business in the Classic City.

Made Sure of Good Mailing List.

Hundreds of the circulars were sent out through the city. Names of housewives who might become customers were secured from every available source, and this circular sent to them. It is a noteworthy fact that on the first Saturday after the doors were thrown open to the purchasing public, 102 persons visited the store and made purchases. This number established by actual count was encouraging indeed to the young firm.

How Increases Came.

During the first year in business over two and one-half times as much business was done as by the firm previously in this location. The second year showed a nine thousand dollar increase in sales over the first, while this year business has been increasing at the rate of \$1,400 per month over last year. This proves that the years spent behind the counter as clerk gathering business ideas were of some avail.

The location has probably been somewhat of a factor in their success as they are situated in an excellent part of the city, and being on a corner, their store stands out prominently and has the advantage of show windows on two streets. The entrance to the store is exactly on the corner, inviting within, as it were, all passers-by, no matter from what direction they might come.

Specializes in Canned Goods.

The store makes a specialty of canned goods, and attempts to constantly have some special line to interest customers. Mr. Hood gives an instance showing the value of a special line. It meant the securing of six customers and all indirectly from the sale of one can of a particular brand of peas. Having purchased a case of this line, Mr. Hood succeeded in selling a tin to a certain customer. She liked it and came for more and, moreover, recommended it to her friends.

As a result of this free advertising done by a pleased customer, five others commenced to purchase this article. At first they purchased only this particular brand but gradually began to buy other articles, and several might now be considered as regular customers.

The chief method of introducing new goods in this store is by display on counter, shelf and in the window. "I do not believe in forcing new goods or any goods for that matter on customers," says Mr. Hood. "The man or woman who leaves your store feeling that something which they really did not want or need has been forced on them, are liable to avoid your store next time they are shopping."

Results From Newspapers.

The local paper is also used in introducing new goods and it is not an unusual thing to receive direct results from newspaper advertising of new lines. Mr. Hood has somewhat of a new idea man regarding advertising. "When we have a special bargain on any line we do not advertise it in the paper. We keep our newspaper advertising to general or new goods. A special price in our opinion is an ad. itself, so that heralding it forth in the paper is like doubling up and using space to little purpose.

"We try as much as possible to carry all lines which will be asked for, but we find that we can generally sell the brand we want to." For instance, they do not stock a certain brand of soap

powder, one which is advertised to the consumer quite extensively. They have one, however, they consider of just as good quality and which they find customers will buy on their recommendation.

An Eye On The Slow Pay.

The prevention of the inroads of the dead-beat has proved an interesting feature of the business. This firm has been fortunate in this regard, having possibly not more than \$300 worth of bad debts on their books after two years' business and a big turn-over. The explanation is the care with which they guard against this profit reducer of the grocery trade. Years in the business in this city has acquainted them with a large percentage of the good and bad pays. When a stranger seeks credit, he must furnish some particulars in order to establish his claim. One of the important questions is where the prospect previously dealt. The last dealer is communicated with and his or her honesty or lack of it ascertained.

The value of this is shown in a recent case. Two families applied at this store for credit. They were asked where they had previously dealt and both gave dealers' names in a neighboring and smaller town. The reports of these dealers were weighed and one was given credit and the other refused. That they were sized up correctly is shown by the fact that the one given credit is keeping well paid up. The one refused has since been in the courts for failing to call on pay days at the store that gave him credit.

That this method of sizing up a customer is not always a sure thing is shown by another instance. The woman in this case gave the name of a grocer who said she had always paid him. She had evidently kept this man paid up for a short time in order to establish a reputation, as she had left a wide balance with the man who had previously had the "pleasure" of serving her. This, unfortunately, was not found out until some credit had been extended. However, when she did not settle on the first pay day, she secured no more credit.

This store believes that enough is plenty, especially when it comes to credit.

Have Chinaware Department.

Hood & Bennallick handle chinaware as well as groceries. One side of the store has been, until now, devoted to chinaware, but arrangements have been made to transfer this department to the second floor while the whole bottom floor will be given over to groceries. Ample space will be devoted to chinaware on the second floor, the side being fitted with a glass front so that the chinaware display may be seen from the street.

A Day's Extra Sales in a Country Store

Amounts to \$9.10, Which, if Carried on Throughout Year Would Mean Sales of \$2,790 Above Actual Demand—How Corn Syrup and Flour were Introduced—Unprofitable Delivery Trip Turned Into Profitable One.

The merchant and his clerks have excellent opportunities presented them daily for selling goods over and above actual demand as well as for raising the quality of goods sold. The person who is content to hand over the counter merely those goods which customers may ask for is not a salesman. The real salesman brings salesmanship methods into play to create demand for goods which he has on his shelves. For this reason he is a more highly paid man than he who makes no attempt to sell goods other than those for which customers ask.

Opportunities for creating demand or displaying creative salesmanship are far from few in every store. It matters not whether the clerk may be dispensing groceries in the city or behind the counter of the country store. The pos-

syrup to his notice. The farmer had had no notion of buying but when the clerk pointed out that the children liked it and that it was a great saving on butter, he became interested enough to enquire the price of the smaller pail.

"That one is worth 30 cents," replied the clerk, "but here we have one containing four times as much which we are selling at \$1.10. It is cheaper to buy it this way, and besides you have a more serviceable pail when the syrup is used." By the time he had again emphasized its comparative cheapness, the farmer had decided to buy.

Made the Trip Pay.

Shortly before noon, a customer who lived about a half a mile from the village telephoned in a small order for groceries. The amount was so small

Sold Some More Flour.

"How did you like that flour I sent up some time ago?"

"Very well. Say, I believe you might as well send me up another twenty-five pounds."

"Yes. And now we have some fresh lettuce in this morning at 10 cents a bunch. What about them?"

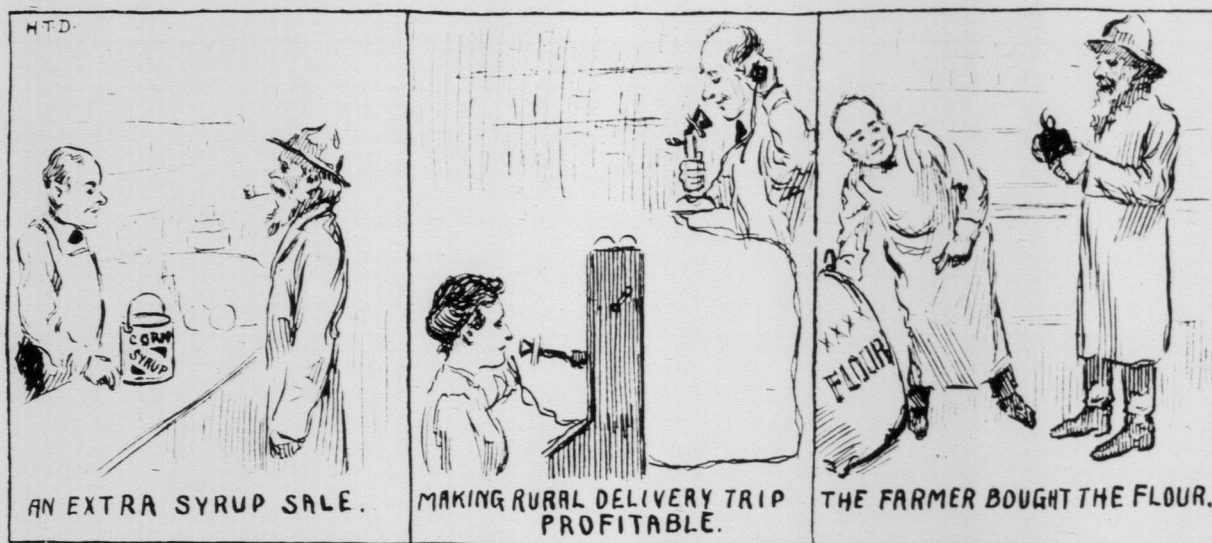
Two bunches were ordered, which with a bottle of vanilla completed the order. The delivery had however, by the salesmanship of the merchant been made profitable.

Clerk Introduces Syrup Again.

The grocer went to dinner. A woman customer came in. When she had given a small order, the clerk still remembering his success in selling syrup, introduced the same line to her.

"Are you using any corn syrup, Mrs. Customer? We are selling a lot of it just now. Not only do the children like it, but it is good for them."

"And it will save the butter, too," remarked the customer, herself. "I believe I will try one of the smaller pails."



AN EXTRA SYRUP SALE.

MAKING RURAL DELIVERY TRIP PROFITABLE.

THE FARMER BOUGHT THE FLOUR.

Sales Above Actual Demand Amounted to \$9.10 in One Day in This Country Store.

sibilities are to be found in either place.

A Day in a Country Store.

The writer recently spent a day in a country store and there he had several objective lessons in creative salesmanship which impressed him why some grocers are more successful than others, and why some salesmen are drawing a larger pay envelope.

A Sale of Corn Syrup.

The day's business had not proceeded far when the first example was brought to light. A farmer had completed the purchase of a few odd groceries, when the enterprising clerk brought corn

that it would really mean a loss to the grocer in delivering it. Here the merchant came in with his creative salesmanship and turned the delivery into a profitable one. He telephoned a customer on the same route, informed her that he was delivering some goods her way, and inquired if there was anything she needed.

About the only thing she could think of was, "50 cents worth of granulated sugar.

"Anything in canned goods, tomatoes, peas or corn?" he inquired.

"No, I have plenty," he stated she had said.

The clerk seemed to be getting interested in the salesmanship game. As the day advanced his enthusiasm to sell more goods than customers inquired for grew greater. Here and there, he secured the opportunity to attempt to interest customers in "something else." All his energies did not, of course, prove successful. His efforts to increase sales to one old woman proved particularly unsuccessful. She thought foods were all very dear. She referred to potatoes.

Beans Instead of Potatoes.

"Why don't you try beans," suggested the clerk. "They are a good food and not particularly high."

"How much are they?"
 "Five cents a pound."
 "My goodness you could buy them for half that a few years ago," she remarked. She decided, however, to look at them. She pointed out there were several broken ones among them, and all the efforts to sell her proved in vain. The clerk, however, was by no means disheartened at all this effort being expended without result. He still continued his salesmanship methods.

The Wife Wasn't Pleased.

The proprietor also did his share in promoting sales. A farmer came in for a plug of tobacco.

"What kind of flour are you using now?" inquired the merchant.

"The last I got was Blank's."

"How did you like it?"

"Not very well. It didn't please the wife at all."

Here the merchant saw the possibility of a sale. "I have just received a shipment of _____ flour. I'm the first man to sell it here. I would like you to try a couple of cwt. By test, it is an excellent flour and makes good white bread."

"I'm a little wary about buying flour. We always found Blank's alright."

"Yes, Blank's is a good flour, but I think this is fully as good if not better. I got my wife to try it and she had great success with it. Probably your wife would also."

What it Would Mean During Year.

Thus the discussion continued, and when the farmer who had come for a plug of tobacco drove away from the store, he carried in the back of his sleigh, two cwt. of flour. The extra sales thus induced by the salesmanship of the merchant and his clerk amounted during that one day to \$9.10. If this were continued during the 307 selling days of the year, it would mean total extra sales of \$2,793.70. Think of it. The extra profit made would almost pay the wages of a clerk. Surely something worth striving for.

Such is Creative Salesmanship. Examples of it can be seen in many stores most any day of the week. In some stores the amount of business secured is much greater than in others. The merchant and clerks in such a store are better salesmen. On this selling power of the grocer depends to a large extent the success of the business from year to year.

WHY RETAIL STORES FAIL.

Insufficient knowledge of the real value of merchandise.

No inborn trading instinct.

Extravagance, i.e., no natural gift of economy.

Reckless price cutting.
 Poor advertising.
 Inattentive, incompetent help.
 Lack of neatness, order, and attractive display.
 Failure to include all fixed charges in

figuring the costs, such as freight, drayage, rent, insurance, salaries, operating expenses, etc.

To the reasons mentioned above must be added the failure of many retailers to turn over their stock quickly.

Need of a System in Every Grocery Store

Business Should be Conducted on Organized Basis—Goods Coming in Ought to be Closely Checked—Watching the Delivery—Arrangement of Goods on the Shelves.

By W. L.

Every retail dealer who wants to become successful must have System in the store.

A grocer may carry a splendid line of goods; he may be a first-class salesman—neat, courteous, painstaking and a hustler in every sense of the word; his store may be a model of cleanliness and his clerks everything they should be, but where is his business, where his profits, if he lacks a system? If he runs his store without a sound, organized method of conducting it?

The system by which the big successful houses and enterprises are conducted, the great care and study given to even the most minute and apparently unimportant details, would be a revelation to many a grocer.

Nothing is too small or unimportant to be given attention and therein alone lies the secret of their seemingly wonderful progress—this attention to detail.

What System Means.

What is meant by system is a careful, intelligent, organized method of conducting your business—a well-regulated order in which to do things, from buying your goods to delivering them to your customer.

The systematic grocer, for instance, possesses a receiving book, in which he enters the receipt of all goods and the date received. Goods should be entered as soon as received and not two or three days later, when they are likely to be forgotten altogether.

Weights should be entered, and it is a good plan these days, when goods are packed so irregularly, to also note and enter contents of each case. These items should be promptly checked and added upon receipt of bills or invoices, thereby showing the correctness or incorrectness of same.

Too Much for Granted.

Too many grocers neglect this plan. They take too much for granted—that bills are right, weights and extensions correct, etc. The best of us make errors, but by this method the most trivial mistake can be detected and possibly a big leak stopped. It is simply applying a system to your business.

Again, as with receiving your goods, the same care should be taken in delivering them. Accuracy in checking out orders should be always maintained, and while, of course, mistakes cannot be entirely eliminated, by a careful system of checking these same errors can be greatly decreased.

A Delivery System.

It might be a good plan to have regular hours for local deliveries and regular days for out-of-town deliveries. Let your customers be well acquainted with them. A good plan is to have them posted in a conspicuous place where they can be readily seen. Stick to them; don't favor such and such a customer to the sacrifice of another. Don't send your wagons over the same territory four, five or six times a day. It means time lost and no busy man can afford this. The public is too ready to impose on the easy grocer. Don't be him. But, of course, tact and courtesy are needed in this matter, and if used your trade will certainly not suffer.

Then with your work in your store. Have one man in charge of your provision department if it is large enough. He will be able to soon weigh butter right to the dot and you know that means money saved.

Have another man weigh your sugar for the same reason. Have regular days to do this and see that it is done upon those days. Study out your most profitable articles. Make displays of these and see that your clerks push the sale of them to the utmost.

Remember the Shelves.

Another important item is to have your shelves systematized. A grocer's shelves may be clean and orderly and yet without any systematic arrangement whatever. Don't put soap upon your front shelves next to pickles or olives or cereals. Don't put the items you sell most of on the top shelves or away to the rear of the store. Don't put your new goods in front of the old stock.

This sounds like too many don'ts, doesn't it, but how often one or two of these things are done, either through carelessness or thoughtlessness? Many and many a time. Systematize.



Dealer's Signature on Order Placed Ahead

Traveler Claims the Merchant Will Appreciate Such a System Once Accustomed to It—Experience With Dealer Who Was Asked to Do This—Also Maintains That Draft System is Preferable in Paying Accounts.

By F. R. McIntosh.

I was starting out to address you as "Mr. Retailer," but I won't address you that way, because what I have to say to you, does not apply to you distinctly as a retailer. I want to say something about a prejudice that exists among a great many merchants—there, I have it! Mr. Merchant—an undue prejudice against signing orders; and also with some, against accepting drafts or signing notes.

Most of us are more or less familiar with the man who "never accepted a draft in his life." This man does not consider that in refusing to do so, he is interfering with the best system ever devised for making settlements, as well as slighting a firm who, without security, are lending him hundreds of dollars from time to time, in the form of the goods they ship him. And he does not consider that when he says, "I do not accept drafts!" he implies—"I have no business system."

Dealer Took the Note.

I was in a country store once, while the merchant was trying to sell a fur coat to a young fellow. It was after the turn of the year, when most merchants are glad to give any terms to get furs out. After considerable dickering, the merchant said, "Well, take it now and pay for it next year." "I will," said the young fellow, "if you'll take my note for it." Take my note for it!

This seemed so out of the ordinary, that I asked the young fellow after, why he was so anxious to sign a note. "It's just this way, sir," he said, "that fellow sells more than one fur coat a year, and six months from now he might forget just what our terms were and ask me for the money. But I have his receipt for my note and there's no danger of any misunderstanding."

The Instructions Not Read.

A few days ago, one of my traveling friends let me in on a little incident

which will show the inconsistency of some people in their business exactions. About a year ago he had been successful in landing a pretty fair order from an Ontario firm, who, in the ordinary course of their system, required him to leave and also take a copy of the order on their printed form. Good business this—so far. But my friend did not notice, and neither did his firm, a clause on that form which read, "we do not sign notes or accept drafts, but remit by cheque when due."

The goods were shipped and in the ordinary course a draft was drawn at three months; and then both my friend and his firm learned the importance of the eagle eye on business documents. The draft was refused and along came a letter with such phrases as "What do you suppose we print instructions for?" and "better have your bookkeeper take the wool off his eyes!"

The Epilogue.

"Of course," you will say, "the traveler should have noticed those instructions." Yes, certainly he should have; but that is no excuse for one business man to heap invective on another; and besides, this little narrative has an epilogue, and that is how I came to be let in on the particulars.

My friend had a letter from his firm, enclosing one from these people, asking them to accept a note at three months for a bill on which they had already had three months' open account. They said it would "greatly facilitate them." Well, my friend advised his firm to accept it; travelers do try to do things for their customers. But don't you think he was just a little tempted to have his firm write and say—"we do not accept notes; we prefer to have accounts settled by cheque when due?" It is well when making regulations, to see that you are

able to live up to your end of the contract.

Your Signature on Orders.

And now, Mr. Merchant, about signing orders. It is, of course, not very necessary to have copies of the sorting orders you give so often, the invoices of which are usually in your mail the second day after you have placed the order. But you place a lot of orders for future shipment, sometimes three or four months ahead, and when you are doing this kind of business it is absolutely necessary that you protect yourself by system.

There are several very good systems, but only one which will positively prevent misunderstandings; and that one is to have all "future" orders signed in duplicate. Each party to the transaction will then have an identical copy, and there will be no possibility of your getting goods that you "didn't think you ordered," or of you expecting goods "you thought you ordered." Your signature is your protection; it is not a means for the seller to hold you up. If you have good reason to cancel an order you will find the seller as ready to accommodate the man who signed as the one who "never signs."

A Case in Point.

A traveler for a grocery house, who had learned by experience that booking orders ahead without a signed copy was bad business, decided to take "future" orders in duplicate. One of his first experiences at such, pretty well illustrates the undue prejudice which exists among a great many merchants against signing orders. This was with a merchant whom (judging from his appearance and the general up-to-date look of his store; and also the fact that he was well up in church and fraternal circles) one would take to be the very one to fall into line with any good scheme. That is to say, his environment was not such that he should have been expected to act as he did. It was in August, 1909; the traveler had booked him for raisins, currants, etc., and after making out the order in duplicate, asked him to sign it.

The traveler was hardly prepared for such abuse as was meted out to him.

He was told he could "cancel the order, if the firm couldn't trust him after doing business for years they could do without his business; he wasn't going to run away." All this was thrown out to a traveler who had backbone enough to put up a system for the protection of his customer. I say for the protection of his customer, for I will show you that this customer needed protection.

Had Been Caught on Canned Goods.

The traveler got him cooled down and when he thought he had him in a proper humor again, tried to sell him canned goods for future. "No," said the customer, "I'll never buy canned goods ahead again from anybody. Year before last I got a double dose, and I still have them; tomatoes cost a dollar and a quarter, and I suppose you sell them now for eighty cents. I only gave one

order, but Joe Peters said he was sure I gave him the order, and Fred. Pemberton said I had given it to him; they both said it was a good purchase, so I kept them."

Perhaps either Peters or Pemberton stuffed him, but he does not know which one. If he had made a practice of signing "future" orders in duplicate, he could have asked to see his signature and ascertained just where and when he had placed the order. As it is, he holds a grudge against each of them. I know Peters and I know Pemberton, and I know something of their business methods, and I am inclined to believe both are innocent.

The loose system is to blame. If you wish to avoid trouble with your "future" orders, insist upon signing them in duplicate, and keep a copy.

Experience in our daily business teaches us approximately what net Profit we must aim for and what we can probably realize; but until the final figures are in, all we really know definitely about is Margin. Hence my effort to carefully distinguish between the two.

His Early Teaching.

Yes, if I remember rightly the little schooling I had before my eleventh year, when I went in behind the counter, we were taught to compute all margins or profits from cost. That kind of thing stands in the books to-day, I also believe. I do not think it will remain there for another generation, however, because light will gradually percolate into the brain of arithmeticians. They will get this light from the surrounding illumination which is now breaking so brilliantly on the business world that it will force itself on the notice of the scholastic world, too.

In fact, I find that I have only to state to an arithmetician that merchants always compute their expenses on their Selling Price for him to see that then they must also compute margins from the same end of the problem. That is the only safe way.

The Bonds and Stocks Issue.

What I have said will dispose of the Real Estate, Bonds, Stocks, etc., to which my friend referred. Bonds and Stocks are commodities in which we invest without doing anything other than putting in our money. The work of every kind is done by somebody else and we get an absolutely net return, with nothing to come off, of certain interest or dividends. Real Estate is slightly different in that it has a considerable element of speculation in it; but after it is sold the Process is much the same as in our grocery business. We buy a vacancy for \$5,000. We hold for four years and then we sell for \$7,000. Is that \$2,000 Profit or Margin? It is Margin, because it is subject to certain deductions before you can ascertain your Profit. Here are the deductions:

Taxes, four years	\$ 80 00
Interest, 6%, four years	1,200 00
	<hr/>
	\$1,280 00

Which shows us a net Profit of \$720, 14.40 per cent. on Invested Capital. Here you do not work on the selling price at all because it is so simple a transaction and is finished and complete in itself. This is just like your position at inventory time—the work is done and all factors are definitely before you.

Factories' Method of Figuring.

It is true that many factories have been run as my friend states. It is

Figuring Profits to Be on the Safe Side

The Error Shown of Building From Cost—Selling Price Must be Divided—A Change in Method from Years Gone By—Computing Margins in Stocks, Bonds and Real Estate—How the Jobber Figures.

*By Henry Johnson, jr.

To go back to my Vancouver friend. My object in so carefully defining Margin and Profit is to bring out a point never indicated, so far as I know, before I covered it about a year ago. That date, by the way, may serve to show my friend that others have disputed my method of calculation—yea, numbers have done so during the past nine or ten years.

The point I am talking about is, that Margin is used in my talks to cover the Process of making a Profit—or a Loss.

What Margin Is.

Think over that. The entire work done in your business during the time from January 1st to December 31st is Process; hence Margin is applied to all differences between laid-in Cost and Selling Prices during the entire year, or whatever period elapses between inventories in your business.

After the inventory is priced and figured up and the books are completely closed, except the needful "Balance" to even up the Loss and Gain Account, you are ready to state correctly and finally about Profit. You can then state what net Profit you have averaged from your sales and what percentage of net Profit you have earned on your invested Capital. Get that clearly in mind, for

*The writer of this article is one of the most successful dealers on the continent. He has spent almost 30 years in the retail grocery business and is well equipped to answer questions and smooth out difficulties with which others may have met.

it is significant as you will see immediately below.

Take a grocery business of usual proportions. The total Capital employed is, say, \$6,000. The sales have been \$30,000. The net standing on the credit side of Loss and Gain is \$1,800.

Finding the Net Earnings.

First, what has been the net earnings on business done? I am sure you will answer 6 per cent.—\$1,800 on \$30,000. How do you get that? By dividing the \$1,800 by \$30,000, decemially—or, if you have done much of this sort of thing, you will not have to "figger" at all; you will read the answer at a glance. But note, you will not divide that \$1,800 by \$24,000, the average cost. Nor should you, because never do you figure your expenses that way.

Next, you seek to learn what net Profit you have earned on the Capital employed. A glance will show that you have made 30 per cent. Now is the one time in your business that you compute your Profits on Invested Capital. Why? Because not until now have you completed a Process and reached a finished transaction. Inventory times are the only times when all the figures and reports are before us so that we can definitely tell just where we are, and these are the only times when we should use the word Profit, because only at these times can we accurately state just what our Profit is.

also true that numbers of them have gone broke that way. It is further true that many of those which have not gone broke have avoided disaster through an amendment of their method of figuring. One big one in a certain city found at the end of a year that its overhead expense, which we call general expense, was 30.30 per cent. of its sales. The following year those people added 30.30 per cent. to the cost of labor and materials directly charged against each machine, and thought they were O.K. But they suffered a considerable loss that year, and could not tell why. Expert advisors showed them that each machine sold was financially made up as follows:

Labor and materials	30.30%
Overhead	39.40%
Sales Cost and Profit	30.30%

Total 100%

Further computation showed that the overhead was 130 per cent. of the cost of Labor and Materials.

Our spreads are not so wide and our units are so small that we cannot keep accurate tab on all elements as they do in a factory. That is why we can go on for years working on a mistaken basis, just keeping our heads above water, wondering why we cannot make any money.

Computation altogether on the Selling End is safe and will always reveal the true state of your affairs; hence it is the method to use.

The Jobber's Position.

The jobber? Yes; he is the fellow in our line of business who is conceded to make all the real money. He does this because he figures right. If any manufacturer goes to a jobber with such a proposition as is related by my friend, he will promptly be told to "come again" with his figures, as he is now only allowing the jobber 16 2-3 per cent.

The jobber buys 250 cases of breakfast food not on any basis of cost whatever, but "at list less 20 per cent., delivered, 2 per cent. for ten-day cash." Say the list is \$3, the jobber's bill reads:—

250 cases at \$3	\$750.00
Less 20%	150.00

Net \$600.00

Freight allowed. 2 per cent. cash ten days.

If the jobber has taken the manufacturer's way of figuring, he would have paid the same bill, but then his margin would have been 20 per cent. on \$600, or \$120—difference, \$30.00; or he would have paid \$3 less 16 2-3 per cent.—\$2.50 per case—\$625.00 and had a prospective gross margin of \$125.00—\$25 less than he is careful to get.

A Slight Difference.

The jobber sometimes talks a good deal about "100 per cent. and more" to you, but he does not figure that way himself.

With him, the price he can get for the goods, the **Selling Price**, is 100 per

cent. Part of that selling price is made up of cost, another part of expense, a final part of net margin; or there are only two parts—cost and gross margin.

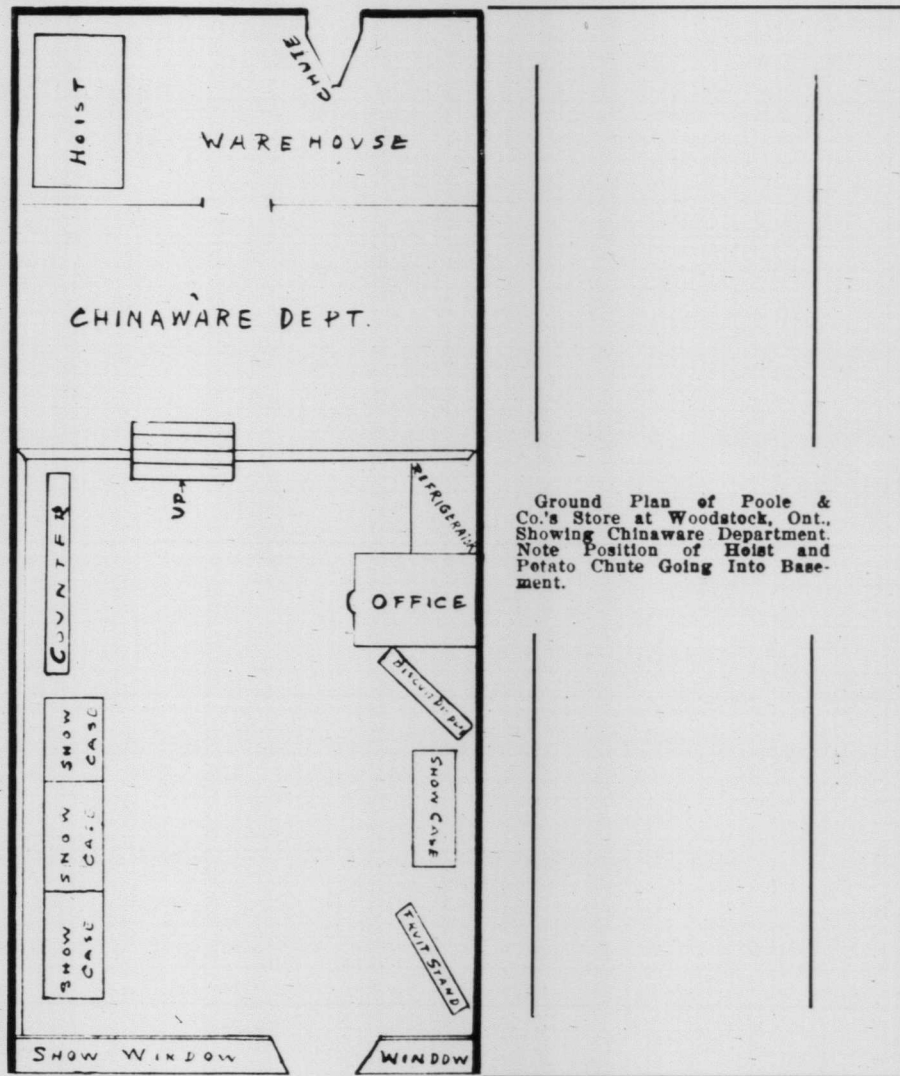
We must figure as the jobber figures. Then we shall be safe and **Right**, and do a profitable business.

Chinaware Department on an Elevation

Placed To Rear of Grocery Section — People Who Come To Look At Chinaware Must Also See Grocery Displays—Methods Of Woodstock Grocers — Think Display Windows Worth Something—Goods For Delivery Leave By Rear Door.

The man who is satisfied with his present conditions and content to allow his store and his business to remain as they are, is not likely to progress much unless circumstances make it impossible for him to do otherwise.

turn-over of \$85,000 last year—he is by no means satisfied with present attainments. He has greater ideals for the appearance of his store, his methods of doing business and the amount of business he wishes to do. He feels that



Peter Poole, proprietor of Poole & Co., Woodstock, Ont., is a man who has not reached his ideals yet. Although he has a large and quite attractive store and doing a good business—having a

there is always room for improvement.

Thinks Windows Worth Something.

"One thing that I have done in the past that I do not think is right," says

Mr. Poole, "is allowing manufacturers to use my windows to display their goods alone without some remuneration. These companies have to pay high for street car and poster advertising and my window is certainly just as valuable as an advertising medium and they should pay for it."

Mr. Poole regards his windows as valuable space. He has two show windows, one on either side of the entrance, and while one is rather small, the other is good sized. When new goods are being introduced the window is made good use of, combined with advertising in the local paper. He believes that show cards are valuable in making sales even if no special price is given on the goods. Instances are by no means infrequent where sales have resulted directly from showing goods in the window with a price card.

"I believe it is well to vary window displays both in regard to goods and method of display. For instance, a display of one kind of goods is followed by something of an altogether different character, always aiming, however, to show seasonable lines. The windows are half the business, and I would certainly like to have more window space. I believe it would mean more money for me."

Employs Boy to Open Door.

A new idea which Mr. Poole has inaugurated and one which should be appreciated by customers is having a boy in attendance at the door on Saturdays, and when the staff is increased by two or three to handle the business. It is the duty of the door boy to open and close the door for customers, carry in baskets for them, inquire the wants of any one who may drive up, and otherwise make himself of assistance to the store's customers.

The cost of this boy on a Saturday is not much, and Mr. Poole believes him to be a good investment, as such service raises the store in the estimation of customers.

System Means Efficiency.

Mr. Poole believes in system in the store. He believes it saves a great deal of time and time means money. He even carries it as far out as his barn where everything is arranged so that horses may be fed and cared for in the least possible time.

The store has a big storage space, both the cellar and second floor being devoted to this purpose. The surplus stock is so arranged that a hand may be placed on any article required at any moment. At the back of the store is a hoist that goods may be transported to and from cellar and second floor with rapidity. Another facility for saving time is a chute to carry potatoes from

the back door to cellar, making it unnecessary to carry them down.

The store is 125 feet deep. The front 70 feet is devoted to groceries and the balance to crockery, chinaware and glassware. This department to the back is raised above the level of the grocery department, thus giving it greater prominence than it otherwise would have.

Chinaware and Glassware.

Only high class goods are handled in chinaware and glassware, but glass and other similar expensive goods form no small portion of the sales of this department. This means that a good many well-to-do customers are attracted to the store to purchase these goods and as they must pass 70 feet of grocery display on either side as well as the show windows, the assistance which this department is to the groceries can easily be seen.

A young woman is given special charge of this department, and is thus able to keep in intimate touch with the stock. These goods must be seen in order to sell, so that considerable attention is given to display. Wall shelves range along both sides. Two long tables the whole length of the department also show the goods up to advantage.

Show Case and Shelf Display.

Three silent salesmen extend along the front of the counter side of the grocery department. The shelves are not built up regularly. There are only two shelves above the bins at the bottom, and above this canned goods are built up in pyramid shape along the wall, in between smaller displays of other lines being made. This method of display is somewhat out of the ordinary. On the other side are two silent salesmen, two biscuit display racks and fruit display stands.

Goods Go Out Back Door.

The question was of whether it is best to take goods out the back or front door is one frequently asked. Mr. Poole and his assistant, J. R. McAllan, believe in the back door route. "While it may be of some advertising value to load up a lot of goods where people can see them," they argue, "the way you interfere with customers as well as the way it upsets the front part of the store makes it best to take goods out the rear door. The work can also be done with greater rapidity."

The store has worked up a good trade in cheese, giving special attention to securing the kind that will appeal to customers. They place in a stock of June and September cheese each year large enough to last them the entire season. The June make is for cutting during the winter, and the September during the spring. They find that these are the months' make that take well with customers.

THE FOLLY OF GUESSWORK.

It pays to be certain before acting in the grocery business. The grocer should not operate on guesswork. It may come out all right sometimes, but the times that it doesn't are too many to run chances. Recently a customer of a Winnipeg grocer ordered a twenty-five pound bag of flour.

She did not state the kind and as she had been buying both bread and pastry in this size, the grocer was uncertain as to which she wanted. Instead of phoning the customer's home to find out for certain, he took chances and sent pastry flour. It happened to be bread flour that was wanted and when she attempted to make bread, the result was that the grocer lost a customer, who could have been retained by a little special care.

Clerks should also be trained to take the same care in serving customers. The writer knows of a clerk who, by acting before being certain, caused a great deal of unpleasantness between a merchant and his customers. It was during the pickling season last autumn, and the clerk was filling up the spice cans from the surplus stock. He came to one bag of which he was uncertain, but he took chances and as a result, many customers received the wrong kind of spice. It certainly pays to proceed carefully in the grocery business.

FOR THE DELIVERY MAN.

Dr. W. J. Fowler, of the Ontario Veterinary College, gives the following rules for the care of the horse:—

- See that your horse has a bed.
- Watch your horse's teeth, and if he has any too long saw them off.
- Water your horse before feeding him. Water, hay and oats is the order.
- Feed a draught horse 15 pounds of hay a day or less. The majority of people feed too much hay.
- Don't let your horse have much water when he is overheated.
- In grooming, curry him every way.
- Scrape off all bot-fly eggs with a knife.
- Leave him his forelock, mane and tail, but trim them if necessary.
- Dry your horse's feet at night; wash them in the morning.
- See that no nails get in his feet.
- In harnessing, keep the backband back from the withers.
- Shoe your horse regularly, but do not allow the blacksmith to rasp off the outer edge of the hoof, which should act as varnish does on a pine knot.
- To prevent the shoulders of a green horse from scalding, raise his collar periodically and thoroughly dry his shoulders.

Value of a Confectionery Department

Reasons Why It Should Be Given Prominence In Every Grocery Store — How Best Results Can Be Secured—Item of Display An Important One—Beware of Loss In Weighing—Be Careful Not To Overstock.

Weighing Must Be Attended To

By Harry McKinlay, Sydney, Nova Scotia.

Confectionery should be carried by every up-to-date grocer for the reason that it can be made a highly profitable branch of the business, and also increases our service to our customers.

No line in the grocery business shows a higher theoretical percentage of profit than confectionery, and by careful handling this profit can be made practical.

Loss in Careless Weighing.

The main cause of loss of profit in the confectionery business is by reason of carelessness in weighing on the part of the dealer or his clerks. Few grocers will be found who in weighing sugar throw in an extra scoopful to please the customer; yet they seem to forget the equal waste that is going on in their confectionery department all the time. Many of those who say that handling confectionery does not pay for the extra work and attention it demands will find on looking into the matter that they have been giving their candy away, not selling it.

Advises Computing Scale.

A computing scale that is made especially for the weighing of small amounts is a necessity to overcome the danger of giving overweight, and grocers will also find it profitable to get clear of the clerk with friends who ask particularly for him when they wish to purchase confectionery.

A silent salesman fitted with trays for the bottom to hold bulk goods, and using the shelves for package goods seems to be the best way to display confectionery to the best advantage. Confectionery lends itself to attractive display and occasional window displays neatly ticketed make a drawing card that no grocer would do well to overlook.

Fresh and Assorted.

The stock must be kept fresh and well assorted, taking care to have certain lines which are almost staple always in stock, and enough of the novelties to make people watch your display to see the latest.

Neatness and cleanliness are of paramount importance in the confectionery display as nothing seems so disgusting to

a particular person—and your candy customer usually is particular — than to see the candy that you wish him to buy in dirty untidy piles, and perhaps even so badly looked after that the flies have been allowed to crawl over it.

Let Manufacturer Help.

Handling quality brands that are well known is best for it lightens the work of building a confectionery business to be able to offer your customers goods that they know about already.

To realize the part confectionery plays in the service of a store, it is just necessary to imagine a store that has been handling confectionery in an up-to-date manner and which for some reason has let the stock run completely out. It has come within my experience to work in such a store and there was only one way in which to please the disappointed customers, and that was to supply another stock of confectionery.

Accommodation For the Public

By A. J. Northmore, London, Ont.

A grocer to handle confectionery profitably should obtain a nice show case and place it in one of the most conspicuous spots in the store, so that the customer cannot fail to see it on entering.

The case should be kept in such order as to attract the attention of the customer by its cleanliness and neatness. Each morning it should be cleaned and aired, the cakes of the previous day should be set aside and sold at cost price if necessary; if orders are properly regulated there will be very little of this to do.

Appreciate The Accommodation.

It is often a great accommodation to people, once they are acquainted with the fact, that their grocer handles nice fresh confectionery; it will also bring the dealer new trade, and as it falls to the lot of the woman of the house to attend to the table he often has them in his store when otherwise he would not. Every grocer realizes what a great benefit it is to have the customer come to the store, as he can often interest her in other lines and make extra sales. Confectionery frequently brings them.

Above all things orders sent by parents with children should be filled with the greatest care. Do not substitute

unless you are sure they will be satisfied with your choice; be sure what you send is always fresh or you are accused immediately of taking advantage of the child, while you are at a loss to account for the reason why you lost a valuable customer.

Brings People Into the Store

By G. J. Jackson, Brandon, Man.

Every grocer should handle confectionery, because it brings people into the store that perhaps never would have entered the place of business if it hadn't been to purchase a few candies.

A good display of confectionery is a salesman in itself. A man or woman will come in for some candies, and in many cases not only buy some other article, but may next time bring along her weekly order if she has been impressed with the store and methods. The ultimate result may be a permanent customer.

There are three important principles in regard to the successful handling of confectionery. The first is the display. Candy can best be displayed in a show case where passersby could see it as well as customers who enter the store. The bottom of the case might be used for the display of fancy boxes. There could be a shelf half way up where trays of candy could be shown with good results.

The second is cleanliness. Cleanliness is one of the most important of the three. The glass should be spotless. The candy should all be kept under cover, where neither fly nor dust can come in contact with it. The grocer who has to shoo the flies away before weighing out candy isn't likely to give his customer a good impression not only of his confectionery department but of his store methods in general.

The third is in regard to stock. A dealer should sell the kind of candy that will appeal to his trade, as well as the passer-by. He should have a good assortment, something that will catch the eye and satisfy the buyer as to quality as well. Do not overstock, and work out the old stock. These are two very important points to remember. Also get your profit on every 5c. worth you sell. Those two or three extra ones so many dealers and clerks are in the habit of throwing in often represent his profit.

Salesmanship Chances in Confectionery

Grocer Can Get the Business Easier than Druggist if He Goes After it—Suggestion to Place Young Woman in Charge of Department—How Department Stores Secure the Trade.

By O. S. Johnston.

A Montreal grocer recently remarked, "I don't think there is much trade to be done in confectionery. The druggist and exclusive confectioner gets the business." This statement is not beyond contradiction and every wideawake dealer will agree that the grocer has quite as good a chance of doing a profitable candy business as either of the above mentioned.

Why does the druggist find it possible to sell a satisfactory amount of sweetmeats? Is it because the public look to him as a logical distributor? Not at all. It is because he realizes that the fittings in this store, etc., which must be spick and span, lend themselves admirably to good displays, and he further realizes that the customer, who generally has to wait for some little time for prescriptions or powders as the case may be, will notice the stock of chocolates and toffee and be impressed with the fact that he carries a good assortment. Such an impression counts for something, and a little tactful selling talk later results in sales.

Grocer Gets First Call.

The same thing applies to the grocery store: but the family grocer has mostly the first call on the consumer, and has, therefore, more frequent opportunities for sending the customer away with a small order of candies. The showcase containing neatly arranged goods naturally is a strong and potent factor in the disposal of goods, and dealers are practically all agreed that while it could be done without, that it nevertheless is a kind of magnet, and that the degree of magnetism depends entirely on original and artistic interior display, plus good position.

The showcase can be made more attractive—that is, the fair sized—by a card neatly printed with some catchy saying relative to sweets, placed directly over the display. This serves to further rivet attention. But the dealer finds his customers walking around frequently examining goods and so forth. Then he has an opportunity for directing their attention to his stock of sweets and without undue pressure he can frequently create a sale. Provided the goods are first class, and such they should always be, he can do further educational work, and thus in various ways build up a profitable business.

That there should be a show of cleanliness in every corner of the store there can be no reasonable doubt.

The demand for clean foodstuffs is insistent, and the more agreeably the dealer caters to his clientele the better will be the actual business done. "Why shouldn't it pay a grocer to open up a dainty candy department and entrust that portion of the store to a neatly dressed and attractive young girl?" recently remarked the manager of a large Canadian chocolate company. "She need only be paid a small wage and allowed a fair commission on all sales, so that there would be a strong incentive for her to dispose of a large quantity of goods."

Demonstrator Gets Attention.

In these statements there certainly rests a good hint as customers would regard such a move as highly aggressive, a reputation would be created, and the store would be invariably associated with cleanliness and freshness wherever mentioned. It is surprising how many people a neatly attired lady demonstrator attracts to her stand in the large departmental store, and figures indicating sales are always pretty gratifying whenever she is handling a line of approved quality. Why couldn't the same thing be done in the average grocery store, only on a modified scale? Wouldn't it pay a number of grocers with commodious stores to experiment along such lines with confectionery?

"Never venture never win." This is an old saying, but its truth is as apparent to-day as ever, and the dealer who never makes an attempt to boost confectionery sales has no right whatsoever to claim that there is nothing doing in the line as far as the grocery store is concerned. Would the north and south poles have ever been discovered if explorers had not set out in quest? Would aerial navigation be so far advanced as it is to-day if no one had made an attempt to emulate the bird? Not one bit of it. A beginning is essential to accomplishment. Moral: "Don't say you can't sell sweets till you give them a fair trial." Further, don't place them under the counter, and expect them to "move." Rather go in for displays and the combined efforts of yourself and your clerks, if directed in the proper way, will soon convince you that any quality line can be sold, even under adverse circumstances if pure salesmanship is brought into action.



A New Merlin Store

J. A. Halliday, of Merlin, Ont., has recently moved into a new store which is one of the finest in Western Ontario. It is a two-storey building and is fitted throughout with modern bin fixtures and silent salesmen, and is lit with electric light which adds greatly to the attractiveness of the store. The windows are large and roomy with front and side panes and are admirably adapted for window displays. The ground floor of the store is devoted to a complete and well assorted stock of groceries, as well as boots and shoes, to the selection of which Mr. Halliday brings a business experience extending over twenty years. The upper floor is given to chinaware and crockery of which he carries a large and well chosen stock.

A NEW PORT ARTHUR STORE.

The Kyro-Hellberg Co. have opened a large store in Port Arthur, Ont. The lines carried include groceries, provisions, fruit, crockery, dry goods, men's furnishings. The building is 35 feet by 90, and at the rear of the store is a two storey warehouse which, with the basement, is filled with goods. Two delivery rigs are in operation and the area of the district covered is from Current River to West Fort William, a large shipping trade with various lumber, tie and railroad camps being also done.

The store is of British Columbia fir and oak throughout, and is lit with powerful electric lamps.

Arthur Martin looks after the grocery department, and the Easter window is his handiwork and reflected credit upon him. Eggs were arranged in barnyard fashion on the floor, and live white rabbits were running here and there, feeding upon the lettuce placed for them.

FIVE YEAR PRICE COMPARISON

PRICE comparisons from year to year are always interesting. They bring the dealer more in touch with the value of his goods, show him what he had to pay in the past, and as sales have frequently a great deal to do with price, give him an idea of how much he will be able to sell, based on past prices and conditions.

On the opposite page is a chart of price comparisons supplementing our market reports. In it are presented comparisons of prices for the past five years on 28 of the more important articles handled in the grocery store. The prices are taken from our files, and are based on the Toronto market quotations of April 12 in each year.

From a study of these prices, many changes will be noticed from one year to another. For instance, in 1908, apples were plentiful, and not very high in price. The following year there was a scarcity, and prices went up to as high as \$6.50 per barrel. In 1900 the crop was again large. Last year, as everyone will remember, there was another scarcity, and prices soared. Last fall's crop was better, and during the past winter apples have been fairly reasonable. According to these observations, next season's apple yield should show a slump.

High prices in provisions and the year 1910 will always be associated with one another. It was the time of the world shortage in hogs. Bacon and lard prices soared to record heights, as the chart indicates.

The high market in cheese, potatoes, sugar, canned tomatoes, beans, butter and eggs, as compared with the corresponding periods of the past four years, is also in evidence. The drought of last summer accounts chiefly for these. Cheese has not been so high in years. The potato crop in Ontario and Quebec last year was much short of a regular yield; so much so has this been the case that Irish potatoes have had to be imported, and New Brunswick stock has sold more extensively in Upper Canada during the winter than for many seasons.

Butter from far off New Zealand has been brought in to help meet the demand. The dry weather last year prevented the usual storage pack, and prices during the winter ascended to heights unknown before.

Sugar, it will be remembered, reached a point in 1910 higher than for 22 years back. It has recently been on the decline, but is still 80 cents above the price in April, 1911.

While rolled oats are high compared with the past three years, yet they are 75 cents below 1908. The only other item below the 1908 April price is Ontario flour.

This Spring Number should be kept on file, if for nothing else than to refer to this price chart, when occasion demands. These quotations are accurate, and can be depended upon. A close study will reveal some interesting features.

THE CANADIAN GROCER

TORONTO. APR 12	1912	1911	1910	1909	1908
APPLES, bbl	3.50-4.50	3.50-6.50	2.00-4.00	4.00-6.50	2.50-3.50
BEANS, PRIME, bush	2.50	1.90-2.00	2.10	2.00	1.80-1.85
BACON, BKFAST, lb	17-18	16-17½	18½-19	15-15½	14½-15
" ROLLED, lb	11½-12	12-12½	15½-16	11-11¼	10-10½
BUTTER, CREAMERY	36-38	27-29	29-32	25-26	30-32
" DAIRY	30-31	22-23	23-24	18-19	27-28
CURRENTS, FIL, lb	7½-8	7½-8	6-7	6¾-7	6¾-7
CREAM TARTAR	27	28	22-25	22-25	22-27
CHEESE, LARGE	16¾-17	14	12½-12¾	14-14¼	14-14¼
CORN, 2'S, doz	1.10-1.15	1.05-1.07½	80-85	85-90	97½-1.00
EGGS,	23-24	18	21-22	19	17-18
EVAP. APPLES	10½-11½	14½-15	7½-08	.07½	.08½
FLOUR, MAN. NO 1	5.60	5.10	5.70	6.00	5.50
" STR. ROLLER, ONT	4.00	4.15	5.10	5.20	4.60
HAM, COOKED	23-25	20-21			
LARD, PURE, tubs	13¾-13½	11¾-12	16¾-17	13-13¼	11¾
POTATOES, ONT, bag	1.85-1.90	1.00-1.10	50-55	90-1.00	100-1.05
PEAS, EARLY JUNE, 2'S	1.35	1.50	1.10-1.60	82½-87½	102½-1.05
PRUNES, 40'S to 50'S	12-13	13½-14	.09	.09½	.09½
" 70'S to 80'S	10-10½	12	.07	.07	.07
ROLLED OATS, SACK	2.65	2.05	2.00	2.60	3.40
RAISINS, SULTANA	11-12	10-12	5-5½	7½-9	9½-13
" VALENCIA	8-8½	8-8½	6-6¼	5½-6	6½-7
RICE, RANGOON, CWT	3.55	3.10	2.95	3.05	3.50
SUGAR, CWT	5.45	4.60	5.15	4.75	4.85
STRAWBERRIES, 2'S	2.40	1.77½-1.80	1.40-1.50	1.90-1.95	2.27½-2.30
SALMON, CLOVERLEAF	2.50	2.05-2.07½	1.90		
TOMATOES, 3'S	1.65-1.80	1.40-1.50	80-85	95-1.00	1.27½-1.30

CANADIAN GROCER

Latest Review of the Grocery Markets

Weak Tone of Sugar in Sympathy With Raw Market—Tendency in California Fruits is Easy—Figs and Dates Hold Steady—Beans are Higher—Canned Corn Quoted Lower in Montreal—Warmer Weather Helps Movement of House-cleaning Goods.

QUEBEC MARKETS.

POINTERS—

Canned Corn—Down.

Baked Beans—\$1 per dozen.

Sugar—Weak.

Montreal, April 18.—Local dealers still report business of a satisfactory order, although no important changes have taken place this week. Weather has been favorable. Canned corn and baked beans have declined. Canned corn is now quoted at 95 to 97½—much lower than it has been for some time. Baked beans are now \$1 per dozen.

SUGAR.—No particular features have developed in market this week. New York markets are on decline and dealers on this side of border are expecting a similar change to take place.

Granulated, bags	5 35
Granulated, 20-lb. bags	5 45
Granulated, 5-lb. cartons	5 65
Granulated, Imperial	5 20
Granulated, Beaver	5 20
Paris lump, boxes, 100 lbs.	6 10
Paris lump, boxes, 50 lbs.	6 20
Paris lump, boxes, 25 lbs.	6 40
Red Seal, in cartons, each	6 35
Crystal diamonds, bbls.	6 00
Crystal diamonds, 100-lb. boxes	6 10
Crystal diamonds, 50-lb. boxes	6 20
Crystal diamonds, 25-lb. boxes	6 40
Crystal diamonds, 5-lb. cartons	6 90
Crystal Diamond Dominoes, cartons	7 10
Extra ground, bbls.	5 75
Extra ground, 50-lb. boxes	5 95
Extra ground, 25-lb. boxes	6 15
Powdered, bbls.	5 55
Powdered, 50-lb. boxes	5 75
Powdered, 25-lb. boxes	5 95
Phoenix	5 35
Bright coffee	5 30
No. 3 yellow	5 20
No. 2 yellow	5 10
No. 1 yellow, bags	4 95
Bbls. granulated and yellow may be had at 5c above bag prices.	

SYRUP AND MOLASSES.—There are no important features to syrup or molasses markets. Prices are unchanged and trade of a steady nature continues.

Fancy Barbados molasses, puncheons	\$0 38	\$0 40
Fancy Barbados molasses, barrels	0 41	0 43
Fancy Barbados molasses, half-barrels	0 43	0 45
Choice Barbados molasses, puncheons	0 34	0 36
Choice Barbados molasses, barrels	0 37	0 39
Choice Barbados molasses, half-barrels	0 39	0 41
New Orleans	0 25	0 28
Antigua	0 30	0 30
Porto Rico	0 40	0 40
Corn syrups, bbls	0 03½	0 03½
Corn syrups, half-barrels	0 03½	0 03½
Corn syrups, quarter-barrels	0 04	0 04
Corn syrups, 38½-lb. pails	1 35	1 35
Corn syrups, 25-lb. pails	2 90	2 90
Cases, 2-lb. tins, 2 doz. per case	3 25	3 25
Cases, 5-lb. tins, 1 doz. per case	3 15	3 15
Cases, 10-lb. tins, ½ doz. per case	3 15	3 15
Cases, 20-lb. tins, ¼ doz. per case	3 10	3 10

DRIED FRUITS.—Nothing unusual has taken place in dried fruit market this week. Trade is moving a good deal of stock into consumption, but retailers have ample supplies to fill this demand. General tone of market is strong.

Evaporated apricots	\$0 22	\$0 24
Evaporated apples	0 11	0 11
Evaporated peaches	0 18	0 19
Evaporated pears	0 18	0 19
Currants, fine filiatras, per lb., not cleaned	0 08½	0 09½
Currants, fine filiatras, per lb., cleaned	0 07½	0 08
Currants, 1-lb. packages, fine filiatras, cleaned	0 08	0 09½
Currants, Vostizas, per lb.	0 09½	0 10
Dates, 1-lb. packages	0 08	0 09½
Dates, Hallowee, loose	0 06	0 06
Ferds	0 11	0 11
Figs, 3 crown	0 07½	0 10½

Figs, 4 crown	0 08	0 10½
Figs, 5 crown	0 08½	0 13
Figs, 6 crown	0 09	0 14
Figs, 7 crown	0 10	0 15
Figs, 8 crown	0 14	0 17
Figs, 9 crown	1 30	1 40
Comadre figs, about 33-lb. mats	0 10½	0 11½
Glove boxes, 16-oz., per box	0 07	0 07½
Glove boxes, 10-oz., per box	0 07	0 07½
Prunes		
23-30	0 13	0 13
30-40	0 12½	0 12½
40-50	0 11½	0 11½
50-60	0 11½	0 11½
60-70	0 10½	0 10½
70-80	0 10	0 10
80-90	0 09½	0 09½
90-100	0 07	0 07
100-120	0 08	0 08
Bosnia prunes	0 08	0 09
Raisins		
Choice seeded raisins	0 09	0 09
Choice fancy seeded, 1-lb. pkgs.	0 08½	0 08½
Choice loose muscatels, 3-crown, per lb.	0 08	0 08
Choice loose muscatels, 4-crown, per lb.	0 09	0 09
Seedless, new, in packages	0 09	0 10
Select raisins, 7-lb. box, per box	0 63½	0 63½
Sultana raisins, loose, per lb.	0 12	0 16
Sultana raisins, 1-lb. cartons	0 16	0 19
Malaga table raisins, clusters, per box	2 50	2 75½
Malaga table raisins, clusters, per ¼ box	0 80	1 80
Valencia, fine off stalk, per lb.	0 08	0 08½
Valencia, select, per lb.	0 08½	0 09½
Valencia, 4-crown layers, per lb.	0 09	0 10

TEAS.—No change has taken place in market. Demand is good notwithstanding high values, which show no signs of easing off. There has been a particularly strong demand during past week for Japan teas.

Japan—		
Choicest	0 40	0 50
Choice	0 36	0 37
Fine	0 30	0 35
Medium	0 26	0 30
Good common	0 21	0 24
Common	0 19	0 21
Yamashino	0 75	1 00
Ceylon—		
Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—		
Pekoe Souchongs	0 19	0 30
Ceylon Greens—		
Young Hysons	0 24	0 25
Hyson	0 24	0 25
Gunpowders	0 19	0 35
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey gunpowder, pinhead	0 30	0 50

COFFEE.—Coffee is devoid of features. Buying, owing to high values, is still of a hand-to-mouth order. Mocha is firm for the week, but no higher. Java quiet and unchanged.

Mocha	0 25	0 28
Rio	0 21½	0 23½
Mexican	0 25	0 28
Santos	0 22	0 24
Maracaibo	0 23	0 26½

SPICES.—Business for spices is extremely brisk. There have been no changes during week. Some high prices prevail, but with declining tendencies in odd lines.

Allspice	0 13	0 18
Cinnamon, whole	0 16	0 18
Cinnamon, ground	0 15	0 19
Batavia cinnamon	0 25	0 30
Cloves, whole	0 25	0 35
Cloves, ground	0 23	0 35
Cream of tartar	0 25	0 32
Ginger, whole	0 17	0 30
Ginger, Cochin	0 17	0 20
Mace	0 17	0 20
Nutmegs	0 25	0 30
Peppers, black	0 16	0 18
Peppers, white	0 22	0 27

NUTS.—Nuts are uninteresting at present. Spring has not had any effect just yet, but dealers expect a change before long. Prices for all varieties rule unchanged.

In shell—		
Brazils	0 16	0 17
Filberts, Sicily, per lb.	0 10½	0 12
Filberts, Barcelona, per lb.	0 10½	0 12
Tarragona Almonds, per lb.	0 16	0 17
Walnuts, Myette Grenobles, per lb.	0 14	0 15
Walnuts, Marbots, per lb.	0 14½	0 15
Walnuts, Cornes, per lb.	0 11	0 12
Hungarian	0 13½	0 15
Shelled—		
Almonds, 4 crown selected, per lb.	0 35	0 37
Almonds, 3 crown selected, per lb.	0 32	0 34
Almonds, 2 crown selected, per lb.	0 31	0 32
Almonds (in bags) standards, per lb.	0 27	0 28
Valencia shelled almonds, new crop	0 35	0 37
Cashews	0 15	0 17

Peanuts—		
American—		
Japanese roasted	0 08½	0 09
Coon, roasted	0 09	0 10
Diamond G, roasted	0 11	0 12
Bon Ton, roasted	0 10	0 11
Sun, roasted	0 11	0 12
Spanish, No. 1	0 13	0 15
Virginia, No. 1	0 13	0 15
Pecans, jumbo	0 18	0 19
Pistachios, per lb.	0 18	0 19
Walnuts—		
Bordeaux halves, bright	0 28	0 30
Broken	0 28	0 30

RICE AND TAPIOCA.—There are no new features in either rice or tapioca. Demand is satisfactory in both lines. Values are as previously quoted.

Rangoons—		
Rice, grade B, bags, 250 lbs.	3 45	3 55
Rice, grade B, bags, 100 lbs.	3 45	3 55
Rice, grade B, bags, 50 lbs.	3 45	3 55
Rice, grade B, pockets, 25 lbs.	3 55	3 65
Rice, grade B, ¼ pockets, 12½ lbs.	3 65	3 75
Rice, grade C.C., bags, 250 lbs.	3 35	3 45
Rice, grade C.C., bags, 100 lbs.	3 35	3 45
Rice, grade C.C., bags, 50 lbs.	3 35	3 45
Rice, grade C.C., pockets, 25 lbs.	3 45	3 55
Rice, grade C.C., ¼ pockets, 12½ lbs.	3 55	3 65
Fancy Patna—		
Patna, polished	4 08	4 18
Pearl	4 40	4 50
Imperial Glace	4 70	4 80
Sparkle	4 90	5 00
Japan—		
Crystal	4 95	5 05
Snow	5 15	5 25
Ice Dips	5 40	5 50
Carolina rice	7 00	7 10
Brown Sago, lb.	0 06	0 07
Tapioca, medium pearl, lb.	0 07	0 08
Seed lb.	0 07	0 08

ONTARIO MARKETS.

POINTERS—
Sugar—Weak.
California Fruits—Easier.
Figs and Dates—Steady.
Beans—Higher.
Barley—Pot quoted at \$4 cwt.

Toronto, April 18.—Jobbers are looking forward to opening of navigation, which they anticipate will bring greater activity into groceries. Certain sections of retail trade are awaiting traffic on lakes and lower rates which accompany it. It will probably be end of month before season opens this year, being later than usual. For season, trade is regarded as fair, it being felt that trade in country districts has been considerably hampered of late by bad condition of roads.

Sugar exhibits a weak tone in sympathy with raw raw market. Under possibility of lower prices, demand for sugar continues on hand to mouth basis. Refined in Toronto to-day is \$5.45 per cwt. compared with \$4.70 on April 21 last year.

Warmer weather has brought annual spring housecleaning more into evidence, and this has worked for a little better movement of house-cleaning articles, although most retailers have been prepared for this business for some little time. Dealers who handle seeds are finding greater interest displayed by farmers and sorting orders should soon commence to arrive. Garden seeds have also commenced to move out.

SUGAR.—Same weak situation in sugar as reported last week continues. Raws have continued easy and New York refined has declined. Conditions affecting this market are not quite similar to New York but there is nevertheless a weak feeling and dealers would not be surprised if it developed into a decline. The same factors which have been depressing market for some time are still at work. Reports coming from Cuba indicate that estimated yield of 1,800,000 tons is quite probable.

Extra granulated, bags	5 45
Extra granulated, 20-lb. bags	5 55
Extra granulated, 5-lb. cartons	5 75
Imperial granulated	5 30
Beaver, granulated	5 30
Yellow, bags	5 05
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, bbls.	5 85
Extra ground, 50-lb. boxes	6 05
Extra ground, 25-lb. boxes	6 25
Powdered, bbls.	5 65
Powdered, 25-lb. boxes	5 65
Powdered, 50-lb. boxes	5 85
Red Seal, 5-lb. box	0 37
St. Lawrence Crystal Diamonds	7 50
Paris lumps, in 100-lb. boxes	6 20
Paris lumps, in 50-lb. boxes	6 30
Paris lumps, in 25-lb. boxes	6 60

SYRUPS AND MOLASSES.—Corn syrups are steady to firm at last week's advance of 15 cents per case. Rapid upward strides that corn has been making has put all corn products in strong position. Chicago market for corn eased somewhat at beginning of week because of shutting down of such industries as starch, glucose and syrup works that refused to purchase raw material at high price.

Corn syrups are still meeting with good demand, while maple product is now coming in for its full share of attentions. Amount of new make varies at different centres, as does also prices which depend on supply and demand. Even compound syrups are moving well. This is syrup time and wise dealers are seizing opportunity to push syrup.

Syrups—	
2-lb. tins, 2 doz. in case	2 55
5-lb. tins, 1 doz. in case	2 90
10-lb. tins, 1/2 doz. in case	2 80
20-lb. tins, 1/4 doz. in case	2 75
Barrels, per lb.	0 03 1/2
Half barrels, lb.	0 03 1/4
Quarter barrels, lb.	0 04
Pails, 38 1/2 lbs. each	1 90
Pails, 25 lbs. each	1 35
Maple Syrup—Compound—	
Gallons, 6 to case	4 80
1/2 gals. 12 to case	5 40
1/4 gals. 24 to case	5 40
Pints, 24 to case	3 00
Maple Syrup—Pure—	
Gallons, 6 to case	6 80
1/2 gallons, 12 to case	7 35
Quarts, 24 to case	7 35
Pints, 24 to case	4 80
Quart bottles, 12 to case	3 80
Molasses, per gallon—	
New Orleans, medium	0 30 0 35
New Orleans, barrels	0 25 0 32
Barbados, extra fancy	0 45
Porto Rico	0 45 0 52
Muscovado	0 30

DRIED FRUITS.—Prune prices continue to vary somewhat but general easi-

ness still continues. As pointed out before it is difficult to get exact line on prices. One firm will have an over supply of one size and its price on that line will be lower than jobber who is not so well supplied. It is difficult to say just what sizes are most plentiful locally but jobbers were pretty heavy purchasers of larger sizes last fall, and they are said to be most plentiful. At the coast, prices continue to be materially cut, principally due to effort of holders to clean up.

In fact tendency in all California fruits is easier, including peaches and seeded raisins. Values on latter line have been shaded slightly on this market.

Dates and figs appear to be cleaned up to fairly close margin and tendency is accordingly one of steadiness. Half boxes of Hallowee dates have been practically cleaned up for some time, while full boxes are getting into smaller compass and are steadier. Same is true of figs.

Prunes—		
30 to 40, in 25-lb. boxes	0 13	0 14
40 to 50, in 25-lb. boxes	0 12	0 13
50 to 60, in 25-lb. boxes	0 11 1/2	0 12
60 to 70, in 25-lb. boxes	0 10 1/2	0 11
70 to 80, in 25-lb. boxes	0 10	0 10 1/2
80 to 90, in 25-lb. boxes	0 09	0 09 1/2
90 to 100, in 25-lb. boxes	0 09	0 09
Same fruit in 50 lb. boxes, 1/4 cent less.		
Bosnia prunes	0 08 1/4	0 09
Apricots—		
Choice, 25-lb. boxes	0 22	0 20
Slabs	0 20	
Candied Peels—		
Lemon	0 10	0 11
Orange	0 10	0 12 1/4
Citron	0 15	0 17
Figs, 2 to 2 1/4 inches, per lb.	0 09	0 13
Tapioca	0 04 1/2	0 04 1/2
Bag figs	0 15	0 17
Evaporated peaches	0 08 1/2	0 10
Dried apples	0 09 1/2	0 10
Evaporated apples	0 10 1/2	0 11 1/2
Currants—		
Fine Filiatras	0 07 1/2	0 08
Patras	0 08	0 08 1/2
Vostizzas	0 10	0 12
Uncleaned, 1/4c less.		
Raisins—		
Sultana	0 11	0 12
Sultana, fancy	0 14	0 14 1/4
Sultana, extra fancy	0 16	0 17
Valencias, selected	0 08	0 08 1/4
Seeded, 1 lb. packets, fancy	0 08 1/2	
Seeded, 16-oz. packets, choice	0 08 1/4	
New Dates—		
Hallowees—		
Full boxes	0 06 1/2	
Package dates, per 1 lb.	0 07	
Fards, choicest, 12-lb. boxes	0 09 1/4	0 10 1/4
Fards, choicest, 60-lb. boxes	0 06 1/2	0 07

TEA.—Here, at London auctions, as well as at primary points, tea values continue steady to firm. In the statistics of exports of tea from Southern India for last three years, it is interesting to note that there has been quite an increase in amount taken by North America. The exports to America in 1911 amounted to 5,551,740 pounds as compared with 4,368,304 in 1910 and 3,154,125 in 1909.

COFFEE.—Those dealers operating under stunted profits who have been watching the coffee horizon in hopes of some weakening in prices have failed to find the least trace of any marked easiness. A bull factor at the present time is that the Brazil crops of 1912-13 continue to indicate a light yield. The future is reflected in a New York report which says "while authorities may differ as to the cause and remedy, there is no gainsaying the fact that still higher prices must rule for coffees in the near

future. It is being freely predicted in this market that Santos 4s. which to-day are selling at 20 cents will shortly be selling to the retailer at 24 cents."

Although there is no change in local quotations, situation still continues steady.

Rio, roasted	0 23	0 24
Green, Rio	0 19	0 20
Santos, roasted	0 24	0 25
Maricao, roasted	0 24	0 25
Bagotas	0 27	0 28
Mocha, roasted	0 30	0 32
Java, roasted	0 32	0 35
Mexican	0 27	0 28
Guatemala	0 25	0 26
Jamaica	0 24	0 25
Chiocry	0 12	0 13

SPICES.—Opening of navigation is expected to improve spice business a little. Some orders for delivery under lower rates are now being booked. No particular features to prices but a fairly steady tone is present in most lines. Peppers and cassia hold well.

	Tins.	1/4-lb. pkgs.	1/4-lb. tins doz.
Allspice	15-18	60-70	70-80
Cassia	20-30	85-115	95-125
Cayenne pepper	23-28	90-105	90-110
Cloves	23-28	75-85	85-110
Cream tartar	27-30	90-100	
Curry powder	25-30		
Ginger	22-27	65-85	75-95
Mace	50-85		0-3 75
Nutmegs	30-45	90-100	1 60-2 00
Peppers, black	18-22	67-75	80-90
Peppers, white	28-30	90-105	1 25-1 35
Pasta spice	20-27	55-65	75-110
Pickling spice	16-20	75-90	75-90
Turmeric	16-20		
Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.			
Mustard seed, per lb. in bulk			0 12
Celery seed, per lb. in bulk			0 25
Shredded cocconut, in pails			0 16 1/2 0 17 1/2

RICE AND TAPIOCA.—Rice trade is on fair scale, while same is true of tapioca, this being good season for sale of these lines. Rangoon holds fairly steady tone, while fancy varieties are well maintained.

International Agriculture Institute gives area in India under rice in provinces reported, which generally contain some 78 per cent. of total area under rice in British India as showing a decrease of 2.7 per cent. Estimated outturn from this area shows decrease of 6.4 per cent. These figures refer to Indian agriculture year 1911-12, but greater part of crop was harvested before expiration of calendar year 1911.

Standard B. from mills, 500 lbs. or over, f.o.b. Montreal	3 45
Rice, standard B., f.o.b. Toronto	3 65
Per lb.	
Rangoon	0 03 1/4 0 04
Fancy rangoon	0 05 0 06
Paina	0 06 1/2 0 07
Japan	0 06 0 07
Java	0 06 0 07
Carolina	0 08 0 10
Sago, medium brown	0 06 1/2 0 07
Tapioca—	
Bullet, double goat	0 08
Medium pearl	0 06 1/2 0 07
Flake	0 08
Seed	0 06 1/2 0 07

NUTS.—There is little in situation in nuts calling for attention. Nuts in shell are moving slowly. Advent of push-cart on the street will swell consumption of peanuts. There have been further arrivals of Brazils which are lower for May delivery.

Almonds, Formigetta	0 15	0 15 1/4
Almonds, Tarragona	0 14 1/2	0 17
Almonds, shelled	0 35	0 36
Walnuts, Grenoble	0 18	0 18
Walnuts, Bordeaux	0 18	0 18
Walnuts, Marbots	0 18	0 18
Walnuts, shelled, new	0 11	0 12
Pilberts	0 11	0 12
Pecans	0 17	0 18
Brazils	0 15	

Peanuts, roasted	0 10	0 13
Peanuts, green, extras	0 08 1/2	
Peanuts, green, jumbo	0 10	

BEANS.—Strength of beans has been pointed out before. Market is higher and still quite strong. Some dealers' ideas are even above present quotations. One dealer quoted \$2.75 for prime and \$3 for handpicked. Demand is reported good.

A report from a bean dealer at Chatham, Ont., says, "It is thought that balance of crop in growers' hands does not exceed 10 per cent. Demand is good from all directions and is taken as an indication that stocks are light at distributing centres. As new crop is not available until next October, it seems future will show a strong and higher market."

Prime beans, per bushel	2 60	2 65
Hand picked beans, per bushel	2 75	2 80
California Lima beans, lb.	0 08	

EVAPORATED APPLES.—Evaps. are moving slowly and exhibit just slightly easier tone, although quotations are unchanged. Stocks, however, are reported as not heavy for season.

BARLEY.—Prices on barley continue firm and higher. Pot is quoted at \$4 per cwt. Pearl is generally \$1 per cwt. higher, but being even scarcer than pot, there is little larger premium than usual on it.

CANNED GOODS.

Toronto.—In vegetables, beans are probably in shortest supply. Some houses are worse off than others in this respect. Tomatoes have been moving well considering high figure that is asked.

Peas and corn are probably most plentiful lines, that is compared with volume of demand. High price of peas has curtailed sales considerably this year and some houses are said to have just a little larger stock than they consider safe. Corn is quoted lower in Montreal, at least by some houses, but no change is announced by any Toronto houses in this line.

Soaked peas are quoted around \$1 per dozen.

Canned pumpkin and apples are moving well just now as material for pies. Strawberries, raspberries and blueberries continue firm and scarce.

FRUITS.		Group A.
3's—Apples, preserved	1 82 1/2	
3's—Apples, standard	1 10	
Gal.—Apples, standard	3 05	
2's—Blueberries, (huckleberries), standard	1 50	
Gal.—Blueberries (huckleberries), standard	6 90	
2's—Gooseberries, preserved	2 02 1/2	
Gal.—Gooseberries, solid pack	8 23 1/2	
2's—Grapes, white, Niagara, preserved	1 57 1/2	
Gal.—Grapes, white, Niagara, standard	3 57 1/2	
2's—Peaches, white, heavy syrup	1 92 1/2	
3's—Peaches, white, heavy syrup	2 92 1/2	
1 1/2's—Peaches, yellow, flats, heavy syrup	1 57 1/2	
2's—Peaches, yellow, flats, heavy syrup	1 92 1/2	
3's—Peaches, yellow, flats, heavy syrup	2 92 1/2	
3's—Peaches, whole, yellow, heavy syrup	2 12 1/2	
3's—Peaches, pie, not peeled	1 52 1/2	
3's—Peaches, pie, peeled	1 72 1/2	
Gal.—Peaches, pie, not peeled	4 42 1/2	
Gal.—Peaches, pie, peeled	5 57 1/2	
2's—Pears, heavy syrup	1 82 1/2	
3's—Pears, heavy syrup	2 42 1/2	
3's—Pears, light syrup, globe	1 27 1/2	
3's—Pears, light syrup, globe	1 72 1/2	
3's—Pears, pie, not peeled	1 42 1/2	
3's—Pears, pie, peeled	1 57 1/2	
Gal.—Pears, pie, peeled	4 27 1/2	
Gal.—Pears, pie, not peeled	4 12 1/2	
2's—Plums, light syrup	0 92 1/2	
3's—Plums, light syrup	1 52 1/2	

2's—Plums, heavy syrup	1 47 1/2
3's—Plums, heavy syrup	1 47 1/2
Gal.—Plums, standard	3 57 1/2
2's—Plums, egg, heavy syrup	1 47 1/2
2 1/2's—Plums, egg, heavy syrup	1 72 1/2
3's—Plums, egg, heavy syrup	2 22 1/2
2's—Plums, Green Gage, light syrup	1 02 1/2
2's—Plums, Green Gage, heavy syrup	1 32 1/2
3's—Plums, Green Gage, standard	1 52 1/2
Gal.—Plums, Green Gage, standard	4 37 1/2
2's—Cherries, black, pitted, heavy syrup	1 97 1/2
2's—Cherries, black, not pitted, hy. sy.	1 57 1/2
2's—Cherries, red, pitted, heavy syrup	1 97 1/2
2's—Cherries, red, not pitted, heavy syrup	1 57 1/2
Gal.—Cherries, red, pitted	8 57 1/2
2's—Cherries, white, pitted, heavy syrup	2 67 1/2
2's—Cherries, white, not pitted, heavy syrup	1 67 1/2
2's—Currants, black, heavy syrup	2 27 1/2
Gal.—Currants, black, preserved	2 27 1/2
Gal.—Currants, black, standard	5 32 1/2
Gal.—Currants, black, solid pack	8 32 1/2
2's—Currants, red, heavy syrup	2 02 1/2
2's—Currants, red, preserved	3 27 1/2
Gal.—Currants, red, standard	5 32 1/2
Gal.—Currants, red, solid pack	8 32 1/2
Gal.—Gooseberries, heavy syrup	2 27 1/2
Gal.—Gooseberries, standard	7 27 1/2
2's—Lawtonberries (blackberries), hy. sy.	1 52 1/2
2's—Lawtonberries, preserved	2 27 1/2
Gal.—Lawtonberries, standard	7 07 1/2
2's—Pineapple, sliced, heavy syrup	2 27 1/2
2's—Pineapple, grated, heavy syrup	2 27 1/2
2's—Pineapple, whole, heavy syrup	2 27 1/2
2's—Pineapple, whole, heavy syrup	2 27 1/2
2's—Raspberries, black, heavy syrup	2 40
2's—Raspberries, black, preserved	2 40
Gal.—Raspberries, black, standard	7 20
Gal.—Raspberries, black, solid pack	9 55
2's—Raspberries, red, heavy syrup	2 40
2's—Raspberries, red, preserved	2 40
Gal.—Raspberries, red, standard	7 20
Gal.—Raspberries, red, solid pack	9 55
2's—Rhubarb, preserved	1 57 1/2
3's—Rhubarb, preserved	3 27 1/2
Gal.—Rhubarb, standard	3 57 1/2
2's—Strawberries, heavy syrup	2 40
2's—Strawberries, preserved	2 40
Gal.—Strawberries, standard	7 20
Gal.—Strawberries, solid pack	9 55

Group B. is 2 1/2c lower than above.

VEGETABLES.		Group A.
2's—Beans, red kidney	1 17 1/2	
2's—Beans, blood red, Simcoe	1 02 1/2	
2's—Beans, whole, blood red Rosebud	1 32 1/2	
3's—Beans, sliced, blood red Simcoe	1 37 1/2	
3's—Beans, whole, blood red Simcoe	1 42 1/2	
3's—Beans, whole, blood red Rosebud	1 57 1/2	
3's—Cabbage	1 02 1/2	
2's—Carrots	1 02 1/2	
3's—Carrots	1 32 1/2	
2's—Cauliflower	1 70	
3's—Cauliflower	2 12 1/2	
2's—Corn	1 15	
Gal.—Corn on cob	4 82 1/2	
3's—Corn on cob, golden dwarf	1 82 1/2	
2's—Parsnips	1 17 1/2	
3's—Parsnips	1 32 1/2	
Gal.—Pumpkins	1 02 1/2	
Gal.—Pumpkins	3 15	
3's—Squash	1 17 1/2	
Gal.—Squash	3 37 1/2	
2's—Succotash	1 17 1/2	
3's—Tomatoes	1 65	
Gal.—Tomatoes	4 82 1/2	
2's—Turnips	1 17 1/2	
3's—Turnips	2 57 1/2	
2's—Beans, golden wax	1 42 1/2	
2's—Beans, golden wax, midget, Auto brand	1 30	
2's—Beans, golden wax	1 25	
3's—Beans, golden wax	1 42 1/2	
Gal.—Beans, golden wax	4 27 1/2	
2's—Beans, refugee or valentine (green)	1 15	
3's—Beans, refugee (green)	1 42 1/2	
2's—Beans, refugee, midget, Auto brand	1 32 1/2	
2's—Peas, extra fine sifted, size 1	1 80	
2's—Peas, sweet wrinkle, size 2	1 40	
2's—Peas, early June, size 3	1 35	
2's—Peas, standard, size 4	1 30	
2's—Spinach, table	1 62 1/2	
3's—Spinach, table	2 27 1/2	
Gal.—Spinach, table	6 02 1/2	

Group B is 2 1/2c lower than above.

Clover Leaf and Horseshoe brands salmon—	2 50
1-lb. talls, dozen	1 60
1-lb. flats, dozen	2 55
Other salmon prices are—	
Humpbacks, dozen	1 35
Pinks	1 35
Cohoos, per dozen	1 90
Red Spring, per dozen	2 10
Northern River Sockeye	2 45
Lobsters, halves, per dozen	3 00
Lobsters, quarters, per dozen	1 75

CANNED POULTRY AND SOUP.

Chicken	4 50
Turkey	4 50
Ducks	4 50
Soup, 2's	2 40
Soup, 1's	1 90

MANITOBA MARKETS.

POINTERS—Prunes—Lower. Coffee—Steady. Winnipeg, April 17.—Trade prospects generally are first rate. The weather on whole has been favorable, and operations on the land and on building in towns

have had little to delay them since opening of spring.

California prunes are down 1 1/2 cents, and may go lower, notwithstanding reported shortness of stocks.

Collections show some improvement but are still not considered as up to average of previous years.

Idle men in west are rare; every man able to work now drawing wages. With capital and immigration pouring into the country its future is assured.

SUGAR.—Sugar prices remained unchanged since last report. Tone of raws has been easy.

Montreal and B.C. granulated, in bbls.	6 00
Montreal and B.C., in sacks	5 95
Montreal, yellow, in bbls.	5 60
Montreal, yellow, in sacks	5 55
Iceberg sugar, in bbls.	6 60
Iceberg sugar, in boxes (25 lbs.)	6 15
Powdered sugar, in bbls.	6 15
Powdered sugar, in boxes	6 15
Powdered sugar, in small quantities	5 90
Lump, hard, in bbls.	6 85
Lump, hard, in half bbls.	6 95
Lump, hard, in 100-lb. cases	6 85

SYRUPS.—Prices remain high, with no immediate chances of a change.

Syrups—	
24 2-lb. tins, per case	2 55
12 5-lb. tins, per case	2 81
6 10-lb. tins, per case	2 82
3 20-lb. tins, per case	2 82
Half barrels, per cwt.	4 05
Barbatoes molasses, in half bbls., per gal.	0 45
New Orleans molasses, half bbls., per gal	0 30

DRIED FRUITS.—Easiness in prunes has been predicted in these columns for past few weeks. This week lower prices are announced. The reduction varies on different lines. Situation is still easy.

New Prunes—	Per lb.
94-100s, 25s, s.p.	0 09 1/2
94-100s, 10s, s.p.	0 08 1/2
80-90s, 25s, s.p.	0 09 1/2
80-90s, 10s, s.p.	0 09 1/2
70-80s, 25s, s.p.	0 09 1/2
70-80s, 10s, s.p.	0 09 1/2
60-70s, 25s, s.p.	0 09 1/2
60-70s, 10s, s.p.	0 09 1/2
40-50s, 25s, s.p.	0 11 1/2
Cooking Figs—	
Choice boxes	0 06 1/2
Half boxes	0 05 1/2
Half bags	0 04 1/2
Valencia Raisins—	
Fine, f.o.s., 25s, s.p., per box	1 30
Fine selected, 25s, s.p., per box	1 35
4-crown layers, 25s, s.p., per box	2 45
4-crown layers, 14s, s.p., per box	1 30
4-crown layers, 7s, s.p., per box	0 70
Ne plus ultra, 25s, s.p., per box	2 45
Currants—	
Dry, clean, per lb.	0 07 1/2
Washes, per lb.	0 08
1-lb. package	0 08 1/2
2-lb. package	0 17 1/2

COFFEE.—Coffee shows no change, but steadiness prevails. Fair trade under conditions is reported.

Roasted Rio, per lb.	0 22
Green Rio, 5s, lb.	0 17 1/2
Green Rio, 7s, per lb.	0 16 1/2

BEANS.—Firm, but no changes anticipated.

Beans, 3-lb. picker, per bushel	2 65
Hand picked, per bushel	2 75
Peas, split, 100 lbs.	4 00

NUTS.—Trade in nuts not particularly brisk. No change to record in prices.

Nuts—	Per lb.
Filberts	0 11 1/2
Walnuts, Marbots	0 13 1/2
Walnuts, Grenoble	0 16
Walnuts, shelled, cases 55 lbs.	0 27 1/2
Walnuts, shelled, in less quantities	0 28 1/2
Almonds	0 17
Almonds, shelled, in 28-lb. boxes	0 33
Almonds, shelled, less than 28-lb.	0 34
Peanuts, roasted, choice	0 09 1/2
Peanuts, roasted, extra fancy	0 11
Peanuts, shelled, not roasted	0 09
Peanuts, salted, per ctn. of 20x5c pkts.	0 70
Pecans, medium	0 17
Pecans, large	0 20 1/2
Brazils	0 18
Nutmegs	0 20

NEW BRUNSWICK MARKETS.

St. John, April 17.—Business with local grocers has fast asumed the proportions annually anticipated in the way of spring trade and from present indications next few months should see a decidedly brisk period and increased trade with practically every dealer. Despite this fact, there have been no changes in price lists, although the present week may see some alterations in the quoting on many lines because of reported weak markets in some commodities. During last two or three weeks flour market has remained steady and the little fluctuation which took place in Chicago wheat market had no effect on price of flour. The high price which has ruled for last month and a half on mill feed is easily maintained at present, and local dealers declare that it is quite difficult to procure sufficient feed to fill orders, so general is the scarcity.

Bacon	\$	\$0 15
Beans, hand picked, bus.	2 60	2 70
Beans, yellow eye, bus.	2 65	2 75
Butter, dairy, per lb.	0 26	0 30
Butter, creamery, per lb.	0 30	0 34
Buckwheat, W., grey bag	2 85	3 00
Cheese, new, lb.	0 17	0 17½
Currants, 1's, lb.	0 08	0 08½
Canned Goods—		
Beans, baked	\$1 15	\$1 25
Beans, string	1 02½	1 05
Corn, doz.	1 90	1 65
Peas, No. 4	1 20	1 20
Peas, No. 3	1 25	1 25
Peas, No. 2	1 30	1 30
Peas, No. 1	1 80	1 80
Peaches, 2's, doz.	1 95	2 00
Peaches, 3's, doz.	3 00	3 05
Raspberries, doz.	2 05	2 10
Strawberries	1 85	1 90
Tomatoes	1 75	1 80
Clams	4 00	4 25
Cornmeal, gran.	5 10	5 10
Cornmeal, bags	1 75	1 75
Cornmeal, bbls.	3 65	3 65
Eggs, henney	0 21	0 21
Eggs, cashey	0 22	0 23
Finnan Haddies	4 40	4 50
Fish, cod, dry	6 25	6 50
Flour, Manitoba	6 55	6 60
Flour, Ontario	5 60	5 70
Lard, compound, lb.	0 10½	0 11
Lard, pure, lb.	0 13½	0 13½
Lemons, Messina, per box	3 50	4 00
Molasses, Barbados, doz.	0 34	0 35
Oatmeal, rolled, fancy	5 70	5 70
Oatmeal, std.	6 30	6 30
Pork, domestic mess	21 00	22 00
Pork, American clear	21 50	23 50
Potatoes, barrel	2 25	2 50
Raisins, California, seeded	0 09½	0 10
Rice, per lb.	0 03½	0 04
Salmon, Case—		
Red Spring	\$7 75	\$8 00
Cohoos	7 25	7 50
Sugar—		
Standard granulated	5 60	5 70
Austrian granulated	5 50	5 60
Bright yellow	5 40	5 50
No. 1 yellow	5 10	5 20
Paris lumps	6 65	6 90

FRUIT AUCTION CO. FORMED.

The Toronto Fruit Auction Co., Ltd., has been incorporated with a capital stock of \$40,000. This is a combination of twelve of Toronto's wholesale fruit and produce houses to market goods by auction. Previously White & Co., Ltd., and McWilliam & Everist conducted separate auctions, but these two firms have merged their auction interests with the new concern.

The officers of the new company are:
 President—H. W. Thorpe.
 Vice-president—H. Peters.
 2nd Vice-president—W. H. Despard
 Directors—Chas. Simpson and A. Mc-Bride.

The fruit firms composing the new concern and who have taken stock in it are:—

White & Co., McWilliam & Everist, H. Peters, Clemes Bros., H. J. Ash, Chas. Simpson, McBride Bros., Stronach & Sons, Chas. Kimpton, D. Spence, Jos. Bamford and Dawson Elliott Co.

TO WRITE GUILD PRESIDENT.

In Matter of Wholesalers Selling Direct—Regular Meeting of Toronto R. G. A.

The monthly meeting of the Toronto Retail Grocers' Association on Monday night was marked by a large attendance.

Neil Carmichael reported on communications which have been carried on with the Medical Health Officer relative to displaying of goods outside. It was decided advisable to carry the matter still farther, and it will be pointed out to Dr. Hastings that push-cart peddlers in summer frequently carry berries and that these should be covered.

Wm. Miller gave an account of what the Legislative Committee have done regarding peddler nuisance. They are to meet the Legislative Committee of city council in the near future regarding this matter.

Mr. Miller also reported what had been done re Provincial Grocers' Association. A vote of endorsement of the proceedings was passed.

D. W. Clark, president of the newly formed Provincial Association, referred to the honor that had been conferred on the Toronto association by having three of its members elected as officers.

"I am prepared to do my best to further the retail grocery trade of the province," stated Mr. Clark. "We feel that under the new Provincial organization a great deal can be accomplished. Since our organization meeting we have received numerous letters from the trade throughout the province endorsing our work. This year will be taken up mainly in organization. In near future there will be a meeting of the executive, when the policy of the association will be outlined. We feel that properly organized we can do much to further our own interests."

The question of wholesalers selling to consumers was again taken up and instances given where this is being done.

A motion was passed that the executive, on obtaining reliable information regarding wholesalers selling direct, write the President of the Wholesale Grocers' Guild asking him to bring the matter before the Guild, and get their support in having retailers' rights observed.

An old suggestion, that association establish an employment bureau for clerks,

was revived by S. W. Hall. The committee previously appointed for the purpose will take the matter up.

If the time taken up in discussing it, is a gauge of the success of annual excursion this year, it should be a record one. It will probably be held to Grimsby Beach on July 24. W. C. Miller, D. Bell and N. Carmichael were appointed to complete negotiations.

The new members proposed were:—Geo. Arnold, King St. E.; E. W. Pearen, King St. E.; Stennet Bros., Queen E.; W. Black, Queen E.; J. E. Cardy, Broadview; J. Muir, Danforth and Logan; J. A. Powell, Danforth Road; D. S. Waldron, Pape Ave.; J. S. Scott, Pape Ave.; N. Mitchell, Pape Ave.; E. L. Chapman, Pape Ave.; Forster & Swift, Pape Ave.; D. Cameron, Main St.; W. Blaylock, Danforth Road; Paterson Bros., Danforth; A. Pickles, Woodbine Ave.; J. S. Eakin, Woodbine Ave.; J. C. Doyle, Avenue Road; W. A. Halton, Earls court; W. C. Cork, Bathurst St.

FROM FRONT OR REAR DOOR.

Difference of opinion exist among merchants as to whether it is best to load up the delivery wagon in front of the store or at the rear. While groceries may be loaded at the back without causing so much dirt in the store, still there is another side to the question. Undoubtedly, the loading up of a big lot of groceries at the front, creates a good impression on customers, as they take particular notice of a store when it presents a busy appearance.

"It is up to the merchant," says a Regina, Sask. dealer, "to decide for himself between the two ways. If he considers that the dirt caused by using the front is more inconvenience than would make up for the impression on the customers, he will use the rear; and if he considers that the good impression is better, he will use the front."

READY MADE CARD PHRASES.

It takes good flour to make good bread. Try our Blank brand.

Don't forget soap. Wash day is not far off.

Our bottled pickles look good. They're as good as they look.

Orders by person, phone or mail, delivered in a hurry.

The man behind the counter will give you information about the goods.

Soda biscuits—crisp and tasty.

We have reasons for recommending these raisins. A trial will show you.

The MacLaren Imperial Cheese Co. are putting a new style of cheese on the market. It is called MacLaren's Pimento cheese.

Current News of the Week

Robin Hood Mills, Limited, has been incorporated with a capital stock of \$200,000. The head office is at Calgary, Alta.

I. Moore, of The Quaker Oats Co., of Peterborough, Ont., has taken charge of the Toronto branch of the company in succession to Chas. Morrow, who is going to Richmond, Virginia, in the interests of the firm.

M. Leon Gaboury, Quebec, Que., one of the oldest grocers in Canada, has given up business to take a well earned rest. His son, M. L. Emile Gaboury, who was with his father for some 15 years, has gone into the manufacturers' agency and commission business.

town, Mr. Smith having dropped out of the latter firm.

Frank Johnston, organizer for Toronto Retail Grocers, has returned from a holiday in Chicago,

H. Pickel has purchased the grocery business of G. Fox, Leamington, Ont.

W. J. Mooney, president of the Mooney Biscuit & Candy Co., Stratford and Winnipeg, was in Winnipeg last week on a business trip.

Fire broke out last week in the premises adjoining the Canadian Cocomut Co., Montreal, doing considerable damage. The latter firm, however, suffered little harm, no damage whatsoever being done to plant.

many important positions with the Codville Co. It is Mr. Escott's intention to devote his entire time among the trade. The firm's name will be changed from the W. H. Escott Co. to Escott & Harmer. As reported in a recent issue of The Grocer, Escott & Harmer have opened branch offices in Saskatoon, Regina and Moose Jaw.

Fretz, Limited, are erecting in Eastern Hamilton on the T. H. & B. Railway a jam and jelly factory. C. Fretz and J. W. Corner are the men behind this proposition. The former has been engaged in the canning and packing business for some years while Mr. Corner was formerly the processor for the Aylmer Can-



Gathering of Retail Grocers at the Organization Meeting in Hamilton, Ont., on Good Friday, of the Ontario Retail Grocers' Association. President, D. W. Clark (third from the right), and the other Officers, are standing in the front row. On his left are W. C. Miller and E. J. Ryan, and on his right Thos. Shaw, Jas. Main, and W. J. Mellen.

Colwell Brothers, St. John, N.B., who for some time have been conducting a cash grocery on Peter Street, have decided to sell their business as they have accepted an agency with a United States firm with branches in Canada. Their headquarters will be in Halifax, and they will remove there in a few days.

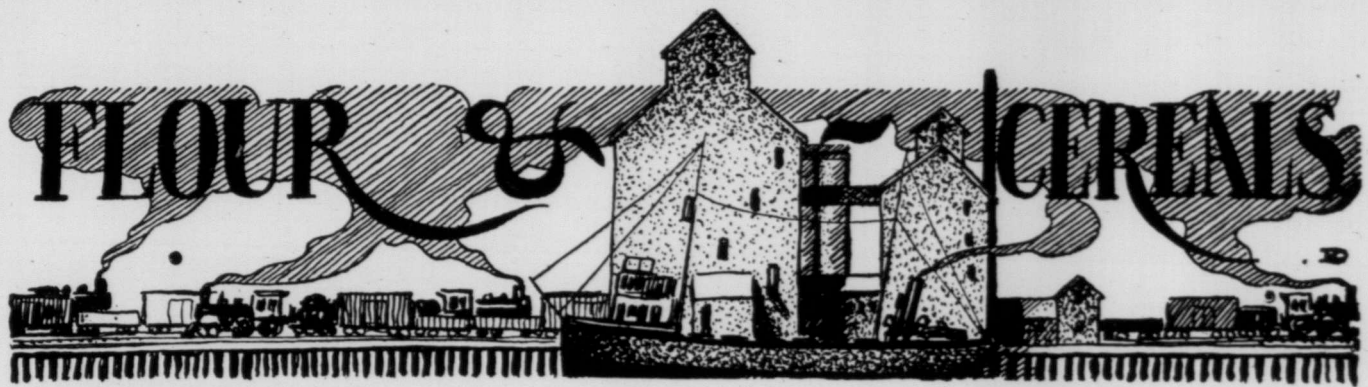
H. Campbell, of Campbell & Co., grocers, Ridgetown, Ont., has succeeded Mr. Smith in Jeffries & Smith, of that

Considerable interest was manifested in Winnipeg wholesale grocery circles week before last over the announcement that the W. H. Escott Co. had taken into partnership D. W. Harmer, buyer for the Codville Co., wholesale grocers of that city, Mr. Escott having found it necessary to taken in a partner to take charge of the office and inside business. Mr. Harmer is well known in the wholesale trade here having filled

ning Co. In addition to jams and jellies fruits of all kinds will be packed as well as tomatoes, beans, beets, pumpkin and gallon apples.

One man thinks the stream is a splendid one in which to fish. The other makes it turn his mill.

Sugar exists not only in the cane, beetroot, and maple, but also in the sap of 190 other plants and trees.



Manitoba Flour Up 10 Cents per Barrel

Following Stronger Tone Noted Last Week —Winter Wheat Flour Also Quoted Higher by Ontario Millers—Crop Scare News Causes Big Fluctuation in United States Wheat Prices—Cornmeal is Firmer and Higher—Exporters Report Scarcity of Ocean Space.

Stronger front to Manitoba flour market reported last week developed into an advance of 10 cents per barrel this week. Change was announced by some firms on Monday, while others followed as week advanced. Week has been marked by big bulge in wheat values across the border and this and rather substantial gains in good milling wheat in Canada of late, has worked for upward movement in price. Even at advance, a fairly firm tone is reported in market.

Winter wheat flours are also on the upward trend, offerings being small. Some Ontario millers have advanced prices on blended flour 25 cents per barrel in sympathy with higher values on Ontario wheat which continues in scanty supply.

Cornmeal is firm and higher again, following movement of raw material which holds strong position both here and across line. Rolled oats are steady at last week's advance, a fair trade for season being in evidence.

Crop damage reports are once more being trotted out into the wheat arena by bull factors and during past week have been responsible for no little fluctuation in wheat values. A wild buying rush on Saturday last in Chicago wheat pit sent prices up 4½ cents. Remarkable advance was due to increased alarm about crop damage, a flood of adverse reports sweeping in from various sections of the country. There was another wild orgy in Chicago wheat pit on Monday, violent fluctuations in prices following further crop scare news.

Canadian wheat prices at various centres have felt the effect of the bulge across the border, although Winnipeg market has continued rather conservative in its movement. While United States' wheat supply showed a decrease

of 1,807,000 bushels last week, Canadian visible increased 428,000 bushels.

Grain and flour exporters are experiencing some difficulty in obtaining steamship accommodation. Under clamorous demand for ocean space, rates have been moving upward.

As compared with nine cents, the highest price asked at the opening of navigation in Montreal last year. Atlantic steamship companies are now charging an average of seventeen cents per hundred pounds of flour and eighteen cents per hundred-weight of wheat for the opening of navigation this year. The first boat of the season is expected to leave Montreal during the first week in May.

MONTREAL.

FLOUR.—Flour has been unusually active this week. Demand both locally and out of town increased considerably and this, combined with scarcity of raw material and poor shipments, caused prices on Manitobas to advance 10 cents per barrel.

Winter wheat, fancy patents, in bags	5 80
Straight rollers, in bags	4 80
Manitoba 1st Spring wheat patents, bags	5 80
Manitoba straight patents, in bags	5 30
Manitoba strong bakers, in bags	5 10
Manitoba second, in bags	4 70

CEREALS.—There has been an active demand for all cereals. Stocks are limited and raw material is offering more difficulty to millers in supplying demand. If this continues it can be expected to result in an advance before long. For the week bolted cornmeal is quoted 10 cents higher.

Fine oatmeal, single bag lots	90
Standard oatmeal, single bag lots	90
Granulated oatmeal, single bag lots	90
Bolted Cornmeal, 100 bags	25
Roller Oats, jute bags, 90-lb., single bag lots	55
do., cotton bags, 90-lb., single bag lots	70
Roller Oats, barrels	55
Roller wheat, bbl.	2 25

TORONTO.

FLOUR.—Strong feeling noted in Manitoba flour last week has developed into an advance of 10 cents per barrel, bringing first patents in car lots up to \$5.70 per barrel. Premium on good milling wheat has been on increase of late and even at advance there is a fairly firm tone reported to flour market.

Ontario wheat has been marching upward in sympathy with general trend of prices, and has now reached the high water mark, 98 cents to \$1. being quoted. In sympathy with higher raw material, several Ontario millers have advanced winter wheat blends 25 cents per barrel. By reason of different percentages of wheat used by millers it is somewhat difficult to get an exact line on prices, but range appears to be \$4.75 to \$5.25 per barrel. One firm quotes 90 per cent. winter patents at \$5.05 per barrel in sacks.

Manitoba Wheat.	
1st patent, in car lots	5 70
2nd patents, in car lots	5 30
Strong bakers, in car lots	5 10
Feed flour, in car lots	5 00
Winter Wheat.	
Straight roller	4 00
Blended	4 75

CEREALS.—Following course outlined last week, cornmeal is again firmer and higher. Generally range is around \$2.25 per sack, with some dealers quoting above that figure.

Roller Oats are steady at last week's advance. Trade is fair for season.

Roller Oats, small lots, 90-lb. sacks	2 65
Roller Oats, 25 bags to car lots	2 56
Standard and granulated oatmeal, 98-lb. sk.	2 80
Roller wheat, small lots, 100-lb. bbls.	2 90
Roller wheat, 5 barrel to car lots	2 90
Cornmeal, 100 lb. bags	2 25
Roller Oats in cotton sacks, 5 cents more.	

WINNIPEG.

FLOUR.—Flour prices are firm but are likely to go up in sympathy with rising prices of wheat.

1st patents, cwt	2 95	3 00
2nd patents, cwt	2 65	2 75
Strong bakers', cwt	2 35	

Grain and flour exporters experiencing difficulty in obtaining ocean space are wondering how a wheat crop of 359,000,000 bushels in 1915 is going to be handled.

Roller Oats—	
80 lb. sack	2 35
40 lb. sack	1 21
20 lb. sack	6 68

Selling Flour for Bread-Making Purposes

How the Grocer Can Get Some of the Trade Now Going to the Baker—Is Bread-Making Becoming Lost Art? — Case Where Manitoba Dealer Sold Car Load of Best Flour at Good Profit While Competitor Was Losing Money on Poorer Grade at Cut Price.

IS bread-making becoming a lost art to the housewife of to-day? Is the baker gradually winning supremacy along this line of endeavor?

These are questions which the grocer would do well to consider; because if the baker is selling his customers their bread, the grocer is certainly not selling them flour for bread making.

While the baker is far from being supreme in some towns and localities, there is no denying the fact that he has gradually been attaining this end in many sections. City, town and village housewives who not many years ago would have scorned the idea of not making their own bread are now regular customers of the baker. To-day we even find many farmers buying their bread, an almost unheard of thing but a few years ago. How far is this dependence upon the baker and loss of trade in flour by the grocer going to drift?

In seeking a remedy, we are told that it is well for us first to ascertain the cause. In this case we will not do so. Far be it from anyone to suggest that the housewife of to-day is any less industrious than when our mothers and grandmothers held sway in the kitchen. To suggest such a thing to our woman customers instead of having the desired effect, is likely to, in the language of the street, "getting us in wrong."

That Home Made Bread.

The love of the home made bread still lingers. This gives us reason to believe that there is still hope to swing a multitude of Canadian housewives back into the old habit of bread making. To help along this love of the home made bread, the grocer has some strong arguments to give customers why it is in their interests to bake their own bread. Appeal to both their pride and judgment. Point out that not only can they make better bread but they can save money. Most women are economically inclined, and if you can show them explicitly where they may save money on their household expenses, you certainly have them interested. This is the work of the retail grocer, and there is a good harvest to be reaped in most every locality by the dealer who follows this line of endeavor.

Combine the Selling Forces.

When customers are purchasing their usual groceries is the time that the sub-

ject can be introduced to them. Dwell upon its economical side. The same thing done in your advertising in the local paper should also be productive of good results.

Good bread cannot be made of poor flour, and unless the bread is good the housewife will soon abandon her bread making. This is the first rule to be learned by the grocer who hopes to revive bread making among his customers. He must stock good flour. Neither can he hope to retain the trade of the regular baker unless the flour he handles is of good quality.

Manitoba Dealer's Experience.

Price is not of a great deal of consequence to the purchasers of flour. They want good flour and are generally willing to pay the price. This is illustrated by an incident reported to the writer by a dealer in a Manitoba town.

"My competitor," he said, "not long ago began to advertise the flour of a certain milling company at \$2.85 per cwt. I was selling the best flour of that firm at \$3.15. I began to inquire into the situation and found that it was the second grade he was selling, that he had purchased a car load and was going to make a spread with it.

"When I discovered what he was doing I at once ordered a car from the same company, but I ordered their best grade, getting ten bags of the lower grade that my competitor was selling. I advertised it at \$2.75—that is the lower grade, for I still continued to sell the best grade at \$3.15.

Further Cut in Price.

"Soon he had cut the price to \$2.65 which was just about the cost to him. At the end of two weeks he had sold about half his car at just about cost, while I had sold the whole of my car of the better article.

"When a customer came in I told her I had the second grade article at the low price but always recommended her to take the best. She generally did, at \$3.15 too, and by the time I had sold out my whole car I still had five bags of the ten lower grade left."

This merchant showed himself a salesman and capable of recognizing the best course to take in a situation like this. It also shows that people want good flour. Another merchant would probably have gotten in a car of the low grade flour and began a price cutting war that

would have lost both money and customers to him.

Methods of Extending Sales.

The three main methods which the grocer has at hand for promoting the sale of flour are window display, advertising and personal salesmanship. They all have their valuable features, and wherever possible should be combined, if the best results are to be obtained.

The window catches the eye of the passing customer, and if the display is strong enough, interest enough may be aroused to bring inquiry. When an inquiry is made, the salesman has his opportunity to present his proper arguments and create sales.

Reach Them in the Home.

Not all customers visit your store, nor yet pass it. How are they to be interested? This is where your advertising comes in and good strong copy in the local paper should be of valuable assistance in building up interest in the line.

LONDON RETAILERS MEET.

Reports on Hamilton Meeting—Complaints Against the Selling Direct Habit.

The Retail Grocers' Association, of London, Ont., held their regular meeting last Tuesday evening, and it was a busy session. President John Diprose, Treasurer Thos. Shaw and E. J. Ryan gave reports of the Hamilton meeting re Ontario Retail Grocers' Association, and an interesting discussion took place on same, Ex-President Norman McLeod, Vice-President J. A. McFarlane and Jas. Fountaine and others taking part in it. It was decided to go ahead and raise the necessary funds for the Ontario Association and to strengthen their hands in every way possible.

Complaints were laid against a local manufacturer also a local wholesale house for selling to boarding houses and restaurants. It was decided to take every possible means to stop this practice; also that the secretary write the firms complained of, and that the secretary of the local Wholesale Grocers' Guild be asked to bring the matter up at the next meeting.

A committee was named to wait on No. 3 Committee of the City Council with regard to pedlars' licenses, that said pedlars be obliged to wear badges so that the public could tell at a glance whether they were licensed or not. As it is at present one cannot tell. The police claim they have not time to look after these men.

Dealer Changes Demand for Pastry Flour

Opposition Store Cut Prices of Line He Had Been Selling—Got No Redress From Manufacturer and So Changed Brand Himself—Will Not Be Forced to Stock Any Line But is Willing to Consider Any Apparent Good Proposition.

The retailer's power to change demand for one article to a more profitable, similar brand is well exemplified by the experience of a dealer in a large Canadian city in connection with his flour department.

Formerly he used to sell a certain pastry flour which all his customers had been trained to ask for. He had worked up a good business in it and felt he could not get along very well without it.

Price Cutting Begins.

He was quite satisfied until a price-cutting opponent established himself across the way, stocked the same brand of flour, and cut the price from 13 cents to 10 cents on the smallest size, and a similar degree on the larger packages. At 13 cents there had been a fair profit; at 10 cents there was a bare margin. His profit in handling flour threatened to be wiped out altogether after cost of doing business was taken into consideration.

The next time a representative of the firm who sold the flour called for his usual order, he told him the circumstances, and asked if he could not have this price cutting stopped, or refuse to sell the man who was destroying the trade it had taken years to build up.

No Redress Coming.

The answer the dealer received was "So-and-so buys his flour and pays cash for it the same as you do. He has got the right to sell it at any price he likes."

The grocer in question refused the traveler another order for that flour. He thought over the situation and decided on a course of action. What he did was this. He stocked another brand for which he paid from 10 cents to 20 cents a hundred more, but which he sold at the same price as he had formerly been charging for the original flour.

Customers, of course, came again as customers will—if they don't owe much—and asked for the flour with which the grocer had built up his trade. But instead of complying with their requests he introduced his new brand. "Here is —," he would say, "it is recognized as one of the leading pastry flours on the market. I can recommend it and if you don't find it better, I'll charge you nothing for it."

Took the Grocer's Advice.

His customers accepted the flour, not one of them brought it back, and now

they all ask for it whenever pastry flour is needed.

This dealer is selling practically nothing else but the new flour for which he created his own demand. He stocks only a small lot of the former brand because it is put up in a size that the other firm does not supply.

Take What He Recommends.

Discussing with this merchant the the question of customers insisting on brands of goods which have been generally advertised in the newspapers, he stated that some few of his customers demanded certain lines, and would not take anything else, and some occasionally asked for new articles which were being placed on the market, through general advertising. Possibly twenty per cent. of his customers specified the particular brand of thing which they wanted. The other eighty per cent. took what he recommended. His best accounts, that is his order accounts, almost invariably accept what he recommends, and of course he does not recommend what he cannot stand behind, because these are his most valuable accounts.

Will Not Be Forced.

He was always open to be convinced by traveling salesmen that it would be profitable and good business for him to handle their lines. Many travelers, he said, urged him to purchase lines because of the general advertising the firm was putting behind them. These propositions are always considered fully and usually favorably, but when a salesman insists that he has to stock a certain line, that the firm's advertising campaign to the public compels him to do so, sometimes adding "or go out of business," it immediately arouses his anger and his independence is displayed in no uncertain tones.

"I am always ready to be legitimately induced to handle a certain line, but no one is going to force me," he added.

GAS STRENGTH OF BAKING POWDER.

Fixed at Ten Per Cent.—Extract Standards to Be Discussed.

A committee of the Grocers' Section of the Canadian Manufacturers' Association were in Ottawa last Friday interviewing A. McGill, chief government analyst, on the question of baking pow-

der standards. Those present were Messrs. Jas. Litster (chairman), of Toronto; Gorman, London; McLaren, Hamilton; Ewing and Leblanc, Montreal; Neighorn, Toronto and Cochrane, of Ottawa. The standard gas strength of baking powder was the chief question discussed and this was placed at 10 per cent. This standard will come into effect on July 1. This is higher than the standard previously considered. The question of baking powder ingredients was left in abeyance.

Mr. Litster has arranged another meeting with Mr. McGill for Wednesday, April 24, in Toronto, at which time the chief analyst will be there on other business. Extract standards will then be up for consideration.

OUR NEWFOUNDLAND LETTER.

Eggs Scarce During Winter But Prices Have Dropped—The Fishing Situation.

St. John's, Nfld., April 15—(Special).—With the advent of spring, better weather, the disappearance of snow, business is beginning to stir, and the trade generally feel the difference in their sales.

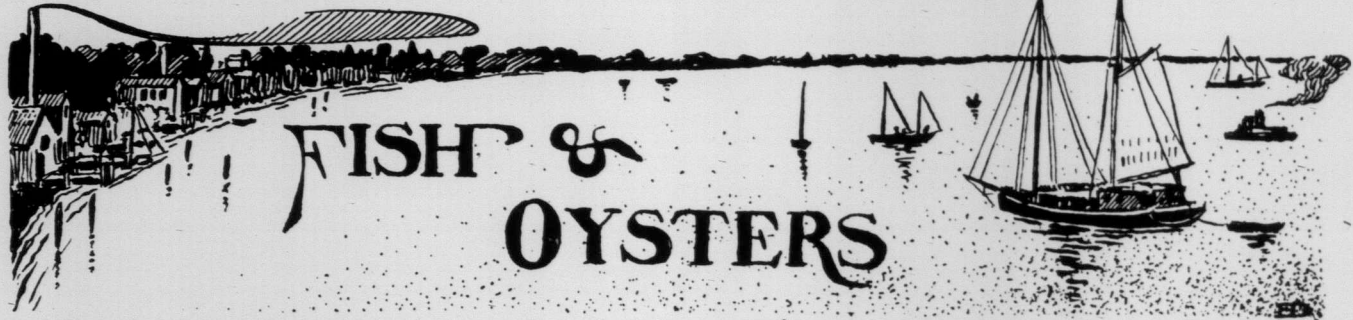
There has been a scarcity of eggs all winter, owing to the severe conditions, and the means of communication from the outports being shut off. They are coming along plentifully just now, and the price from 42c per doz. wholesale, has dropped to 28c per dozen, and will in all probability be 25c in a few days' time. There are no imported eggs in the market, and none coming, as the demand can now be satisfied locally.

Rabbits have been a scarce commodity this winter, and if they could have been forwarded when caught would have secured good prices. Some shipped in January arrived late in March, and were readily sold at 30c per pair. Now a second lot has come in a day or two ago and every grocer is over-stocked. Being so long killed and weather getting mild, prices will be slaughtered sooner than there be a total loss.

Many cases have been tinned this winter, and the demand is good, and price \$7.25 per case of 4 dozen.

Reports from the West say that the codfishers on the south-west coast have done well. Bait is scarce, but most of them have small supplies of fish and herring.

Prices of fish and produce remained unchanged, and will be so until the new fish begins to come to market. Prices of provisions have not changed much since last report.



Small Supplies Hamper Fresh Fish Trade

Usual At This Time For Demand to Turn to Fresh Varieties, But Prevented at Present By Small Supplies—Heavy Ice On Lakes Delays Fishing—Some Lake Fish Are Offering—Receipts of Halibut On Increase.

The usual course for fish trade to take at this season is to gradually turn to fresh varieties. This is the case to some extent this year, but this natural trend is being somewhat prevented, at least at some centres, by reason of smallness of supplies.

Coast points have little to offer at present in way of fresh fish. Cod and haddock are available, but with addition of fresh halibut, that is about all offering. In lake fish, the heavy ice which formed during winter is taking some time to disappear, and fishing being hampered, supplies are smaller than usual.

Herrings from the large lakes have made their appearance, while pike and suckers are also on the market. An increase in number of varieties, as well as in quantity, can be expected with warmer weather and clearing of ice off inland bodies.

Supplies of fresh halibut are on increase, and tendency of prices is accordingly a little easier.

Nova Scotia still reports an excellent trade in smoked fish, demand for finnan haddie and kippers appearing to measure up well with all that dealers can prepare.

QUEBEC.

MONTREAL. — A strong feeling features fish market this week. On strength of large shipments prices for some varieties dropped, while others tend to follow. A good supply of halibut arrived Tuesday, causing a decrease of 3 cents. Steak cod is offering a local shortage resulting in an advance. Pike, whitefish and shredded cod have declined this week.

FRESH AND FROZEN.	
Market cod, cases, 250 lbs., per lb.	0 04
Less than case	0 04½
Smelts, fancy	0 10
Haddock	0 05
Halibut, per lb.	0 10
Herring, frozen, per 100 fish	1 90 2 00
Mullets	0 04½ 0 05
Pike, dressed and headless, lb.	0 06 0 05
Pike, dressed and headless, lb.	0 05
Steak cod	0 06½
Mackerel	0 10

Dressed perch	0 10
B. C. red salmon	0 10 0 11
Gaspe salmon, per lb.	0 15
Qualla salmon	0 07½ 0 08
No. 1 smelts per lb.	0 09
Lake trout, per lb.	0 10
Whitefish, large, per lb.	0 09
Whitefish, small, lb.	0 06

PREPARED FISH.	
Boneless cod, in blocks or packages, lb	8, 10, 13, 12
Dry pollock, 100 lb. bundles, per bundle	5 80
Shredded cod, 2 doz. in box, per box	2 10
Boneless strip cod, 30-lb. box	0 13

SALTED AND PICKLED.	
New green cod, per bbl., 200 lbs.	10 00
New Labrador herring, per bbl.	5 50
New Labrador herring, per half bbl.	3 00
No. 1 mackerel, pail	2 00
No. 1 mackerel, half bbls.	8 00
Lake trout, kegs	6 00
No. 1 green haddock, per 300 lbs.	7 50
Salt sals, per lb.	0 05
Salt sardines, bbls.	5 00
Salt sardines, half bbls.	2 75
Lake trout, half barrel	6 00
Scotch herring	6 50
Scotch herring, keg	1 00
Holland herring, half bbl.	5 50
Holland herring, keg	0 75
Boneless new herring, 10-lb. boxes	0 15½

SMOKED.	
Blosters, box	1 10
Yarmouth blosters, fancy, per box	1 25
Haddies, fancy, 15-lb. boxes, per lb.	0 07
Filletts, fancy, 15-lb. boxes, per lb.	0 10
Herring, new, smoked, per box	1 10
Kippers (small) per box of 50 fish	1 10
Smoked salmon, per lb.	0 25

SHELL FISH.	
Oysters, choice, bulk, Imp. gallon	1 40
Oysters, bulk, selects	1 60
Oysters, fancy cape, large bbls.	0 90
Solid meats—Standards, gal. \$1.75; selects, gal.	\$2.50
Boiled lobsters, per lb.	0 20

ONTARIO.

TORONTO. — Although demand for fish is turning more to fresh varieties, there is still some little business being done in frozen and smoked kinds. Trade in fresh fish is hampered for the reason that supplies are small. There is not a great variety to be had from coast points, while tardiness with which heavy coating of ice is disappearing from the lakes is holding back fishing on inland waters. Lake Ontario and Lake Erie has given herrings to local supplies, while pike at 8 to 9 cents, and suckers at 5 cents, are recent additions to list of fresh fish.

FROZEN FISH.	
Gold eyes	0 05
Pike	0 05
Whitefish	0 09 0 11
Red salmon, headless and dressed	0 11 0 12
Bluefish	0 11 0 12

FRESH CAUGHT FISH.	
Steak cod	0 08 0 09
Haddock	0 07 0 09
Halibut	0 12
Flounders	0 07½
Lake Ontario herrings, basket	1 00

Lake Erie herrings, per lb.	0 08
Pike	0 09
Suckers	0 05

SMOKED.	
Kippers, per box	1 15
Blosters, per box	1 00 1 15
Finnan haddie, per lb.	0 08 0 09
Digby herring, per bundle	0 85
Filletts of haddie	0 13
Ciscoes, basket	0 90 1 00
Ciscoes, per lb.	0 09 0 10
Scotch kippers, per box	1 65

PICKLED.	
Oysters, selects, per gallon	1 70 1 75
Oysters, standards, per gallon	1 55
Pickled trout, per half bbl.	7 25 7 75
Shrimps, 1-gallon cans	1 25

PREPARED.	
Shredded cod, 2 doz. pkgs. to box	2 25
Acadia cod, 2-lb. boxes, 12 to crate	2 30
Cod in loose strips, 25-lb. to box, lb.	0 06½
Pure cod tablets, 20 1-lb. tablets	2 30

WINNIPEG.

FISH.—Prices are firm. Country dealers have, however, cut out frozen fish lines.

Oysters, gallon	2 75
Lake Winnipeg whitefish, lb.	0 09
Fresh pickerel	0 08
Steak cod	0 07
Haddock	0 05
Market cod	0 05
Finnan haddie	0 08
Sea herring, doz.	0 10
Jackfish	0 04
Fresh goldeyes	0 04
Kippers, box	2 00
B.C. frozen salmon	0 10
Lake trout	0 07
Halibut	0 07½ 0 08
Blosters, per box	1 50
Mackerel	0 11
Smelts	0 12
Extra smelts	0 15
Stoles	0 07
Smoked goldeyes, doz.	0 50

NEW BRUNSWICK.

ST. JOHN.—James A. Belyea, secretary of the Charlotte County Weir Owners' and Fishermen's Association, has returned from St. George, where he was in attendance at a meeting of that body. The attendance, he said, was large, and much business was done. The price of fish was placed the same as last year, that is up to August 1st, \$12, and after that to the end of the season, \$6. These prices have been in force for the last two years.

NOVA SCOTIA.

HALIFAX.—Fresh fish was in good supply on local market during past week. Weather conditions have improved along coast, and as a result fishermen are now able to get to the Banks. Quality of the cod and haddock marketed was excellent. Receipts of halibut were only fair, and the majority of fish were small. Lobsters are in better supply, and some larger fish were marketed during week. Demand was light, owing to high prices.

Selling Fresh Fish the Whole Year Round

**Methods of One Firm Which Specializes in Fish and Fruit—
Displays Made With Ice on Platters—Borders of Greens
Add to Appearance—Automobile Delivery Prevents Complaints
from Customers.**

Some grocers attempt to sell fish only during the winter and some during only a portion of it. As soon as the first warm days come in Spring, and the snow begins to disappear from the hillside, they relinquish their selling efforts.

This is most certainly a mistake. By devoting proper time and attention to this department a good fish trade may be done during the whole spring and summer.

Fish are now regarded as a staple article of food and people are ready and willing to purchase them all the year round if they can be had and in proper condition. Is there any reason that can be put forward why people should not eat just as much fish during the summer as winter? The truth of the matter is they should eat more because fish are much more a hot weather food than many lines or fresh meat. This, and the fact that fish are comparatively cheap and therefore find easy sale, should convince the grocer that there is no reason why he should not maintain a good fish trade during spring and summer.

A Firm That Sells Year Round.

Gallagher & Co., retail fish and fruit dealers at 107 King Street East, Toronto, is one firm which maintains a good business in fish the whole year round. Here, efforts are not lessened with the approach of spring, for this firm recognizes the possibilities at hand during spring and summer.

This firm, established for 30 years, is under the management of Miss Gallagher and does a big business. The day previous to Good Friday three tons of fish were sent out. Only fresh fish are handled, even during the winter frozen lines not being touched. Of course at certain seasons of the year smoked varieties are sold. They aim to get goods to customers in best condition possible. The rapidity with which they move from water to consumer has much to do with the big trade, for they are always in a perfectly fresh condition when they reach the customer.

The Best Sellers.

Necessarily some extra care and attention is needed to be given to fish during spring and summer. Doing a big business they carry a wide variety at all times, but if anything trout and white-fish are the favorites during summer. Halibut is also a big seller. Lobsters are handled all the year.

When shipments are received they are placed in the refrigerators and from these refrigerators all stock to be sent out to customers is taken.

How Displays Are Made.

Fish are displayed in the windows during the whole summer. Of course during warmest weather only a small showing of special lines is made. Fish are displayed on porcelain platters and by use of ice in the window, the floor of which is of granite, they are kept at a low temperature and always look attractive. In order to improve the appearance of lines on display, they are set off with greens. Dealers who have never tried this should do so. The trimming of the platter display with lettuce or other greens adds materially to general appearance.

Goods are carefully wrapped so as to carry in good shape to customers and during the summer months a piece of ice is enclosed in each parcel to keep the contents cool.

Use Auto Delivery.

The quickness with which goods are transported from store to customers is no doubt something that attracts trade as it carries out the idea of getting goods out in first class shape.

This firm employs automobile delivery, having three cars now engaged in the work and express great satisfaction at this method. They purchased their first car three years ago, and were so pleased with results that two more have since been purchased.

Not only do they say the cost of automobile delivery is reasonable and a big saving over the horse and wagon method, but the promptness with which goods may be delivered and satisfaction which it affords customers, are strong points in its favor, especially is this true with fish and fruits, which should be delivered rapidly in warm weather.

No doubt this method has considerable advertising value, "but," they say, "it is an advertisement in the fact that it gives prompt delivery. That is as good an advertisement as any store can wish for."

An Encouraging Sign.

The success which this store has met with in maintaining fish business during the summer should be encouraging to other grocers. It shows them just what is possible. The fact that from now on not so many dealers are handling fish,

thus affording more scope to those who do, should be encouraging as well.

Using Fish for Breakfast.

A fish dealer recently pointed to the increase in the use of fish as an article of diet at the breakfast table. "Not so long ago," he said, "I sold fish only for the mid-day meal, lately a great deal of my orders are for supplies for breakfast and the quantity is steadily increasing."

This is another pointer which may be made use of by the dealer—the idea of suggesting fish to customers for the first meal of the day.

CATALOGUES AND BOOKLETS.

The McCray Refrigerator Company, Kendallville, Ind., U.S.A., have just issued an attractive catalogue of refrigerators for groceries. Besides explaining the principles of refrigeration, the catalogue contains views and descriptions of the different varieties of refrigerators, coolers and refrigerator display cases suitable for grocers' use. It also contains views of modern stores, showing how McCray refrigerators look when in use. The catalogue, which is a 50 page one, is an attractive production.

Chr. Bjelland & Co., Havanger, Norway, has issued a pamphlet dealing with the history of this firm since its inception. The cover design is attractive and appropriate. The illustration is entitled "The Silver Harvest of the Sea," representing a mermaid in the midst of the blue waters of the ocean and scattering small silver fish from her hands as she ascends to the surface. The interior illustrations consist of bright half-tone cuts of the members of the firm, their various plants, wharves, etc., and Norwegian fishing scenes. This firm has also sent out two unique postal cards, one which opens out showing the same pictures and scenes as contained in the booklet, and the other a reproduction of their Pilot Brand keppered herrings, which also opens out.

The total value of trade of the British West Indies, including British Guiana, as shown in the statistics for 1910-11 was £20,886,816, imports being £10,577,952 and exports £10,308,364.

The imports from Canada during that time amounted to £764,296, the exports to Canada during same period being £1,911,552 pounds.

The Medicinal Qualities of Vegetables

Information That Should Be Passed on to All Customers—
Not Enough Vegetables and Fruits Eaten—Would be Better
for Health if More Were Consumed—Show Cards and Adver-
tising Effective.

The spring and summer seasons bring with them the larger use of vegetables in the household. While naturally people turn to these goods at this time, yet the dealer has the means within his power to greatly increase their sales.

Every grocer knows of the medicinal qualities of vegetables and fruits. It is a well known fact that if people ate more of them there would be much less opportunities for the drug stores and the medical profession making money.

Work for the Retailer.

Why cannot the retail grocer expound the curative values of the various fruits and vegetables he sells to splendid advantage? For instance, a show card on a display of grapefruit reading, "One of the best of tonics," or on a pile of oranges, "A preventive for rheumatism," should certainly sell considerable of these fruits.

There are scores of other lines that can be similarly treated. Probably good methods of emphasizing the medicinal qualities of these goods would be to use the space in the newspaper or send out a circular with a list of values of each line.

Some Valuable Information.

The following list of vegetables and fruits with their medicinal qualities has been compiled from observations made by medical men and could well be made use of:

Watercress is an excellent blood purifier.

Lettuce has a soothing effect on the nerves and is excellent for sufferers from insomnia.

Tomatoes are good for a torpid liver, but should be avoided by gouty people.

Spinach has great aperient qualities and is far better than medicine for sufferers from constipation. It is also excellent for kidney troubles.

Beet root is fattening and good for people who want to put on flesh. So are potatoes.

Parsnips possess the same virtues as sarsaparilla.

Apples, carrots and Brazil nuts are excellent for sufferers from constipation.

Apples and carrots also have a beneficial effect on gouty persons.

Raw carrots are good for indigestion. When cooked they help asthma.

Celery contains sulphur and helps to ward off rheumatism. It is also a nerve tonic.

Dates are exceedingly nourishing and also prevent constipation.

The juice of grapes is laxative but the skin and seeds are likely to cause constipation.

Bananas are beneficial to sufferers from chest complaints.

Onions furnish the most substantial cure for nervous prostration and all other nerve disorders; they have a soothing effect on consumptives and are excellent for colds, coughs and scurvy. They have been known to cure la grippe and pneumonia. Onions also are preventives of insomnia.

Cranberries serve as aids for malaria erysipelas.

Parsley is an excellent aid to digestion; when eaten with a hearty meal it will prevent dyspepsia.

Strawberries and onions produce a creamy whiteness to the complexion.

Benefits Not Known.

While the above results may not be found by everybody, yet it is an established fact that vegetables and fruits are beneficial to the system. People do not consume enough of them and the reason is they do not appreciate their value. If every customer could be impressed with the above characteristic undoubtedly much good would result, not only in the health of the people, but in the cash register of the grocer.

The obvious thing to do is to get this information to the customer. See that everybody is supplied with it, and there should be a rush on vegetables only equalled by that on a new patent medicine advertised as a panacea.

The Joke Column

And what does lovely woman do this lovely springtime season?

Ah, well, you well may ask us that, indeed, you have a reason.

She's got a towel round her head, a mop within her hand.

And she, we hear, is cleaning house to simply beat the band.

* * *

A very fat man who had just retired from the grocery trade was one day met on the street by a friend. The friend, wishing to chaff him, said:

"You are failing since you retired from business. You are so thin I hardly knew you."

"Probably I am," replied the ex-grocer. "I certainly don't weigh so much as I did when I was in the grocery business."

* * *

In a country store a young boy was under discussion by the cracker-barrel committee. Jones had just remarked, "That boy's a regular fool: He don't know nothing; he don't know enough to come in when it rains." Then he discovered the boy's father, who had overheard the remark, and wishing to appease him, he said, "Wall, Sam, 't ain't your fault. You learned him all you knew."

* * *

The problem of getting hens to lay twice a day has been solved, according to report, by Michael Seibert, village cobbler, of Glenoden, Pa., U.S.A., and his secret lies in the application of an alarm clock to the daily life of his feathered charges. For instance, a hen that lays an egg at 9 o'clock one morning, lays a second at 8 o'clock that evening.

Seibert's scheme succeeds in dissipating the impression of the hens that a day consists of twenty-four hours for them, just as it does for human-kind.

By setting the alarm to certain hours he has established twelve-hour habits in his flock and the unique idea, says a report, works like a charm and with exceeding profit.

* * *

A green-looking youth stepped into a village grocery where they keep something to drink as well as to eat, and after peering about a little, spied some ginger cakes. Said he to the grocer:

"Them's mighty fine cakes. What's the least you'll take for one of 'em?"

"Ten cents," replied the grocer. "Well, I believe I'll take one, if you'll wrap it up right good."

The grocer wrapped up the cake and handed it to him. He looked thoughtfully at it awhile and said:

"I don't believe I want this cake after all. Won't you swap me a drink for it?"

"Yes," said the grocer, as he took back the cake and handed him a glass of something.

The young man swallowed the liquor and started off.

"Hold on!" cried the grocer, "you haven't paid me for my drink."

"I swapped you the cake for the drink."

"But you haven't paid me for the cake."

"You've got your cake."

This last retort so nonplussed the grocer that he stood and scratched his puzzled head, while the young man made good his retreat.



FRUIT & VEGETABLES



Better Weather Helps the Fruit Trade

Fruit Men are Hoping Spring Weather Will Settle Down in Earnest—Pineapple Season Opens—Orange Trade Now all in Navels—Importers Now Look for High Summer Lemon Market—Florida Celery Selling Well.

Fruit men's feelings are fluctuating these days like the spring thermometer. One day they begin to wear a happy smile by reason of better prospects on account of warmer weather, only to have their hopes rudely shattered the next by another dip back into semi-winter temperature. This week has been marked by more favorable climatic conditions which fruit men are hoping will continue. It has given added impetus to trade and spring weather only leads to settle down in earnest for fruit market to take on marked activity. Pineapples are opening up and receiving more attention. The season has started off about two weeks earlier than usual this year. Most of supplies are coming from Havana with a certain quantity from Porto Rico, but latter crop is shorter than last year. Pineapple season will continue up to about middle of June.

Trade in oranges on Canadian markets is practically all in California navels. Florida stock have got too high for sale here, this fruit going mostly to big auction markets in United States. There may still be an odd car come along to some Canadian markets.

Lemon market remains steady but importers say that prospects are for a high summer market in this line as it now looks like a short yield of new crop. New crop Verdelli will commence to come along in June.

Egyptian onions are arriving in good shape, market holding about same. It looks as if prices might be somewhat easier as reports indicate a heavy crop. Home grown onions are done and Spanish stock fast nearing end of their tether.

Potatoes in Eastern Canada hold steady to firm, ideas of holders of New Brunswick stock being firm. On the other hand, Manitoba reports an easier feeling due to opening up of pits and larger supplies.

MONTREAL.

GREEN FRUITS.—An active market for week is reported in green fruits.

Foreign imports are rapidly increasing and assisted by mild weather spring trade is displaying signs of unusual liveliness. Since last quoted, prices have not changed. Florida oranges are off the market, while the scarcity of pineapples has been relieved by arrival of Cuban stock. Values tend to drop.

Apples—		
Spies	4 50	4 00
Baldwins	3 75	4 75
McIntosh Reds	4 00
Greenings	3 50	4 50
Bananas, crated	1 75	2 00
Cocanuts, bags	4 00	4 50
Cape Cod cranberries, in bbls.	14 00	15 00
Cranberries, N.S., bbls.	10 00	11 00
Box cranberries	3 50
Grape fruit, Florida, case	7 00
Jamaica, case	3 50
Grapes, Malaga, per keg	6 00	5 50
Lemons	3 00
Oranges—		
Navels	3 00	3 50
Valencia	3 75	4 50
Jamaica, box	1 75	2 00
Mexican	1 75	2 00
Pineapples—		
Cuban pineapples, cases of 30	4 50
Cuban pineapples, cases of 24	3 00
Floridas, cases of 24	5 75	6 25
Strawberries, per quart	0 45	0 50
Tangerines, per strap	7 00	7 25

VEGETABLES.—Vegetables are in good demand for the season. New arrivals are steadily putting in their appearance. The increased calls on market has caused Boston lettuce and Florida tomatoes to advance, but they will drop, before long. Hamper beats are down considerably.

Beans, green, hamper	4 50	5 00
Brussels sprouts, per qt.	4 50	5 00
Carrots, bag	2 00	1 00
Cabbage, dozen	5 00	5 25
Florida celery	5 25
Caulliflower, dozen	3 50	3 50
Garlic, 2 bunches	0 45
Green peppers, bus. basket	2 50	3 00
Lettuce, Boston, per box of 2 doz.	2 25	2 50
Leeks, dozen	1 50	1 75
Onions—		
Spanish, crate	4 00
Half crate	2 25
Canadian reds, 100 lbs., per lb.	6 00
American radishes, dozen	0 90	1 00
Sweet potatoes, per basket	2 50	2 75
Montreal potatoes, bag	2 00
New potatoes, per bbl.	8 50
Spinage, per bbl.	3 00	3 50
Parsnips	1 50
Tomatoes—(Florida)—		
Choice	4 50
Fancy	5 00
Tressez	0 20
Turnips, per bag	1 00

TORONTO.

GREEN FRUITS.—The arrival of warmer weather was indeed welcomed by wholesale fruit men. Trade under unfavorable weather has been lagging for some time and higher temperature gave added life.

Apples have been cleaning up more satisfactorily of late. Ben Davis and Russets compose major portion of offering at \$3.50 to \$4.50 per barrel. Northern Spies are scarce at \$5 to \$5.50.

Louisiana strawberries in pints have made their debut at 15 cents per box. Considerable trade is being done in them.

Navels are only orange coming to this market at present. Florida grapefruit is nearly done. Pineapples are coming

Bananas	1 25	1 75
Lemons, Messina, new crop	1 75	3 25
Oranges—		
California navels	2 75	3 50
Grapefruit—		
Cuban, case	6 00
Cuban, case	5 50	6 00
Cranberries, bbl.	13 50
Cranberries, per box	4 50
Apples, bbl.	3 50
Apples, boxes	1 50	2 00
Northern Spies, No. 1	5 00	5 50
Pineapples, case of 24	5 00
Pineapples, cases of 30	4 50	5 00
Strawberries, Louisiana, pints	0 15

VEGETABLES.—Florida tomatoes are coming along quite freely and are selling well. They are quoted from \$3.75 to \$4.50. One firm quotes 120's and 14's at \$4.50, 180's at \$3.75 and 216's at \$3.25. Florida celery is also plentiful. Early stuff is about done, although there are a few cars in storage here. The green top variety will be coming along in future. Egyptian onions are selling well at \$1 to \$1.25 per 110-lb. sack.

Lettuce at moment is a valuable table decoration, Boston head lettuce being 50 cents per dozen higher at \$1.75. Boston cucumbers have moved in opposite direction, being \$2.25 per dozen now.

Strong feeling in potatoes has made itself felt in higher quotations. New Brunswick stock have moved above the \$2 mark, as high as \$2.10 being asked. Holders are pretty firm in their ideas.

Asparagus, large	0 50
Asparagus, small, doz.	1 50
Cabbage, new, per crate	5 00
Canadian beet, per bag	1 00
Carrots, bag	1 75
Caulliflower, Cal., case	3 50
Celery, Fla., per case, 5 to 8 doz.	3 00
Turnips, bag	0 80
Boston cucumbers, dozen	2 25
Boston head lettuce, dozen	1 75
New radish, per dozen	0 40
New lettuce, per dozen	0 80
Mushrooms, 1-lb. boxes	0 80

Onions—		
Green onions, dozen	0 25
Spanish, case	4 00
Spanish, half cases	2 25
Egyptian onions, 110 lb. bags	4 00
Parsnips, per bag	1 75
Potatoes, N. B.	2 10
Potatoes, Ontario, bag	1 95
Potatoes, Irish	1 80
Potatoes, new, Bermuda, bushel	3 00
Potatoes, new, Bermuda, bbl.	9 00
Sweet potatoes, hamper	2 25
Tomatoes, Florida, crate	3 75

Watch the Color Scheme in Fruit Window

Many Attractive and Appetizing Trims Can be Made of These Goods—Suggestion for a Display of Vegetables and Fruits That Can be Arranged Easily—The Contrast in Colors.

There are certain lines of food handled by the grocer which, when properly displayed, appeal strongly to the appetite of the customer. Every grocer has seen a display of goods which appeared so appetizing that it fairly made the mouth water. Such displays are valuable by reason of their sales creating qualities.

Object of Fruit Display.

Fruits and vegetables are lines which can be easily arranged so as to be both mouth-watering and sales-creating. Es-

goods could be made into appetizing displays so as to appeal to both eye and palate. He also recognized that if he could get people coming for these lines he would have an opportunity of selling them something else. He decided to give more attention to this line.

What the Window Did.

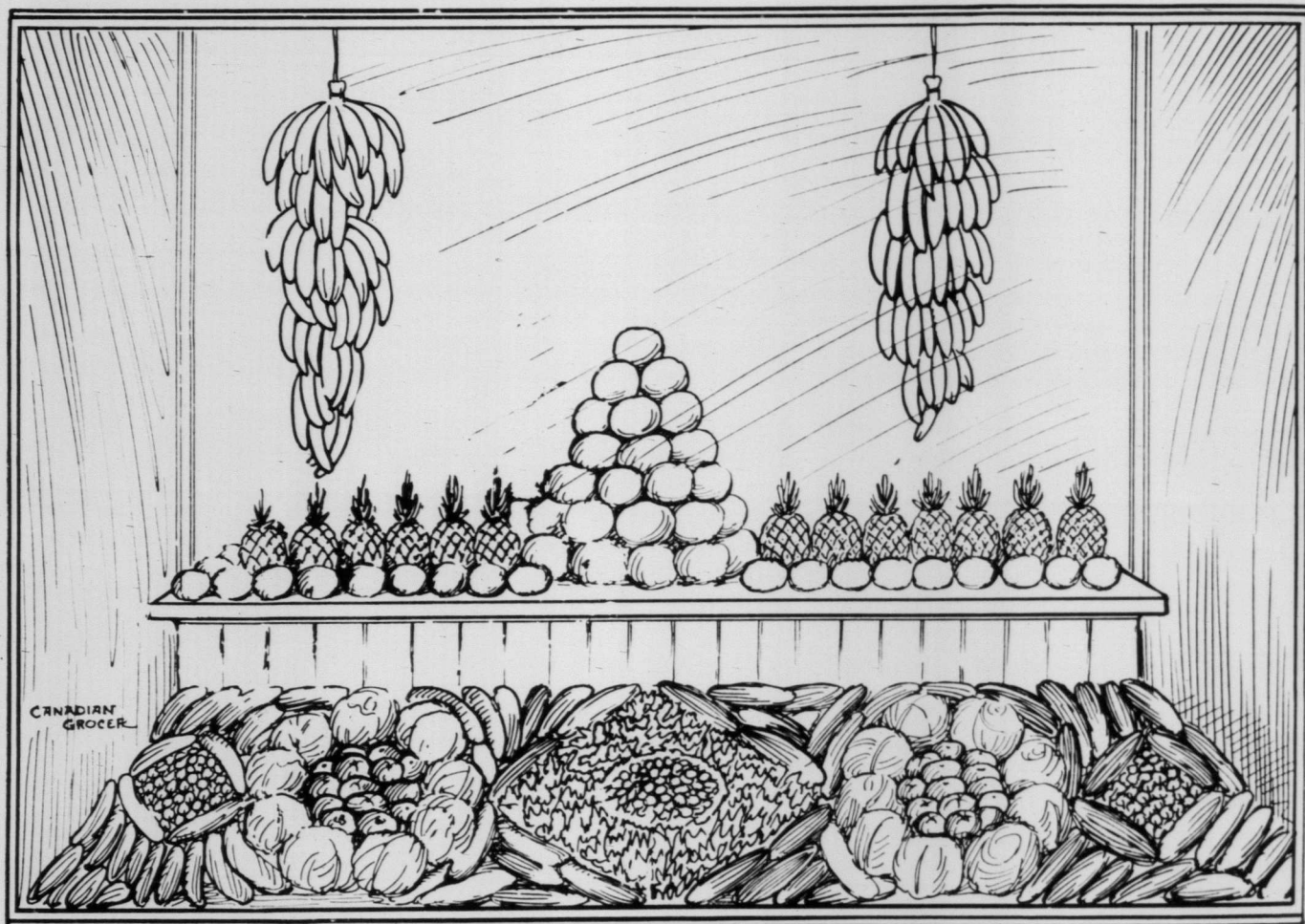
A show window was set apart and attractive displays were kept constantly arranged. He found that when trimmed

trimming it with an eye to the color arrangement, the appearance of the window is greatly enhanced. Probably the same goods placed in the window without attention to this particular, would not be nearly as attractive. Food which is pleasing to the eye is also to the palate.

A Symmetrical Trim.

The accompanying window offers an excellent suggestion for a display. It will be noticed that it is well balanced. On the raised platform at the rear is a pyramid of grapefruit with a row of pineapples on either side faced by a row of oranges.

The lowest portion of display, the centre piece is radish, surrounded by a



Fruit and vegetable display suggestion that should bring good results. Try it.

pecially during spring and summer a sufficient variety of these are available to make a good display possible. It would, therefore, be in the interests of the grocer to begin early every year to give a little extra attention to this department. By so doing he will soon be able to work up a considerable business in these lines. If possible a window should be devoted to them.

A Quebec grocer, known to the writer, a year ago had little trade in fruits and vegetables. He recognized that these

properly they would bring good business, for people are constantly on the lookout for some of these "trimmings" to the usual staple lines of food found on the ordinary table. People began to watch the window for "appetizers," often going out of their way to see what he had to offer. He has found himself amply repaid for his efforts.

Three important things to observe in arranging a fruit and vegetable window is to have it neat, well balanced and containing a good color scheme. By

wreath of lettuce and that by cucumbers. The circles on each side are of cabbage, the centre being filled with ripe tomatoes. The squares farther out on each side are of radish, while the balance of the window is filled in with cucumbers.

In this, the color scheme is excellent. The red of the radish and of the tomatoes contrast beautifully with the green of the lettuce and the lighter leaf of the cabbage, while the darker green of the cucumbers sets the display off well. Try it and see what results will accrue.

Finding Tobacco and Cigars Profitable

**This Is Experience of Many Who Have Gone After the Business
—Competition the Life of Trade—Ideas on How to Go After
Prospects—Keeping Cigars in Good Condition — Show Cases
Figure Largely in Selling.**

ON returning from a recent trip to New York, a Montrealer, inter alia, stated: "There were many things I noticed there about retailers, but I was particularly impressed with the manner New York dealers look on competition. They seem to welcome it. I noticed four retail boot stores all in succession on a leading thoroughfare, and one was as busy as the other."

Where Many Dealers Demur.

Now, leather has got nothing to do with tobacco, even if the hides are smoked" somewhat during course of tanning, but this very statement serves the purpose of the writer admirably. How many grocers think that they cannot sell tobacco because there is a tobaccoist close by? Quite a number. But how many dealers would there be in business to-day on the whole if each were to think that there was nothing for him because competitors have got the start of him? Wouldn't the present number be reduced alarmingly?

Well, then, agreeing that competition is the life of trade, and further, that there is, trade for every one if there are twenty grocery stores all in a row, let us see just the best way to build up a tobacco business.

Goods Must Be Seen.

Of course, a supply of leading brands of chewing and smoking plug, cigars and cigarettes is essential, but the sales depend entirely on the position the goods are given. A neat showcase placed in a prominent position with the goods carefully arranged inside and a damp sponge or glass of water within also to keep the leaf from drying up, will attract a certain amount of attention. But the dealer should buttonhole every man who comes into the store, of course not seem over-aggressive, and let him see that he is catering to his needs.

The majority of smokers who do enter the store are regular customers at any rate, and knowing them pretty well, it should not be hard for the grocer to persuade them to give his tobacco department a trial.

Ask a Few Questions.

The woman who realizes that the grocer or his clerks are anxious to please her takes a pleasure in visiting the store. The man also who finds that his interests are the grocer's interests, will also be a more regular caller. Play your cards well, then, Mr. Grocer; ask one or two a day what tobacco they smoke. They'll ask the reason for your enquiry and will be somewhat impressed when you tell

them that you are starting a tobacco department and that you want to get their brand in stock in order to supply them. Later, a gentle reminder that you have got same will put them somewhat under an obligation and a little diplomacy will eventually mean a sound trade.

Saturday Business.

Chewing tobacco offers good opportunities, but there are some housewives who think it bad enough to see their husbands making chimneys of their mouths and are not at all in favor of their chewing, so it is not every woman to whom you can suggest a "good chew" for the husband. However, be that as it may, on Saturday evening a few plugs of chewing and smoking tobacco should be disposed of easily and this line is particularly profitable.

Handle Cigars Carefully.

Considerable care must be taken in the handling of cigars as they are liable to become as dry as straw, and further, to crumble. Every dealer knows that a dry cigar soon peels and that a man might as well try to smoke a hollow pipe shank as get a satisfactory "pull" from the former. Cigars sell well in any store where shown, but the large sale, the increasing sale, depend entirely upon you and your clerks. Again, we refer to the value of your own selling powers.

Dealer "Treated" Customer.

A Montreal dealer recently told the writer that he was at one time afraid he had made a mistake in investing in a good assortment of tobacco. He thought that it would be "begging" trade if he approached the men who dropped into the store on the matter, so he had to devise plans and one worked out successfully. When he had a favorable opportunity he called the man over to the tobacco case and invited him to have a smoke. He would then take out a cigar and offer it, free, of course. Now this scheme provided quite a pleasant introduction, made an impression, and resulted in frequent calls on the door of this show case and the good "coin of the realm" was afterwards always willingly produced by the customer.

There's nothing like originality. Little ideas are frequently worth thousands of dollars in the long run.

Keep an Eye on Your Business.

The success of many dealers has been the result of strict attention to their own business. The man who cannot keep his eye off the other fellow and his store, cannot possibly have an eye to his own business. But the man who can counter-

act competition and originate ideas which create sales is the man worth while. Try your luck with tobacco. You can sell it if you try.

Grocers' Letter Box

The Canadian Grocer solicits enquiries for this Column on Trade Questions. If you desire the manufacturer of any line of goods, where an article can be secured, etc., etc., write us.

Editor Canadian Grocer.—Will you kindly let me know address of the National Canning Co., of Montreal?

B. C. WHOLESALER.

Editorial Note.—Correspondence should be addressed to Mr. Desrosiers, 1208 Parthenais St., Montreal.

The R. M. A.

Editor Canadian Grocer.—Will you kindly inform me through your Grocer Letter Box whether the R. M. A. of Canada and the R. M. A. of Ontario are the same association or separate?

Reader.

Toronto, Ont.

Editor's Note.—The R. M. A. of Ontario is a branch of the R. M. A. of Canada. In other words it is affiliated with the Canadian body. The former deals with matters affecting the province and passes on to the Dominion body anything of a Dominion character.

An Address Wanted.

Editor Canadian Grocer.—Kindly let us know the address of "Goodwillies," packers of jams and jellies or its representatives in our city, in Montreal, or elsewhere.

Turcotte Freres & Cie.

Quebec, Que.

Editor's Note.—Goodwillie's address is Welland, Ont. Their representatives are Rose & Laflamme, of Montreal.

Yeatman & Co.'s Agents.

A few weeks ago a reader in Nortlach, Sask., asked for the Canadian representatives of Messrs. Yeatman & Co., Ltd., London, Eng. The Turnbull Co., Winnipeg, write to say that they represent this firm.

Maine Collecting Agency.

Editor Canadian Grocer.—Could you give me the name of a reliable collecting agency in the State of Maine. We have a few accounts that need looking after in that State.

J. W. Forsyth.

Chipman, Queens Co., N.B.

Editorial Note.—The Oxford Mercantile Co., Oxford Building, Portland, Me., have been recommended to us as a reliable firm for State collections.

A Bright Looking Provision Department

It is Made a Money Getting Proposition by H. O. Kirkham, of Victoria, B.C.—Provisions Turned Over Twice a Month—Believe in Carrying Only Small Assortment of Staple Articles.

Victoria, B.C., has become the home of a host of eastern and north-west people; they have generally invested in real estate, besides their home sites. Property is continually changing hands and at increased prices, with the result that many retail businesses have been located on streets formerly outside the business zone.

H. O. Kirkham & Co., Limited, made their venture and started in large prem-

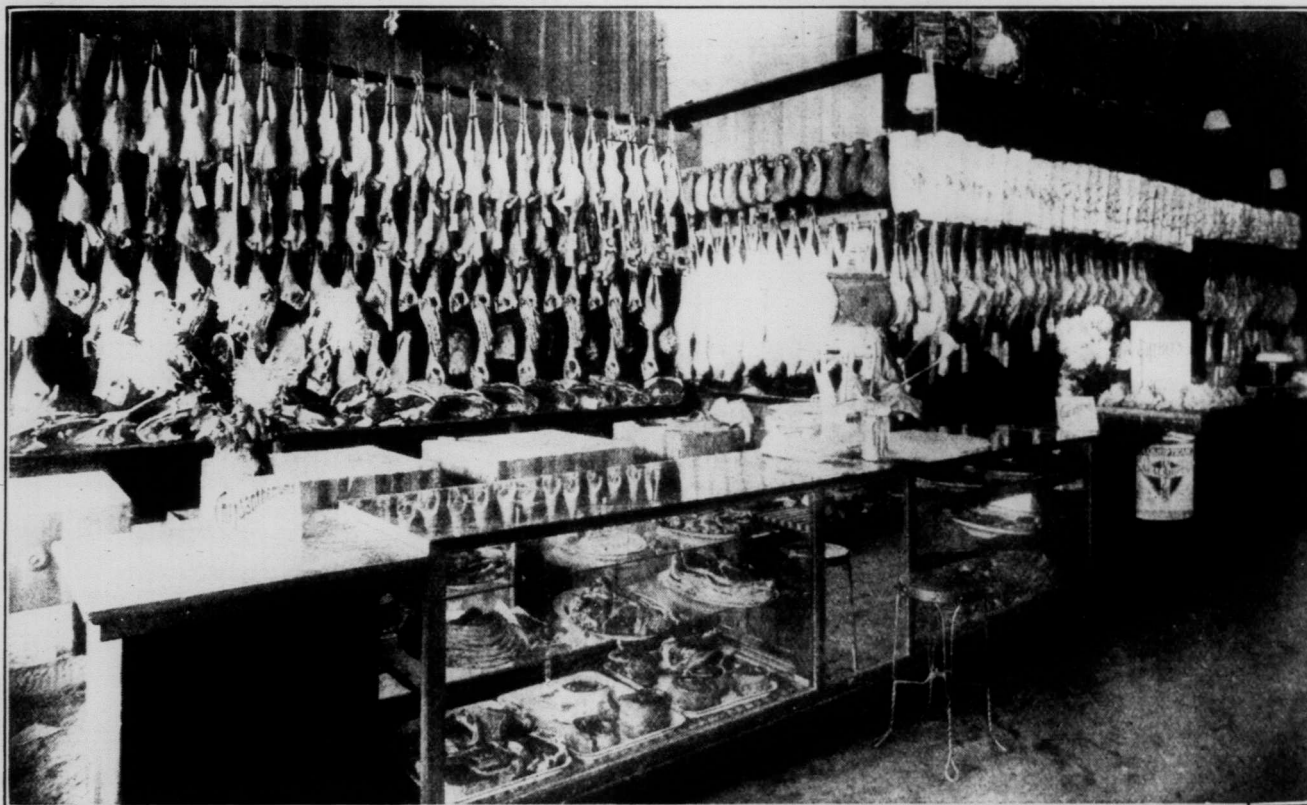
er keeping only a small and well assorted stock; renewed supplies can be had on the shortest notice.

Polite and efficient service is always maintained; customers become friends and such friends are the best advertisers a firm can have. Live, attractive newspaper advertising is regularly attended to, not too much space, but room for a daily "menu" of the best seasonable articles.

KEEP EVERLASTINGLY AT IT.

One swallow does not make a summer nor does one display of business-like methods by a merchant make his business a success.

There is a merchant who recognized the fact that it was good business to keep nuts before his customers not only at Christmas time but at all seasons of the year. He arranged a display and placed a show card on it. That was good business. His fund of business-like methods has since seemingly dwindled. He still displays nuts, but the fault is to be found in the fact that he still displays the same ones and in the same place. The nuts have long since



An interior display of provisions and poultry in Victoria, B.C. store.

ises on Fort Street in December, 1910, as grocers, provisioners and wine and spirit merchants. Since then they have added a bakery and confectionery department. All bread, cakes and pastry are made on the premises. The provision business according to the firm is a good one to run in connection with a grocery, when properly handled, but it requires continual watching from early on Monday morning to nine on Saturday night.

To meet the requirements of some of the well-to-do customers and do a high class grocery trade, a large business is done in what might be termed fancy goods. Only the very best of everything is handled and at fair prices.

This firm believes in the wholesaler carrying the staple lines, and the retail-

Prompt delivery is a necessity, and regular district deliveries are in full running order; all horses are worked only half a day. The out of town trade—the shipping department—is growing rapidly. A catalogue was found effective last year and a new edition is on the press.

Provisions Turned Over Rapidly.

Some fancy imported lines in stock are only turned about twice a year, straight groceries once a month, but the meat and poultry, also fresh fruit, are turned almost twenty-four times a year.

The staff employed in office, stores and delivery is now thirty-seven, and steadily increasing. An adjoining store has recently been taken to provide for overflow business.

become well coated with dust, and the same show card, discolored and faded still remains. Such a display is far from being able to create a desire for nuts in the person who views it.

There are many such examples of unprogressive methods on the part of grocers who should display greater ambition and more interest in the trade in which they are engaged.

One good window display, one good advertisement, one good idea carried out or one good day will not make a success of the business. It is essential that the business man keep everlastingly at the work of bringing out business methods in all departments if he would gain success.



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Produce & Provisions



Quotable Easiness in Butter at Last

Has Been Apparent For Some Time, But This Week Marks Break In Prices—Supply Has Overtaken Demand—Tone of Egg Market Is Also One of Easiness — Dealers Looking For Lower Prices—Hogs and Hog Products Maintain Stiff Front.

Judging from signs in the air at present time, the consumer who has been attacking the butter dish sparingly for some time back, can prepare for a little thicker coating of this commodity. However, it would be well to caution him not to work up too voracious an appetite for butter is by no means cheap, nor can it be expected to be for some little time.

However, that easiness which dealers have been observing on the horizon for some little time has at last made itself apparent in quotable change. Values at many country points have been easing off under increased make of new goods, while there have been some slight breaks at several of the larger centres.

That the trend of butter is downward is shown by situation in eastern Quebec townships, where yield has been showing considerable increase. At Cowansville, Que., on Saturday last, butter sold down to 31½ cents, with 52 packages left unsold. The previous Saturday, on this same market, the price was 35½ to 36 cents. This may not be true reflection of general situation, even in the East, but gives hint that lower prices must come.

Eggs are also apparently pointed in the same direction as butter. Wholesale dealers at larger centres feel that prices should be lower, but supply over demand has not been great enough to warrant any marked reduction. There are signs of easiness, however. Bad roads in many sections have held up receipts, and an improvement would help supply. Prices a year ago were on a lower level, and wholesalers were beginning to put away their first instalment of storage eggs.

That hogs and hog products have been moving upward with marked rapidity of late is quite apparent to the man who has been keeping any kind of line on values. It will be remembered that prices on live hogs last fall eased off materially under liberal offerings. During early winter, arrivals of the porkers still continued free. The reason for this was apparently that feed was scarce and dear, and farmers were selling off

their hogs. It was argued by many dealers that this would mean stinted supplies and higher prices later on. That period has apparently arrived.

In sympathy with higher prices for hogs and better demand for products, provision values have been expanding of late. Lard, which has been in good demand, has also been moving upward considerably.

MONTREAL.

PROVISIONS.—Market has been devoid of features, prices for all lines being steady, with fair local and country demand in hams and bacon. The call is good for lard, and movement of barrelled pork about up to average. Hogs are showing signs of activity, and tend to move quotations in an upward direction.

Long clear bacon, heavy, lb.	0 10½
Long clear bacon, light, lb.	0 11½
Hams—	
Extra large sizes, 25 lbs. upwards, lb.	0 11
Large sizes, 18 to 25 lbs., per lb.	0 13
Medium sizes, 13 to 18 lbs., per lb.	0 14½
Extra small sizes, 10 to 13 lbs., per lb.	0 14½
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 14
Bone out, rolled, small, 9 to 12 lbs., per lb.	0 15½
Breakfast bacon, English, boneless, per lb.	0 14½
Windsor bacon, skinned, backs, per lb.	0 15
Spiced roll bacon, boneless, short, per lb.	0 11½
Roiled ham, small, skinned, boneless	0 24
Hogs, live, per cwt.	7 50
Hogs, dressed, per cwt.	10 25
Pure Lard—	
Boxes, 50 lbs., per lb.	0 12½
Cases, tins, each 10 lbs., per lb.	0 12½
Cases, tins, each 5 lbs., per lb.	0 12½
Cases, tins, each 3 lbs., per lb.	0 13
Pails, wood, 20 lbs. net, per lb.	0 12½
Pails, tin, 20 lbs. gross, per lb.	0 12½
Tubs, 50 lbs. net, per lb.	0 12½
Tierces, 375 lbs., per lb.	0 12½
One pound bricks	0 13½
Compound Lard—	
Boxes, 50 lbs. net, per lb.	0 08½
Cases, 10-lb. tins, 60 lbs. to case, per lb.	0 09½
Cases, 5-lb. tins, 60 lbs. to case, per lb.	0 09½
Cases, 3-lb. tins, 60 lbs. to case, per lb.	0 09½
Pails, wood, 20 lbs. net, per lb.	0 09½
Pails, tin, 20 lbs. gross, per lb.	0 08½
Tubs, 50 lbs. net, per lb.	0 09
Tierces, 375 lbs., per lb.	0 08½
One pound bricks	0 10
Pork—	
Heavy Canada short cut mess, bbl., 35-45 pieces.	22 50
Bean Pork	16 50
Canada short cut back pork, bbl., 45-55 pieces.	22 00
Heavy short cut clear pork, bbl.	22 00
Clear fat backs	23 00
Heavy flank pork, bbl.	22 00
Plate beef, 100 lb. bbls.	8 00
Plate beef, 200 lb. bbls.	15 00
Plate beef, 300 lb. bbls.	22 50
Dry Salt Meats—	
Green bacon, flanks, lb.	0 11

BUTTER.—An easier feeling is experienced in butter. Manufacturers have increased supplies, and for week prices declined considerably. If present movement continues, values can be expected

to reach a satisfactory point before long.

Creamery	0 35	0 35½
Dairy, tubs, lb.	0 30	
Fresh, dairy rolls	0 30	

EGGS.—Eggs are again decreasing, and although they have not reached 25 cent mark, they should touch it shortly, provided mild weather and satisfactory roads continue. Demand under lower values has greatly increased.

New laid	0 27
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CHEESE.—Although nothing interesting has featured cheese market this week, activity can be expected before long. Western Ontario manufacturers will get busy towards end of month. Demand is from hand to mouth.

Quebec, large	0 17	0 17½
Western, large	0 17	0 17½
Western, twins	0 17	0 17½
Western, small, 20 lbs.	0 17	0 17½
Old cheese, large	0 18	0 18½

POULTRY.—For week poultry is again featureless. Prices need no repetition, and demand runs on same level experienced for some time.

Fowl	0 13	0 14
Chickens	0 15	0 16
Geese	0 14	0 15
Turkeys	0 22	0 23
Ducks	0 15	0 20

HONEY.—Honey is unchanged for week. Prices stand at last week's position. Demand holds steady.

White clover, strained	0 12
White clover, in comb	0 15
Buckwheat, in comb	0 12
Buckwheat, strained	0 08½

TORONTO.

PROVISIONS.—Live hogs have certainly been soaring of late. One month ago price at country points was \$6.60 to \$6.70. To-day it is \$8.15 to \$8.25. During past week strong tone has continued, and further advances of 40 to 50c were made. Small supplies have caused most of the trouble. No doubt supplies of hogs in country are small, but prices, in opinion of some dealers, should be nearing a limit.

Naturally, under rise in raw material, values on pork products have been expanding. Hams and bacon show another slight advance this week, and are steady at present level.

Smoked Meats—	
Light hams, per lb.	0 16½ 0 17
Medium hams, per lb.	0 16 0 16½
Large hams, per lb.	0 15½ 0 16
Backs, plain, per lb.	0 19 0 20
Backs, pea meal	0 20 0 21
Breakfast bacon, per lb.	0 17 0 18
Roll bacon, per lb.	0 12 0 12½
Shoulders	0 11 0 12
Pickled Meats—1c less than smoked.	
Long clear bacon, per lb.	0 13 0 13½
Heavy mess pork, per bbl.	19 00 20 00
Short cut, per bbl.	22 00 23 50
Cooked hams	0 24 0 25
Lard, tierces, per lb.	0 13 0 13½
Lard, tubs, per lb.	0 13½ 0 13¾

Lard, pails, per lb.	0 13½ 0 13½
Lard, compounds, per lb.	0 09 0 09½
Live hogs, at country points	8 15 8 25
Live hogs, local	8 50 8 65
Dressed hogs	10 50 11 00

BUTTER.—That easier feeling which dealers have been looking for in butter for some time has at last made itself felt in a quotable change. This week a reduction of 1 cent per pound has been made in prices, with ideas of some dealers even easier than that. Further reductions are apparently looked for the near future, although so far easiness has been judged rather by signs for future than actual increase in new make. Production in Eastern townships has been showing big increase, and there have been easier offerings from that district. It therefore looks like easier prices ahead.

Fresh creamery print	Per lb.	0 35 0 37
Creamery solids		0 32 0 34
Farmers' separator butter		0 32 0 33
Dairy prints, choice		0 31 0 32
No. 1 tubs or boxes		0 28 0 30
No. 2 tubs or boxes		0 25 0 27

EGGS.—First of week found no change in egg prices, although there is easiness in the air which, under any gain in receipts will probably mean reduction in values towards end of week.

Dealers have been looking for easier prices, and felt that values should be lower, but truth of matter is receipts have not been large enough to warrant it, considering volume of demand. A year ago prices on Toronto market ranged around 18 cents, and dealers were putting considerable quantities into storage. Present values make this impossible. Trade evidently, however, expects lower prices.

New laid eggs	0 23 0 24
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CHEESE.—And still values continue to climb, although this is by no means a surprise, considering condition of market here and abroad. Another ¼ cent has been tacked on to old cheese values this week. Large are quoted at 17 to 17½c, as against 14c a year ago.

New cheese is offered by local dealers at 16½ cents. The make so far has not been large, but can be expected to increase from now on.

Old Cheese—		
Large	0 17 0 17½	
Twin	0 17½ 0 17½	
Stiltons	0 18½ 0 19	
New Cheese	0 16½ 0 16½	

HONEY.—“Nothing new” is the report in honey. Prices unchanged and steady, while business is quiet.

Honey—strained—		
White clover, 60-lb. tins, per lb.	0 12	
White clover, 10-lb. tins, per lb.	0 12½	
White clover, 5-lb. pails, per lb.	0 13	
Dark clover, 5-lb. pails, per lb.	0 12	
Amber honey, 60-lb. tins, per lb.	0 08	
Buckwheat, 60-lb. tins, per lb.	0 07	
Comb white clover	2 25	3 00

WINNIPEG.

PROVISIONS.—Lard and hog products generally are dearer, and are likely to be still firmer next week. Supply does not appear sufficient to meet demand, and indications are for yet higher prices.

Lard—		
Tierces	0 12½	
50 lb. tubs	6 35	

20 lb. tubs	2 65
10 lb. cases	7 95
5 lb. cases	8 00
3 lb. cases	8 10
Cured Meats—	
Hams	0 15½ 0 17
Bacon	0 17 0 18
Smoked shoulders	0 12½
Long clear	0 13½

BUTTER AND EGGS.—Instead of reduction, as expected, butter prices show a slight advance here. Eggs are going down.

Butter—		
Creamery butter	0 37½ 0 36½	
Dairy prints	0 34	
Tubs	0 27 0 24	
Cooking	0 19	

Eggs—		
Strictly fresh	0 25	
Candled	0 23	
Cooking	0 22	

CHEESE.—No change in cheese, which is still dear.

Cheese—		
Ontario large	0 18	
Ontario twins	0 18½	

Handling Provisions During the Summer

Reasons Why This Department Should Be Featured the Year Round—The Refrigerator and Meat Slicer as Assistants—Many People Like to Purchase Groceries and Cooked Meats at Same Place.

Many groceries stores to-day are the possessors of a provision department that can boast of a substantial and profitable trade. There are others, however, which cannot claim this.

There are many points in favor of having a provision department in the store—and this means, of course, a properly conducted one. One thing is that it attracts trade for other lines of goods. When the housewife comes to the store to purchase her ham or bacon, a dealer has the opportunity of introducing and selling others lines of goods.

Then again, the housewife appreciates being able to purchase all her wants in food at the one store. She does not like the bother of going to one store for her groceries and to another for her ham. Chances are if there is a grocer on the street who keeps both ham and groceries he will get her trade.

Now that warmer weather is becoming apparent, demand from customers will swing more to certain lines of provisions. Hams, rolled bacon and breakfast bacon will from now on be in good demand. As the temperature keeps rising upward smoked and cooked meats will of course become favorites. By commencing now and building a good foundation early in the season, a substantial trade can be worked up before midsummer.

Advantage of Refrigerator.

To the man with a provision counter and who expects to attain good results, a refrigerator is practically a necessity. It should not only be a store box either, but a place where the temperature of meats may be kept at a proper level. The advantages of a refrigerator—and a good one—during the summer are self apparent. The smaller dealer without one finds he is quite often out of certain lines because of necessity he must order in very small quantities or run the chances of spoiled goods. With a refrigerator which will preserve the quality of his meats he may order in a little larger quantities and thus guard against disappointing customers.

The value of display in selling goods is universally recognized but the dealer

may experience some difficulty in showing his provisions during the warmer weather unless he has made proper arrangements. They should be kept at a proper temperature. Flies must not be allowed to get at them. Covering goods with netting may prevent this somewhat. However, if the dealer feels at all as if he can afford it, a display refrigerator or refrigerator display case should be provided for the purpose.

The display refrigerator combines both storage and display, being provided with glass fronts which allow the contents to be seen by customers. The roll-top variety have the feature that when any one of the rolls is opened, no warm air enters the inside of the refrigerator as might be expected, for as the roll goes back, it shuts off the ice chamber from the rest of the refrigerator and the warm outside air does not reach the ice.

Both Cools and Displays.

Another development in refrigerators for grocery stores is the refrigerator display case, built along the lines of a silent salesman but combining refrigeration with it. It is necessary under unusual conditions to have the refrigerator in the rear of the store, but with this display case provisions and other lines which must be kept cool may be shown to advantage in any part of the store.

Another thing that must be observed in connection with provisions is care in slicing. The housewife wants her ham or bacon sliced properly. Besides when sliced in the proper manner, the amount received looks larger to the customers, and appearances are very important.

The Slicing Machine.

“A slicing machine is a valuable addition to the provision department,” recently remarked a dealer who has one. “With it goods can be sent to customers in satisfactory condition. Another advantage of the slicing machine of no small account is the saving.”

The amount wasted in slicing in many stores amounts to an appreciable sum in a year and it is indeed desirable to look carefully after the pennies if the department is to pay a profit.

THE
YOUNG COMPANY
LIMITED

Wholesale Grocers and Importers

COMPLETE STOCKS

PROMPT SHIPMENTS

LIBERAL TREATMENT

Warehouses at:

NORTH BAY

SUDBURY

TORONTO

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS \$40 PER INCH PER YEAR

Goods made by

E. W. GILLETT CO., LTD.
(Ontario and Quebec Prices.)

IMPERIAL BAKING POWDER.

Cases	Sizes	Per doz.
4-dozen	10c	85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
1/2-dozen	2 1/2-lb.	10 50
1/2-dozen	5-lb.	19 80

MAGIC BAKING POWDER.

Cases	Sizes	Per doz.
6-dozen	5c	50
4-dozen	4-oz.	75
4-dozen	6-oz.	1 00
4-dozen	8-oz.	1 30
4-dozen	12-oz.	1 80
2-dozen	12-oz.	1 85
4-dozen	16-oz.	2 25
2-dozen	16-oz.	2 30
1-dozen	2 1/2-lb.	5 00
1/2-dozen	5-lb.	9 60
2-dozen	6-oz.	Per case
1-dozen	12-oz.	case
1-dozen	16-oz.	\$6.00

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."

MAGIC SODA.

Case No.	Per Case.
Case No. 1, 60 1-lb. packages, 1 case \$2.85; 5 cases \$2 75	
Case No. 2, 120 1/2-lb. packages, 1 case \$2.85; 5 cases \$2 75	
Case No. 3, 30 1-lb., 60 1/2-lb. packages, 1 case \$2.85; 5 cases 2 75	
Case No. 5, 100 10-oz. packages, 1 case \$2.90; 5 cases 2 80	

GILLETT'S CREAM TARTAR.

Per doz.	Per case
1/4-lb. paper pkgs., 4 doz. in case	\$1 00
1/2-lb. paper pkgs., 4 doz. in case	2 00
4 doz. 1/4-lb. paper pkgs.	Per case \$8 00
2 doz. 1/2-lb. paper pkgs.	
1/2-lb. cans with screw covers, 4 doz. in case	\$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
5-lb. sq. canisters, 1/2 doz. in case	33
10-lb. wooden boxes	30 1/2
25-lb. wooden pails	30 1/2
100-lb. kegs.	28 1/2
300-lb. barrels	28

GILLETT'S PERFUMED LYE.

Per case	Per case
4 doz. in case	3 50
3 cases	3 40
5 cases or more	3 35

YEAST.

Per box	Per box
Royal Yeast, 3 dozen 5c packages in box	1 15
Gillett's Cream Yeast, 3 dozen 5c. packages in box	1 15

BAKING POWDER.

W. H. GILLARD & CO.

Diamond.	
1-lb. tins, 2 doz. in case	\$2 00
1/2-lb. tins, 3 doz. in case	1 25
1/4-lb. tins, 4 doz. in case	0 75

ROYAL BAKING POWDER.

Sizes	Per doz.
Royal-Dime	0 95
1/4-lb.	1 40
6-oz.	1 95
1/2-lb.	2 55
12-oz.	3 85
1-lb.	4 90
3-lb.	13 60
5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—
5-lb. size, \$3.25; 1-lb. tins, \$2;
12-oz. tins, \$1.60; 8-oz. tins, \$1.20;
6-oz. tins, 90c; 4-oz. tins, 65c;
5c tins, 40c.

BORWICK'S BAKING POWDER

Sizes	Per doz. tins.
Borwick's 1/4-lb. tins	1 35
Borwick's 1/2-lb. tins	2 35
Borwick's 1-lb. tins	4 65

COOK'S FRIEND BAKING POWDER

Cartons—	Per doz.
No. 1, 1-lb., 4 dozen	2 40
No. 1, 1-lb., 2 dozen	2 50
No. 2, 5-oz., 6 dozen	0 80
No. 2, 5-oz., 3 dozen	0 85
No. 3, 2 1/2-oz., 4 dozen	0 45
No. 10, 12-oz., 4 dozen	2 10
No. 10, 12-oz., 2 dozen	2 20
No. 12, 4-oz., 6 dozen	0 70
No. 12, 4-oz., 3 dozen	0 75

FOREST CITY BAKING POWDER.

Per doz.	Per doz.
No. 13, 1-lb., 2 dozen	3 00
No. 14, 8-oz., 3 dozen	1 75
No. 15, 4-oz., 4 dozen	1 10
No. 16, 2 1/2-lb.	7 25
No. 17, 5-lb.	14 00
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-box lots or case ... 0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemis & Fils, Montreal. \$2, \$3, \$5, \$10, \$15 and \$20. All same price, one size or assorted.

UN-NUMBERED.

Under 100 books ... each 0 04
100 books and over...each 0 03 1/2
500 books to 1,000 books.. 0 03
For numbering cover and each coupon, extra per book 1/2 cent.

CEREALS.

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, \$3.00.	
The King's Food, 2 doz. in case, per case, \$4.80.	
White Swan Barley Crisps, per doz., \$1.	
White Swan Self-rising Buckwheat Flour, per dozen, \$1.	
White Swan Self-rising Pancake Flour, per doz., \$1.	
White Swan Wheat Kernels, per doz., \$1.50.	

White Swan Flaked Rice, \$1.
White Swan Flaked Peas, per doz., \$1.

DOMINION CANNERS, Aylmer Jams.

Per doz.	
Strawberry	1 95
Raspberry	1 95
Black currant	1 95
Red currant	1 75
Peach	1 80
Pear	1 70

Jellies.

Red currant	2 00
Black currant	2 15
Crabapple	1 45
Raspberry and red currant	1 95
Raspberry and gooseberry	1 80
Plum jam	1 55
Green Gage plum, stoneless	1 75
Gooseberry	1 75
Plum	1 70
Grape	1 85

Marmalade.

Orange jelly	1 55
Green fig	2 25
Lemon	1 60
Pineapple	1 95
Ginger	2 25

Pure Preserves—Bulk.

5 lbs. 7 lbs.	
Strawberry	0 59 0 82
Black currant	0 59 0 82
Raspberry	0 59 0 82
14's and 30's per lb.	
Strawberry	0 10 1/4
Black currant	0 10 1/4
Raspberry	0 10 1/4

Freight allowed up to 25c per 100 lbs.

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Perfection, 1-lb. tins, doz.	4 40
Perfection, 1/2-lb. tins, doz.	2 25
Perfection, 1/4-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble, bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—

Supreme chocolate, 1/4's, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate— Per lb.	
Queen's Dessert, 1/4's and 1/2's, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, 1/4-lb., 6 and 12-lb. boxes	0 25
Diamond, 8's, 6 and 12-lb. boxes	0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 24
Diamond, 1/4's, 6 and 12-lb. boxes	0 25

Iceings for Cake—

Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in 1/2-lb. packages, 2 doz. in box, per doz.	0 90
Chocolate Confections— Per lb.	
Maple buds, 5-lb. boxes	0 36
Milk medallions, 5-lb. bxs.	0 36

Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	0 25
Nonparell wafers, No. 1, 5-lb. boxes	0 30
Nonparell wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. bxs.	0 30
Milk chocolate wafers, 5-lb. boxes	0 34
Coffee drops, 5-lb. boxes	0 34
Lunch bars, 5-lb. boxes	0 34
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 25
Milk chocolate, 5c cakes, 3 doz. in box, per box	1 35
Nut milk chocolate, 1/2's, 6-lb. boxes, lb.	0 34
Nut milk chocolate, 1/4's, 6-lb. boxes, lb.	0 34
Nut milk chocolate, 5c bars 24 bars, per box	0 90

EPSS'S.

Agents—Willson & Warden, Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.
In 1/4, 1/2 and 1-lb. tins, 14-lb. boxes, per lb. ... 0 35
Smaller quantities ... 0 37

JOHN P. MOTT & CO'S.

G. J. Estabrook, St. John, N.B.; J. A. Taylor, Montreal, P.Q.; Wallace Anderson, Toronto, Ont.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.
Elite, 10c size (for cooking) dozen ... 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 30
" Navy chocolate, 1/2's ... 0 26
" Vanilla sticks, per grs 1 00
" Diamond chocolate, 1/4's 0 24
" Plain choice chocolate liquors ... 20-80
" Sweet chocolate coatings ... 0 20

WALTER BAKER & CO., LTD.

Premium No. 1 chocolate, 1/4 and 1/2-lb. cakes, 33c lb.; Breakfast cocoa, 1-5, 1/4, 1/2, 1 and 5-lb. tins, 39c lb.; German's sweet chocolate, 1/4 and 1/2-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, 1/4 and 1/2-lb. cakes, 6-lb. boxes, 32c lb.; Auto sweet chocolate, 1-6 lb. cakes, 6-lb. boxes, 32c lb.; cinquemine sweet chocolate, 1-5 lb. cakes, 6-lb. boxes, 20c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked Cocoa, 1/2-lb. pkgs., 6-lb. bags, 32c lb.; Caracas tablets, 5c cartons, 40 cartons to box, \$1.25 per box.

The above quotations are f.o.b. Montreal.

COCOANUT.

CANADIAN COCOANUT CO., Packages—5c, 10c, 20c and 40c packages, packed in 15-lb. and 30-lb. cases. Per lb. 1-lb pkgs. White Moss ... 0 36

MAGIC BAKING POWDER

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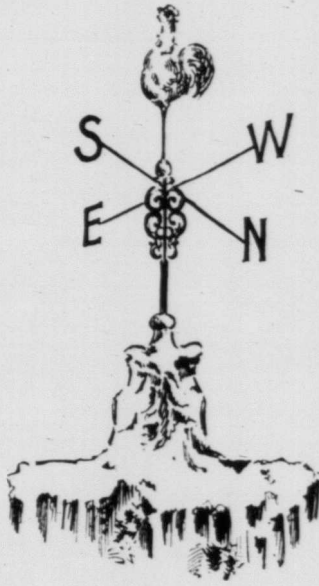
MAGIC BAKING POWDER

THE WHITE

MAGIC BAKING POWDER

CONTAINS

In Stores In Every Part



the Halifax Cold Storage Products are found and this wide and satisfactory distribution is due to nothing but their unvarying quality. It is only natural, therefore, that you should entrust us with your business, as we guarantee you quick service, in short, satisfaction at all times.

The Height of Quality

OCEAN BRAND - HADDIES, KIPPERS, BLOATERS
 CANADA BRAND - PURE BONELESS CODFISH
 MARINER BRAND - - SKINLESS FISH

AND

BOUTILIER'S FILLETS

the fleshy kind.

ALL KINDS OF SALT WATER FISH.

These goods are carried by every wholesale in Canada.

The Halifax Cold Storage Co., 47 William Street,
 Limited Selling Branch, MONTREAL

MAGIC BAKING POWDER MAGIC BAKING POWDER

GROCERS: We unhesitatingly recommend Magic Baking Powder to the trade and consumer as being the best, purest and most healthful baking powder that it is possible to produce. All materials are of the highest quality. Modern automatic machinery and employes in spotless white uniforms insure a perfect mixture and absolute cleanliness.

MAGIC BAKING POWDER



CONTAINS NO ALUM AND CONFORMS TO THE HIGH STANDARD OF GILLETT'S GOODS

E.W. GILLETT COMPANY LIMITED

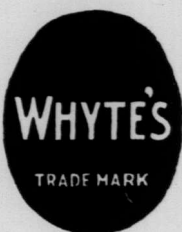
TORONTO, ONT.

MONTREAL

WINNIPEG



MAGIC BAKING POWDER MAGIC BAKING POWDER



THE GUARANTEE OF PURITY



This is the name to look for on provisions you sell. It is the guarantee of high quality and purity. For years

Whyte Packing Co. Hams, Bacon, Lard, Butter, Eggs, Cheese

have enjoyed the very highest reputation, simply because the packers never allowed quality to deteriorate.

The years of experience of this well-known manufactory, combined with careful attention to the smallest detail, are points that insure excellence.

Send for our price list, and learn of the large profits through handling our goods.

THE WHYTE PACKING CO., LIMITED,
STRATFORD, ONT. MONTREAL, QUE.

Elgin Brand Products



Have their own distinct following. People who know good meats are the people who will buy Elgin Brand Cooked Meats and Sausages.

You may think it hard to satisfy that class, Mr. Grocer. Elgin Brand does the needful, and then just think of the solid trade you have built. You couldn't entice them away from your store on a bet. Ready money off every sale, too. Send for price list and post card book.

The St. Thomas Packing Co., Ltd.

Pork Packers and Provision Merchants
Dealers in Butter, Eggs and Cheese

ST. THOMAS, ONT.

Wholesale Branches at Windsor and London, Ont.

The quality of

WETHEY'S Condensed Mince Meat

has been daily making friends for the past twenty-nine years.

WHAT ABOUT YOURSELF?

Are you one of its friends?

If not, now is the time to get acquainted.

All Jobbers. 3 doz. to a case.

WRITE US

J. H. WETHEY, Limited
ST. CATHARINES

"THE MINCE MEAT PEOPLE"



The Best Judges of Easifirst Pastry

are unanimous in pronouncing EASIFIRST as not only the best but the most economical shortening that can be used.

When you sell EASIFIRST Shortening you may be sure your customer will come back for more.

Figure price saving compared with pure lard.

WRITE FOR SPECIAL QUOTATIONS

Gunns Limited PORK AND BEEF PACKERS
COTTON OIL REFINERS **West Toronto**

Established 1854

For nearly sixty years we have been in the business of curing bacon.

Our trade extends from Newfoundland to British Columbia, and over this vast district Fearman's English Breakfast Bacon and Star Brand Hams have a reputation for flavor and quality unsurpassed by any other house in the trade.

**ALL MEATS CURED UNDER
GOVERNMENT INSPECTION**

F. W. FEARMAN CO., Limited
HAMILTON

Meats That Satisfy

Moyer Bros.' experience combined with careful attention to smallest details ensures the excellence of their products. The name is the grocer's guarantee of highest quality.

Sausages, Hams, Bacon

Products that have enjoyed the very highest reputation, simply because the packers never allowed the quality to deteriorate.

Moyer Bros.' sausages are *all meat* sausages, not stuffed with bread.

Get Our Prices

MOYER BROS., LTD.
ST. CATHARINES, ONT.

THE CANADIAN GROCER

1/2-lb. pkgs. White Moss ..	0 27
1/4-lb. pkgs. White Moss ..	0 28
1 and 1/2-lb. pkgs., assort-	
ed	0 26 1/2
1/4 and 1/2-lb. pkgs., asstd.	0 27 1/2
1/2-lb. pkgs., asstd., in 5-lb.	
boxes	0 28
1/4-lb. pkgs., asstd., in 5-lb.	
boxes	0 29
1/4-lb. pkgs., asstd., 5, 10, 15-	
lb. cases	0 30
Bulk—	
In 15-lb. tins, 20-lb. pails and	
10, 25 and 50-lb. boxes.	
Pails Tins Bbls.	
White Moss, fine	
strip	0 19 \$ 21 0 17
Best shredded ..	0 18 .. 0 16
Ribbon	0 19 .. 0 17
Macaroon	0 17 .. 0 15
Desiccated	0 16 .. 0 14

CONDENSED MILK.

BORDEN'S CONDENSED MILK	
Wm. H. Dunn, Agent, Montreal	
and Toronto.	Per Case
Eagle Brand, each 4 doz.	\$6 00
Gold Seal Brand, each 4 dz	5 25
Challenge Brand, each 4 dz	4 50
Peerless Brand, "Hotel,"	
each 2 doz.	4 00
Peerless Brand, "Tall," each	
4 doz.	4 50
Peerless Brand, "Family,"	
each 4 doz.	3 75
Peerless Brand, "Small,"	
each 4 doz.	2 00

CANADA FIRST BRAND.

The Aylmer Condensed Milk Co.	
Per Case.	
Canada First Baby Eva-	
porated Milk	2 00
Canada First Family Eva-	
porated Milk	3 75
Canada First Medium Eva-	
porated Milk	4 50
Canada First Hotel Eva-	
porated Milk	4 00
Canada First Sweetened	
Condensed Milk	5 25
Canada First Rosebud Con-	
densed Milk	5 15
Canada First Beaver Con-	
densed Milk	4 50

REINDEER LIMITED.

(Sweetened.)	
Reindeer Brand (4 doz. in	
case)	5 50
Mayflower Brand (4 doz.	
in case)	5 25
Clover Brand (4 doz. in	
case)	4 50
(Unsweetened.)	
Reindeer Jersey Brand,	
Family (4 doz. in case).	3 75
Reindeer Jersey Brand,	
Medium (4 doz. in case)	4 50
Reindeer Jersey Brand,	
Hotel (2 doz. in case) ..	4 00
Reindeer Jersey Brand,	
Gallon (1/2 doz. in case)	4 60

COFFEE.

(Combined with Milk and Sugar)	
Reindeer Brand (2 doz.	
in case)	5 00
Regal Brand (2 doz. in	
case)	4 50
Reindeer Brand, in glass	
jars (2 doz. in case) ..	6 20

COCOA

(Combined with Milk and Sugar)	
Reindeer Brand (2 doz. in	
case)	4 80
ST. CHARLES CONDENSING	
Prices—	CO.
St. Charles Evaporated	
Milk (baby size)	2 00
St. Charles Evaporated	
Milk (family size)	3 75
St. Charles Evaporated	
Milk (hotel size)	4 00

Silver Cow Milk	5 40
Purity Milk	5 25
Good Luck Milk	4 50

COFFEES.

EBY-BLAIN, LIMITED.	
Standard Coffees	
Roasted whole or ground, pack-	
ed in damp-proof bags.	
King Edward	0 34
Club House	0 33
Nectar	0 32
Royal Java and Mocha ..	0 32
Empress	0 30
Duchess	0 29
Ambrosia	0 28
Plantation	0 26 1/2
Fancy Bourbon	0 26
Crushed Java and Mocha	0 19
Package Coffee.	
Gold Medal, 2-lb. tins,	
whole or ground	0 31
Gold Medal, 1-lb. tins, do	0 32
Gold Medal, 1/2-lb. tins,	
do.	0 33
Anchor Brand, 2-lb. tins,	
do.	0 31
German Dandelion, 1-lb.	
tins, ground	0 26
German Dandelion, 1/2-lb.	
tins, ground	0 28
English Breakfast, 1-lb.	
tins, ground	0 19
Grand Prix, 1 and 2-lb.	
tins, ground	0 30
Demi-Tasse, 1 and 2-lb.	
tins, ground	0 30
Flower Pot, 1-lb. pots,	
ground	0 23

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN BLEND.	
1-lb. decorated tins, lb. ...	0 32
Mo-Ja, 1/2-lb. tins, lb.	0 30
Mo-Ja, 1-lb. tins, lb.	0 28
Mo-Ja, 2-lb. tins, lb.	0 28
Cafe des Epicures, 1lb. fancy	
glass jars, per doz., \$3.60.	
Cafe l'Armatique, 1lb. amber	
glass jars, per doz., \$4.00.	
Presentation (with tumblers) \$3	
per doz.	

MINTO BROS.

MELAGAMA BLEND.	
Ground or bean—	W.S.P. R.P.
1 and 1/2	0 25 0 30
1 and 1/2	0 32 0 40
1 and 1/2	0 37 0 50
Packed in 30's and 50-lb. case.	
Terms—Net 30 days prepaid.	

BRANSON'S SHEREEF COFFEE.

AGENT: F. COWARD.	
402 Spadina Avenue, Toronto.	
Small size	\$1.45 per doz., net
Large size	\$2.85 per doz., net
In 3 dozen free cases. Freight	
paid on 1/2 gross order.	

CONFECTIONS.

PEANUT BUTTER.	
Ontario Prices	
MacLaren's Imperial—	Per doz.
Small, 2 doz.	0 95
Medium, 2 doz.	1 80
Large, 1 doz.	2 75
Tumblers, 2 doz.	1 35
Pails, 24 lbs., per lb.	0 15

CHEESE.

MACLAREN'S IMPERIAL	
Ontario Prices	
per doz.	
Individual (each 2 doz.) ..	1 00
Small (each 2 doz.)	2 40
Medium (each 1 doz.)	4 50
Large (each 1/2 doz.)	8 25
MacLaren's Roquefort—	
Small (each 2 doz.)	1 40
Large (each 1 doz.)	2 40
MacLaren's Canada Cream—	
Small (each 1 doz.)	0 90
Case 25 lbs., 11-lb. bars, 1b 0 07 1/2	

Medium (each 2 doz.)	1 30
Large (each 1 doz.)	2 30

CREAM.

FUSSELL & CO., LTD., LON-	
DON, ENG.	
"Golden Butterfly" Brand Cream,	
8 doz. 10c size, cases, \$7.00.	
"Golden Butterfly" Brand Cream,	
8 doz., 15c size, cases, \$11.50.	

INFANTS' FOOD.

Robinson's patent barley, 1/2-lb.	
tins, \$1.25; 1-lb. tins, \$2.25; Rob-	
inson's patent groats, 1/2-lb. tins,	
\$1.25; 1-lb. tins, \$2.25.	

FLAVORING EXTRACTS.

SHIRRIFF'S.	
1 oz. (all flavors) doz.	1 00
2 oz. (all flavors) doz.	1 75
2 1/2 oz. (all flavors) doz.	2 00
4 oz. (all flavors) doz.	3 00
5 oz. (all flavors) doz.	3 75
8 oz. (all flavors) doz.	5 50
16 oz. (all flavors) doz.	10 00
32 oz. (all flavors) doz.	18 00
Discount on application.	

CRESCENT MFG. CO.

Mapleine—	Per doz.
2 oz. bottle (retail at 50c) ..	4 50
4 oz. bottles (retail at 90c) ..	6 80
8 oz. bottles (retail at \$1.50) ..	12 50
16 oz. bottles (retail at \$3) ..	24 00
Gal. bottles (retail at \$20) ..	15 00

CLARK'S PORK AND BEANS IN TOMATO SAUCE.

Per doz.	
No. 1, 4 doz. in case	0 50
No. 2, 2 doz. in case	0 90
No. 3, flats, 2 doz. in case ..	1 00
No. 3, talls, 2 doz. in case ..	1 25
No. 6, 1 doz. in case	4 00
No. 12, 1/2 doz. in case	6 50

LAPORTE, MARTIN & CO., MONTREAL, AGENCIES.

These prices are F.O.B. Mont-

real. Imported Peas "Soleil"	
Per case	
Sur Extra Fins, 1/2 flacons,	
40 bou.	11 00
Sur Extra Fins, tins, 1/2	
kilo, 100 tins	15 50
Extra Fins, tins, 1/2 kilo,	
100 tins	15 00
Tres Fins, 1/2 kilo, 100 tins	14 00
Fins, tins, 1/2 kilo, 100 tins	12 50
Mi-Fins, tins, 1/2 kilo, 100	
tins	11 00
Moyens No. 1, tins, 1/2 kilo,	
100 tins	10 00
Moyens No. 2, tins, 1/2 kilo,	
100 tins	9 50
Moyens No. 3	8 75
Asparagus, Haricots, etc.	

MINERVA PURE OLIVE OIL.

Case—	
12 litres	6 50
12 quarts	5 75
24 pints	6 25
24 1/2-pints	4 25
Tins—	
5 gals. 2s	23 00
2 gals. 6s	29 00
1 gal. 10s	25 00
1/2-gal. 20s	26 00
1/4-gals. 20s	13 50
1/2-gal. 48s sq.	17 00
1/4-gal. 48s rd	15 50

BASSIN DE VICHY WATERS.

La Capitale, 50 qts.	5 00
La Neptune, 50 qts.	6 00
St. Nicholas, 50 qts.	7 00
La Sanitas Sparkling, 50	
quarts	8 00
La Sanitas Sparkling, 100	
pints	9 00
La Sanitas Sparkling, 100	
splits	4 00
Lemonade Savoureuse, 50's	7 50
CASTILE SOAP.	
"Le Soleil," 72 p.c. olive oil.	
Case, 12 lbs. 2 1/2-lb. bars, 1b 0 08 1/2	

Case 50 lbs. 3/4-lb. bars case	3 50
Case 200 lbs. 3 1/2-oz., case	3 75
"La Lune," 65 p.c. olive oil:	
Case 25 lbs. 11-lb. bars, lb.	0 07
Case 12 lbs. 2 1/2-lb. bars, lb	0 08
Case 50 lbs. 3/4-lb. bars, case	3 25
Case 100 lbs. 3 1/2-oz. bars,	
case	1 80
Case 200 lbs. 3 1/2-oz. bars,	
case	3 40

ALIMENTARY PASTES.

BLANC & FILS.	
Macaroni, Vermicelli, Animals,	
Small Pastes, etc.	
Box, 25 lbs., 1 lb.	0 07 1/2
Box, 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts.	4 75
Grape Juice, 24 pts.	5 15
Grape Juice, 36 splits	4 75
Apple Juice, 12 qts.	4 50
Apple Juice, 24 qts.	4 75
Champagne de Pomme, 12 q	5 00
Champagne de Pomme, 24 p	5 50
Matts Golden Russett—	
Sparkling Cider, 12 qts. ..	5 00
Sparkling Cider, 24 pts. ..	5 50
Apple Vinegar, 12 qts.	2 50

CEREALS.

Grape Nuts—No. 22, \$3; No. 23,	
\$4.50.	
Post Toasties—No. T3, \$2.85.	
Postum Cereal—No. 0, \$2.25; No.	
1, \$2.70	
Force, 36's	4 50
Gusto, 36's	2 85

MUSTARD.

COLMAN'S OR KEEN'S.	
Per doz. tins	
D. S. F., 1/4-lb.	1 40
D. S. F., 1/2-lb.	2 50
D. S. F., 1-lb.	5 00
F. D., 1/4-lb.	0 85
F. D., 1/2-lb.	1 45

Per jar

Durham, 4-lb. jar	0 75
Durham, 1-lb. jar	0 25
IMPERIAL PREPARED MUS-	
TARD.	

Ontario Prices.

Small, case 4 doz., per doz	0 45
Medium, cases 2 doz., doz.	0 90
Large, cases, 1 doz., doz.	1 35

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

LARD.

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces09 1/2
Tubs09 1/2
Pails, 20 lbs.10 1/2
Tins, 20 lbs.09 1/2
Cases, 3 lbs., 20 to case ..	.10 1/2
Cases, 5 lbs., 12 to case ..	.10 1/2
Cases, 10 lbs., 6 to case ..	.10 1/2
F.O.B. Montreal.	

GUNN'S "EASIFIRST" SHORT-ENING.

Tierces	0 09 1/2
Tubs	0 09 1/2
20-lb. pails	0 09 1/2
20-lb. tins	0 09 1/2
10-lb. tins	0 10
5-lb. tins	0 10 1/2
3-lb. tins	0 10 1/2
1-lb. cartons	0 10 1/2

MARMALADE.

SHIRRIFF BRAND.	
"Imperial Scotch"—	
1-lb. glass, doz.	1 55
2-lb. glass, doz.	2 80
4-lb. tins, doz.	4 65
7-lb. tins, doz.	7 35
"Shredded"—	
1-lb. glass, doz.	1 90

Our Specialties

Ludella Ceylon Tea

Diamond Crystal Salt

Quaker Canned Vegetables

Quaker Canned Fruits

Monarch Canned Salmon

Victor Canned Salmon

Monarch Canned Fruits

Distributors of Heinz 57 Varieties of
Highest-Class Food Products.

H. P. ECKARDT & CO.

WHOLESALE GROCERS

Cor. Front and Scott Sts. - TORONTO

THE CANADIAN GROCER

2-lb. glass, doz. 3 10
7-lb. tins, doz. 8 25

VERMICELLI AND MACARONI
D. SPINELLI C'Y., MONTREAL
Fine.

4-lb. box "Special" per box 0 22
8-lb. box "Special," box.. 0 44
5-lb. box "Standard" box 0 27 1/2
10-lb. box "Standard," box 0 55
60-lb. cases or 75-lb. bbls.
per lb. 0 05
25-lb. cases, 1-lb. pkgs.
(Vermicelli) per lb. 0 06
Globe Brand.
5-lb. box "Standard" box 0 30
10-lb. box "Standard," box 0 60
25-lb. cases (loose) per lb. 0 06
25-lb. cases, 1-lb. pkgs., lb. 0 06 1/2

JELLY POWDERS.
JELL-O.

Assorted case, contains 2
doz. 1 80
Lemon (straight) contains
2 dozen 1 80
Orange (straight) contains
2 dozen 1 80
Raspberry (straight) con-
tains 2 doz. 1 80
Strawberry (straight) con-
tains 2 doz. 1 80
Chocolate (straight) con-
tains 2 doz. 1 80
Cherry (straight) contains
2 doz. 1 80
Peach (straight) contains
2 doz. 1 80
Weight 8 lbs. to case. Freight
rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2
dozen 2 50
Chocolate (straight) con-
tains 2 doz. 2 50
Vanilla (straight) contains
2 dozen 2 50
Strawberry (straight) con-
tains 2 doz. 2 50
Lemon (straight) contains
2 dozen 2 50
Unflavored (straight) con-
tains 2 doz. 2 50
Weight 11 lbs. to case. Freight
rate, 2nd class.

IMPERIAL DESSERT JELLY.
Ontario and Quebec.

Assorted flavors, \$10.75 per
gross. Imperial Sterilized
Gelatine.
Cartons, 1 doz., 90c per dozen.

**SOAP AND WASHING POW-
DERS.**

A. P. TIPPET & CO., AGENTS
Crisle soap, per gross .. \$10 20
Floriola soap, per gross .. 12 00
Straw hat polish, per gross 18 20

SNAP HAND CLEANER.

3 dozen to box \$3 60
6 dozen to box 7 20
30 days.

RICHARDS PURE SOAP.

5-case lots (delivered), \$4.15 each
with 20 bars of Quick Naptha as
a free premium.
Richards Quick Naptha Soap.
GENUINE. Packed 100 bars to
case.

FELS NAPTHA.
Prices—Ontario and Quebec:

Less than 5 cases \$5 00
Five cases or more 4 55
SAPHO MFG. CO., LTD., MONT-
REAL "SAPHO" INSECTICIDE.
1-16 gall., doz. \$ 2 00
1/4 gall., doz. 6 00
1/2 gall., doz. 10 80

1 gall., doz. 19 20
1-16 gall. gross lot 20 00

**"ANTI-DUST" SWEEPING
POWDER.**

Size No. 1, 3 doz. crates, per
doz. \$1 50
No. 2, 1 and 2 doz. crates,
per doz. \$3 00
Liquid Bluing, 90c per doz.
Liquid Ammonia, 90c per doz.
Both put up in corrugated paper
shipping boxes.

STARCH.

EDWARDSBURG STARCH CO.
Boxes Cents
Contain per lb.
Laundry Starches—
40 lbs., Canada Laundry, .05 3/4
40 lbs., Canada white gloss,
1 lb. pkgs. 06 1/4
48 lbs., No. 1 white or blue,
4 lb. cartons07
48 lbs., No. 1, white or blue,
3 lb. cartons,07
100 lbs., kegs, No. 1, white
200 lbs., bbls., No. 1, white
30 lbs., Edwardsburg silver
gloss, 1 lb. chromo pack-
ages 07 1/2
48 lbs., silver gloss, in 6-lb.
tin canisters08
36 lbs., silver gloss, 6-lb.
draw lid boxes08
100 lbs., kegs, silver gloss,
large crystals07
28 lbs., Benson's satin, 1-lb.
cartons, chromo label .. 07 1/2
40 lbs., Benson's Enamel
(cold water) per case .. 3 00
20 lbs., Benson's enamel
(cold water) per case .. 1 50
Celluloid—boxes containing
45 cartons, per case 360

Culinary Starch

40 lbs. W. T. Benson &
Co.'s celebrated prepared
corn 07 1/2
40 lbs. Canada pure corn
starch 05 1/2
(20-lb. boxes 1/4c. higher.)

BRANTFORD STARCH WORKS
Ontario and Quebec.

Laundry Starches—
Canada Laundry—
Boxes about 40 lbs. 05 3/4
Acme Gloss Starch—
1-lb. cartons, boxes of 40
lbs. 06 1/2
First Quality White Laundry—
3 lb. canisters, cases of
48 lbs. 07 1/4
Barrels, 200 lbs. 06 1/2
Kegs, 100 lbs. 06 1/2
Lily White Gloss—
1 lb. fancy cartons, cases
30 lbs. 07 3/4
6 lb. toy trunks, lock
and key, 8 in case. 08 1/4
6 lb. toy drums, with
drumsticks, 8 in case.. .08
Kegs, extra large crys-
tals, 100 lbs. 07 1/4
Canadian Electric Starch—
Boxes containing 40 fancy
pkgs., per case 3 00
Celluloid Starch—
Boxes containing 45 car-
tons, per case 3 75
Culinary Starches—
Challenge Prepared Corn—
1 lb. packets, boxes of 40
lbs.06
Brantford Prepared Corn—
1 lb. packets, boxes of
40 lbs. 07 3/4

"Crystal Maize" Corn Starch—
1 lb. packets, boxes of 40
lbs. 07 3/4
(20 lb. boxes 1/4c. higher than
40's.)

OCEAN MILLS, MONTREAL.

Chinese starch, 48 1-lb., per
case \$4; Ocean Baking Powder,
3-oz. tins, 4 doz. per case, \$1.00;
4-oz. tins, 4 doz. per case, \$3.00;
8-oz. tins, 5 doz. per case, \$6.50;
16-oz. tins, 3 doz., per case, \$6.75;
5-lb. tins, 10 tins a case, \$7.50;
1-lb. bulk, per 25, 50 and 250 lbs.,
at 15c per lb. Ocean blanc mange,
48 8-oz., \$4; Ocean borax, 48 8-
oz. \$1.60; Ocean cough syrup,
36 6-oz. \$6.00; 36 8-oz. \$7.20;
Ocean corn starch, 48 1-lb., \$3.60.

SOUPS—CONCENTRATED.
CHATEAU BRAND.

Vegetable, Mutton Broth, Mulli-
gataway, Chicken, Ox Tail, Pea,
Scotch Broth, Julienne, Mock
Turtle, Vermicelli Tomato, Con-
somme, Tomato.
No. 1's, 95c per dozen.
Individuals, 45c per dozen.
Packed 4 dozen in a case.

SYMINGTON'S SOUPS.

Quart packets, 9 varieties,
doz. 0 90
Clear soups in stone jars, 5
varieties, doz. 1 40

SODA—COW BRAND.

Case of 1-lb., containing 60 pack-
ages, per box, \$3.00.
Case of 1/2-lb., containing 120
packages, per box, \$3.00.
Case of 1-lb. and 1/2-lb., contain-
ing 30 1-lb. and 60 1/2-lb. pack-
ages, per box, \$3. Case of 5c
packages, containing 96 pack-
ages, per box, \$3.00.

SYRUP.

EDWARDSBURG STARCH CO.
CROWN BRAND CORN SYRUP
2 lb. tins, 2 doz. in case.. 2 55
5 lb. tins, 1 doz. in case .. 2 90
10 lb. tins, 1/2 doz. in case 2 80
20 lb. tins, 1/4 doz. in case 2 75
Barrels, 700 lbs. 3 1/2
Half Barrels, 350 3 3/4
Quarter Barrels, 175 4
Pails, 38 1/2 \$1 90
" 25 lbs. each 1 35

LILY WHITE CORN SYRUP.

2 lb. tins, 2 doz. in case.. 2 90
5 lb. tins, 1 doz. in case.. 3 25
10 lb. tins, 1/2 doz. in case 3 15
20 lb. tins, 1/4 doz. in case 3 10
(5, 10 and 20 lb. tins have wire
handles.)

MOLASSES.

DOMINION MOLASSES CO.
Gingerbread Brand (Toronto)
2's—2 doz. to case, per doz. 93
3's—2 doz. to case 1 45
Winnipeg.

2's—Tins, 2 doz. cases, per
doz. 1 20
3's—Tins, 2 doz. cases, per
doz. 1 75
5's—Tins, 1 doz. cases, per
doz. 3 20
10's—Tins, 1/2 doz. cases,
per doz. 5 20
20's—Tins, 1/4 doz. cases,
per doz. 19 40
Pails—1's each 0 65
Pails—2's each 1 12
Pails—5's, each 2 55

DOMOLCO BRAND

Maritime Provinces and Ontario:
2's, 2 doz. case, per doz ... \$1 35

3's, 2 doz. case, per doz. ... 1 95
5's, 1 doz. case, per doz. ... 3 75
10's, 1/2 doz. case, per case.. 3 40
20's, 1/4 doz. case, per case.. 3 05
Western Prices—Sudbury to
Victoria.

2's, 2 doz. case, per doz. ... 1 60
3's, 2 doz. case, per doz. ... 2 35
5's, 1 doz. case, per case.. 4 00
10's, 1/2 doz. case, per case 4 15
20's, 1/4 doz. case, per case 3 80

SAUCES.

PATERSON'S WORCESTER
SAUCE.
1/2-pint bottles, 3 and 6 doz.
cases, doz. \$0 90
Pint bottles, 3 doz. cases,
doz. 1 75
H. P.

H. P. Sauce— Per doz.
Cases of 3 dozen \$1 90
H. P. Pickles—
Cases of 2 doz. pints ... \$3 35
Cases of 3 doz 1/2-pints 2 25

**HOLBROOK'S IMPORTED
PUNCH SAUCE.**

Per doz.
Large, packed in 3-doz.
case \$2 25
Medium, packed in 3-doz.
case 1 40

**HOLBROOK'S IMP. WORCES-
TERSHIRE SAUCE**

Per doz.
Rep. 1/2 pints, packed in 6-
doz. case \$2 25
Imp. 1/2-pints, packed in 4-
doz. case 3 15
Rep. qts. packed in 2-doz.
case 6 50

STOVE POLISH.

JAMES DOME BLACK LEAD.
6a size, gross \$2 40
2a size, gross 2 50
NUGGET POLISHES.

Dozen.
Polish, Black and Tan ... 0 85
Metal Outfits, Black and
Tan 3 65
Card Outfits, Black and
Tan 3 25
Creams and White Cleaner 1 10

TOBACCO.

IMPERIAL TOBACCO COM-
PANY OF CANADA.
Chewing—Black Watch, 6s .. 44
Black Watch, 12s 45
Bobs, 6s and 12s 46
Bully, 6s 44
Currency, 6 1/2s and 12s ... 46
Stag, 5 1-3 to lb. 38
Old Fox, 12s 44
Pay Roll Bars, 7 1/2s 56
Pay Roll, 7s 56
War Horse, 6s 42
Plug Smoking—Shamrock, 6s,
plug or bar 54
Rosebud Bars, 6s 54
Empire, 6s and 12s 44
Ivy, 7s 50
Starlight, 7s 50
Cut Smoking—Great West
Pouches, 8s 59
Regal Cube Cut, 9s 70

TEAS.

THE "SALADA" TEA CO.
East of Winnipeg.
Wholesale R't'l.
Brown Label, 1's and 1/2's .25 .30
Green Label, 1's and 1/2's .27 .35
Blue Label, 1's, 1/2's, 1/4's
and 1/8's 30 .40
Red Label, 1's and 1/2's .35 .50
Gold Label, 1/2's 44 .60
Red-Gold Label, 1/2's ... 55 .80
LUDELLA CEYLON TEA.
Orange Label, 1/2's 24 .30

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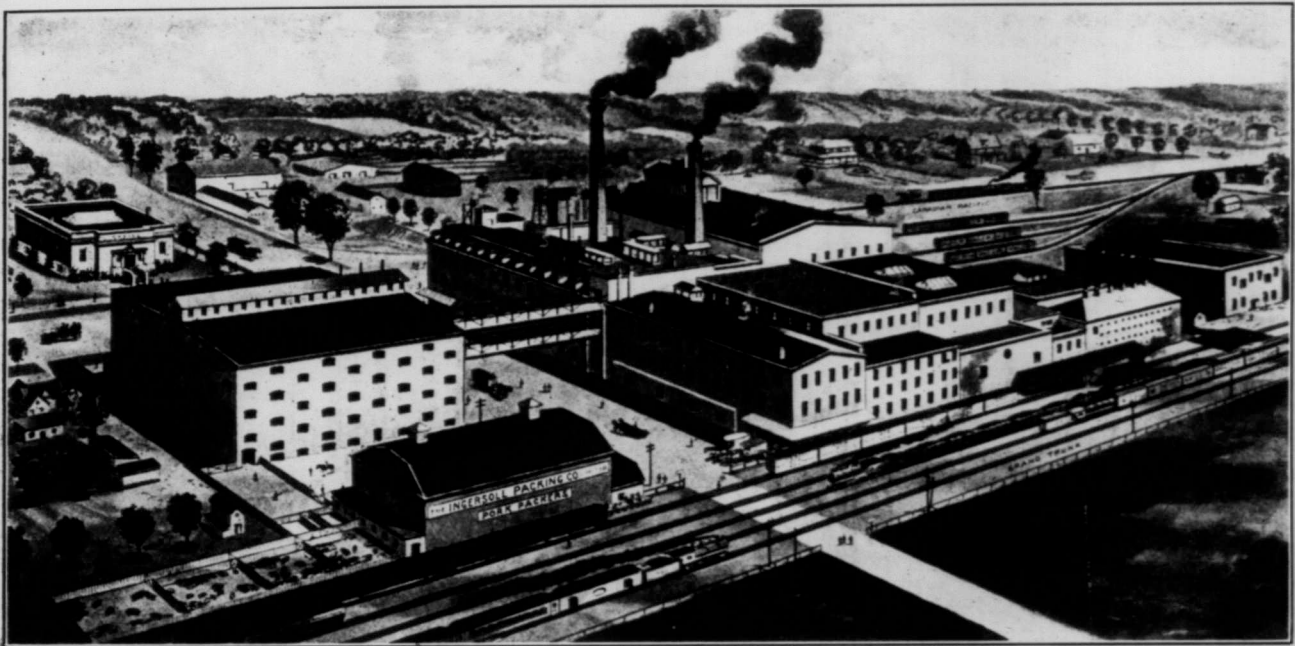
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The INGERSOLL PACKING COMPANY, Limited

BEAVER BRAND HAMS AND BACON



"Beaver Brand" Ingersoll Hams and Bacon are to-day more widely and favorably known and consequently in better demand than any other brand of pork products sold in Canada. You have to spend no time in introducing this brand to your customers. Every piece bears the government mark "Canada Approved." Combined with this safeguard is the careful selection of every ham and side of bacon, the **guaranteed sugar cure**, the uniform quality. The price may be a little higher, but then the **proved results**, a satisfied and regular customer and an increasing trade. If you are not selling Ingersoll Products give them a trial. Ask your friends who are selling them, communicate with our representatives or write direct to

The INGERSOLL PACKING COMPANY, Limited

Pork Packers

INGERSOLL

ONTARIO

CANADA

Spreads
like
Butter



Sold only in
15c. and 25c.
blocks

Brown Label, ½'s & 1's 28 40
 Brown Label, ¼'s 30 40
 Green Label, ¼'s & 1's... 35 50
 Red Label, ½'s 40 60

MELAGAMA TEA.

MINTO BROS.

45 Front St. East.

We pack in 60 and 100-lb. cases.

All delivered prices.

Wholesale R't'l.

Brown Label, 1-lb. or ½ .25 .30
 Red Label, 1-lb. or ½ .. .27 .35
 Green Label, 1's, ½ or ¼ .30 .40
 Blue Label, 1's, ½ or ¼ .35 .50
 Yellow Label, 1's, ½ or ¼ .40 .60
 Purple Label, ¼ only55 .80
 Gold Label, ¼ only70 1.00

"KOLONA" TEA.

Ceylon Tea, in 1 and ½-lb. lead packages—black or mixed.

Orange Label, 1's 23 30

Black Label, 1-lb., retail at 25c 20
 Black Label, ½-lb. retail at 25c 21
 Blue Label, retail at 30c24
 Green Label, retail at 40c30
 Red Label, retail at 50c 35
 Brown Label, retail at 60c . .42
 Gold Label, retail at 80c55

JAMS AND JELLIES.

T. UPTON & Co.

Compound Jams — Red Raspberry, strawberry, peach, plum, red currant, black currant, cherry, gooseberry, blueberry, apricot, huckleberry, 12-oz. glass jars, 2 doz. in case, \$1 per doz.; No. 2 tin, 2 doz. in case, \$1.90 per doz.; No. 5 tin pails, 9 pails in case, 37½c per pail; No. 7 tin pails, 6 pails in case, 52½c per pail; No. 7 wood pails, 6 pails

in case, 52½c per pail; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired.

Compound Jellies — Raspberry, strawberry, black currant, red currant, pineapple, 9 oz. glass tumblers, 2 doz. in case, 95c. per doz.; 12-oz. glass jars, 2 doz. in case, \$1.00 per doz.; No. 2 tin, 2 doz. in case, \$1.90 per doz.; No. 5 tin pails, 9 pails in case 37½c per pail; No. 7 wood pails, 6 pails in case, 52½c per pail; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired.

Pure Orange Marmalade—Guaranteed finest quality. 12-oz. glass jars, 2 doz. in case, \$1.10 per doz.; 16-oz. glass jars, 2 doz. in case, \$1.50 per doz.; pint sealers, 1 doz. in case, \$2.25 per doz.;

No. 2 tins, 2 doz. in case, \$2 per doz.; No. 4 tins, 2 doz. in case, 35c per tin; No. 5 tins, 9 in case, 42½c. per tin; No. 7 tins, 12 in case, 57½c per tin; No. 7 wood pails, 6 in case, 57½c per pail; 30-lb. wood pails, 8c per lb.

JELLY POWDERS.

WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per dozen \$0 00

List Price.

"Shirriff's" (all flavors), per doz. 0 00
 Discounts on application.

YEAST

White Swan Yeast Cakes, per case, 3 doz. 5c packages 1 15

Pine Apples

are now commencing to come in more freely and are arriving in good shape.

Florida Tomatoes, Cabbage and Celery, Louisiana Strawberries, pint boxes will be reasonable in price, Navel Oranges, Bananas, Lemons, Nuts, etc.

McWILLIAM

Mc. AND E.
 EVERIST

25-27 CHURCH TORONTO
 are Largest Receivers

BANANAS Tomatoes Celery

AND

all early vegetables

We invite enquiry

Prompt attention and first-class service.

WRITE AT ONCE

LEMON BROS.

Owen Sound, Ontario

For
 Reliability
 of
 Quality, Pack
 and
 Delivery

Buy

"TRACUZZI'S"
 "ST. NICHOLAS"

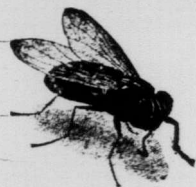
They Fill the Bill.

J. J. McCABE

AGENT

TORONTO, : : ONT.

TANGLEFOOT



THE ORIGINAL FLY PAPER

has one-third more sticky compound than any other; hence is best and cheapest.

FREQUENCY OF SAILINGS

Every eleventh day a Pickford & Black steamer leaves Halifax for Bermuda, St. Kitts, Antigua, Barbados, Trinidad and Demerara; the round trip occupying thirty days.

For further particulars apply to

PICKFORD & BLACK, Ltd.

HALIFAX, N.S.

Headquarters for Maple Flavor

Henderson's Tri-Maple Flavor is the best there is made in Maple Flavor A good seller and repeat order producer.

Sold in bottles or in bulk.

Let us quote you prices and submit sample.

THOS. HENDERSON

Manufacturing Chemist
 86-88 Fulton St., - New York

Fruits and Vegetables

Your customers are now looking for new fruits and vegetables. See that you offer for their buying only choice goods; the kind that will inspire their confidence in you and lead to big sales and hold their patronage in other lines also.

For fifty years this establishment has been catering to the grocery trade in all lines of fruits and vegetables. Our many years' experience has taught us the demand of the Canadian public in these lines; profit by it and send in your orders. Shipment any time.

**Bananas, Pineapples
Strawberries, Ripe Tomatoes
Oranges, Grape Fruit, Lemons**

Are arriving daily. Prices are reasonable.

HUGH WALKER & SON

ESTABLISHED 1861

GUELPH, ONT.

WHITE & CO., LTD.
Toronto and Hamilton

WHOLESALE DEALERS IN

**Fancy Fruits
and Vegetables
Fresh Fish
and Produce**

Prompt and efficient service with best goods.
Warehouses in Toronto and Hamilton permit
of good distribution.

CORRESPONDENCE INVITED

**FRATELLI
FOLLINA'S
BUSTER
BROWN
LEMONS**

IF ONLY ONCE THIS BRAND
YOU'LL TRY.

WE'RE SURE THESE LEMONS
YOU'LL ALWAYS BUY.

"WE KNOW THE REASON"

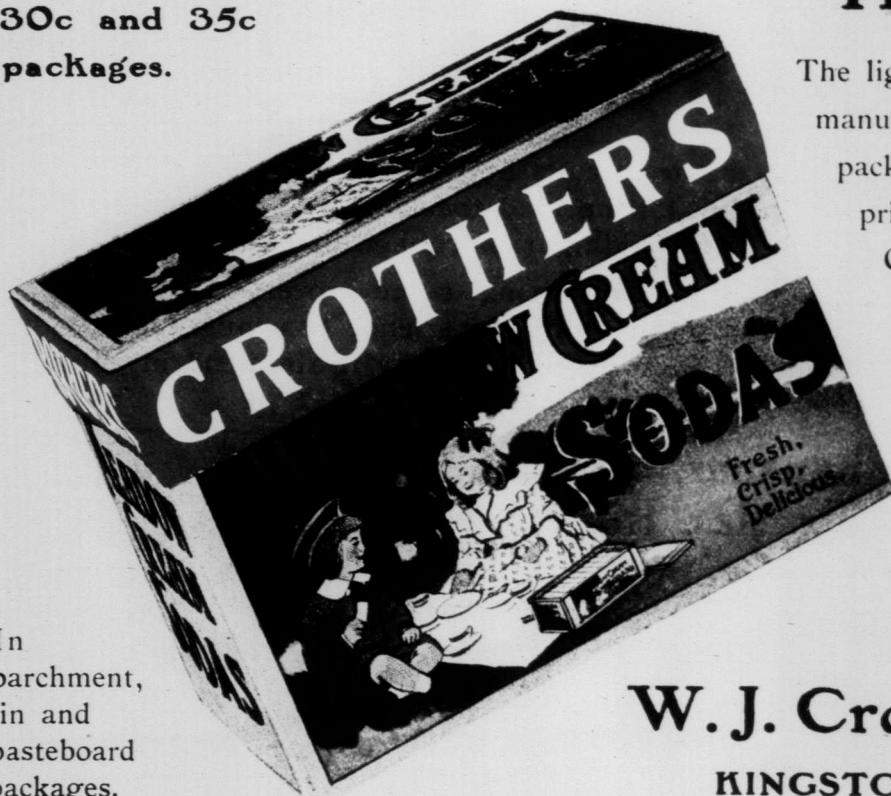
FRATELLI FOLLINA, PACKERS
Palermo, Messina

W. B. STRINGER

Can. Agent

Toronto

Put up in 5c, 10c, 25c,
30c and 35c
packages.



In
parchment,
tin and
pasteboard
packages.

The Leaders

The lightest and most crisp Sodas manufactured. This is the largest package in the market for the price. In the manufacture of Crothers' fancy biscuits a careful watchfulness for quality obtains throughout. The result is a perfect biscuit.

Put up by

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



BOVRIL

WILL INCREASE YOUR PROFITS

It is no more trouble to handle an 8 oz. or 16 oz. bottle than a small one. But the large one brings you better profit.

If you tell your customer the price of a 2 oz. and the price of a 16 oz., the economy is obvious. You make the better profit and please your customer too.

Bovril Limited, Montreal

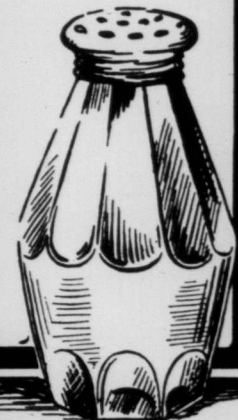
NOTE.—RESULT OF LITERARY COMPETITION

First Prize, \$20.00	Second Prize, \$15.00	Third Prize, \$5.00
Jean Ross Irvine, 319 Besserer St., Ottawa	Arthur M. S. Stook, Brookdale, Manitoba	Helen Needler, Millbrook, Ontario

CENTURY SALT

From Top
To Bottom

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



THE DOMINION SALT CO LIMITED
SARNIA ONTARIO

Connors' High Class Sea Foods!

Our Sea Foods possess a reputation for unvarying excellence, which has been won only after years of experimenting in the attainment of perfection.

To-day we have the most modern factories on the Atlantic coast; employ the most skilled help; secure the pick of the fishermen's catches; pack our goods scientifically in the most sanitary tin that we know how to make, and in consequence—
WE HAVE THE GOODS AND THE REPUTATION.



All along we have co-operated with the wholesale and the retail grocer. We have always aimed, too, to give the consumer a fine article at a fair price.

Following this plan, we have worked up enormous sales among our grocery friends everywhere. We could not do otherwise.

Just look over your stock, Mr. Grocer, and see what "CONNORS" lines you are short. Then order.

This is our list:

1-4 OIL SARDINES, 3-4 MUSTARD SARDINES, KIPPERED HERRING, HERRING IN TOMATO SAUCE, FINNAN HADDIES (both oval and round tins), CLAMS, SCALLOPS.

CONNORS BROS., LIMITED BLACK'S HARBOR, N.B.



AGENTS—Grant, Oxley & Co., Halifax, N.S.;
C. H. B. Hillcoat, Sydney, C.B.; J. L. Lovitt,
Yarmouth, N.S.; Buchanan & Ahern,
Quebec; Leonard Bros., Montreal; A. W.
Huband, Ottawa; C. DeCarteret, Kingston;
James Haywood, Toronto; Chas. Duncan,
Winnipeg; Shallcross, Macauley & Co.,
Calgary, Alta.; J. Harley Brown, London,
Ont.; Johnston & Yockney, Edmonton, Alta.





"WE ARE FISHING FOR YOUR BUSINESS"

LEONARD BROS.

Wholesale Fish and Oysters

MONTREAL

ST. JOHN, N.B.

WESTPORT, N.S.

GRAND RIVER

GASPE, QUE.

Our Specialty:—

**BONELESS and PREPARED FISH OF ALL KINDS
FRESH FISH EVERY DAY IN THE YEAR
EVERY VARIETY SALTED and PICKLED FISH
BULK and SHELL OYSTERS IN SEASON
THE FINEST HADDIES, KIPPERS, BLOATERS**

We have the best equipped warehouse in Canada.
Our modern cold storage plants insure careful handling of stock.

All goods examined before shipping.

Clean and careful packing.

PRICE LISTS MAILED ON REQUEST.

5 Long Distance Phones

P.O. Box 1425

**It is Easy to Catch the
Dollar When You've
Got the Proper Bait.**

Fish trade is always profitable, but you
must deal with the "GUARANTEE
SERVICE" Wholesalers.

Leonard Bros.

Are THE Fish People

LEONARD BROS.

20-26 YOVILLE SQ. (Near Customs House) MONTREAL



It will pay you to stock Skipper Sardines

because people who have tried them call for
them again and again.

"Skippers" are so **very** different from the old sorts. Even
those who usually do not like sardines often change their
minds after tasting "Skippers," for those dainty, scaleless
little fish have a delicacy and delicious flavor all their own.
They are good sellers and they pay to sell. You may es-
pecially recommend them for their nutritious properties.

Skipper Sardines

Sole Proprietor: ANGUS WATSON & CO., Newcastle-on-Tyne,
England.

Canadian Representatives:
Kenneth H. Munro, 333 Coristine Building, MONTREAL
Hamblin & Breerton, Limited, Winnipeg and Vancouver.
Jas. B. Sclater, St. John's, Newfoundland.

Eureka Canada's Sanitary Refrigerator

THE GREATEST

Dry air circulating Refrigerator of the age.



This is the Refrigerator that has become famous from Coast to Coast.

More of them are used by Butchers than all other patented Refrigerators combined in Canada.

Made all sizes and prices for every purpose.

WRITE FOR CATALOGUE AND PRICES

Eureka Refrigerator Co., Ltd. 54 NOBLE STREET
TORONTO

Montreal Representative

JAMES RUTLEDGE

Telephone St. Louis 3076

Distributing Agents, WALTER WOODS & CO., Winnipeg

Agents at Fort William, Hamilton, Calgary, Moosejaw, Saskatoon

Mr. Grocer,

DO YOU KNOW

that the Canadian People are realizing more and more every day the value of FISH as a *wholesome, nutritious and economical food?*

DO YOU KNOW

that never before was there such a great demand for FRESH-CAUGHT FISH?

DO YOU KNOW

and *appreciate* the opportunity that is *Yours* if you cater to this demand.

STOP AND THINK

what that shop-window of yours can do for you throughout the Spring and Summer months. With a cake of ice and FISH---FRESH from the water EVERY DAY---you will please, not only your own customers, but the "*other man's*" who is not so "*live*" as you.

LET US TELL YOU

more about the up-to-date manner of handling and selling fish.

YOU CAN MAKE MONEY

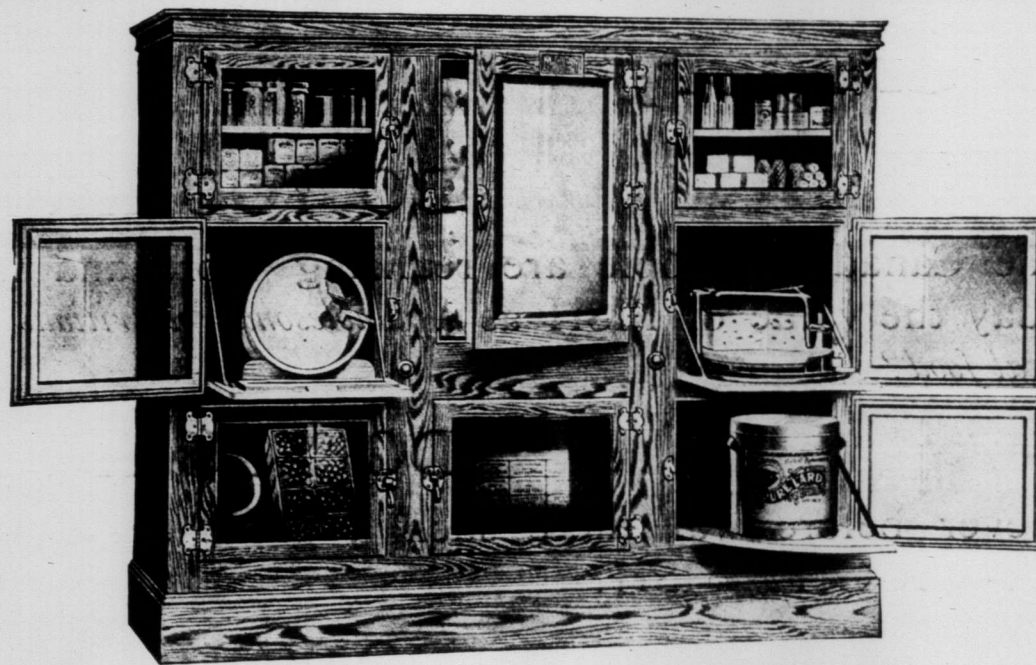
by dropping us a postcard.

The F. T. James Co., Limited

Wholesale Fish and Oyster Distributors

Cor. Church and Colborne Sts.,

TORONTO



IT'S JUST AS NECESSARY

to care for and display your perishable goods properly after they are bought as it is to buy them right. You know how easily milk and butter taint—how quickly fruits and vegetables spoil in warm weather, and how the spoilage eats into your profits in an unexpected way. You often have to throw away good dollars in spoiled stuff, and lose first-class customers because something they get isn't just "right," and it's an easy matter to solve the problem after all.

McCRAY REFRIGERATORS

¶ McCray Refrigerators have accomplished wonders for hundreds of grocers all over the world. They are generally acknowledged to be the best in construction and appearance that money can buy. Refrigerators, Display Cases and Coolers are made in all styles and sizes, and we've got something to suit the most modest requirements as well as to fit the needs of the great big stores.

¶ We've just received from the printers our new 48-page catalog, beautifully illustrated in four colors throughout, which describes the McCray Patent System of Circulation and Superior Construction, shows how and why McCray Refrigerators are in use in many of the best stores in the country, and explains the whole problem of refrigeration in a way which will help you. Write to-day for this book and we will gladly send it free of charge.

¶ We also manufacture Refrigerators and Coolers for Residences, Markets, Florists, Hotels, etc. Catalog on request.

McCRAY REFRIGERATOR CO.

326 LAKE STREET, KENDALLVILLE, IND.

Doesn't This Strike You as a Good Soap Proposition?



Some men think a dozen times, others think once and accomplish much more. If the total population of Canada thought once and quickly, what a country this would be!

You don't have to think twice to realize that Morton's Soap is going to make quick sales and reap good profits. We have a soap proposition that is worth your investigation.

N.P. BAR

is simply an honest piece of soap, with no fake or fad connected with it. It gives the consumer by far the best value for the money, both as regards quality and quantity, of any soap on the market to-day.

Show it to your customers, and test it on the scales, ask them to try a bar; if they are not perfectly satisfied with it, you have our authority to refund their money.

It's sure to please—and there is mighty good profit for you.

DAVID MORTON & SONS

Limited

Victor Soap Works

HAMILTON

ONTARIO



Make Every Customer a "Come-Back"

That's what you want—the steady, satisfied trade—so well-satisfied that they tell their acquaintances of the high quality of Mr. So and So's goods. There's no stock that paves that particular road to success as well as SWEETHEART BRAND

Baking Powder and D.S.F. Mustard

6, 12, 16 oz.

4 oz. Tin

SWEETHEART COFFEES
SWEETHEART JELLIES
SWEETHEART EXTRACTS

The steady, increasing sales which we are receiving daily are pointing favorably to the popular reception of Sweetheart Brand Products. Very careful selection of ingredients and a watchful eye to purity are in a measure responsible.

Big profit to the retailer is another—Get Yours.

IXL SPICE & COFFEE MILLS, Limited

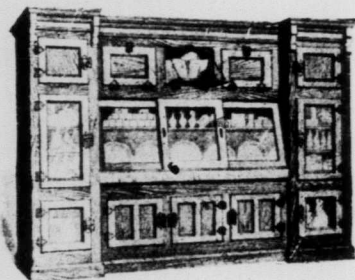
LONDON, ONTARIO



Trade Mark of Quality

Aubin's Patent Cabinet Refrigerator

is the most up-to-date. Its construction is the best combination ever put on the market in a Refrigerator.



Dry Air Ventilating System.

Best of insulation. Made in 10 sizes.

Highest Awards—Silver Medal, Quebec;
Diplomas, Montreal, Ottawa, Toronto.

C. P. FABIEN,
MONTREAL, CANADA

TORONTO REPRESENTATIVE:

N. L. STEWART, 122 Wellington Street West

OTTAWA REPRESENTATIVE:

H. FABIEN, 18 Division Street

CASTILE SOAP

"LA VIERGE"

The Virgin Brand

EXTRA SUPERIOR QUALITY

THE STANDARD CASTILE SOAP
OF MARSEILLE

DAILY OUTPUT ABOUT 100,000 LBS.

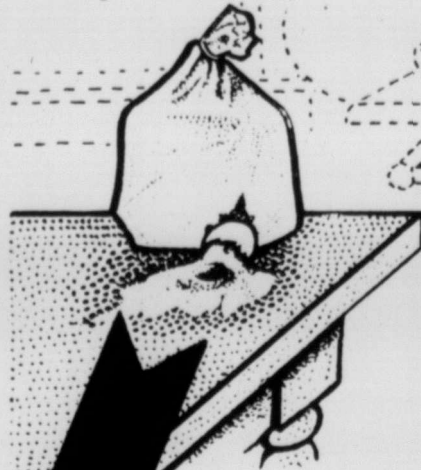
CAUTION: Other Castile Soaps are offered on the market closely resembling the VIRGIN BRAND—insist on the genuine, stamped: "LA VIERGE" "FELIX EYDOUX"—Marseille.

Law Young & Company

MONTREAL

SOLE AGENTS FOR CANADA

The Old
Way



The "Star"
Way



Your Delivery Service

Must be the best possible if you wish to hold your old customers and win new trade. Your egg delivery methods make or mar the reputation of your store.

Star Egg Carriers and Trays

FOR SAFE EGG DELIVERY

brace up your entire store and delivery service because they show your clerks the value of system in producing speed and accuracy.

Stop all breakage and miscounts. Save time, and satisfy customers by using the Star System.

We cannot tell you all about Star Egg Carriers and Trays in this page ad., so we will send you free on request our booklet, "Safe Egg Delivery," full of meat for the live Grocer.

Write also for our advertising plan, which compels your community to recognize the value of your store service.

STAR EGG CARRIER and TRAY MFG. CO.

Rochester, N.Y.

How to increase your Cereal Trade

"CANUCK" Cereals are quickly DISPLACING the inferior cereals with grocers who realize that a SATISFIED CUSTOMER is the best asset—

—Because, "Canuck" Cereals are the FINEST on the market.

It will PAY you to STOCK

"CANUCK" ROLLED OATS

"CANUCK" OATMEAL

"CANUCK" GRAHAM FLOUR

"CANUCK" MAIZE MEAL

"CANUCK" FLAKED WHEAT

"CANUCK" CORN FLOUR

"CANUCK" GOLD DUST

CORN MEAL

They are packed in regulation sized packages and the margin of profit will please you. Let us quote prices on the quantity you sell per month.

The Chisholm Milling Company, Limited

FOOT OF JARVIS STREET,

TORONTO, ONTARIO

APPROVED BY ALL AUTHORITIES



**HEALTHFUL
NUTRITIOUS
DELIGHTFUL**

**A DAINTY
DESSERT**





**THE IDEAL
DIET FOR
CHILDREN
AND
ADULTS**

**A NICE
BREAKFAST**

ST. VINCENT ARROWROOT

has all the qualities that go to the making of a rapid seller. In number of uses it has no equal and wherever it is sold has become immediately popular with an ever widening circle of users. The demand has always exceeded the supply. We offer enlarged supply to meet a growing demand. There's money in it for you.

Write the Secretary for information and samples.

ST. VINCENT ARROWROOT GROWERS' AND EXPORTERS' ASS'N
KINGSTOWN, ST. VINCENT, B.W.I.

PE

5c
Bl
O

DAIRY

D. S. Perrin
LONDON

PERRIN'S

5c. and 10c. Fancy Thin
Blue Packages
Only

Regular Lines put up in:

- 5c. Parchmentine
- 10c. Red Label
- 10c. Cartons
- 25c. Cardboard
- 30c. and 35c. Tins



DAIRY

CREAM

SODAS

D. S. Perrin & Co., Limited
LONDON CANADA

An Ideal and Healthy Food
Quality unsurpassed. Test the flavor and crispness

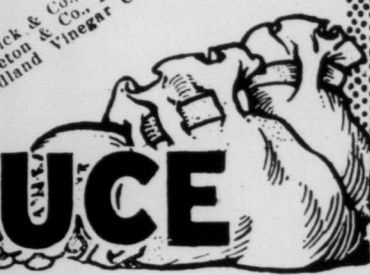
HOW MANY CUSTOMERS HAVE YOU

Who have not asked for H.P. Sauce? Our extensive advertising is creating a large demand, and if you are not supplying them they are buying it SOMEWHERE.

Wide-awake Grocers are making H.P. their leading line, besides you make a very satisfactory profit on--

H.P. SAUCE

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



LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON,

JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce

COFFEE High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO.,

Wholesalers

HAMILTON, ONT.

Brooms

Brooms

"BROOMS OF QUALITY"

are hard to get.

W. W. & CO. BRANDS are made up to the mark, always. Our customers know this and our Factory runs full time on "Quality" account.

TRY A SAMPLE SHIPMENT.

WALTER WOODS & CO.

HAMILTON

WINNIPEG

CANNED GOODS and FRESH FRUITS

From Our Own Farms and Factories



We are growers, dealers in and shippers of all varieties of

FRESH FRUITS

from our own farms, in the Niagara Peninsula,
"Canada's Garden"

Write us for our weekly quotations on fresh fruits.

Bell Fruit Farms, Limited
GRIMSBY, ONT.

James Methven, Son & Co., Limited

2 TALBOT COURT, EASTCHEAP, LONDON, E.C.

Also at Liverpool and Glasgow

Shippers of all kinds of British and Foreign Confectionery, Candied and Cut Drained Peels, French Fruits, including Glace Cherries, Metz Fruits, Angelica, etc. We represent one of the oldest and best French Houses for the latter goods and have sole control in Canada.

We are also sole export agents for Karl Fazer's FINLAND FRUIT SWEETS. We shall be glad to have trade enquiries.

We are also open to take any first-class Canadian agencies for lines suitable for this market.



CHINESE
STARCH

A BIG SELLER ALL THE TIME

CHINESE STARCH Packages contain 16 ounces, not 12, and never fail to please the most exacting housekeeper.

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

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

Write for Prices.

AGENTS: Standard Brokerage Co., Vancouver, B.C.; W. H. Escott Co., Winnipeg, Man.; Green & Co., Toronto, Ont.; Norman D. McPhee, Hamilton, Ont.; The Lawrence Nfld. Co., Ltd., St. John's, Nfld.; J. J. McKinnon, Charlottetown, P.E.I.; Boyin & Grenier, Quebec, Que.; Eug. Foliot, St. Pierre, Miquelon; Scott, Boyd & Co., Port of Spain, Trinidad, B.W.I.; Desmarais & Gregoire, Chicoutimi, Que.; and all the Wholesale Grocers throughout the Dominion.

O. Lefebvre, Prop. OCEAN MILLS MONTREAL



Are You Selling

a satisfactory amount of Cheese? If not, you should introduce

"MEADOW-SWEET" CHEESE

the "King of all Package Cheese."

DAINTILY PACKED
PECULIARLY APPETIZING
WONDERFULLY CHEAP

and yet allows you a good profit.

10 CENTS RETAIL

Grocers are selling hundreds a week. Don't let this winner pass.

WRITE

The Meadow-Sweet Cheese Co.

21 Bonsecours Street, - MONTREAL

AGENTS:

LANG BROS., 307-309 Elgin Avenue, Winnipeg.

Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

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

SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.



SMITH AND PROCTOR

SOLE PACKERS

Halifax, - N.S.

The Finest Breeze
From Over The Sea



MONK

AND

GLASS



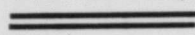
GOLD MEDAL
CUSTARD POWDER

AND

DAINTY DESSERTS



ABSOLUTELY PURE



WRITE FOR FULL INFORMATION, PRICES
AND SAMPLES AND TRY THEM
YOURSELF.



Representatives :

MacLaren Imperial Cheese Company, Limited

Manufacturers and Importers Grocers' Specialties

TORONTO and MONTREAL

ELEVEN GOLD MEDALS

FUSSELL'S CREAM

PURE, RICH, THICK EATING CREAM
("GOLDEN BUTTERFLY" BRAND)

THE WHIPPING CREAM

Is better than "Devonshire Cream"

In key opening sterilized cans, to sell at
10, 15 and 25 cents.

Single Cream for Tea and Coffee

("PURPLE BUTTERFLY" BRAND)

In key opening sterilized cans, to sell at
15 and 25 cents.

No Preservative or Colouring Matter of any kind is used.
Warranted to comply with the laws of this country. NO
FEAR OF PROSECUTION. ABSOLUTELY PURE.

Guaranteed to keep good for 12 months unopened at all seasons

AGENTS:

For Manitoba and Saskatchewan—Hamblin & Brereton, Ltd.,
Victoria Street, Winnipeg.
For the Provinces of Ontario and Quebec, and the Maritime
Provinces (Prince Edward Island, Nova Scotia and
New Brunswick)—MacLaren Imperial Cheese Co., Ltd.,
Toronto.
For British Columbia and Yukon—Alexander Marshall, 144
Water Street, Vancouver.
For Alberta—Holloway & Reid, 834 First Street, Edmon-
ton, Alta.

BAINES' PATENTED SHELF BRACKETS

This improved system has many and great advantages
over old methods of displaying goods. The brackets
occupy no space needed for goods; are easily put up, taken
down, adjusted to fit a given space or carry a different
class of goods; in fact, they perfectly serve their purpose.

DETAILED DESCRIPTION, PRICES, ETC., FOR THE ASKING.

State whether building is brick or frame.

THE PIQUA BRACKET CO.

SOLE MANUFACTURERS.

PIQUA, OHIO



A Bright Store Means Better Business

A bright, clean, sanitary store is
better than a dark one. The
brightness depends on your
lighting system. We have a
proposition which should
interest you, as it undoubt-
edly saves heavy gas bills.



MAKE YOUR OWN GAS

AGENTS:

We want reliable men or
firms to handle this pro-
position. Will give ex-
clusive territory.

WRITE FOR PARTICULARS

THE NATIONAL ACETYLENE GAS
CO., LIMITED

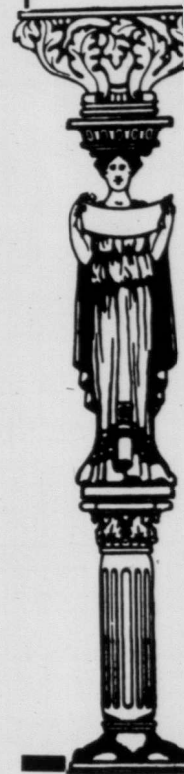
SHERBROOKE :: QUE.

COOK'S FRIEND

"The Baking Powder With a Pedigree," made
from pure grape cream of tartar and containing
no alum or other deleterious ingredients, has
been conforming to Pure Food Laws before
their existence. It costs no more than unknown
brands and is equal to imported powders at
double the price. Sell **Cook's Friend** and reap
the benefits of our advertising.

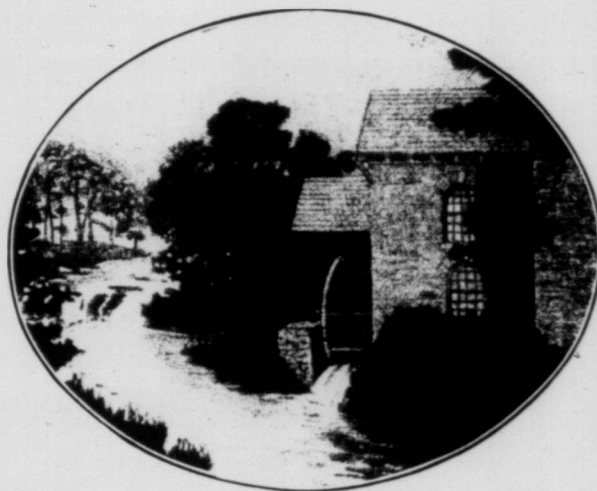
Purer than the Law Demands
Contains No Alum

W. D. McLAREN, Limited, Montreal



Feature Quality in Canned Goods

"OLD MILL" TOMATOES AND FRUITS



TO THE TRADE:—

One of the distinguishing features of "Old Mill" Canned Goods is that they are **ALWAYS RELIABLE**. Invariably they are sure to please the most exacting palate. It's the flavor of nature, for even the water used in their manufacture is pure spring water taken from the celebrated St. David's Spring, combined with perfect purity of every operation and the finest fruit grown in Canada, make "Old Mill" Canned Goods so enjoyable and so appetizing,

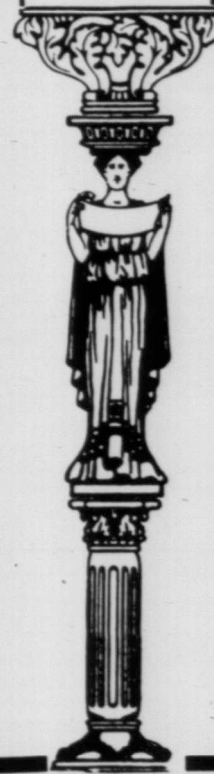
We are now booking orders for Fall delivery. Get in line now. Special prices on assorted car orders—canned goods and general groceries.

Ask our travellers for quotations on Rangoon B. Rice to arrive, and Prunes and Bulk Teas on spot.

The W. H. Merriman Co., St. Catharines, Ont.

WHOLESALE GROCERS AND CANNERS

Factory at St. David's



Japan Teas

FURUYA & NISHIMURA

MONTREAL CHICAGO NEW YORK JAPAN

Improved Blended Flour

SOLD ON MERIT

"BUDA" FLOUR

Packed in Sterilized paper-lined barrels and sacks

Buda is packed in strong, lined Barrels and Half Barrels, all lined throughout with sterilized paper; also 98 lb., 49 lb., and 24 1-2 lb. sterilized printed cotton sacks. Weight and quality guaranteed, F.O.B. at Mills.

The Very Highest Quality of Blended Flour for Bread and Pastry

INCREASING IN DEMAND

Why not wire your order to-day to

J. B. HARTY, Sales Manager,

Pictou, Nova Scotia

Shirk & Snider, Ltd.

Manufacturers

Lowest Mill Prices C.I.F. destination. Get our prices. We want your orders.

"FLEUR-DE-LIS"

the brand of Pickles made by

FRED D. LEA & CO.

Just as the Fleur-De-Lis is emblematic of Royalty so is the Fleur-De-Lis brand of Pickles fit for Royalty, too.

Sold and known throughout Canada as the pickles "That are different."

Also Salad Cream Mustard.

FRED D. LEA & CO.

SIMCOE

ONTARIO

Having no connection with; and independent of, "The Leas' Limited," Simcoe.

Spring Cleaning

The stoves have to be cleaned as well as the house in the Springtime.

James Dome Black Lead

No dirt.

No dust.

W. G. A. Lambe & Co.,

Canadian Agents,

Toronto

The
Wit

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2 in

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The
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the
repe

It do
used

Th

THE CANADIAN GROCER

The Time is Now to Push **2^{IN} 1**

With it in stock your Spring business will outshine all others.



2 in 1 Shoe Polish

For general use, good wearing qualities of shine and all round popularity **2 in 1** Shoe Polish is established as the **superior** polish to all others.

Contains no turpentine or other ingredients that will harm the leather.

The demand for **2 in 1** is active in all seasons of the year, and it is the most extensively advertised shoe polish on the market. Our advertising brings you the first order, and the superb quality of the polish holds that trade for repeats.

It does not pay to let your stock of **2 in 1** run low, as a man who has once used it will accept no substitute.

SEND IN A TRIAL ORDER TO YOUR JOBBER TO-DAY.

The F. F. Dalley Co., Limited

Buffalo, U.S.A.

Hamilton, Canada




Carr & Co.'s Carlisle Biscuits

have a world-wide reputation, not only for quality, but also for the way in which they are put up. They are invariably packed for export in air-tight tins, and reach the retailer in the same fresh and crisp condition that they left the factory. Think what this means to you.

ORDER FROM YOUR NEAREST AGENT

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Montreal and Toronto; Hamblin & Brereton, Winnipeg and Vancouver, B.C.; L. T. Mewburn & Co., Ltd., Calgary; T. A. MacNab & Co., St. John's Newfoundland.

By Royal  Letters Patent.

NELSON'S Powdered GELATINE

is a perfectly pure Gelatine
in powder form, ready for
immediate use without
soaking.

**C. NELSON, DALE & CO., LTD.,
WARWICK, ENGLAND.**

GROCERY

WE SELL
PURITY
SALT

Advertise The Fact

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

THE
WESTERN SALT CO., Limited

Mooretown, - Ontario

Who Would Have Believed



a few years ago, that it would ever be possible to KEEP MILK IN PERFECT CONDITION in every respect for an indefinite length of time without the assistance of chemical ingredients.

Laurentia Milk and Cream

realizes to the letter these conditions. HOMOGENIZATION, a purely mechanical operation, thoroughly mixes the milk and cream so that the cream can not rise to the surface. The milk is sterilized in air-tight bottles, rendering it free from bacteria and germ life.

SOLD BY ALL FIRST-CLASS GROCERS.

LAURENTIA MILK & CREAM CO.

Limited

371 Queen St. West, - TORONTO



BAK

Pu



We cl
and if

PURE GOLD

BAKING POWDER, COFFEE, EXTRACTS, JELLY POWDER, SPICES

Favorably known from coast to coast for their good quality and absolute purity. Success is bound to follow these brands, Mr. Grocer, because they meet the two basic requirements of merchandising:

FIRST—An absolute, unvarying standard of highest quality.

SECOND—A wide range of such products that every demand may be met therefrom.

Your experience, your good merchandising sense, will bear out the statement that lines possessing these requirements will make successful stores. Grocers who handle Pure Gold Products are successful. They have the quality trade in their communities and are pleased and proud to have it. Build your trade on quality.

Pure Gold Manufacturing Co., Ltd.

TORONTO, CANADA



A Satisfied Customer
and a Good Profit
for You is what

H-O AMMONIA
POWDER

gives you

We claim it to be the strongest powder on the market,
and if directions are followed the best results are assured.

HUTCHISON, OMAND & CO.



You will sell Lawrason's Snowflake Ammonia to nine out of every ten customers who come to your store at this season of the year. For cleaning, scouring, and a hundred different household uses Lawrason's is the most effective. It is absolutely pure and may be used with safety in any way.

Our big advertising policy creates more sales—If you don't get this trade your competitor will.

The Stock for You-- The Profit is Guarded

Certain household requisites are put for sale in large and departmental stores at a reduced figure that knocks out the living margin the retail grocer should get. Our policy has always been to protect the retail grocer who handles our product, thereby allowing him the full profit and the only profit there is from

Lawrason's Snowflake Ammonia
S. F. Lawrason & Co.
London, Ontario

An All-Year-Round Success

at this season to the advisability of putting in a stock of

A-1 SAUCE

You will find it sells readily, and when once you have made a sale to a customer you are sure of their return for more.

Perfectly blended ingredients and the choicest quality vinegar have made Brand's A-1 Sauce the popular table relish—the kind that gives ordinary meals a piquant flavor, that may be eaten with zest.

The price is within the reach of all and can be sold at a good profit to the dealer.

BRAND & CO., Limited

Purveyors to H.M. the Late King Edward VII.
MAYFAIR, LONDON, ENGLAND

H. HUBBARD, 27 Common St., MONTREAL.
NEWTON & HILL, 25 Front St. E., TORONTO.
MCLEOD & CLARKSON, VANCOUVER, B.C.



The coming summer season naturally means abolishing lavishly prepared meals of boiled or roasted meats. Cold meats generally have the call. That is why we are acquainting you



"E

Low and
Pure Atm
PERFECT
away
ICE BILL
mum.

F.O.B.

RYAI

"ECLIPSE" REFRIGERATORS

ARE THE BEST
FOR GROCERS



REASONS WHY

Low and Uniform Temperature.
Pure Atmosphere.
PERFECT CIRCULATION, doing
away with any Odors.
ICE BILLS CURTAILED to a mini-
mum.

Durability and Beauty of appearance.
Full size doors allow easy access for
any size tubs or cases.
NO LOOSE SLIDING SASH USED.
Note the air-tight door-shelves are
adjustable.

HOTEL STYLE made with one com-
partment fitted with rail and hooks
for hanging meats, etc.

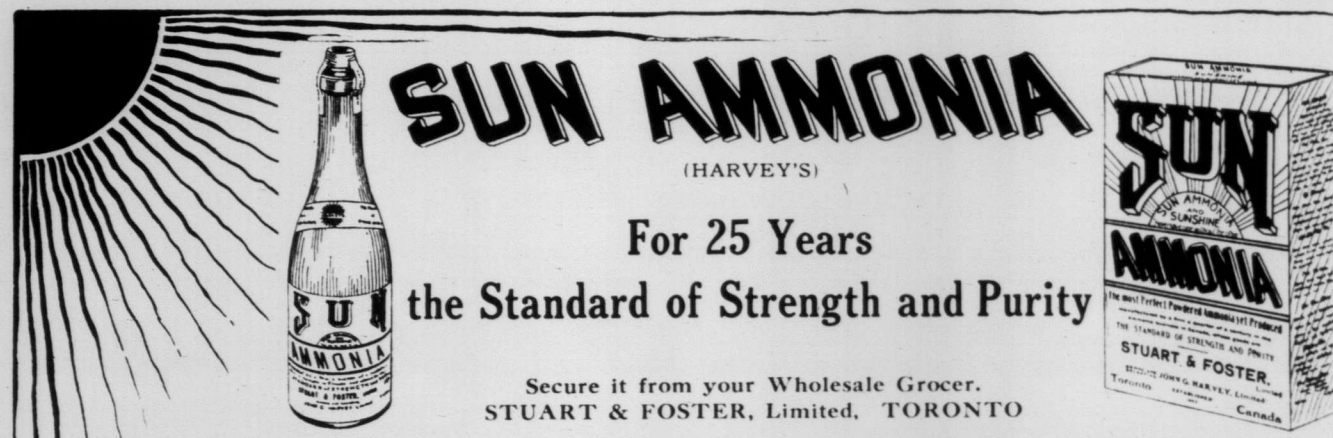
Can be supplied with ice door in
front, but end icing saves damag-
ing front, etc

No.	Width	Depth	Height	Price
100	42 in.	28 in.	84 in.	\$ 65.00
101	52 in.	30 in.	90 in.	85.00
102	72 in.	30 in.	96 in.	125.00

F.O.B. WINNIPEG

NO. 102 MADE 3 DOORS IN FRONT

RYAN BROTHERS :: 110 James St., WINNIPEG



SUN AMMONIA
(HARVEY'S)

For 25 Years
the Standard of Strength and Purity

Secure it from your Wholesale Grocer.
STUART & FOSTER, Limited, TORONTO



Condensed Milk Growing Popular

A great change has come over the public in the course of the past few years and condensed milk is a recognized household article.

Grocers who are up-to-date should tone up their stocks with the Malcolm lines, which are both new and good.

St. George Evaporated Milk, 4 doz. in case, \$3.50
Princess Condensed Milk, 4 doz. in case, \$4.20
Banner Condensed Milk, 4 doz. in case, \$5.00

Our lines will bring you new customers and quick returns.

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

J. Malcolm & Son, St. George, Ont.



Carter's Tested English Seeds

Carter's Vegetable Seeds
Carter's Flower Seeds
Carter's Farm Seeds
Carter's Lawn Seeds

JAMES CARTER & CO., Seedsmen to His Majesty,
Raynes Park, LONDON, ENGLAND

Write for particulars as to how Carter's Tested English Seeds can be placed in your Store at no expense to yourself.

Address the sole distributors for Canada:—

PATTERSON, WYLDE & CO.
P. O. Box 532, TORONTO

Head Office:—Chamber of Commerce Bldg., Boston, Mass.



WHEN you are selling house cleaning goods in the next few weeks, don't forget that one of the chief objections the average housewife has to house cleaning is the way it soils the hands.

TIGER HAND CLEANER

cleans the hands and makes them soft and white. Tiger has no sand or grit in it. Recommend it to your customer. You will make a friend and insure further custom. Be prepared to meet the big daily demand during the next few weeks and order to-day. It pays a good profit.

Tiger Mfg. Co., Ltd., Walkerville, Ont.



Branches:

7 Front Street East, Toronto.
156 Lombard Street, Winnipeg.
322-6 Ninth Ave. W., Calgary, Alta.

T. H. ESTABROOKS CO., LIMITED
St. John, N.B.

BUY

Star Brand
Cotton Clothes Lines
AND
Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better
For Sale by All Wholesale Dealers
SEE THAT YOU GET THEM



The sale of

REINDEER
Condensed
Coffee

has kept increasing all winter. Now, it's going to be still better during the Spring and Summer, with all fishing, camping and hunting parties using Reindeer Condensed exclusively.

Make a window display of Reindeer Condensed Coffee, Cocoa and Reindeer Milk, then order another lot from your wholesaler at once.

REINDEER LIMITED

TRURO, N.S. and HUNTINGDON, P.Q.

Western Agents:

W. L. McKenzie & Co., Winnipeg, Man.
Dominion Brokerage Co., Limited, Edmonton, Alta.
D. M. Deherly & Co., Calgary, Alta., and Vancouver, B.C.

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages
Bound in Cloth

ANOTHER NEW BOOK
By FRANK FARRINGTON

A Companion book to Retail Advertising Complete
\$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—The Store Policy—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW JUST PUBLISHED

Send us \$1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

TECHNICAL BOOK DEPARTMENT
143-149 University Ave., Toronto, Canada.

THE BRAND WITH THE LARGEST SALE IN THE BRITISH EMPIRE
WHITE'S JELLY CRYSTALS



Finest Flavors
Purest ingredients, guaranteed made from calf stock
Twenty different varieties
Handsome labels
Good selling line

SOLE MANUFACTURERS

WHITE, TOMKINS & COURAGE, LIMITED, 48 Mark Lane, London, England
Established 1841
Wholesale Buying Agents Wanted in Canada

"COW BRAND"

BAKING SODA

Stronger and purer than any other package or bulk soda, always uniform and thoroughly reliable.



Pure

Reliable

The housekeeper's guarantee lies in the reputation of the manufacturers.

The grocer's guarantee for profit lies in the "Cow Brand" Baking Soda's popularity with the housekeeper.

Church & Dwight, Limited

MANUFACTURERS

MONTREAL

Grocers Can Save Money If Wise

You Eastern Townships Grocers can buy from us at same prices as in larger cities, and

WE SAVE YOU FREIGHT

HOW ARE YOU SUPPLIED IN SEED GRAINS ?

Timothy, Clovers, Oats, Barley, Wheat, Tares, Ensilage Corn, Dwarf Essex, Rape, Peas, Yellow, Onion Sets, Sugar Corn.

We also handle a full line of Groceries, Flour and Feed.

DISTRICT REPRESENTATIVES OF THE:
Star Egg Carrier & Tray Mfg. Co., Rochester, N.Y.
Sussex Ginger Ale, Manola, Etc.

C. O. GENEST & FILS

SHERBROOKE, P.Q.

We have a limited amount of

**No. 3 TOMATOES
GALLON APPLES
No. 3 APPLES**

All Packed in Sanitary Cans

CHURCH BROS.

PICTON, ONT.

EAT—

Purple and Gold Brand

RAISINS

California Raisin Day, April 30th.

PACKED BY

GIFFEN-HOBBS CO., - Fresno, California

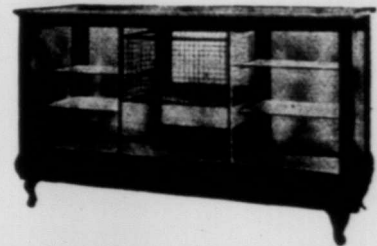
THERE is no better Magnet to draw
and hold the best trade in your neigh-
borhood than

Chase & Sanborn's
—High Grade Coffees—

CHASE & SANBORN
THE IMPORTERS - - MONTREAL

Think What This Means To You

If you are on the market for a new selling force in your store - the kind that will insure satisfaction to your customers, a refrigerator that will sell goods and can be had at a reasonable price—all of which means protection to your business relations with your customer, then the installation of an

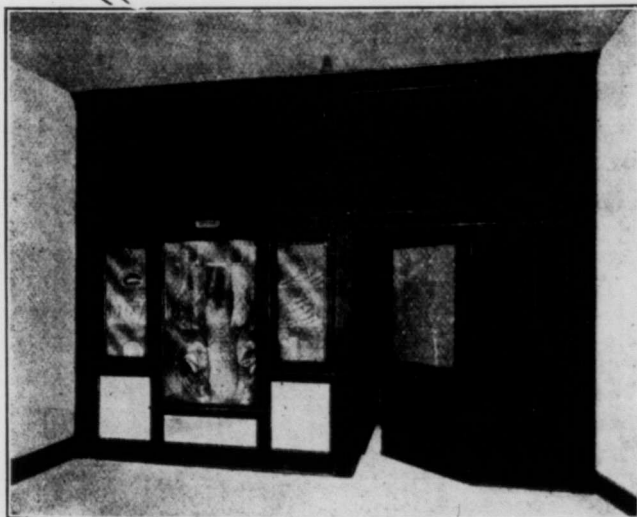


ARCTIC REFRIGERATOR

is a proposition worth your investigating. The average customer depends upon the honesty and judgment of their grocer—therefore, if they see you have installed the right refrigerator, The Arctic, it means increased trade and satisfaction. Send for catalogue containing illustrations of our many lines of refrigerators, refrigerator show cases, etc.

JOHN HILLOCK & CO., Limited
TORONTO, ONTARIO

Representatives in West:
Donnelly, Watson & Brown, Calgary, Alta.





Reduced facsimile of wrapper.

There is no simpler, safer, or more agreeable preparation than
ENO'S 'FRUIT SALT'

The Old-Time Ever Popular Household Remedy for

Biliousness, Sick Headache, Constipation, Rheumatic or Gouty Poison, Feverish Cold with High Temperature and Quick Pulse, and Feverish Conditions generally. You cannot overstate its Great Value in keeping the Blood Pure and Free From Disease by Natural Means.

For more than 35 years Eno's Fruit Salt has been before the public both at home and abroad

Largely advertised and well established it is now in good demand and is therefore bound to carry with it enquiries for other lines.

Should consequently be stocked by all Chemists, Grocers and Stores.

Prepared only by J. C. ENO, Ltd., 'FRUIT SALT' Works, London, Eng.

Redpath

EXTRA GRANULATED SUGAR

IN THIS NEW 5-POUND CARTON

is a SELLER which you cannot afford to overlook.

It is already in keen demand, particularly among the most desirable customers.

It saves the Grocer time and trouble in handling.

It eliminates loss in weighing and through bags burst in delivery.

It brightens up a store and makes splendid window displays.

In short, the REDPATH Sugar Carton PAYS.

The Canada Sugar Refining Co.
 MONTREAL LIMITED



“I

Are now so
 trade, your
 hesitation i
 grocer's be

MIN



Sells at
 2 1/4

Price \$20.
 with 2,000
 match, on
 print any
 desire, fr
 matches, t



“MELAGAMA”

TEA and COFFEE

Are now so well and favorably known that if you are desirous of building up a profitable Tea and Coffee trade, your best plan will be to put in a stock of “Melagama.” Order on a case of each. You need have no hesitation in recommending “Melagama” to your best customers, and you know a satisfied customer is a grocer’s best asset. For prices see quotation page in this issue.

MINTO BROS.,

TORONTO



Vends Standard size match box
2¼ in. x 1½ in. x ¾ in.

Price \$20.00, for machine complete with 2,000 boxes of the Eddy safety match, on 12 gross of which we will print any advertisement you may desire, free of charge. Additional matches, 60c per gross, printed.

Turn Your Idle Space Into Profit

The successful merchant utilizes every opportunity afforded him. There are idle spaces around every store that heretofore were considered of no value, now by the use of the Owl venders are big revenue producers. These venders are sold with sufficient supplies to pay for themselves on the first sale, and on additional sales they make 130 and 66⅔ profit. Is this not worth trying out? Write for particulars to

The London Vending Machine Co.
LONDON. ONTARIO

Our machines can be seen in operation from coast to coast. We make machines operating on the 5c. piece for localities where the copper is not used.



Vends gum, size 1¼ in. square x 3-16 in. thick.

Price \$12.00 for machine complete with 1,300 pieces of the best quality chewing gum, assorted flavors. Additional gum, 60c a box of 100 pieces.

CHESWRIGHT & NICHOLLS, Limited

Norway Wharf, Commercial Road East,
LONDON E., ENGLAND

Manufacturers of Tea Lead, Silver Brand Metal, and Argentoid (paper-backed foil) for
Tea Packing

also Pure Tin and Composition Tin Foils for wrapping all kinds of Confectionery, Soaps,
Tobacco, Cigarettes, etc.

Agents in St. John, N. B.:
THE SMITH BROKERAGE CO., Limited

Agent in Toronto:
MR. CHAS. H. ANDERSON,
50 Front Street East

FARROW'S 'A-1' MUSTARD

THE BEST BRITISH MAKE—DIRECT FROM THE GROWERS

In every market of the world FARROW'S "A-1" has forced its way. Write your nearest agent for a sample tin. Compare the **got up**, the **quality** and the **price**—then you'll know the reason why!

CANADIAN AGENTS:—

W. G. PATRICK & CO., 77 York Street, Toronto; T. A. MACNAB & CO., Cabot Bldgs., St. John's, Newfoundland; W. A. SIMONDS, 89 Union St., St. John, N.B.; RUTTAN & CHAPMAN, Fort Garry Court, Main St., Winnipeg; ROSE & LAFLAMME, 400 St. Paul St., Montreal; C. E. CHOATE & CO., Pickford & Black's Wharf, Halifax.

SYMINGTON'S COFFEE ESSENCE



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

Thos. Symington & Co., Edinburgh and London

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



Special royal permission.

Sardines are Healthful Food!

RECOMMEND "KING OSCAR" BRAND

In so doing you are sure that every atom of health-giving quality in which the sardine abounds will reach your customer in the best form.

Pure oil, with the greatest care in packing of the finest uniform size sardines, are features that make "King Oscar" Brand popular.

CANADIAN AGENTS

John W. Bickle & Greening (J. A. Henderson)

HAMILTON

ONTARIO

Big
B

This

Bull

Bull

Bull

Bull

Bull

Bull

The J

J.
W.
W.
Mar
D
W. Lloyd



LOOK!

**Bigger Sales and
Better Goods**

This covers the following lines:—

Bull Dog Ammonia Powder

Bull Dog Chloride of Lime

Bull Dog Borax

Bull Dog Liquid Blueing

Bull Dog Liquid Ammonia

Sold from Coast to Coast

Manufactured by

The John B. Paine Co., Ltd.

TORONTO

AGENTS:

- J. W. Gorham & Co., Halifax, N.S.
- W. S. Clawson & Co., St. John, N.B.
- W. and F. P. Currie, Montreal, Que.
- Marshall Brokerage Co., London, Ont.
- Dodd & Read, Saskatoon, Sask.
- W. Lloyd Lock & Co., Winnipeg, Calgary and Vancouver, B.C.

**A Feminine
Characteristic**

To pick and choose. An inherited trait, peculiarly feminine. Nevertheless, it is good policy and sound business to play up to it, while woman holds the purse.

Give her the choice of articles worth her attention and your time and trouble. There will be no wash-day dissatisfaction on her part or yours if "OCEAN" is the Laundry Blue you sell her.

OCEAN BLUE

Squares in 5 cent. packets.

Bags in 5 cent. cartons.

*Cheap enough for the million.
Good enough for the millionaire.*

**HARGREAVES BROS. & CO., LTD., HULL,
England.**

Agents for Ontario:
**F. E. ROBSON & Co., 25 Front Street East,
TORONTO.**

KO-KO-BUT gains in popularity daily—being advertised by its users, ensuring profits for the dealer.

KO-KO-BUT is regarded as the perfect cooking butter by the Canadian housewives.

KO-KO-BUT is a pure vegetable butter, hygienically prepared from the carefully selected fruit of the cocoanut palm.

KO-KO-BUT is absolutely odorless, has no distinct flavor, yet brings out the full taste of all foods cooked with it.

KO-KO-BUT is recommended by the highest medical authorities for its purity.

1 lb. KO-KO-BUT goes as far as 1½ lbs. Butter, etc.

PACKED IN TINS TO SUIT YOUR TRADE

Write and ask about our "Free Advertising" Plan.

**Dominion Cocoanut Butters Limited
Montreal**

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

WESTERN PROVINCES

Escott & Harmer

Successors to W. H. ESCOTT CO.
WHOLESALE GROCERY
BROKERS, COMMISSION MERCHANTS and MANUFACTURERS' AGENTS
Offices at

WINNIPEG and REGINA

covering all
The Wholesale Centres in
Manitoba, Saskatchewan and Alberta
Write us re your consignments.

WATSON & TRUESDALE

Wholesale Commission Brokers and
Manufacturers' Agents.

WINNIPEG, - MAN.

Domestic and Foreign Agencies Solicited.

WINNIPEG

H. G. SPURGEON

Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.

220 Chambers of Commerce. P.O. Box 1812

WINNIPEG

THE J. J. TOMLINSON CO.

WHOLESALE GROCERY BROKERS
Office and Track Warehouse, - 92 Alexander St. E.
Correspondence solicited on domestic and
foreign lines.

FRANK H. WILEY

MANUFACTURERS' AGENT

and
IMPORTER

757 Henry Ave., WINNIPEG.

WESTERN DISTRIBUTORS LIMITED

Wholesale Commission Merchants, Customs
Brokers and Manufacturers' Agents. Cars Dis-
tributed, Warehoused and Forwarded. Warehouse
on Transfer Track. Business solicited. Our posi-
tion is your opportunity.

SASKATOON, - WESTERN CANADA

G. C. WARREN

Box 1036, Regina
IMPORTER, WHOLESALE
BROKER, and MANUFACTURERS'
AGENT

Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

DISTRIBUTORS, LIMITED

P. O. Drawer 99

EDMONTON, ALBERTA

Manufacturers' Agents, Commission Mer-
chants, Warehousemen.

Track connection with all Railroads.

TORONTO

Our Specialties,

WHITE BEANS
EVAPORATED APPLES
CURRANTS AND CANNED GOODS

Soliciting inquiries.

W. H. Millman & Sons

Wholesale Grocery Brokers
TORONTO

W. G. PATRICK & CO.

Manufacturers' Agents
and
Importers

77 York Street, Toronto

W. G. A. LAMBE & CO.

TORONTO

Grocery Brokers and Agents.

Established 1885

MacLaren Imperial Cheese Co.

Limited

AGENCY DEPARTMENT

Agents for Grocers' Specialties and Wholesale
Grocery Brokers

TORONTO, Ont. DETROIT, Mich.

Secure our prices for
Fine FILIATRA CURRANTS, Greek
cleaned, in half cases,
before purchasing.

LIND BROKERAGE CO.

73 Front St. East - TORONTO

BRITISH COLUMBIA

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission
Agents

852-6 CAMBIE ST., VANCOUVER, B.C.

Can give strict attention to a few first-class Gro-
cery Agencies. Highest References.

MONTREAL

FOR SALE

Cheap for cash, Fruit Cleaning Plant
with Date Press. In good running order.

J. T. ADAMSON & CO.

Customs Brokers
and Warehousemen

27 St. Sacramento Street, Montreal
TEL. MAIN 778 BOND 2

LONDON

THE MARSHALL BROKERAGE COMPANY

67 Dundas St., LONDON, ONT.

Wholesale Grocery Brokers. Fully equip-
ped to act as agents for British, American
and Canadian grocery lines. WRITE US.

MARITIME PROVINCES

J. W. GORHAM & CO.

Manufacturers' Agents and Grocery
Brokers

HALIFAX NOVA SCOTIA
We are open for a few high class specialty
lines

H. R. SILVER, LTD.

MANUFACTURERS' AGENTS
AND GROCERY BROKERS

HALIFAX - NOVA SCOTIA

First-class frost-proof storage facilities.
Correspondence solicited on Domestic and
Foreign lines.

J. A. TILTON

WHOLESALE GROCERY BROKER

ST. JOHN, N.B.

Correspondence solicited with Houses
looking for first-class grocery connections.

W. S. CLAWSON & CO.

Manufacturers' Agents and Grocery
Brokers.

Warehousemen

ST. JOHN, - - - N.B.

Open for a few more first-class lines.

NEWFOUNDLAND

T. A. MACNAB & CO.

ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS

Importers and exporters. Prompt and careful at-
tention to all business. Highest Canadian and foreign
references. Cable address: "Macnab" St. John's.

Codes: A, B, C, 5th edition, and private

MANUFACTURERS BROKERS

(Co

LOND

F. KESS

Railway Approach, L.

Fruit Pulp

Confectionery

Correspo

OT

L. H. M

J. SOUBLI

Wholesale

Manufacturers

Canadian, British and

Sussex Street

O. E. ROY

Manufacturers

Evaporated

Ingersoll,

ESTA

SUCHAR

This is the season
COCOA. From
demand daily. It
guarantees Suchar
makes. Delicious
FRANK L. BEN

Write us for

WINDS

TORONTO
TORONTO, ONT.



It dries them up

KILLS

All Dealers and 38

Dealers and Companies
the reason that it gives
customer tells others



The Brown
CRESTON

10 Garfield C
for Sa

Irish Grocer
and General

if you are in

**MANUFACTURERS' AGENTS AND
BROKERS' DIRECTORY**

(Continued.)

LONDON, ENG.

F. KESSELL & CO.

Railway Approach, London Bridge, London, Eng.

**Fruit Pulp Manufacturers and
Confectioners' Sundriesmen.**

Correspondence Invited.

OTTAWA

**L. H. MAJOR and
J. SOUBLIERE, Limited**

Wholesale Brokers and
Manufacturers' Agents

Canadian, British and Foreign Agencies Solicited
Sussex Street, Ottawa, Canada

O. E. Robinson & Co.

Manufacturers and Buyers of Dried
Evaporated and Canned
Apples

Ingersoll, - - Ontario
ESTABLISHED 1886

SUCHARD'S COCOA

This is the season to push SUCHARD'S
COCOA. From now on Cocoa will be in
demand daily. It pays to sell the best. We
guarantee Suchard's Cocoa against all other
makes. Delicious in flavor. Prices just right.
FRANK L. BENEDICT & CO., Montreal
Agents

Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, Manager



No Odor
It dries them up
Common Sense
KILLS { Roaches and Bed-Bugs
Rats and Mice

All Dealers and 381 Queen St. W., Toronto, Ont.
Dealers find Common Sense a very good seller, for
the reason that it gives general satisfaction and each
customer tells others about same. Write for prices.



The **BROWN** is the only
convenient Bag Holder

Occupies no counter space.
The bags are held in position
by gravity—no perforation of
bags necessary. Handy. Saves
Time. Will last a lifetime.
For sale by jobbers every-
where. Ask your jobber
or write

The Brown Manufacturing Co.
CRESTON - IOWA, U.S.A.

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

Bawlf, Davey & Co.

WINNIPEG, MANITOBA

We call on the wholesale grocers
and confectioners in the Canadian
Northwest.

EUGENE PICHER

COMMISSION MERCHANT

GRAIN, PROVISIONS and GROCERIES

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Wholesale Grocers

Proprietors famous "Congo" Brand
Guaranteed Goods.
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Manufacturers' Agent and Commission Merchant

235 St. John St., QUEBEC, CAN.

Correspondence solicited with brokers or
manufacturers looking for a reliable repre-
sentative. Can furnish best of references.

CLAY PIPES

None equal. Insist upon McDougall's
There IS a difference.

D. McDOUGALL & CO., LTD., GLASGOW,
SCOTLAND

Wanted at Once

Car Whole Green Peas

Quote lowest price per 100 lbs.
with sample.

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Successors to W. H. Escott Co.

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86 ADELAIDE STREET EAST, TORONTO

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D. Mayall, Manager.

J. & A. D. GRIMOND (CANADA) LTD.

A. & M. Smith Ltd., Aberdeen, Scotland
Fish Preservers and Canners.

Wm. Simpson L'd., Manchester, England

Table and Tete a tete delicacies

Victory "Conf. tions", Gums, Pastilles, Lozenges, etc.

Victorious all the world over.

They are RIGHT here.

Price lists, quotations and samples mailed promptly on
receipt of enquiry.

Flour, Pork, Grain,

Smoked Meats

AND

General Provisions

ALSO

Hay and Oats

GEO. TANQUAY

LOWER TOWN : QUEBEC

R. F. CREAM & CO.

General Brokers and
Commission Merchants

Flour, Grain, Provisions,
Teas and General
Groceries

75 Dalhousie St., Quebec, P.Q.

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GENERAL PRODUCE
AND PROVISION
MERCHANTS.

**Butter, Cheese, Eggs,
Ham and Bacon.**

22 St. Peter St., QUEBEC

ESTABLISHED 1849

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Offices Throughout the Civilized World

OFFICES IN CANADA:

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Reputation gained by long years of vigorous,
conscientious and successful work.

THOMAS C. IRVING, GENERAL MANAGER
WESTERN CANADA
TORONTO

BISCUITS

from the Old Country

Notice to Grocers and Stores in
Canada

McVITIE & PRICE

are now sending regular supplies of their biscuits to Ontario, Quebec, Manitoba, Alberta, Saskatchewan, British Columbia and the Yukon Territory.

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

AGENTS:

Ontario and Quebec
W. G. PATRICK & CO., York Street, **TORONTO**
Manitoba and Saskatchewan
RICHARDS & BROWN, James Street, **WINNIPEG**
British Columbia and Yukon
KELLY, DOUGLAS & CO., Ltd., Water St. **VANCOUVER**



Old-Fashioned Sticky Paper

can't be compared with the modern fly exterminator, **WONDER FLY KILLER**, as a fly eradicator. **Wonder Fly Killer** will satisfy the most exacting trade. It is worth your while to push this neat little tray that is so destructive to flies.

Dominion Agent: **Joseph R. Wilson,** 204 Stair Building
TORONTO

Distributors:—**BRITISH COLUMBIA, ALBERTA, MANITOBA and SASK.,**
W. H. Escott, 137 Bannatyne Ave., E. Winnipeg, Man.; **ONTARIO, Jas.**
Turner & Co., Hamilton; **QUEBEC, A. Francis Turcott,** Room 16, Morin
Block, Quebec, Que.; **EASTERN PROVINCES, H. B. McLaughlin,** Truro, N.S.



A FAIR TRIAL

That is all we ask for. We know that our flour cannot be anything but high-class. If it were not, then we would unfortunately have to acknowledge the loss of thousands of dollars. We made sure, however, by numerous experiments, that we had the right goods before we sought the co-operation of the retailer.

FOUR GOOD BRANDS

"**Laurentia,**" "**Daily Bread,**"
"**Regal,**" "**National.**"

One Cent. One Card. One Minute.

Isn't it worth while sitting down right now
and asking us for further particulars?

The St. Lawrence Flour Mills, Ltd.
MONTREAL.

THE DOMINION MATCH

Notice the name and bear in mind that they are making themselves an essential part of every household. The kind that give a light with every strike, with a substantial stem and a head that does not fly off. Such qualities appeal to the buyer, assuring you good profits.

DOMINION MATCH CO., LIMITED

DESERONTO, ONT.

Or The Canada Brokerage Company, Limited, Toronto, Ont.

The A. Macdonald Co., Winnipeg, Man.

Snowdon & Ebbitt, Montreal, Que.

J. B. Renaud & Co., Quebec, Que.

J. A. Tilton, St. John, N.B.

J. W. Gorham & Co., Halifax, N.S.



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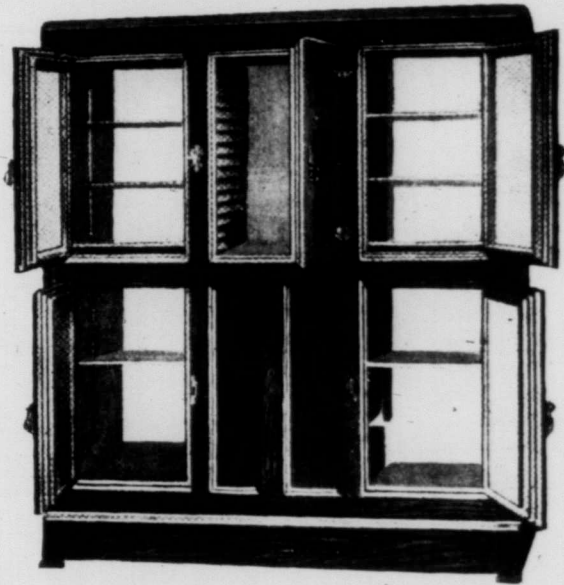
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Estate



Are You Observing

the highest standard of health by using a refrigerator that is enamel lined with the driest cold air circulation?

THE NORTH STAR REFRIGERATOR

is so dry that a match can be lighted on the interior walls of the ice chamber at any time. Odors of different foodstuffs will not mingle. Its attractiveness and excellent display facilities increase sales, thereby increasing your profits. Patented connection for utilizing outside air in winter can also be supplied. Special refrigerator and cold storages made to order, which when filled annually will keep chamber at even temperature indefinitely.

WRITE NOW FOR PRICES AND CATALOGUE.
SEND FOR ILLUSTRATED BOOKLET TO-DAY.

Estate **JAMES DAVIDSON**
OTTAWA, ONTARIO



DURING the next two months every Grocer will do a good trade in **Brooms**, and the better the broom you can offer your customers, the larger your trade will be. We would suggest that you have among your stock those old reliable and well-known brands "**KLONDIKE**" and "**JUBILEE**." Nothing but the finest of green corn is used in these lines and the perfectly polished handles make them head and shoulders above anything in the market.

You have a few customers who want a **light fine broom**—something fancy. We have just got out a broom specially for such trade which we call the "**NUGGET**." It is the **fanciest Broom on the Canadian Market**. Try a few in your next order.

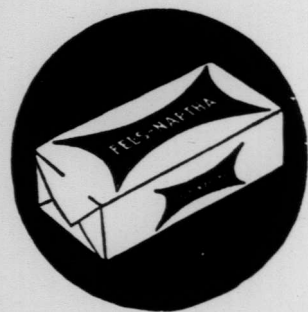
In ordinary grades our values are unexcelled. Write for prices today.

**Stevens-Hepner
Company, Limited**

PORT ELGIN, - Ontario, Canada

Your Recommendation

of Fels-Naptha soap does you good as well as us. Every good article you speak for makes your "word" more valuable and Fels-Naptha is good. It has made good on merit.



WORLD F. E. STUHR'S BRAND CE. STUHR'S BRAND STUHR'S

Stuhr's DELICACIES.

Genuine Caviare,
Anchovies in Brine,
IN TINS AND GLASSES.

Sold by all High-class Provision Dealers.

C. F. STUHR & CO., HAMBURG

53 Highest Awards in Europe and America

WALTER BAKER & CO.'S CHOCOLATE & COCOA



Registered Trade-Mark

Our Cocoa and Chocolate preparations are Absolutely Pure — free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements

of all Pure Food Laws.

Walter Baker & Co. Limited

Established 1780

Montreal, Can. Dorchester, Mass.

20th Century Retailing DEMANDS the Use of

ALLISON'S COUPON BOOKS

You can't get away from credit business without driving away trade. And if you don't use Allison Coupon Books you are bound to lose some money on credit accounts. Allison Coupon Books make credit business "good as gold."

HERE'S HOW THEY WORK:—



When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front which becomes then his promissory note to you. As he buys, you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes.

For Sale Everywhere by Jobbers.

Allison Coupon Company
INDIANAPOLIS, IND., U.S.A.

When writing advertisers kindly mention having seen the advertisement in this paper

The Points of a Profitable Stock



Success follows the Perfection Soda because in its manufacture the two basic points of merchandising have been complied with.

First: An Unvarying Standard of Highest Quality.

Second: Always favorably and well-known to the buying Public.

Mooney's Perfection Cream Sodas will have the quality trade of every community where they are for sale. Think what that means, Mr. Grocer, to have customers buy from you, not because your price is always lower than in other stores, but because the quality of Mooney's Biscuits guarantees them the best values. Such trade remains because quality and service is its basis.

Is not that the trade you would like to build? — then stock Mooney's. Good profits.

The MOONEY

Biscuit and Candy Co.
LIMITED

Factories at
Stratford, Ont. Winnipeg, Man.

BRANCHES at Hamilton, Ottawa,
Sydney, C. B., Halifax, N. S.,
Fort William, Calgary, Vancouver,
St. John's, Nfld.



Oakey's

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited
Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

TOBACCO DON'TS

Don't say "I haven't it" when a customer asks for tobacco, say "I'll get it."

Don't think you can't sell tobacco, because **you can**. You have the best of chances.

Don't wait for the man to ask you for it. Point it out to him. In short, tell the women to tell their husbands you are carrying tobacco.

Don't make any mistake about the names of the leaders. They are

Master Mason - - Smoking
King George's Navy - Chewing
Maple Sugar - - - Chewing

The Rock City Tobacco Co.

Quebec Winnipeg

7 - 20 - 4 How Many Men

enter your store every day? Quite a number, we are sure, and a large percentage of them smokers too. You can secure a number of them as tobacco customers if you feature the

7
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20
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4

7-20-4 CIGAR

Enjoyed by the best in the land and admittedly the most fragrant smoke "of 'em all."

DO YOU SMOKE?

If so, drop us a line for samples and you can try them out yourself. You will be a good judge. The best is none too good for you and your customers.

7
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The Sherbrooke Cigar Co.,
 Sherbrooke, P.Q.

7 - 20 - 4

Tuckett's Orinoco Tobacco

NO BETTER
 JUST
 A LITTLE MILDER
 THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton,

Ont.



THE MCGREGOR PAPER BAG HOLDER.

The McGregor Patent Bag Holder

is the most convenient bag holder you can use. In no way does it lessen counter space, but always handy to use, and the different size bags are easily discernible.

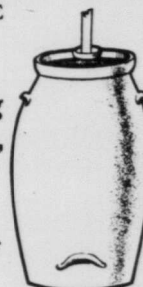
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21-23 Wellington St. West, TORONTO

BELLEVILLE POTTERY CO.

MADE TO GIVE SATISFACTION



Prepared Modelling Clay, Stoneware, Fire Bricks, Etc.



Mail orders receive prompt attention.

BELLEVILLE, - - ONTARIO

TEA LEAD

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS, LIMITED

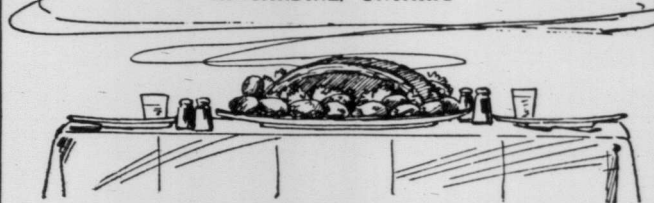
Tel. Address: "Laminated," London. LIMEHOUSE,
A.B.C. Codes used 4th and 5th Editions LONDON, E., ENG.
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J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

"Ontario People's Salt"

supplies the demand of your household trade satisfactorily—chiefly because it is all salt and absolutely pure.

SEND FOR PRICES

The Ontario People's Salt & Soda Co., Limited
KINCARDINE, ONTARIO



THE WILLIS DISPLAY STAND



will double your sales on green vegetables and double your profits on those sales.

Each tray revolves individually. The wire mesh in the shelves insures perfect ventilation and prevents decaying. The mist machine throws a fine spray which keeps the vegetables fresh and clean, giving them an inviting appearance.

Write to-day for complete description.

WILLIS MFG. CO.
GALESBURG, ILL.

Let us show you how this stand is working for hundreds of dealers.

Wholesalers or Jobbers: write for agency proposition.

Victor Archambault, Regr., Sherbrooke, Quebec, Agent for Quebec and Maritime Provinces.



Well Displayed Goods

always sell to the best advantage. Old Sol's rays are pretty destructive to grocery stock displayed that is not protected by an awning.

Now is the opportune time to attach a **RAYMOND AWNING** to save your perishable stock and your profits that you would lose. They add appearance to the store.

Write us.

Raymond Bros., - London, Ont.

BLACK JACK

The Best
Family
Polish
Made
TRY IT



SOLD BY
ALL
JOBBERS

¼-lb. tins—
3 doz. in case.

ITS POLISH LASTS

That is a distinctive feature that gives VENAUTO Metal Polish the call over similar lines.

It is economical in use and will do its work quickest and last longest.

VENAUTO Metal Polish is put up in small tins, half pints, pints, etc., in cream form.

Stock Now—and get the business

BANNER MFG. CO., Box 35, Station C, Montreal



Magic in the Kitchen.

From the seven different flavors and seven colors of Jell-O not only seven kinds, but several hundred kinds of desserts can be made. Many of them can be made in a minute.

It is all very much like magic.

Frappes, sherbets, souffles, charlottes, salads, puddings, plain Jell-O desserts and fruited Jell-O desserts—all can be made of

JELL-O

A package of Jell-O and a pint of boiling water are all that is needed.

The flavors are: Strawberry, Raspberry, Lemon, Orange, Cherry, Peach, Chocolate.

THE GENESEE PURE FOOD CO.,
Bridgeburg, Can.

The name JELL-O is on every package in big red letters. If it isn't there, it isn't JELL-O.



Get Down To Date

Carry A Stock of

MAPLEINE

to meet the popular demand for a staple that's better than maple.

Order from your jobber, or
Fraderick E. Robson Co.,
26 Front St. E., Toronto.

The Crescent Mfg. Co.
SEATTLE, - WN.



**Queen City Water
White Oil**

GIVES PERFECT LIGHT

The most economical high-grade oil
ever sold in Canada

FOR SALE EVERYWHERE

Supplied by Appointment to the
House of Lords

**O.K.
SAUCE**

Delicious Highest Award
Fruity (Gold Medal) Octo-
Appetizing ber 1911 Festival
 of Empire Exhi-
 bition, LONDON.

Ask your Jobber or apply direct

Sales Agents for the Dominion
The Turnbull Company
Winnipeg, Manitoba

FOR -

**"Green Mountains,"
"Delawares"**

or other varieties of

POTATOES

for SEED or
TABLE USE.

Bags or bulk in Cars.
Wire or Write

**Clements Company,
LIMITED**
ST. JOHN, - - N.B.

THE PEOPLE OF
JAMAICA

are now buying things in the
United States which they ought
to buy in Canada. They don't
know what we can do. A small
advertisement in the

KINGSTON

"GLEANER"

might bring inquiries. Better
write for rates to

I. C. STEWART, Halifax

The Cocoa of HIGHEST FOOD VALUE

THE IDEAL
BREAKFAST AND
SUPPER BEVERAGE
FOR ALL
WEATHERS.

EPPS'S

Agrees with everybody,
forming one of the
most digestible
and nourishing
articles of
diet known.

GRATEFUL AND COMFORTING

CHILDREN THRIVE ON EPPS'S

Epps's Milk Chocolate melts in the mouth with a delightful smoothness and a lingering delicacy of flavor.

Special Agents: WILLSON & WARDEN, Toronto. Manitoba: BUCHANAN & GORDON, Winnipeg
FORBES & NADEAU, Montreal J. W. GORHAM & CO. Halifax, N.S. C. A. MUNRO, St. John, N.B.

KEEP POSTED ON SUGAR

Having been identified with Sugar for the past thirty years, and being in constant touch with all sections of this country and foreign markets, we are in the best possible position to keep you posted by mail and wire of any actual or contemplated changes and general gossip of the markets. Some of the largest concerns are subscribers, and we should like to place our proposition before you. For further information write

SMITH & SCHIPPER CO., 138 Front Street, NEW YORK



**A Good
Resolve**

**Anchor
Brand
Flour**

Resolve never to be Second Class in anything. No matter what you do, try to be a King in it; Resolve to have nothing to do with the Inferior. Do your best in everything—deal with the Best; choose the Best; live up to the Best, and you cannot help but succeed.

These are the sentiments that govern the manufacture of ANCHOR BRAND FLOUR and those that use it. If you deal with the Best they will help you to choose the Best and carry out

A Good Resolve

Manfd. by
Leitch Brothers Flour Mills, Oak Lake, Manitoba.

IT WILL PAY YOU to watch our Condensed Ad columns. There are many money-making positions there. You may find just what you want.

**Wonderful Growth
of Quebec City**

It is worth while keeping your eye on the Quebec market, it has developed rapidly and offers you big opportunities.

**Many Years'
Experience**

Our long experience and sound connection with the trade makes us valuable representatives for firms doing business here.

WRITE FOR FACTS
AT ONCE

Alfred T. Tanguay & Co.

Commission Merchants and
Brokers

18 St. James St., QUEBEC

We make a specialty of Corn and Beans

**Grocery
Advertising**

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE \$2.00

ALL ORDERS PAYABLE
IN ADVANCE.

MacLean Publishing Co.
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STORAGE IN OTTAWA

Two Warehouses

No. 1, G.T.R.

70 thousand square feet floor space.

No. 2, C.P.R.

30 thousand square feet floor space.

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

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

EXCISE BOND FREE

WRITE FOR LOW RATES

Dominion Warehousing Co., Ltd.

46-52 Nicholas Street, OTTAWA

J. R. Routh, Manager

Tea Hints for Retailers

By JOHN H. BLAKE

This book, written by a practical tea man, contains information which will be of great value to every grocer. There are ten chapters, one being devoted to each of the following subjects :-

- The Tea Gardens of the World*
- Tea from Seed to Leaf*
- Tea from Leaf to Cup*
- The Tea Markets of the Orient*
- How to Test Teas*
- Where to Buy Teas*
- Is it Wise to Place an Importation Order?*
- Bulk versus Package Teas*
- How to Establish a Tea Trade*
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(275 pages)

(24 full-page Illustrations)

Sent to any address on receipt of \$2.00.

MacLean Publishing Company

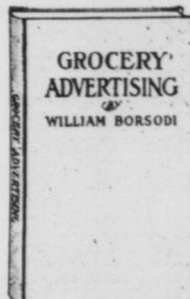
(Technical Book Department)

43-149 University Ave.,

TORONTO

Grocery Advertising has made Fortunes

for the retailer who has used the ads. published in this remarkable book. They are not clever nonsensical ads; nor are they fanciful freaks. The selling phrases and descriptive advertising matter in this book cover every article sold by the grocer in practical, profit-pulling language.



The book is divided into departments, making it a simple matter to prepare a good ad.

Grocery Advertising is a book you have been looking for—it gives you the fruits of nineteen years' practical advertising.

PRICE POSTPAID \$2.00

TECHNICAL BOOK DEPARTMENT
MacLean Pub. Co., 143-149 University Ave., Toronto

Distributors Limited

Grocery Brokers Commission Merchants
638 Third Street, Edmonton, Alberta

We have warehouse room and trackage and
have room for the following agencies:—

CONFECTIONERY CANNED GOODS
SMOKED MEATS and LARD

P.O. Drawer 99, Telephones 5035, 4179

WESTERN Incorporated
1851
ASSURANCE
COMPANY

**FIRE
AND
MARINE**

HEAD OFFICE, TORONTO, ONT.

Assets over - - - - \$ 3,570,000.00

Losses Paid Since Organization
of the Company, over - - 54,000,000.00

HON. GEO. A. COX, President
W. R. BROCK, Vice-President
W. B. MEIKLE, General Manager
C. C. FOSTER, Secretary

British America Assurance Company

A.D. 1833

FIRE & MARINE

Head Office, Toronto

BOARD OF DIRECTORS

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Sir Henry M. Pellatt, E. R. Wood.

W. B. Meikle, General Manager; P. H. Sims, Secretary

CAPITAL	\$1,400,000.00
ASSETS	2,102,752.85
LOSSES PAID SINCE ORGANIZATION	29,833,820.96

HOTEL DIRECTORY

HALIFAX HOTEL

HALIFAX, N. S.

THE GRAND UNION

The most popular hotel in

OTTAWA, ONTARIO. James K. Paisley, Prop.

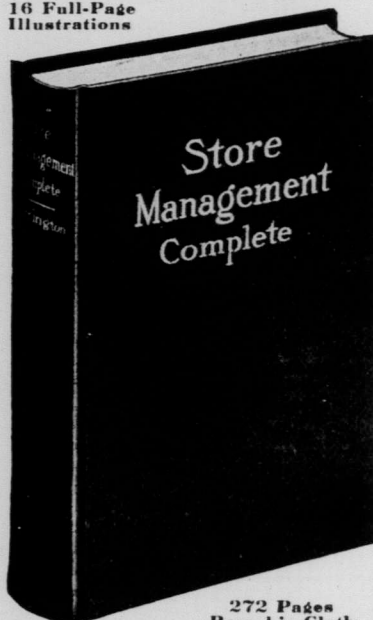
ACCOUNTANTS

Jenkins & Hardy

Assignees, Chartered Accountants, Estate and
Fire Insurance Agents, 151 Toronto St., Toronto.
Canada Life Building, Montreal.

Store Management—Complete

16 Full-Page
Illustrations



272 Pages
Bound in Cloth

ANOTHER NEW BOOK

BY
FRANK
FARRINGTON

A Companion Book to
**Retail Advertising
Complete**

\$1.00 POSTPAID

"Store Management—
Complete" tells all
about the management
of a store so that not
only the greatest sales
but the largest profit
may be realized.

THIRTEEN CHAPTERS

Here is a sample:
CHAPTER V.—THE
STORE POLICY—What it
should be to hold trade.
The money-back plan.
Taking back goods.
Meeting cut rates.
Selling remnants. De-
livering goods. Sub-
stitution. Handling
telephone calls.
Courtesy. Rebating
railroad fare. Courtesy
to customers.

ABSOLUTELY NEW

JUST PUBLISHED

Send us \$1.00. Keep the book ten days and if it isn't worth the
price return it and get your money back.

TECHNICAL BOOK DEPARTMENT
143-149 University Ave., Toronto, Canada

ADS AND SALES

A Study of Advertising and Selling from
the standpoint of the New Principles of
Scientific Management.

By Herbert N. Casson.

An Invaluable Book for the Manufacturer,
Jobber and Retailer.

This is the first book which has attempt-
ed to apply the principles of Scientific
Management to the Problems of Sales
and Advertising.

Cloth-bound, Limited Edition, 167 pages.

Sent Postpaid on Receipt of \$2 to any Address.

Technical Book Department

MacLean Publishing Co.

143-149 University Avenue, Toronto

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CANVAS

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PUT AN END TO ACCOUNTING TROUBLES

The
Ullman Account Register

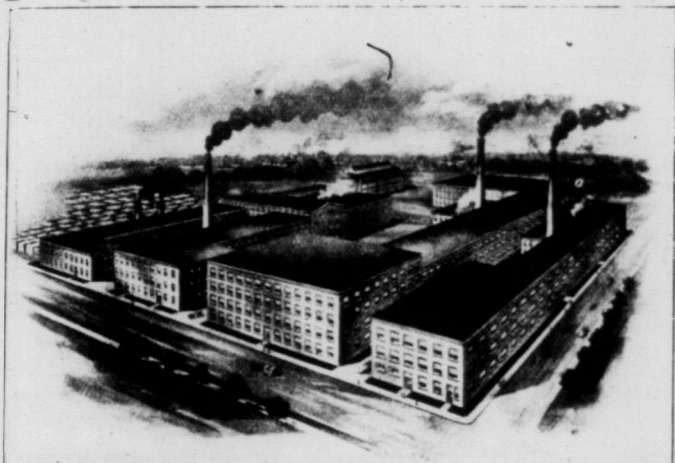
IS THE SAFEST, SIMPLEST, QUICKEST, SUREST TO CHARGE, AND MOST SATISFACTORY, OF ANY SYSTEM ON THE MARKET. IT SATISFIES THE CUSTOMER AS WELL AS THE MERCHANT.

With this system your accounts are always made out in detail as well as in full to date, and your customer is sure to receive a bill of goods purchased. It shows both the merchant and customer the amount of account to date each time a purchase is made.



The customer knows every time he makes a purchase how much he owes, and he naturally tries to keep his account down. This insures quicker collections for the merchant. The only real step to stop the worry and work off incessant night bookwork is THE ULLMAN ACCOUNT REGISTER.

The Hamilton Incubator Co., Ltd.
Hamilton, Ontario



LISTEN!

Don't you think that your customers will be more than pleased if you produce an attractively lithographed tin of

Golden Ray Cleaner

and ask them to give it a trial as a

- | | |
|----------------------------|-------------------------|
| HAND CLEANER | CURTAIN CLEANER |
| CARPET CLEANER | RUG CLEANER |
| CANVAS SHOE CLEANER | GARMENT CLEANER? |

They will certainly appreciate it, as the manufacturers are having to do some overtime to keep up with the demand in certain parts—good enough proof that

Golden Ray is a Winner.

WRITE
Golden Ray Co.

4 Union Avenue, MONTREAL



**The Faultless
ST. CHARLES BRAND
EVAPORATED MILK**

Every test of climate and temperature is alike in result when our St. Charles Brand Evaporated Milk is concerned. It is the best for every use.

A sure favorite with your trade.

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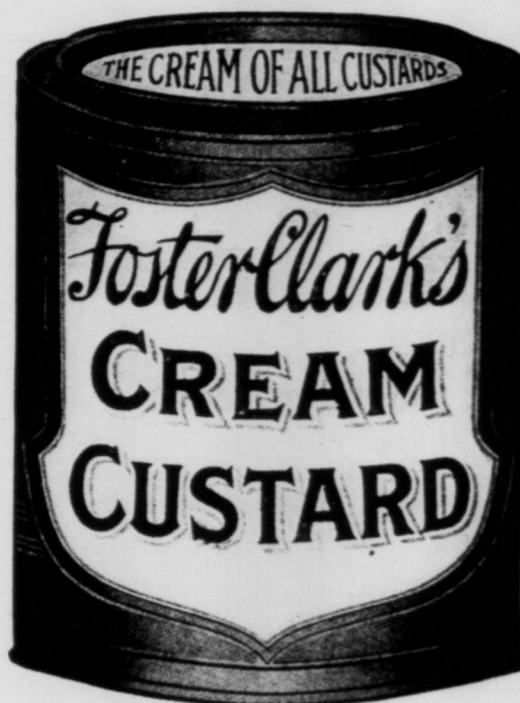
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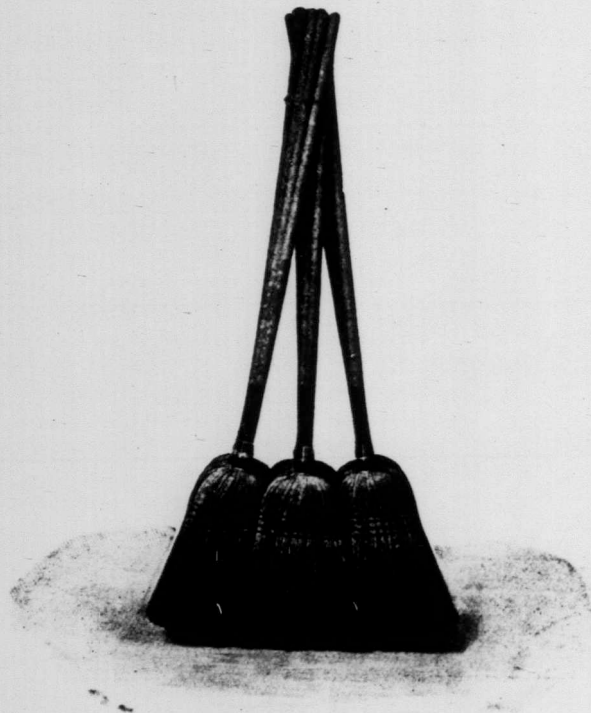
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Dalley, F. F., C
DeCosta & Co.
Distributors, Lt
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Dominion Canne
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Dominion Match
Dominion Regis
Dominion Salt
Downey, W. F.
Dom. Warehouse
Dunn, Wm. H.
Duncan, C.
Dustbane Mfg. C

Eby-Blain, Limit
Eckardt, H. P.
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Estabrooks, T. E
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Ewing, S. H., &
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Fairbank Co., N
Farrow & Co., J
Fels Co.
Fearman, F. W.
Furuya, F. Nish
Fussell & Co.

Genessee Pure F
Gillard, W. H., &
Gillett, E. W., C
Golden Ray Co.

INDEX TO ADVERTISERS

A		Gorham, J. W., & Co.	194	O	
Abbott, Grant	71	Gorman, Eckert & Co.	56	Ocean Mills	176
Adamson, J. T. & Co.	194	Green & Co.	32	Ontario Peoples' Salt Co.	200
Allison Coupon Co.	198	Guelph Soap Co.	58	Oshawa Canning Co.	25
American Can Co.	42	Gurd, Chas. & Co.	30	Ontario Cannery, Ltd.	15
American Computing Co.	34	Gunns, Ltd.	157	P	
Aylmer Condensed Milk Co.	10	Granger Freres., Ltd.	40c	Parker Broom Co.	210
B		Gray & Martin, Ltd.	30	Patrick, W. G. & Co.	22, 23, 194
Balfour-Smye & Co.	14	Genest, C. O.	188	Peck, Fren & Co., Ltd.	65
Banner Mfg. Co.	200	Giffen-Hobbs	188	Perrin, D. S. & Co.	173
Baker, Walter	198	Gaboury, L. Emile	195	Pickford & Black	162
Barr Register Co.	74-75	Grimond, J., & A. D.	195	Piqua Bracket Co.	178
Battle Creek Toasted Corn Flake Co.	40b	H		Pure Gold Mfg. Co.	183
Bawlf, Davey & Co.	195	Hamilton Incubator Co.	205	Patterson, Wyde & Co.	186
Benedict, F. L.	195	Halifax Cold Storage Co.	155	Paine, John B., & Co.	193
Belleville Pottery Co.	200	Hamilton Cotton Co.	187	Picher, Eugene	195
Bell's Fruit Farm	175	Harty, J. B.	180	Pugsley, Dingman & Co.	Inside back cover
Bickle, J. W., & Greening	192	Heinz, H. J. Co.	76	Q	
Birks, Henry & Sons, Ltd.	25	Hillock & Co., Ltd., John	189	Queen City Oil Co.	201
Borden Condensed Milk Co.	19	Hinde & Dauch Paper Co.	81	R	
Bowser, S. F. & Co.	82	Hotel Directory	204	Raymond Bros.	200
Brand & Co.	184	Holbrooks, Ltd.	66	Ramsays, Ltd.	67
British Canadian Cannery, Ltd.	73	H. P. Sauce	174	Reindeer, Ltd.	187
Burt, F. N.	20	Hodgson & Sumner Co., Ltd.	62	Richards Pure Soap	15
British Am. Assurance	204	Hutchinson & Omand	183	Richards & Brown	31
Brown Mfg. Co.	195	Hargraves Bros.	193	Robinson & Co., O. E.	195
Bradstreets	195	Henderson, Thos.	162	Rock City Tobacco Co.	190
Bovril, Ltd.	164	I		Rowat & Co.	40
C		Imperial Extract Co.	11	Ryan Bros.	185
Campbell Bros. & Wilson, Ltd.	51	Imperial Tobacco Co.	Inside front cover	S	
Canada Sugar Refining Co.	190	Irish Grocer	195	St. Charles Condensing Co.	205
Canada Maple Exchange	72	I. X. L. Spice & Coffee Co.	170	St. Thomas Packing Co.	156
Canadian Coconut Co.	75	Ingersoll Packing Co.	161	St. Lawrence Flour Mills	196
Canadian Salt Co.	71	Island Lead Mills	200	St. Croix Soap Mfg. Co.	4
Canada Sugar Refining Co.	190	J		St. Lawrence Sugar Refining Co.	12
Cane & Sons, Ltd., Wm.	79	James, F. T.	167	St. Vincent Arrowroot Growers	172
Carr & Co.	182	James Dome Black Lead	180	Stahl, C. F.	198
Chase & Sanborn	189	K		Star Egg Carrier Co.	171
Chaput Fils & Cie., L.	43	Kessel, F., & Co.	195	Salada Tea	81
Chevalier Poullot & Cie.	195	King, Frederick	76	Sanitary Can Co.	17
Chisholm Milling Co.	172	Kilgour Bros.	200	Sapho Mfg. Co., Ltd.	63
Chivers & Sons	77	Kookera Bag Co.	212	Stevens, Hepner	197
Church & Dwight	188	Knox, Chas. B. Co.	32	Sherbrooke Cigar Co.	199
Church Bros.	188	L		Smith & Proctor	176
Clements Co.	201	Laporte, Martin	210	Smith & Shipper	202
Clawson, W. S. & Co.	194	Labrecque & Pellerin	45	Smith, E. D.	6
Clark, Wm.	13, Outside back cover	Lambe, W. G. A.	194	Silver, H. R., Ltd.	194
Foster Clark	29	Lascelles de Mercado	174	Snap Co., Ltd.	7
Coles Mfg. Co.	44	Lea, F. D.	180	Soclean, Ltd.	60
Common Sense Mfg. Co.	195	Letch Bros.	202	Soyer Kookera Bag, Ltd.	212
Connors Bros.	165	Lemon Bros.	162	Spurgeon, H. G.	194
Copeland-Chatterton Co.	206	Leonard Bros.	166	Spinelli, D. & Co., Reg.	48
Continental Bag & Paper Co.	68	Lind Brokerage Co.	80	Stimpson Computing Scale	50
Cowan Co.	69	Lindner & Benner	194	Sugars & Cannery	21
Crean, R. F. & Co.	195	Litster Pure Food Co.	40d	Stringer, W. B.	163
Crescent Mfg. Co.	201	Little Co., T. A.	41	Symington, Thos., & Sons	192
Crothers, W. J.	164	Lovell's Bag & Packet Machinery, Ltd.	43	Symington, W., & Co., Ltd.	30
Cheswright & Nichols	192	Laurentia Milk Co.	182	Stuart & Foster	186
Computing Cheese Cutter Co.	16	Lawrason, S. F., & Co.	184	T	
D		London Vending Machine Co.	191	Tanguay, A. T.	202
Davidson Estate, James	197	Lloyd, Ed.	5	Tanglefoot	162
Dalley, F. F., Co.	181	Mc		Tanguay, George	195
DeCosta & Co.	64	MacLaren Imperial Cheese Co.	2, 78, 177, 194	Taylor & Pringle	58
Distributors, Ltd.	194	MacNab, T. A., & Co.	194	Tees & Pesse, Ltd.	55
Distributors, Ltd.	204	McCabe, J. J.	162	Telfer Bros.	57
Dominion Cannery, Ltd.	8-9	McCray Refrigerator Co.	168	Tilton, J. A.	194
Dominion Chicle Co.	70	McLeod & Clarkson	195	Tippet, Arthur P., & Co.	3
Dominion Coconut Butters, Ltd.	193	McWilliam & Everist	162	Toronto Salt Works	47, 195
Dominion Match Co.	196	McCallum, J. D.	26	Tomlinson, J. J., & Co.	194
Dominion Register Co.	54	McDougall, D. & Co.	195	Tiger Mfg. Co.	186
Dominion Salt Co.	164	McLaren, W. D.	178	Tuckett Tob. Co.	199
Dominion Sugar Co.	44	McVitie & Price	196	Turnbull Co.	201
Dominion Warehouse Co.	203	M		U	
Downey, W. P.	206	Mathews-Laing Co.	207	Utilities, Ltd.	61
Dom. Warehousing Co.	203	Magor, Son & Co.	1	V	
Dunn, Wm. H.	28-29	Malcolm, Jno., & Son	186	Vipond, H. E., & Co.	24
Duncan, C.	20	Maple Tree Producers' Assn.	52	W	
Dustbane Mfg. Co.	58	Marshall Brokerage Co., The	194	Wagstaffe, Ltd.	49
E		Mason & Hickey	53	Walker Bin & Store Fixture Co.	27
Eby-Blain, Limited	80	Mathewson's Sons	39	Walker, Hugh, & Son	163
Eckardt, H. P.	159	Mathieu, J. L., Co.	59	Warren, G. C.	194
Edwardsburg Starch	1	McIntyre, Wm. G.	26	Watson & Angus	166
Edmond & Cote	195	Meadowsweet Cheese Co.	176	Watson & Truesdale	194
Eno, J. C.	190	Menard Motor Car Co.	74	Western Assurance Co.	204
Epps & Co., Jas.	150	Methven, Jas.	176	West India Co.	64
Epps, Jas.	202	Midland Vinegar Co.	174	Western Salt Co.	182
Escott & Harmer	194-195	Merriman, W. H., & Co.	179	Western Distributors, Ltd.	194
Essex Canning Co.	19	Minto Bros.	191	Weston, Geo.	36, 37
Estabrooks, T. H., & Co., Ltd.	187	Millman, W. H., & Son	194	Wethey, J. H.	156
Eureka Refrigerating Co.	166	Mott, John P., & Co.	46	White & Co.	163
Ewing, S. H., & Sons	71	Mooney Biscuit Co.	198	White Swan Spice & Cereals, Ltd.	40a
Eydoux, Felix	170	Morton & Sons	169	White, Tompkins & Courage	188
F		Major & Soublere	195	Willis Mfg. Co.	200
Fablen, C. P.	170	Moyer Bros.	157	Winn & Holland	20
Fairbank Co., N. K.	76	N		Woodruff & Edwards	20
Farrow & Co., Jos.	192	National Acetylene Co.	178	Woods & Co., Walter	174
Fels Co.	198	Nelson, Dale & Co.	182	Wiley, Frank H.	194
Fearman, F. W., Co.	157	Nickel Plate Stove Polish	200	Whyte Packing Co.	156
Furuya & Nishimura	180	Nicholson & Bain	33	Wilson, Jas. R.	196
Fussell & Co.	78-178	O		Wondershine Mfg. Co.	35
G		P		Y	
Genesee Pure Food Co.	201	Parker Broom Co.	210	Young Co., The	153
Gillard, W. H., & Co.	174	Patrick, W. G. & Co.	22, 23, 194		
Gillett, E. W., Co., Ltd.	155	Peck, Fren & Co., Ltd.	65		
Golden Ray Co.	205	Perrin, D. S. & Co.	173		



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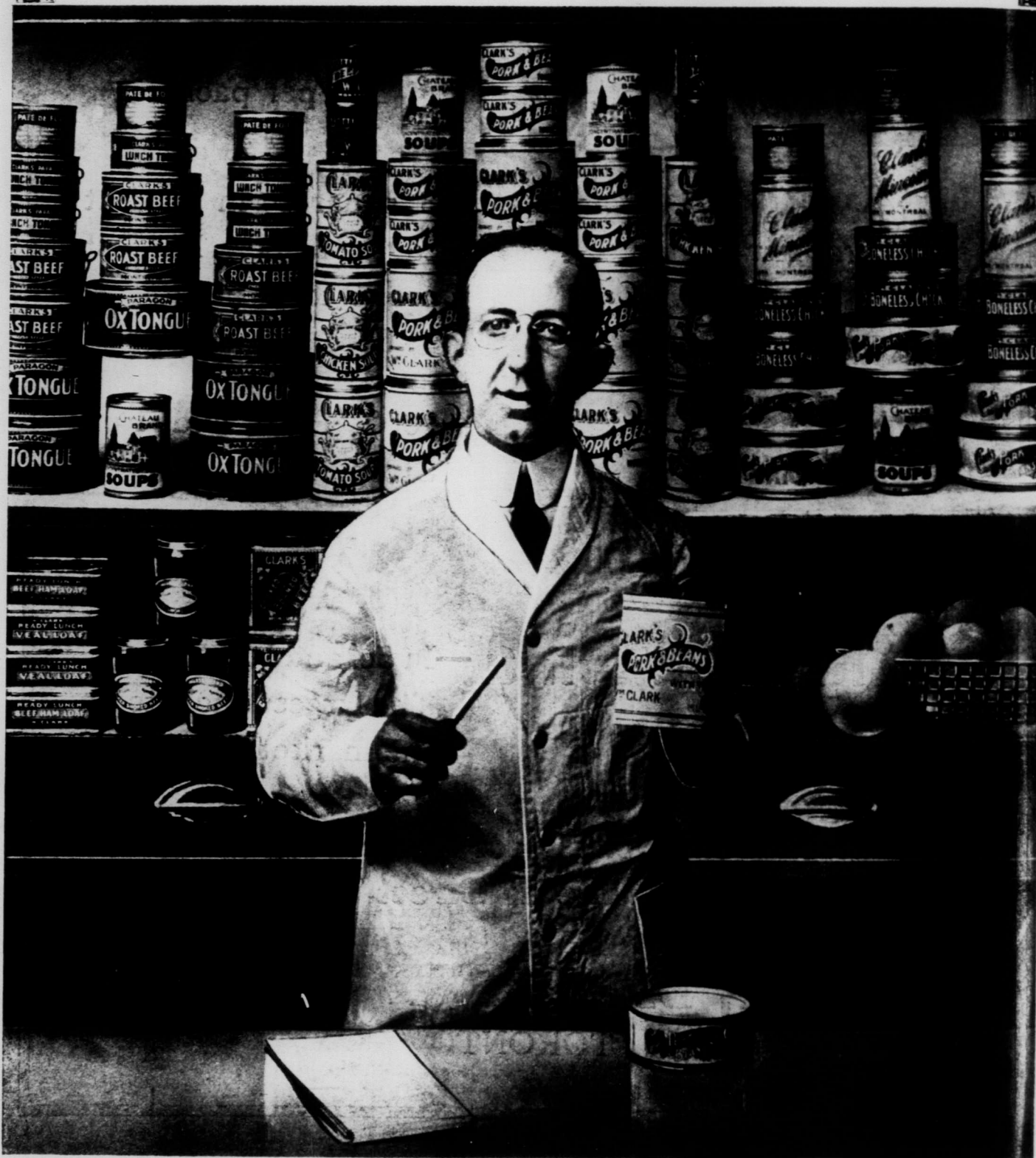
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Look at page 13. Is there any food listed that you want?
If so, get your order in without delay. A disappointed customer means more than lost profit.
CLARK'S CATER TO EVERY TASTE. BUT HAVE ONE QUALITY ONLY.
AND THAT'S "INIMITABLE."



CA

Vol. XXVI

I W

I have had
25 years. I
I believe I
taking care of
Nobody knows
for I have been
I know how
are to accuse
their accounts
I know the
with every thing
I know how to
make such a

Canadian
TORONTO