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# CANADIAN GRO CER

FALL NUMBER



THE MACLEAN PUBLISHING COMPANY, LIMITED  
MONTREAL TORONTO WINNIPEG NEW YORK CHICAGO LONDON ENG.  
PUBLICATION OFFICE-TORONTO



THE CANADIAN GROCER

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Montreal: 701-

VOL. XXI



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# CANADIAN GROCER

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

Montreal: 701-702 Eastern Townships Bank Bldg. Toronto: 10 Front St. East. Winnipeg: 511 Union Bank Building. London, Eng.: 88 Fleet St., E.C.  
Chicago: 933-935 Monadnock Block. New York: Rooms 1109-1111, 160 Broadway.

VOL. XXIII.

PUBLICATION OFFICE: TORONTO, OCTOBER 15, 1909.

NO. 42.



## People Are Asking For It Robinson's Patent Barley

is such a healthy food for young and old that those grocers who have stocked it consider it a paying staple. If you haven't sold it write for samples and particulars.

FRANK MAGOR & CO., 403 St. Paul Street, MONTREAL

Agents for the Dominion of Canada

Canada's  
Leading  
Starches

Edwardsburg

"Silver Gloss" Starch

(for laundry purposes has no equal.)

Benson's "Prepared" Corn

most perfect for cooking, puddings, dessert, etc.

These brands are found in every up-to-date grocery store. They make satisfied trade.

Demand them of your jobber.

**EDWARDSBURG STARCH CO.**

ESTABLISHED 1858

LIMITED

53 Front St. E., TORONTO, Ont.

Works: CARDINAL, Ont.

164 St. James Street, MONTREAL, P.Q.

# UPTON'S

## Jams, Jellies, Marmalade

are made by Canadians for Canadians

Canadian fruit is second to none, no matter in what part of the world it is grown. Sugar refined in Canada from the raw cane has a higher standard of purity than any other.



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Our name on the label is the grocer's safeguard. During all the years we have been in business we have stood behind every bottle of our products—we are doing so to-day—and will ever do so.

### YOU ARE PROTECTED

when you handle our lines. YOU get value—your customers get honest value for their money. YOUR profit is good and sure, because the goods SELL. What is more, you get satisfaction, because UPTON'S appeal to your customers as no other preserve will, and as a Canadian you build up your trade in Canadian lines.

When you ask your jobber for Upton's Jams, Jellies or Marmalade, be wary of the "just as good;" insist and you can get the real thing.

**The T. Upton Company, Limited, Hamilton, Ontario**

**Highest  
Quality**

The absolute purity of Cox's Gelatine makes it a standard product of world-wide fame. Whether in powdered or shredded form, it is still as free from foreign substances as the clearest rock crystal from mother earth.

*Cox's  
Gelatine*

It has never disappointed, and never will, because folks get what they expect and want when they buy the peer of all—"Cox's." Highest quality to-day, to-morrow and all the to-morrows to come. A safe and certain asset for a grocer's stock - in - trade — always worth its face value of 100 cents on the dollar.

Codou's Macaroni, Vermicelli, Spaghetti, fancy letters and pastes, represent the top-notch of quality—the highest attainment of skill, experience and cleanliness in a model factory, said to be (by those who really know) one of the finest in the world.

*Codou's  
Macaroni*

A macaroni whose delicacy and whiteness bear witness to the caution used in selecting only finest wheat (from Taganrog) for the making. Tender as a macaroni can be, nutritious to the highest degree. Let the name on every package "Codou" serve to assure you of highest quality when you buy.

**Highest  
Quality**

*ARTHUR P. TIPPET & CO.*

*Agents*

*Montreal*

*Toronto*

## Sugar forms a large percentage of every grocer's business:

The season is rapidly approaching when Granulated Sugar will be in active demand with you. It will be to your interests to supply your customers with the BEST, which is the well-known

*Redpath*

the standard for excellence and purity.

Redpath's Granulated Sugar

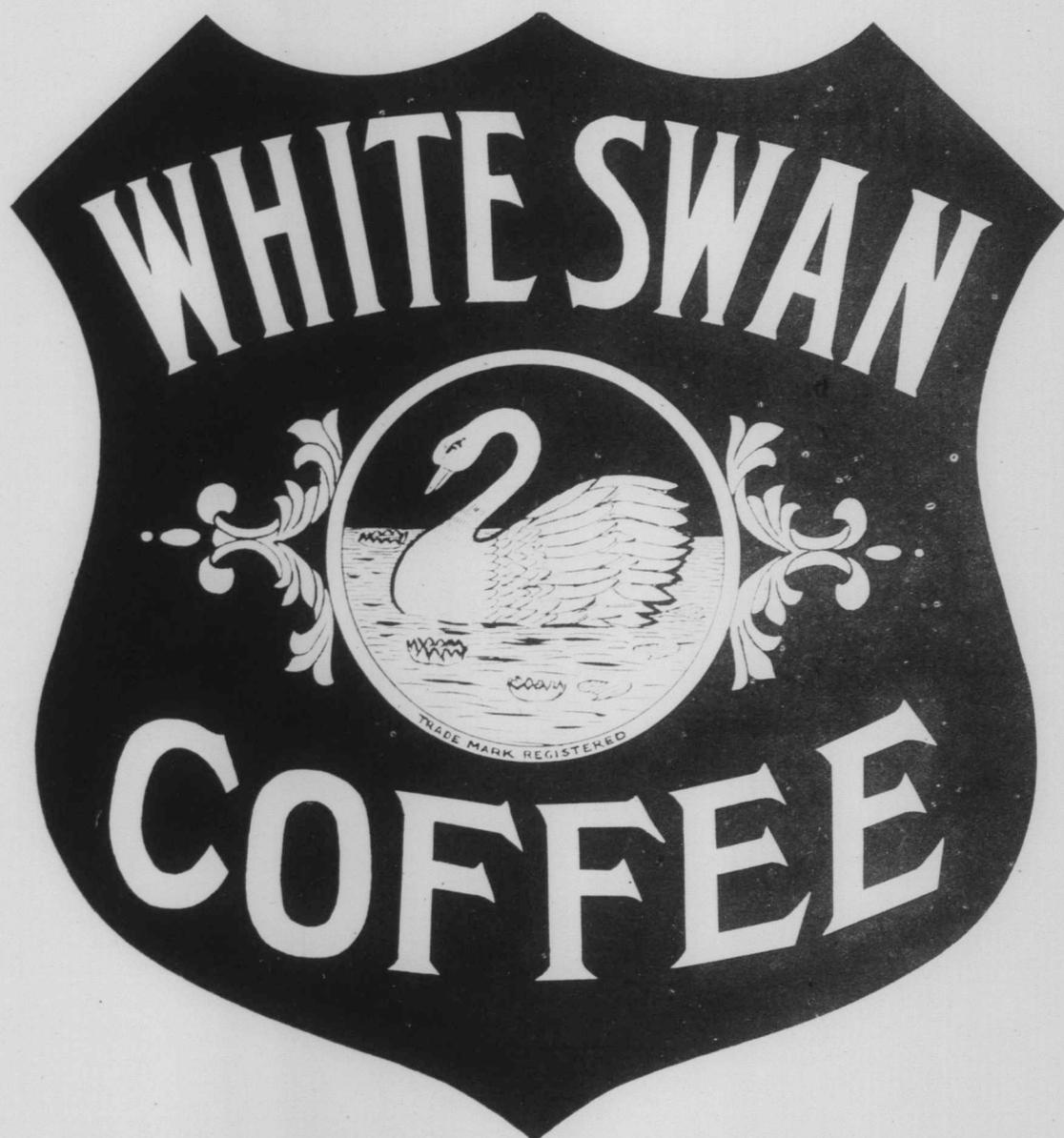
is the acme of Sugar Refining. Its sale by the grocer guarantees satisfaction to consumer.

All wholesale grocers keep it.

MADE BY

**The Canada Sugar Refining Co.,**  
MONTREAL Limited

FOR YOUR  
HIGH-CLASS FAMILY TRADE AND  
SATISFACTORY RESULTS  
HANDLE



ABSOLUTELY THE FINEST BLEND OF MOCHA AND JAVA  
ON THE MARKET.

PACKED IN 1 POUND TINS.      2 DOZEN PER CASE.

WHITE SWAN SPICES AND CEREALS, LIMITED  
CANADA'S PURE FOOD PRODUCERS      TORONTO, CANADA



**TRADE IS BOOMING OUT WEST**

**ARE YOU GETTING**

your share of the trade this record harvest has brought to the West? Perhaps your difficulty is you can't get

**IN TOUCH**

with the right people! We are here with every facility for the prompt handling of your manufactures, and we have the experience, the connection, the business ability and the financial standing to crown your venture

**WITH PROSPERITY**

Let us hear from you

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**NICHOLSON & BAIN**

Wholesale Commission Merchants and Brokers

**WINNIPEG,**

**MANITOBA**

# CALGARY

---

# ALBERTA

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## Manufacturers and Shippers

Does the above mean anything to you? Does it interest you? If not, Why not? Let us help you. We have the confidence of a very large number of Canadian and Foreign Manufacturers whom we represent here and are sure can give you satisfaction in every respect, if you will let us introduce your goods and make a start for you in this market.

*We have good warehouse, storage and track facilities* and can guarantee satisfaction.

We will be glad to hear from any manufacturer or shipper requiring representation in The Great West.

## NICHOLSON & BAIN

Wholesale Commission Merchants and Brokers  
CALGARY, ALBERTA

# Nicholson & Bain

Edmonton, Alberta, Canada

Messrs.

Manufacturer & Shipper

Have you all the business you want?

If you want a share of the trade of Central  
and Northern Alberta

Place your account in our hands.

We can get you your full share  
of the trade in our territory.

We are prepared either to sell goods for  
direct shipment to the wholesale trade, or  
to carry stocks on consignment.

Excellent Track Storage

Carload Shipments Distributed

# Nicholson & Bain

Wholesale Brokers and  
Commission Merchants

CORRESPONDENCE SOLICITED

# **"PROSPERITY" Brand—**

Just the kind you are looking for—to give you a boost along the road to prosperity.

These are first-class goods at especially low prices that will give you an opportunity to make a good profit.

WE HAVE THEM IN

**CANNED**

2's, Heavy Syrup

== PEACHES, PEARS, PLUMS ==  
RASPBERRIES and STRAWBERRIES

WE GUARANTEE THE QUALITY

OUR PRICES ARE RIGHT

ORDER NOW

## **EBY-BLAIN, LIMITED**

Wholesale Grocers

TORONTO

### Three Lines no Grocer Should be Without



"WE CLEAN UP EVERYTHING"

**AMMONIA POWDER  
CHLORIDE OF LIME  
LIQUID AMMONIA**

**BULL DOG BRAND**

**WHY?** Because of their utility and indispensability in the HOME!

The powder washes clothes and dishes and is a general disinfectant.

Chloride of lime is a splendid disinfectant and bleaching agent.

Liquid Ammonia is used for softening the water for wash-day, and for taking spots off clothes.

There is a big demand for these goods. Don't let your best customer go to the next-door grocer for Bull Dog Brand. Supply him yourself.

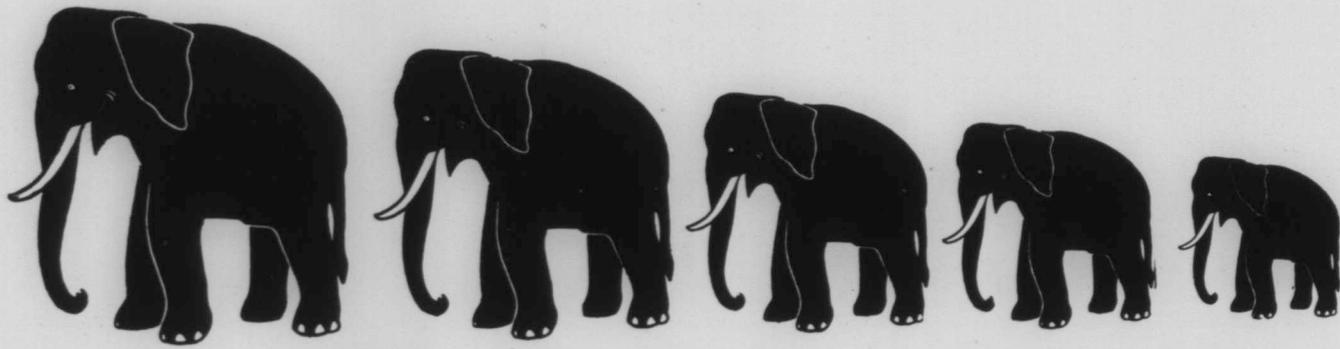
WRITE FOR QUOTATIONS

Agents  
Snowdon &  
Borland  
Montreal

**JOHN B. PAINE CO., Limited**

TORONTO - CANADA

Agents  
Lock &  
Williams  
Winnipeg



## An Unparalleled Record!

### The Story of the Increase in "SALADA" Sales.

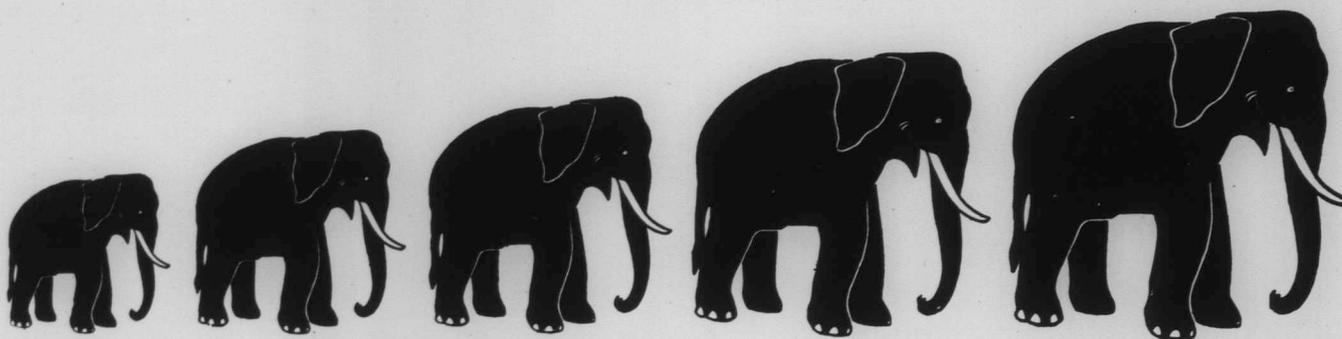
SEVENTEEN years ago we commenced business. In this short space of time the output of "SALADA" has grown from 63,290 packets annually to the present immense output of 19,146,505 packets annually.

It has won its present position solely on merit. It is holding first place in the homes of the Nation. It stands at the top for value, for cleanliness and purity, for delicious flavor and incomparable quality — a superior tea for every grocer to sell as a business-builder and a trade-drawer.

1892	-	-	-	-	63,290 packets sold.
1896	-	-	-	-	1,368,550 packets sold.
1900	-	-	-	-	6,103,760 packets sold.
1904	-	-	-	-	12,385,215 packets sold.
1908	-	-	-	-	19,146,505 packets sold.



Do You Sell Your Share ?



## Telling the People!

We Are Putting Out a Good Article and  
Are Telling the People of Its Goodness.

THIS ANNOUNCEMENT is opportune. It comes with the launching of the largest advertising campaign we have ever undertaken. We are using large display advertising in practically every paper (363 papers in Ontario alone) from the Atlantic to the Pacific — trade-producing copy that means business — good active business.

It is a continuation of our progressive policy — of putting out a good article and then **telling** the people of its goodness. This is of inestimable value to you, because the call for “SALADA” is **maintained** — it means continuous and increasing business. The people buy “SALADA” and they **continue** to buy it because we guarantee and maintain the rigid standard of quality for which “SALADA” is famous. We have upheld our recognized reputation for serving the public well. Our enormous and steadily increasing sales reflect the confidence of every grocer and consumer in “SALADA” — the appreciation of both for honest, consistent service.

Do You Sell Your Share?



**OUR HONEST BELIEF**  
**Is That We Have Brought**

# RAM LAL'S PURE TEA

as near perfection as modern methods and materials will permit. Ram Lal's Pure Tea has a distinct individuality that lifts it above the line of comparison with other brands.

*Sold at following prices :*

## Sealed Lead Packages

Pink Label.....	1's and ½'s.....	costs you.....	30c. per lb.
		you sell at.....	40c. per lb.
Gold Label.....	1's and ½'s.....	costs you.....	35c. per lb.
		you sell at.....	50c. per lb.
Lavender Label.....	1's and ½'s.....	costs you.....	42c. per lb.
		you sell at.....	60c. per lb.
Green Label.....	1's and ½'s.....	costs you.....	50c. per lb.
		you sell at.....	75c. per lb.

## Decorated Tins

Gold tins.....	5's.....	costs you.....	35c. per lb.....	\$1.75
		you sell at.....	50c. per lb.....	\$2.50
Gold tins.....	3's.....	costs you.....	35c. per lb.....	\$1.05
		you sell at.....	50c. per lb.....	\$1.50
Gold tins.....	1's.....	costs you.....	36c. each	
		you sell at.....	50c. each	
Gold tins.....	½'s.....	costs you.....	18c. each.....	36c. per lb.
		you sell at.....	25c. each.....	50c. per lb.
Red tins.....	½'s.....	costs you.....	35c. each.....	70c. per lb.
		you sell at.....	50c. each.....	\$1.00 per lb.
Red tins.....	¼'s.....	costs you.....	18c. each.....	72c. per lb.
		you sell at.....	25c. each.....	\$1.00 per lb.

Head Office for Canada . . . 266 St. Paul St., Montreal

**RAM LAL'S PURE TEA CO., Limited**

# WINNIPEG

## GROCERY BROKERS

ALSO MANUFACTURERS' AGENTS AND  
**COMMISSION MERCHANTS**

WHOLESALE ONLY

We make a specialty of carload business. We are also in close touch with  
REGINA, SASKATOON, CALGARY and EDMONTON

### W. H. ESCOTT

OFFICE AND TRACK WAREHOUSE: . . . . 141 BANNATYNE AVENUE



AT THIS SEASON THERE IS ALWAYS A GOOD DEMAND FOR

## BRUSHES

FOR HOUSECLEANING PURPOSES

We make a specialty of this class of goods—  
and have the largest range in Canada to  
choose from. You will also find our goods of  
SUPERIOR QUALITY AND FINISH  
—AND VALUES UNEQUALLED

Place your order now for the Keystone Brand

Manufactured by

**STEVENS-HEPNER CO.**  
LIMITED

PORT ELGIN, - ONTARIO



## WE CLAIM

that about 3 pounds of  
**MOLASSINE MEAL**  
given to a horse daily in substitution  
of same weight of other food will keep  
him in

**PERFECT HEALTH**

all the year round, and prevent COLIC,  
DIARRHOEA, COUGH, WORMS, and  
OTHER COMPLAINTS.

## THAT IT GIVES

**A GLOSSY COAT**

and keeps him up to his FULL  
CAPACITY FOR WORK.

Sole Importer

**Andrew Watson,** 91 Youville  
Square, **Montreal**

# SPECIAL NOTICE

**MACKINTOSH**

**The Only  
Toffee**

**TOFFEE**

**Supplied to the  
Queen of England  
and  
Empress of Russia**



**I am  
John Mackintosh  
the Toffee King**

**Mackintosh Toffee, now one of Canada's Products,  
Manufactured at the Mackintosh Toffee Works,  
Brockville, Ont., by the**

## **JOHN BULL CANDY CO.**

This Toffee is essentially a Spring, Fall and Winter Sweetmeat; its properties, besides delightful flavor, consisting of the fats of Milk and Cream and Creamery Butter, all of which are guaranteed to be of the finest quality, thereby assuring to the consumer a sweetmeat giving heating and nourishing properties to the body.

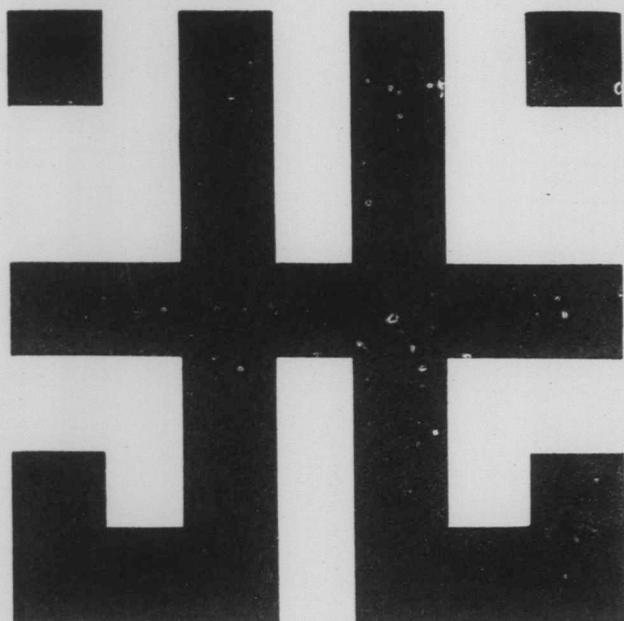
W. GORDON STABLES, M.D., C.M., says: "Toffee feeds the teeth by supplying the body with warmer, richer blood. What are we eating when we place Toffee in our mouths? The answer is: a composition of the best sugar, and fats of the most easily digested kind, namely, cream and butter, which are fuel food of the greatest value in the animal economy taken in the most pleasant of all formulas---Toffee." Let me say to all whom it may concern, and surely health concerns everyone, that I have analysed and tested the toffees produced by John Mackintosh, Ltd., that I have visited the works and critically examined everything with the manufacture of that toffee, and do unhesitatingly pronounce it the healthiest of all the sweetmeats that I have ever known.

### AGENCIES

W. H. DUNN, 396 St. Paul Street, Montreal, and 27 Front St. East, Toronto, Ont. J. C. CREED, Halifax, Nova Scotia.  
DONNELLY, WATSON & BROWN, Calgary, Alta. (Not yet appointed), Winnipeg, Man.  
The DOMINION BISCUIT CO., Ltd., Vancouver, B.C. (Brockville District) ABBOT, GRANT & CO., Ltd., Brockville, Ont.

*The Trade can now rely on their supplies being quite fresh and new.*

THE "PURE GOODS"  
**LITSTER'S** MARK



TO THE CONSUMER  
IT MEANS PURITY AND **SATISFACTION**

TO THE GROCER

IT REPRESENTS a combination of the best experience in the country with modern premises, equipment and methods.

IT MEANS PRICES as low or lower than inferior products, because of this factory saving.

IT IS DISPLAYED on bright, attractive packages.

IT STANDS for a square deal and treatment every time.

IT GUARANTEES **SATISFACTION.**

**THE LITSTER PURE FOOD CO., LIMITED**

EXTRACTS  
JELLY POWDERS  
PUDDINGS  
ICINGS

1297-1301 Queen St. West

**TORONTO**

SPICES  
BAKING POWDERS  
COFFEES  
SALAD DRESSING POWDER

THE CANADIAN GROCER

# Tartan

## BRAND

**SIGN OF PURITY**

To nearly every grocer who reads this advertisement "Tartan Brand" represents something real—something that plays an important part in his business every day in the year. It is a brand that has become standardized with the trade throughout Canada, because it is, and always has been, backed up by goods whose quality never varies—it is always dependable, always the best.

Then Balfour, Smye & Co. always endeavor to give a better service in every way than any one else is able to give. They generally succeed.

"Tartan Brand" + Better Service is a strong combination. Every grocer needs it.

## "Tartan Brand"

Canned Vegetables, Canned Fruits, Canned Salmon, Package Teas, Baking Powder, Soaps, Spices, Peels, Coffees, Currants, Extracts.

EVERY PACKAGE OR TIN FULLY GUARANTEED BY

# BALFOUR, SMYE & CO.

HAMILTON :: ONTARIO

OUR MAIL ORDER SERVICE IS JUST WHAT YOU NEED

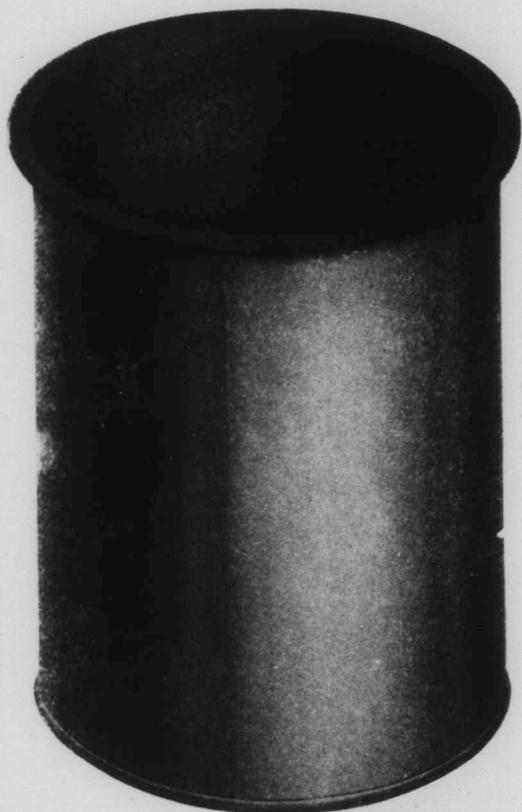
PHONE "596." FREE TO BUYERS

# SANITARY CANS

**RAISE THE STANDARD OF QUALITY  
OF ALL CANNED GOODS**

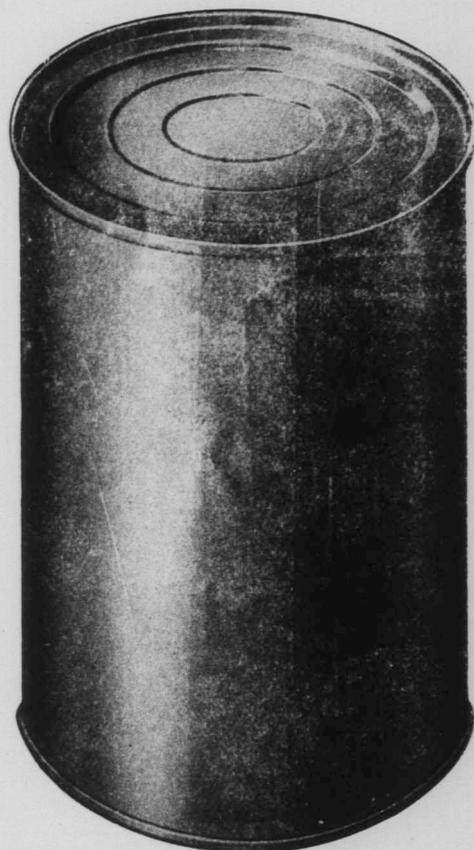
**Sanitary Enamel Cans Preserve the Flavor and Color**

**of Strawberries, Red Raspberries, Black Raspberries,  
Blackberries, Blueberries, Sour Cherries, Beets, etc.**



Entire End Open for Filling

Sanitary  
Cans  
Sealed  
without  
Solder  
or  
Acid



Sanitary Can Sealed "Bottom like the Top."

**SANITARY CAN COMPANY, Limited**

**NIAGARA FALLS - ONT.**



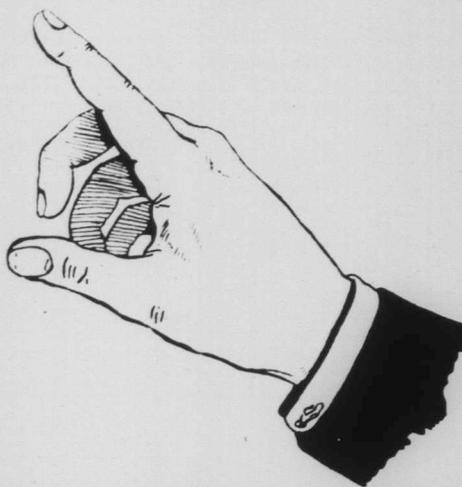
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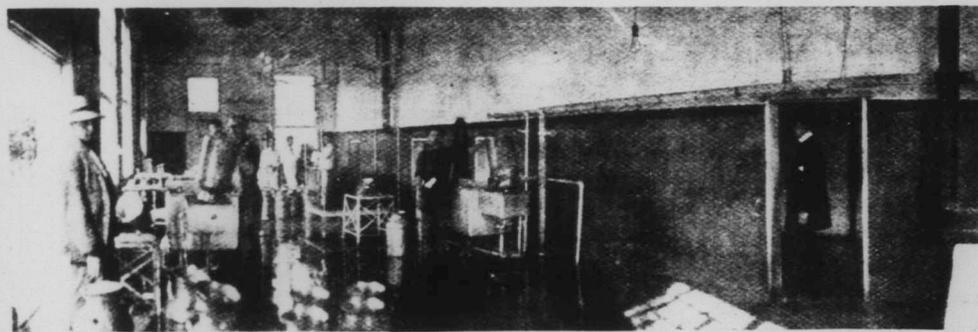


# Canada First Evaporated Cream and Condensed Milk

Sure  
to Please  
Your Customers



## **EVERY CAN GUARANTEED**



Model Sanitary Receiving Room where milk is inspected  
and cans thoroughly washed and sterilized  
before being returned to the dairymen

The **AYLMER CONDENSED MILK CO., Ltd.**  
AYLMER, ONTARIO

FIREPROOF



STORAGE

LOWEST INSURANCE RATE IN THE DOMINION

Bond Excise and Free Customs Brokers

Close and Direct Connection all Railways, Inland and Ocean Navigation  
Shipping Points. City Deliveries.

**Terminal Warehouse and Cartage Co., Ltd.**

12-13 Grey Nun Street, - - - MONTREAL

FINEST  
IN  
QUALITY

**WHITTEMORE'S POLISHES**

LARGEST  
IN  
VARIETY



**Oldest and Largest Manufacturers of Shoe Polishes in the World**

- "GILT EDGE." The only Ladies' Shoe Dressing that positively contains OIL. Softens and preserves. Imparts a beautiful finish. Once used, always used. LARGEST QUANTITY. FINEST QUALITY. Polishes without rubbing.
- "SUPERB" POLISHING PASTE. For giving all kinds of Patent or Shiny Leather Shoes a quick, brilliant and waterproof lustre, without injury to the leather.
- "DANDY" COMBINATION. For cleansing and polishing all kinds of russet, brown or yellow boots, shoes, saddles, bridles, etc. "Star" russet combination (10c. size).
- "ELITE" COMBINATION for restoring color and lustre to all black shoes. Polish with a brush or cloth.
- "BOSTON" WATERPROOF POLISH. A black liquid for men's and boys' shoes. Produces a patent leather shine without brushing.

**Order Whittemore's Shoe Polishes if you want the BEST.**

FOR SALE BY ALL WHOLESALE GROCERS.



## Canada's Oldest and Best Wholesale Grocery House

According to the Montreal Advertiser of June 3, 1834, our firm was founded by Samuel Mathewson on May 14 of that year. He believed in advertising—so do we.

For 75 years we have been following along the lines laid down by the founder of the house—to give the best groceries, a perfect service, and the square deal to everyone.

We thank you for your past patronage, and trust that we may continue to serve you for many years to come.

### Quaker Brand Salmon

As you know, we are the proprietors of this famous extra fancy Salmon, which is taken from the Fraser and Skeena Rivers, and packed specially for us. Despite unfavorable conditions reported from the Coast, we are able to supply you with better Quaker Salmon than ever. This fish has a firm hold upon the public fancy.

### Quaker Canned Goods

We are able to supply our customers in Quebec Province with all lines of Quaker Canned Goods at moderate prices. You know these goods, so we do not need to tell you about their excellence further than to state that quality is maintained this year as usual.

### Our Japan Tea to retail at 35c.

merits your special consideration if you are out to please particular customers. We will guarantee this Tea for quality against any at the price you care to compare it with.

### "Best" Coffee

Just what the name indicates. No finer obtainable anywhere. Has a reputation for high quality.

Also makers of QUAKER Baking Powder, well up to the Quaker standard of excellence also.

Ask our Travellers about these Goods.

## Mathewson's Sons

Wholesale Grocers and Importers

202 McGill Street, P.O. Box 2360 Montreal



The near approach of winter marks the time for pushing STOVE POLISH and the careful housewife is calling for a polish which "comes quickly and goes slowly."

# Black Knight Stove Polish

exactly fills these conditions. It gives a brilliant and durable shine, and calls for but a fraction of the amount of "elbow grease" required by other polishes. You can truthfully recommend BLACK KNIGHT as a most economical polish, and when once used, repeat orders are a certainty. It will not stain the hands.

It is put up in an attractive box and leaves a good margin of profit. TRY A CASE.

ORDER FROM YOUR JOBBER.

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

HAMILTON, Canada

BUFFALO, U. S. A.

P. O. Box

Domin

Gorma  
Coffees

Brack  
Rolled C

Foster  
Extracte

Ingers

Stand

Sucha

E. D.

Cresc  
Maple

108

TELEPHON  
P.O. BOX

JOE

GENE  
BRO

Gr

BUY

P. O. Box 1137

# MASON & HICKEY

Phones: 3576  
4588

MANUFACTURERS' AGENTS

Agents for

Dominion Sugar Co.

Gorman, Eckert & Co., Ltd.  
Coffees Spices and Olives

Brackman, Ker Milling Co.  
Rolled Oats

Foster & Holtermann  
Extracted and Comb Honey

Ingersoll Packing Co.

Standard Computing Scales and Cheese Cutters

Suchard's Cocoa and Chocolate

E. D. Smith's Canned Fruits and Vegetables

Crescent Mfg. Co.  
Mapleine

E. D. Smith

Pure Fruit, Jams, Jellies and Preserves

Borden Condensed Milk Co.

Eagle Brand Milk, Peerless Cream

Nicholson & Brock

Bird Seed and Mince Meat

Sarnia Salt Co.

Poulton & Noel

Canned Meats

Ingersoll Cream Cheese

The Winnipeg Cereal Food Co.

Macaroni and Vermicelli

108 Princess Street

WINNIPEG

TELEPHONE 35  
P.O. BOX M

ESTABLISHED  
1898

## NORTHWEST JOBGING and COMMISSION CO., Limited

GENERAL COMMISSION and  
BROKERAGE AGENTS

AGENTS  
IMPERIAL OIL CO., LTD.

LETHBRIDGE, ALTA.

Wholesalers and Importers of

**Groceries, Provisions Fresh  
Fruit, Grain Bags**

BUYERS and SHIPPERS of GRAIN, MILL-STUFFS and HAY.

Mail Orders Given Special Attention.



## McLEAN'S HIGH-CLASS SPECIALTIES

White Moss Cocoanut, Essential Oils,  
Extracts, Colorings, all kinds Shelled Nuts,  
French Fruits and Pulps, Icing Powders,  
Egg Powders, Ice Cream Powders and  
Marshmallow Powders and Bakers' and  
Confectioners' Supplies of all kinds.

All these goods, which are the best  
of their kind, are prepared by the

**CANADIAN COCOANUT CO.**  
107 LaGauchetiere St. W., Montreal

Grocers, Bakers and Confectioners will do well to send in  
their orders at a date as early as possible

Telephone: Main 777.



J. Walter Snowden



W. Geo. Borland

## LIVE WIRE REPRESENTATION!

Montreal has a population of half a million.

Another two million people live in Quebec Province and Eastern Ontario.

We systematically cover this entire field.

What amount of business do YOU secure from this fertile territory?

Your competitors are selling here---doing a large, profitable business to-day, and building for the future.

You, too, should be up and doing, establishing your goods and your reputation, if you are ever going to compete.

What you require is LIVE WIRE REPRESENTATION, by OUR FIRM---Genuine, Boosting, Hustling interest taken in your goods. You want them energetically introduced.

We Will Do the Work,  
Been At It Ten Years!

WRITE US

### SNOWDON & BORLAND

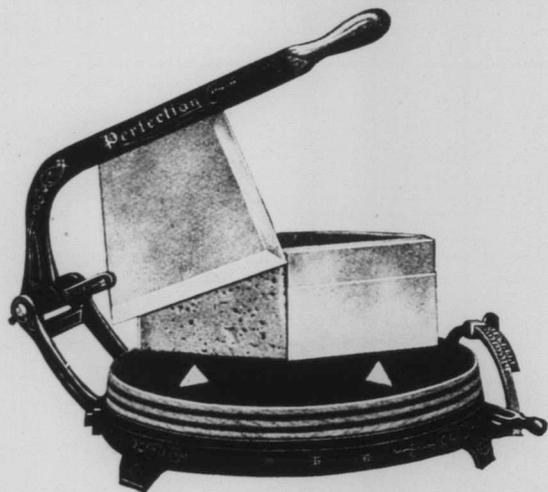
Sales Promoters

34 Guardian Building

MONTREAL

## It Will Double Your Cheese Trade, and Pay Back Its Cost Every Ninety Days

It costs but little and every grocer who has used a Perfection Computing Cheese Cutter will vouch for the statement above.



It is simply constructed, don't get out of repair.

It is simple to operate. Any 12 year old boy can set a cheese on the cutter and cut it up into slices of any given price.

You set the scale once for every cheese. Put the price per pound mark on one bar opposite the total weight mark on the other. Every time you raise the lever you measure off 5c. worth. Raise it any number of times desired and cut the cheese in one fresh, appetizing wedge.

**We guarantee your exact profit on every cheese**

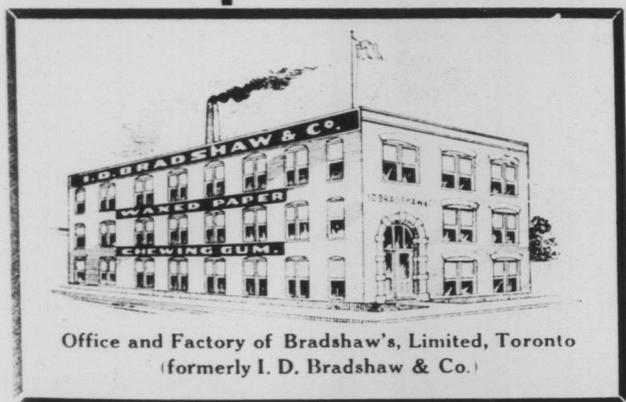
Six years of trial has proved it to be an absolute necessity. Still it is the handsomest fixture a grocer can buy. Insist on getting a "Perfection" Cutter.

Jobbers all over the world sell it and back up our guarantee.

MANUFACTURED ONLY BY

**The American Computing Company of Canada  
HAMILTON, - ONTARIO**

## Bradshaw's Chewing Gum and Waxed Paper—



Office and Factory of Bradshaw's, Limited, Toronto  
(formerly I. D. Bradshaw & Co.)

A salient point in the successful production of any article is the purchasing to the best advantage of the raw material.

As regards our CHEWING GUM, the raw gum comes from Central America, where it arrives at a higher state of perfection than anywhere else. This gum is then purified and worked in our large, well-equipped factory,

which is a model of cleanliness. We also manufacture Waxed Paper.

WRITE US FOR PRICES. WE CAN POINT A ROAD TO PROFIT FOR YOU

**Bradshaw's, Limited, - - Toronto, Ont.**  
(Formerly I. D. Bradshaw & Co.)

# LIPTON'S TEA

When you realize that over 2,000,000 packages of Lipton's Tea are sold every week, your judgment will prompt the conclusion that it should be worth your while to recommend it to your customers.

You know other grocers are making money every day on Lipton's Tea, and it is fair to say that you are certainly losing money if you do not stock, display and recommend it.

The best tea at any price is always Lipton's.

AIRTIGHT TINS ONLY.

## THOMAS J. LIPTON,

75 Front Street E. - - - TORONTO



# THE A1 SAUCE

*A Fine Tonic and Digestive.  
An Excellent Relish For  
"FISH, FLESH or FOWL."*

*Simply A1.  
Pleases everyone.  
The Public WILL have it.  
Sold all over the world.*

For full particulars and prices write our Agents:

**GENERAL AGENT—H. HUBBARD, 27 Common St., Montreal**  
**THE WEIR SPECIALTY CO., 561-563 Yonge St., Toronto**  
**J. READ, St. John, N.B.**  
**R. T. TINN, 337 Hastings St. W., Vancouver, B.C.**

**BRAND & CO., LIMITED** Purveyors to H.M. the King, Mayfair Works, Vauxhall  
**LONDON - ENG.**

YOU WILL FIND  
**Essex Canned Goods**

in all the Leading Grocery Stores in Canada,  
from the Atlantic to the Pacific.

The Grocer who is building his business  
on **QUALITY** recognizes the necessity of  
stocking a **FULL ASSORTMENT** of

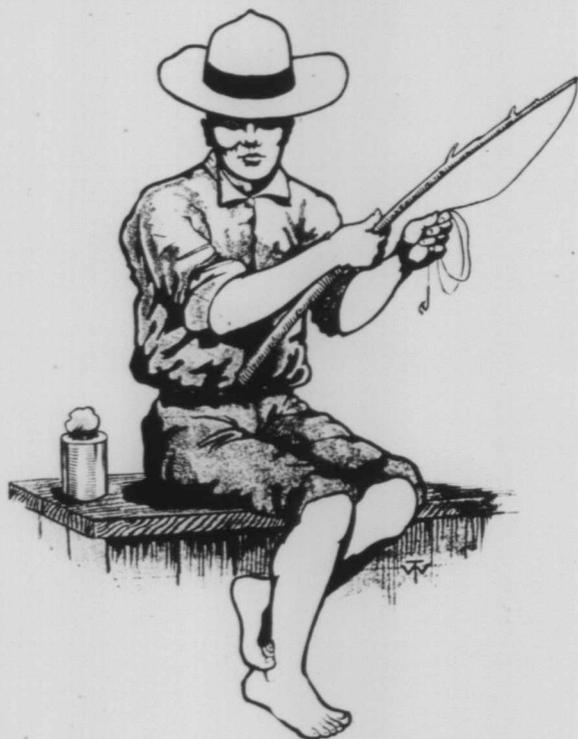
**ESSEX BRAND**  
**Fruits and Vegetables**

Owing to the excellent location of our fac-  
tory, we have so far escaped the frost, and  
have, therefore, a large and excellent pack of  
Corn, Tomatoes and Pumpkin to offer.

GET OUR PRICES

---

**THE ESSEX CANNING AND PRESERVING CO.,**  
ESSEX - - ONTARIO LIMITED



*Says the boy who went a-fishin'  
"For bites you seldom wait  
"If you put upon your fishin' hook  
"The proper sort o' bait."*

Doggerel rhyme we grant you! But containing a pointed moral for you. In fishing for customers, as in fishing for the finny tribe—the bait's the main thing.

The best kind of bait to land permanent customers into your store is a line of Canned Goods, which will give all-round satisfaction, and which **won't** be always forming the basis for complaints.

You can always give satisfaction with the

## **OLD HOMESTEAD** **Canned Fruits and Vegetables**

which contain only the very highest grade of fruit and vegetables, selected from the best sources by experts. They are put up in a factory which positively cannot be excelled for cleanliness, scientific machinery and skilful employees.

And the grocer's profit is just right.

---

**The Old Homestead Canning Company**  
Picton, - - - Ontario

# Dollars Have Wings!



The vanishing propensities of the elusive dollar are not only proverbial, but, alas, too real to most of us.

The business of the retailer is to catch and cage these flying dollars and the best known method of doing so is to build up a reputation for giving extra good value. The

## “RIVERDALE” BRAND

of canned goods will help you, more than any other, to possess such a reputation.

Our policy is to use only the finest fresh fruit and vegetables grown in the “Garden of Canada” and to prepare and can them in a factory replete with every appliance that science, care and skill can suggest for the better handling and preserving of the goods.

See that you get your share of these flying dollars by handling **RIVERDALE CANNED GOODS.**

---

### The Lakeside Canning Company

Wellington, Ontario

# LOVERS

of

Pure, Wholesome, Delicious Food

EAT

## FARMER BRAND CANNED FRUITS and VEGETABLES

THESE are grown in OUR OWN  
fields, delivered by OUR OWN  
employes fresh to OUR OWN  
modern factory, packed by OUR OWN  
skilled help. under OUR OWN  
Special methods and sold under OUR OWN  
brand to the legions of OUR OWN  
friends who appreciate OUR OWN  
original plan and whose number is constantly  
increasing. If you have not yet bought, do so at  
once and increase the number of your customers.

### FARMER BRAND

Goods sold by all leading grocers.

Farmers' Canning Co., Limited

Bloomfield, Ontario

## **Blue Ribbon Tea gives you a Better Profit than any other Tea on the market**

**You are entitled to it**

- ☞ You are entitled to make a profit on Package Tea as much as anything else you handle.
- ☞ You ought to make profit ; that's what you are in business for.
- ☞ Blue Ribbon Tea satisfies the most critical palate and shows you a better margin than any other package tea.

# **Blue Ribbon Tea**

- ☞ Has so long been recognized as the leader in quality that to-day grocer and consumer alike regard it as the standard.
- ☞ The grocer has found that Blue Ribbon Tea consistently yields him 20 to 35% profit and that his customers are always satisfied. It is a good proposition to him.
- ☞ We have never deviated in the slightest in the matter of quality from the high standard we originally set for ourselves.
- ☞ This is the secret of our success, and of the universal satisfaction of grocers selling Blue Ribbon Tea.

**THE BLUE RIBBON TEA CO., Limited**  
266 St. Paul Street, MONTREAL

**QUAKER  
CANNED  
GOODS**

**FRUITS & VEGETABLES  
ONLY**

Goods of Quality—

**Guaranteed**

Goods of quality cannot fail to make their mark, and to influence the better-class trade to your store

If you are looking for a brand of canned goods which is above suspicion, you can make no mistake if you stock

## Queen Brand

### Fruits and Vegetables

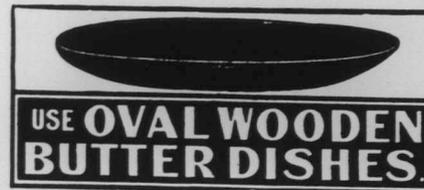
There is no brand of canned goods on the market so uniformly satisfactory as the "QUEEN BRAND." Remember we know our reputation is at stake on the contents of each can that leaves our factory.

Send your orders in now, and leave your reputation for canned goods in our hands.

**Purity**

**The  
Belleville  
Canning  
Company**

**BELLEVILLE - - ONTARIO**



For Butter, Lard, Jam, Honey, Pickles, Meat and many other things.

There is a straight face on the edge of the dish, so that a neat, safe parcel is made by using one to hold the contents, another to cover it, then wrapped with paper.

It is without corners or seams to hold dust or dirt, and when emptied by the consumer can be scraped entirely clean without any trouble.

The slight curve outward on the edge of the dish makes it strong, and as it is sharp, it clears the material from the spade or ladle very easily.

Made of selected Canadian hardwood, they are entirely free from taint and are clean and sweet.

**Ask for Our Prices.**

**THOMAS BROTHERS, LIMITED**

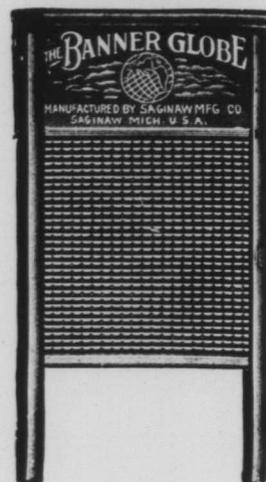
ST. THOMAS, ONTARIO

Everything in Woodenware.



THERE IS NO PARTICULAR SEASON FOR

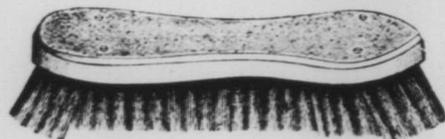
# **LAUNDRY and HOUSEHOLD REQUISITES**



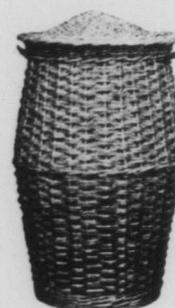
SUCH AS

**Washboards, Mops, Tubs, Pails,  
Brushes, Clothes Baskets, Soiled  
Linen Baskets, Whisks, Feather  
Dusters, Etc.**

They are ALWAYS IN DEMAND



at this, or any other season, and  
there is good money for the Grocer  
who pushes along such indispens-  
able goods as these.

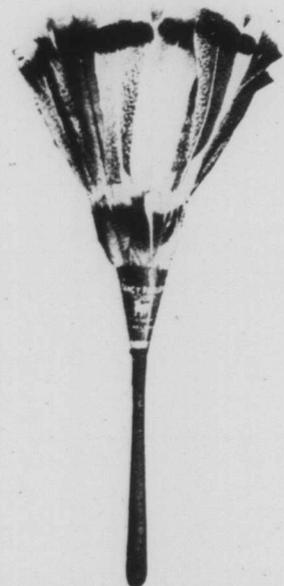
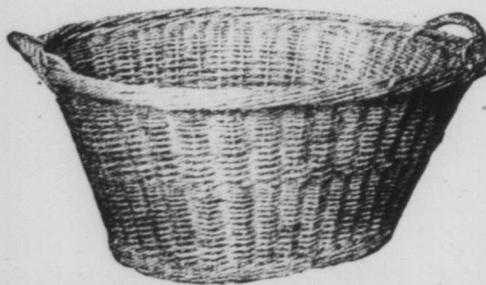


We can quote you prices on these lines that will not fail to  
get you interested. Let us hear from you

## **H. W. NELSON & CO.**

LIMITED

**Toronto, Ontario**



THE CANADIAN GROCER

# The Zenith of Broom Quality



**Pansy Broom**  
MANUFACTURED BY  
**H. W. NELSON & CO.,**  
Toronto, Ont. LIMITED

An illustration of three brooms. The central broom is upright, showing its full head and handle. The handle has a label with the company name. Two other brooms are shown at an angle, one to the left and one to the right, highlighting their heads and handles. The entire illustration is enclosed in a double-line rectangular border.

ESTABLISHED A. D. 1840

**H. W. Nelson & Co., Limited, Toronto, Ont.**

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## List of Agencies of **LAPORTE, MARTIN & CO., Ltd.** MONTREAL

The firms whose names appear hereunder, as being represented by Laporte, Martin & Co., Ltd., are of the best in their various lines in the world. Their goods all bear the stamp of matchless quality, and the above firm guarantees the superiority of all goods sold. This list you should keep before you.

Ph. Richard .....	Cognac .....	Brandies.
Mitchell Brothers .....	Glasgow .....	Scotch Whiskies.
Mitchell & Co., Ltd. ....	Belfast .....	Irish Whiskies.
J. P. Wiser & Sons .....	Prescott .....	Canadian Whiskies.
Herman Jansen .....	Schiedam .....	Gold Finch Gin.
G. Pims & Co. ....	London .....	Old Tom Gin.
Blandy Bros. ....	Madeira .....	Madeira Wines.
Real Companhia Vinicola .....	Portugal .....	Port Wines.
Mota & Vaz .....	Portugal .....	Port Wines.
E. Bartissol .....	Portugal .....	Port Wines.
Diez Hermanos .....	Jerez de la Frontera .....	Sherry Wines. "Favorito."
Fenech Artell & Cie. ....	Tarragone .....	Mass Wines.
Garret & Cie. ....	Malaga .....	Malaga Wines.
Companhia Vinicola Del Norte .....	Spain .....	Spanish Claret Wine.
Vigneau & Cambours .....	Bordeaux .....	Claret and Sauternes.
Mcrin, Pere & Fils. ....	Beaune .....	Burgundy Wines.
Frederick Krote .....	Coblentz .....	Rhine and Moselle Wines.
A. Sarrazin & Javilliers .....	Dijon .....	Tonic Wines. "Bacchus."
Kunkelmann & Cie. ....	Reims .....	Piper-Heidseick Champagne.
Unicn Champenoise .....	Reims .....	Cardinal Champagne
Union Champenoise .....	Reims .....	Duc d'Origny Champagne.
Bouvet Ladubay .....	St. Hilaire St. Florent .....	Duc De LaGrange Champagne.
Jules Pernod .....	Avignon .....	Absinthe and Kirsch.
Fli Ferrero Ricardo .....	Turin, Italie .....	Italian Vermouth.
Cazalis & Pratt .....	Marseille .....	French Vermouth.
Gondran & Fils. ....	Marseille .....	French Vermouth.
P. Garnier .....	Enghien des Bains .....	Liquors and Cordials.
Miller Brewing Co. ....	Milwaukee .....	High Life Lager.
Miller Brewing Co. ....	Milwaukee .....	Extract of Malt.
W. E. Johnson & Co .....	Liverpool .....	Bass' Ale, Guinness' Stout.
Huntoon Spring Water Co .....	New York .....	Sun-Ray Table Water.
Belfast Mineral Water .....	Eelfast, Ireland .....	Ginger Ale and Plain Soda.
Chateau Rene Robert .....	St. Yorre near Vichy .....	Robert Soda, Vichy.
Chateau Rene Robert .....	St. Yorre near Vichy .....	Vichy Limonade "Savoureuse."
Source "La Sanitas" .....	St. Yorre near Vichy .....	Sparkling Vichy Water.
Source "St. Nicholas" .....	St. Yorre near Vichy .....	Natural Vichy Water.
Source "St. Nicholas" .....	St. Yorre near Vichy .....	Vichy Limonade. "St. Nicholas."
Source "La Neptune" .....	St. Yorre near Vichy .....	Natural Vichy Water.
Source "La Capitale" .....	St. Yorre near Vichy .....	Natural Vichy Water.
Duffy & Co .....	Rochester, N.Y. ....	Apple Juice and Grape Juice.
Duffy & Co .....	Rochester, N.Y. ....	Champagne de Pommes.
Duffy & Co .....	Rochester, N.Y. ....	Apple Vinegar.
Blanc & Fils. ....	Valence sur Rhone .....	Alimentary Paste.
H. E. Boulle & Cie. ....	Marseille .....	Minerva Olive Oil.
Societe Anonyme "Le Soleil" .....	Malines .....	Canned Vegetables.
La Savonnerie "Le Soleil" .....	Marseille .....	Castile Soaps.
A. & L. Lehucher .....	Paris .....	Lecourt Mushrooms.
Societe des Usines Remy .....	Louvain, Belgium .....	Remy Famous Starch.

# ICE CASTLE Brand Canned Goods

**SUPERLATIVE  
QUALITY  
CONSISTENTLY  
MAINTAINED**

Your especial attention is called to this year's pack of canned fruits. We are extremely proud of the quality of the canned fruit we are able to give you at any time, but we feel that our offerings this year are more than above the average. We think that you will be more than interested in samples of our special fancy peaches, delicious pears, tasty plums and other very salable fruits.

Our corn, too, we believe merits a little more than the usual attention. You know that we grow our corn—through farmers—in the neighborhood of St. Johns, Que., a very fertile and fine agricultural district, bordering on the United States. We supply these farmers, all of them, with selected seed, which we procure from the wonderful corn-growing regions in Maine—the magnificent corn country. In consequence our corn is not of the ordinary variety, but is creamy, white, delectable.

**WE HAVE A  
REPUTATION  
WHICH WE ARE  
GOING TO KEEP UP**

**IF YOU ORDER  
IMMEDIATELY  
YOU WILL THE  
SOONER REAP THE  
BENEFIT OF IT**

Both fruits and vegetables are packed in factories of the most sanitary description. We have all the very latest machinery, and no wrinkle is too new or too expensive for us to employ if it will enable us to turn out better goods. You know that this is in keeping with the policy we have always maintained.

Sole Packer

## J. W. WINDSOR

Packer of the Largest Variety of Canned Goods In Canada.

**MONTREAL**



**Mr. Grocer:**

**We are covering  
Canada with our  
advertising.**

**Made  
in  
Canada**

We are using the magazines—the newspapers—street cars—booklets and the strongest co-operation with the dealer to let people know that

# Pure Gold

Trade Mark Registered

## Products

are the best goods—the purest goods—the most convenient and delicious goods that any housewife can put into her home.

We ask your co-operation—we promise ours. Between us we can establish a demand for Pure Gold that will put money into the pockets of both of us.

### Pure Gold Goods Pay You a Big Profit

Trade Mark Registered

Write us to-day for copies of our advertising literature—information of general interest to you and our special offers to those who give us their co-operation **now**.

These goods can be had of all jobbers and can be shipped from Pure Gold stocks at Victoria, Vancouver, Winnipeg, Montreal, Toronto and Calgary.

**PURE GOLD MANUFACTURING CO., Limited, Toronto**

**GOOD COFFEE** Coffee better than the average. Coffee superior to others. Coffee so exquisite in flavor.

That people want it again—and again. That's what

# AURORA COFFEE

is. The best that money can buy. It retails at 40 cents and leaves you a margin for yourself that is worth while—something to justify your buying the brand and introducing it to your customers. Don't lose this chance.

**W. H. GILLARD & CO.** Wholesale Grocers Coffee Importers **HAMILTON**  
BRANCH HOUSE: SAULT STE. MARIE



## "King Oscar" Brand Norwegian Sardines

By Special royal permission. You are vitally interested in the fact that "King Oscar" Brand Sardines are **BIG SELLERS**. Their quality gives them first call with discriminating buyers.

These Sardines have established the reputation as the purest, sweetest and best packed on the market.

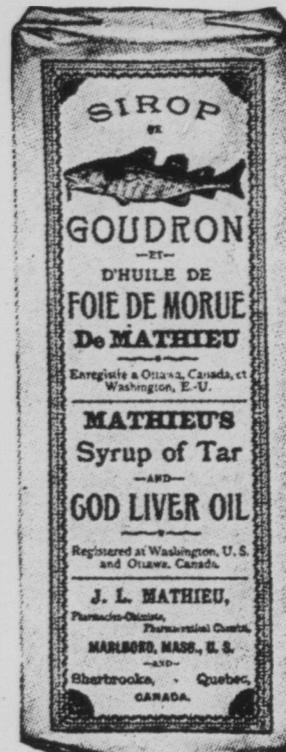
STOCK "KING OSCAR" SARDINES

**J. W. BICKLE & GREENING**

(J. A. HENDERSON)

Canadian Agents

HAMILTON, ONT.



## WHY YOU SHOULD SELL MATHIEU'S SYRUP

of Tar and Cod Liver Oil

REASON NO. 2

It gives you a decent margin of profit. This profit is all profit. There is nothing to be subtracted from it at the end of the season. No bad or unsalable stock. No time and trouble spent in persuading people to buy it. Mathieu's Syrup sells all the year round. It is always on the move from off your shelves into your customers' hands.

Mathieu's Nervine Powder is another good Seller. Both are necessities in your business.

MAIL THAT ORDER TO-DAY

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

Sold by wholesale trade everywhere

Distributors for Western Canada:

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners,  
Winnipeg, Edmonton, Vancouver.

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



**NICHOLSON'S**  
CONDENSED  
**MINCE MEAT.**

MAKES MOST DELICIOUS PIES  
FRUIT CAKES OR PUDDINGS.  
MANUFACTURED BY  
**NICHOLSON & BROCK,**  
TORONTO CANADA.

BULK—25 lb. Pails and 60 lb. Tubs  
ALL WHOLESALERS.  
NICHOLSON & BROCK, - TORONTO

## Never had a can of milk returned to us yet

Banner and Princess Brands of Condensed Milks—and two brands of Powdered Milk—manufactured by J. Malcolm & Son, St. George, Ont., are the best brands that skill and science can produce. No dead stock on your shelves if you handle these lines.

Write for prices

**John Malcolm & Son,**  
ST. GEORGE, - ONT.

# PREMIER brand Pure Food Products.

**PREMIER** brand for *Quality. Stands First and Foremost in All Canada.*

**PREMIER** brand **Canned Fruits and Vegetables**—It has taken some time to do it—but we can now tell you, with confidence and pride, that we have broken away from the old standards.

**Under PREMIER** brand we have established a New Grade—one which we can recommend to you and which will win success on its merits.

**PREMIER** brand **Canned Fruits and Vegetables** are packed fresh from the gardens and orchards where grown. Each variety comes from that particular section of country where that variety matures to the greatest perfection.

**PREMIER Pure Food Products** are **Trade Getters** and **Business Builders.**

## FOLEY BROS., LARSON & CO.

*Manufacturing Wholesale Grocers, Biscuits and Confectionery.*

**Winnipeg - - - Edmonton - - - Vancouver**

**Malaga  
Table  
Raisins**

We call particular attention to these goods, especially the Table Raisins, which are of an unparalleled quality and packed in superior fashion.

**Malaga  
Loose  
Muscatels**

**Jordan  
Shelled  
Almonds**

These specialties are of highest grade and can always be depended upon. You cannot do better than to order from us immediately.

**Valencia  
Shelled  
Almonds**

Packed by  
**JOSÉ  
SEGALERVA**  
of  
**MALAGA,  
SPAIN**

**ROSE & LAFLAMME, Ltd.**  
AGENTS  
MONTREAL and TORONTO

**CLEANS**

Pots,  
Pans,  
Paint,  
Woodwork.

Does not burn  
or shrink the  
hands.

Contains no  
acid or lye.



**REMOVES**

Stains of all  
kinds from  
the hands, in-  
cluding  
Ink,  
Grease,  
Fruit.

We guarantee  
the quality.

(Our New Store Card—Send for a few)

# Gilmour's Hand Cleaner!

## "That Big 10c. Tin"

Undoubtedly the hand-cleaner that the people want—at the popular price!  
Largest sale of any similar line on the market.  
Yields YOU greater profit than any other.

PRICES FROM YOUR JOBBER, OR

**THE GILMOUR SOAP WORKS CO.**  
**MONTREAL**

R. S. McINDOE, - TORONTO

# PURE FOOD

You are quite safe and sure when you sell your customers pure, unadulterated goods, and every one of the following are the purest human skill can pack and money can buy.

**CODOU'S**  
**Macaroni**  
Vermicelli  
and Pastes  
Always the Best

**COX'S**  
**Gelatine**  
Perfectly Pure

**Griffin's**  
Seeded Raisins, Canned  
Fruits, White and Green  
Asparagus, Griffin's  
Prunes, Cured Fruits,  
Griffin's Seedless  
Raisins

**Taylor's**  
**PEELS**  
Candied or Drained

**"Thistle"**  
"Canned"  
**Haddies and**  
**Herring**  
The best packed

Arthur P. Tippet & Co.  
Agents.

All first-class dealers sell these.

# IT PAYS

MOVES

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# Hygeian Brand Canned Goods

THIRD SEASON

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Our Hygeian (Good Health) Brand of Canned Goods is intended to meet the wants of the consumers who desire "Perfection" in their

## THIRD SEASON

Our Hygeian (Good Health) Brand of Canned Goods is intended to meet the wants of the consumers who desire "Perfection" in quality and who are prejudiced against goods in tins. "Hygeian" Brand Goods are packed in Gold Lined Tins, which make them equal to glass, with the advantage that there is no danger of breakage. We guarantee our "Hygeian" Canned Goods to be equal to the choicest home made.

PACKED BY

**CANADIAN CANNERS**  
LIMITED

Head Offices: Hamilton, Canada

## Wanted—Miraculous Results

By A. B. LEVER

**S**OME people expect miracles from every dollar they invest in advertising.

If they buy a block of merchandise, a piece of land, stocks, or bonds, they are quite satisfied if they get in return a fairly good profit.

A miracle is something which they never expect from such investments.

But when it comes to investing in advertising it is a horse of another color.

Results to them are only satisfactory if they get back the original dollar invested as well as the dividends by the first mail.

Advertising does great things. All great modern businesses have been built up on advertising.

But there have been no miracles performed.

Good advertising produces good results.

Sometimes the results are apparent at once.

Sometimes the results, like bread cast upon the waters, are not seen until after many days. But they are sure to be seen eventually.

The character of the results depends a great deal upon the article advertised and the character of the copy.

Business men who expect miracles to be worked by every dollar they invest in advertising had better not essay to join the army of progressive business men.

They will be disappointed if they do.

As long as a dollar lasts they will at least have the satisfaction of feeling it in their pocket.

Only those should advertise who know that advertising is a straight business investment, productive of good results if judiciously done and properly attended to.

Great results from one brief venture in the advertising field are no more possible than a cultured man from one day's tuition.

Both are the results of gradual and persistent effort, not of miracles.

# H.P. SAUCE

England's Most Popular Sauce

is now being extensively advertised in Canada. Most of the leading Grocers are selling it freely and obtaining the full benefit of the money we are spending. **Wouldn't it be worth your while to stock it?**

W. G. Patrick & Co., Toronto and Montreal. B. B. Seaton & Co., Halifax, N.S. W. H. Escott, Winnipeg  
MIDLAND VINEGAR CO., LONDON, ENG.



## Thurston & Braidich

128 William Street NEW YORK CITY

Direct Importers of

VANILLA BEANS  
TONKA BEANS  
GUM TRAGACANTH  
GUM ARABIC

Winnipeg Representative,

**W. H. Escott**

Wholesale Grocery Broker

141 Bannatyne Ave., East

## Guggenlime & Co.

CALIFORNIA

Packers and shippers of the celebrated

**"Pansy" and "Daphne"**

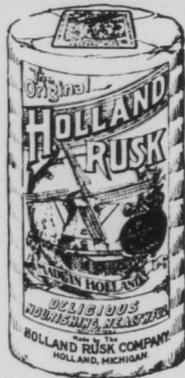
BRANDS

Evaporated Fruits, Prunes,  
Seeded Raisins, etc., etc.

Selling these Brands means  
satisfaction all round.

We are represented in the Dominion by the following well-known brokers:

Rose & Laflamme, Limited	-	Montreal, Que.
E. D. Adams	-	Halifax, N.S.
W. S. Clawson & Co.	-	St. John, N.B.
H. D. Marshall	-	Ottawa, Ont.
C. L. Marshall	-	Toronto
Geo. H. Gillespie	-	London, Ont.
G. B. Thompson	-	Winnipeg, Man.
Shallcross-Macauley & Co.	-	Calgary, Alta.
Dominion Brokerage Co.	-	Edmonton, Alta.
H. Donkin & Co.	-	Victoria, B.C.
H. Donkin & Co.	-	Vancouver, B.C.



## Money in This? WELL, RATHER

Medical men say that the food we offer you for sale is about the finest and safest proposition in the eating line yet manufactured.

## Holland Rusks

You can offer to your trade with the guarantee that they are something safe and nourishing for every member of the family.

HOLLAND RUSK CO., HOLLAND, MICH.  
Sole Makers in America

If your jobber cannot supply you, please notify

**McGREGOR SPECIALTY CO.**  
672 Yonge Street, TORONTO



## CAPSTAN BRAND PURE MINCE MEAT

Package Mince Meat  
Put up in 1/4 gross cases

Bulk in 7-lb. Pails  
1/2 doz. in crate

25-lb. Pails and 75-lb. Tubs

Capacity one ton per hour.  
Sold by all wholesale dealers

The Capstan Mfg. Co., - Toronto Ont.

# Trade Relations

Between

## Canada and West Indies

A Royal Commission is at present sitting with the object of improving trade relations between these two countries. Canadian merchants will do well to prepare for the transaction of the very profitable business which may be expected to result.

### THE WEST INDIA CO., LTD.

(The Canadian office of: Sandbach, Tinne & Co., Liverpool, and Sandbach, Parker & Co., Demerara established 1782—and having agents and correspondents in all the West India Islands)

Solicits orders and enquiries for all descriptions of  
West India Produce

Sugars    Rums    Molasses    Cocoa  
Rice      Limes    Arrowroot  
Etc.      Etc.

Prices furnished on application. We shall be glad at all times to furnish complete information regarding exports and imports, freight rates, customs duties, etc., etc.

We shall also be pleased to consider proposals *et cetera* representing Canadian firms in the West Indies and Demerara.

Our Demerara firm has for many years been doing considerable trade with Canada. They are agents for the Pickford & Black line of Canadian Mail Steamers, and also for Elder, Dempster & Co's steamers, and are particularly well placed for the handling of Canadian business.

*Your Correspondence Will Be Promptly Answered*

### WEST INDIA CO., LTD.

St. Nicholas Building    :    :    :    MONTREAL

**Ewing's Always**



**PURE SPICES**

Established 1845

This trade mark is your safeguard. No matter where you see it you can always depend upon its significance—**Absolute Purity**. To be sure of what you are selling and recommending to your customers, always carry these goods under the above brand:

**Cream Tartar  
Black Pepper  
Allspice  
Cloves**

**Baking Powder  
White Pepper  
Gingers  
Nutmegs**

Spices whole or ground. Half a century's experience as a guarantee behind every package. Also **Corks** and **Capsules** for all purposes. The dependable kind.

**S. H. EWING & SONS**

96-104 King Street, Montreal  
Phones: Bell Main 65 and Bell Main 155

20 1/2 Front Street East, Toronto  
Phone Main 3171

**You, Mr. Grocer,**

will agree that it is a positive pleasure to handle

**S N A P**

the magic hand cleaner, because its worth is well known and superiority acknowledged and because it is a line that doesn't take an awful lot of talking, pushing and explanation to effect a sale. Whenever the hands are soiled with dirt, paint, grease or tar, SNAP is the thing to make them clean and soft again in the shortest time.

**BE SURE YOU STOCK IT.**

Harmless



Antiseptic

**STORAGE  
IN OTTAWA**

**TWO WAREHOUSES**

No. 1. G.T.R.

No. 2. C.P.R.

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.**  
Limited

46-52 Nicholas Street, OTTAWA

J. R. ROUTH, Manager



Montreal Office

# Manufacturers' Agents and Brokers' Directory



Winnipeg Office

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.

<p><b>Oh! You Manufacturers</b> I still have time for another "live one." Don't you want your goods pushed? Write me to-day.</p> <p><b>G. WALLACE WEESE</b> Manufacturers Representative 39-32 Main East "Face-to-Face Business" HAMILTON</p>	<p><b>CLARE, LITTLE &amp; CO.,</b> WESTERN DISTRIBUTORS Wholesale Commission Merchants and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.</p> <p>SASKATOON, Western Canada</p>	<p><b>W. G. PATRICK &amp; CO.</b> Manufacturers' Agents and Importers</p> <p>29 Melinda Street, Toronto</p>
<p>WRITE TO 10, Garfield Chambers, Belfast, Ireland For sample copy of the <b>Irish Grocer, Drug, Provision and General Trades' Journal</b> If you are interested in Irish Trade</p>	<p><b>W. S. CLAWSON &amp; CO.</b> Manufacturers' Agents and Grocery Brokers. Warehousemen ST. JOHN, - - - N.B. Open for a few more first-class lines</p>	<p><b>MacLaren Imperial Cheese Co.</b> Limited AGENCY DEPARTMENT Agents for Grocers' Specialties and Wholesale Grocery Brokers TORONTO, Ont. DETROIT, Mich.</p>
<p><b>J. W. GORHAM &amp; CO.</b> JERUSALEM WAREHOUSE, HALIFAX, N.S. Manufacturers' Agents and Grocery Brokers WAREHOUSEMEN can give close attention to few more first class agencies. Highest references.</p>	<p><b>Selected Raisins, Currants, Evaporated Apples.</b>  Prices Right.</p>	<p>RAW SUGAR ON SPOT One Car Barbadoes Muscavado One Car Bright Jamaica Crystal  PRICES SUBMITTED  LIND BROKERAGE CO. Toronto 23 Scott Street</p>
<p><b>FOR SALE</b> Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.</p> <p><b>J. T. ADAMSON &amp; CO.</b> Customs Brokers and Warehousemen</p> <p>27 St. Sacramento Street, Montreal TEL. MAIN 778 BOND 28</p>	<p><b>W. H. Millman &amp; Sons</b> Wholesale Grocery Brokers TORONTO</p> <p>NEWFOUNDLAND <b>T. A. MACNAB &amp; CO.</b> 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.</p>	<p><b>WATSON &amp; TRUESDALE</b> (Successors to Stuart, Watson &amp; Co.) Wholesale Commission Brokers and Manufacturers' Agents. WINNIPEG, - - - MAN. Domestic and Foreign Agencies Solicited.</p>
<p>If you want the real thing, buy MUNN'S genuine, non-freezing Cod Liver Oil. Norwegian Process. In 25-gallon, tin-lined barrels. Highest Prizes and Gold Medals at European Ex- hibitions. Stock carried. Wholesale only.</p> <p><b>ROBERT ALLAN &amp; CO.</b> MONTREAL General Commission Merchants</p>	<p><b>G. C. WARREN</b> Box 1036, Regina IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT</p>	<p><b>ALBERT DUNN</b> Commission Merchant 67 St. Peter St., Quebec, P.Q.</p>
<p><b>WAREHOUSE ACCOMMODATION IN OTTAWA</b> Largest warehouse in Ottawa Valley, Fireproof; low insurance rates; direct connection all railways. Convenient to navigation. Centrally located. Write for rates. Special rates for large quantities <b>Dominion Warehousing Co., Ltd.</b> 52 Nicholas Street, Ottawa J. R. Routh, Manager.</p>	<p>Ceylon Teas, Coffees, Spices, Mustard, Canned Goods, Grocery and Drug Specialties. Importer and distribu- tor of the Dagoba Brand Pure, High-grade Ceylon Tea stood the test in Western Canada for over 12 years. sales always increasing. Sold in bulk, 1 lb. packets and 5 lb. boxes. Popular prices. Grocers: it will pay you to stock this line. Manufacturers: it will pay you to place your account in my hands. Business established over 12 years. Yours truly, G. C. WARREN</p>	<p><b>Provisions, Canned Goods, Biscuits, Confectionery, Teas and General Groceries</b></p>
<p><b>D. STAMPER</b> Wholesale Grocery, Fruit and Confectionery Broker. Manufacturers' Agent and Warehouseman. Importing Commission or Buying Agent. Warehouse: City Spur Track. Office and Sample Room: Masonic Temple Building, Main Street, next door to Customs Office. P.O. Box 793 MOOSE JAW, SASK.</p>	<p><b>W. G. A. LAMBE &amp; CO.</b> TORONTO Grocery Brokers and Agents. Established 1885.</p>	<p>Try a business card in The Canadian Grocer.</p>

# CHAMPION'S

## IS THE BEST VINEGAR

LONDON, ENGLAND  
COMMANDS A PREFERENCE OVER ALL OTHERS

AGENTS

W. S. Clawson & Co., South Wharf, St. John, N.B.  
Green & Co., 25 Front Street East, Toronto

W. H. Escott, 141 Ballantyne Ave. East, Winnipeg  
R. Robertson & Co., 25 Alexander St., Vancouver, B.C.

Snowdon & Borland, Room 34, Guardian Building, Montreal

*We are open to do business on easy consignment terms*

*Write our Agents for Particulars*



## "Enterprise" Economy

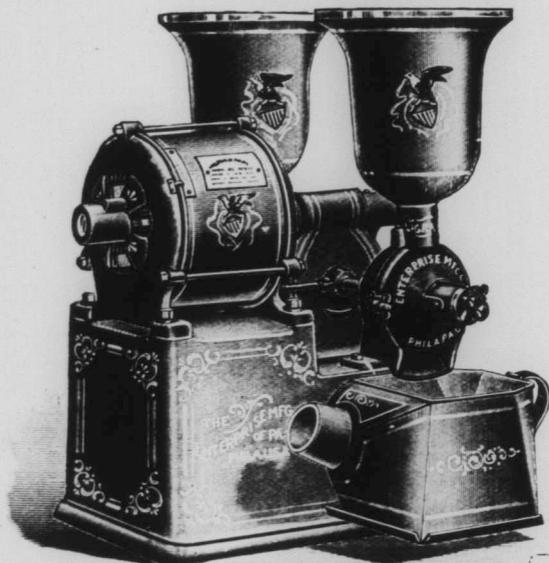
An Enterprising grocer, who does things *right*, uses an "Enterprise" Electrically-Driven Coffee Mill.

The right way is also the cheapest way in the end. It always *pays*. Take the experience of the Philadelphia grocer who grinds 15,000 pounds of coffee a month with an "Enterprise" Mill electrically-driven at a cost for current of \$3.00.

He bought the Mill as a great convenience—a time and labor saver, and an up-to-date attraction for his store. Its economy astonished him.

Look through our catalogue and you will find Mills of any capacity, any power required, for direct or alternating current. Your local power supply company will co-operate with advice and assistance.

The Mill illustrated here is No. 08712, fitted with 1/2 horse power motor for alternating current. Capacity of each iron hopper, 6 pounds of coffee. One Mill is fitted with grinders for granulating, the other for pulverizing. Granulates 2 pounds of coffee per minute, and can be regulated for fine or coarse grinding while mill is running. If you haven't the catalogue showing all our Mills, write for a copy to-day.



The Enterprise Manufacturing Co. of Pa.  
Philadelphia, U.S.A.

21 Murray Street, New York

438 Market Street. San Francisco

### R. B. Wiseman & Co.

123 Bannatyne Avenue East WINNIPEG, MAN.

Warehousemen, Forwarding Agents and Wholesale Brokers

We make a specialty of distributing car lots. Goods stored at reasonable prices. Our facilities are unequalled. Warehouse situated in the wholesale district. Consign your cars to us, and we will look after everything. This is our business, having been established for years. If interested, we will gladly furnish you with a list of satisfied customers.

Reference—Bank of Ottawa, Winnipeg



A GOOD SALE!  
A QUICK TURNOVER!  
A GOOD PROFIT!  
for grocers selling

## "Soclean"

The Dustless Sweeping Compound

Sold to the consumer in nice neat lithographed pails. Prices 25c., 50c., \$1.00.

BUY FROM YOUR WHOLESALE

OR

The Harnett-Ridout Company

Manufacturers TORONTO  
Manufacturers Sales Co., Eastern Sales Agents  
314 Birks Bldg. Montreal

**"Keep up with the Twins"**



**"Keep up with the Twins"**

Handle . . . .

**GOLD DUST  
WASHING POWDER**

*It will give satisfaction to your customers and satisfactory profits to you.*

One-half case free with every five cases assorted Soap and Gold Dust Washing Powder.

**THE N. K. FAIRBANK COMPANY, Montreal**



It isn't only that  
**"COW BRAND"**  
BAKING SODA

is stronger and purer than any other package or bulk soda but that it is always uniform and thoroughly reliable.

The housekeeper's guarantee lies in the reputation of the manufacturers.

Your guarantee for profit lies in "COW BRAND" Baking Soda's popularity with the housekeeper.

Ask your jobber for same

**Church & Dwight**

MANUFACTURERS  
MONTREAL

**BROOMS**

For use in Home, Factory,  
Warehouse, Mills, Elevators.  
Buy the BEST.

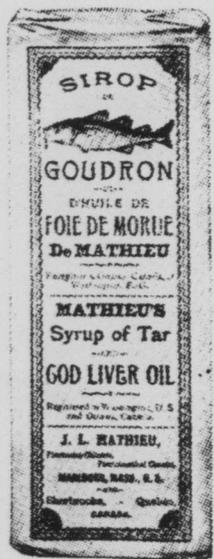
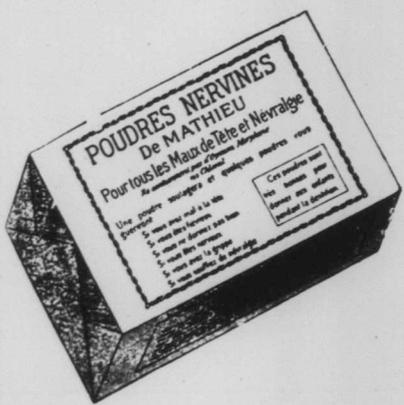
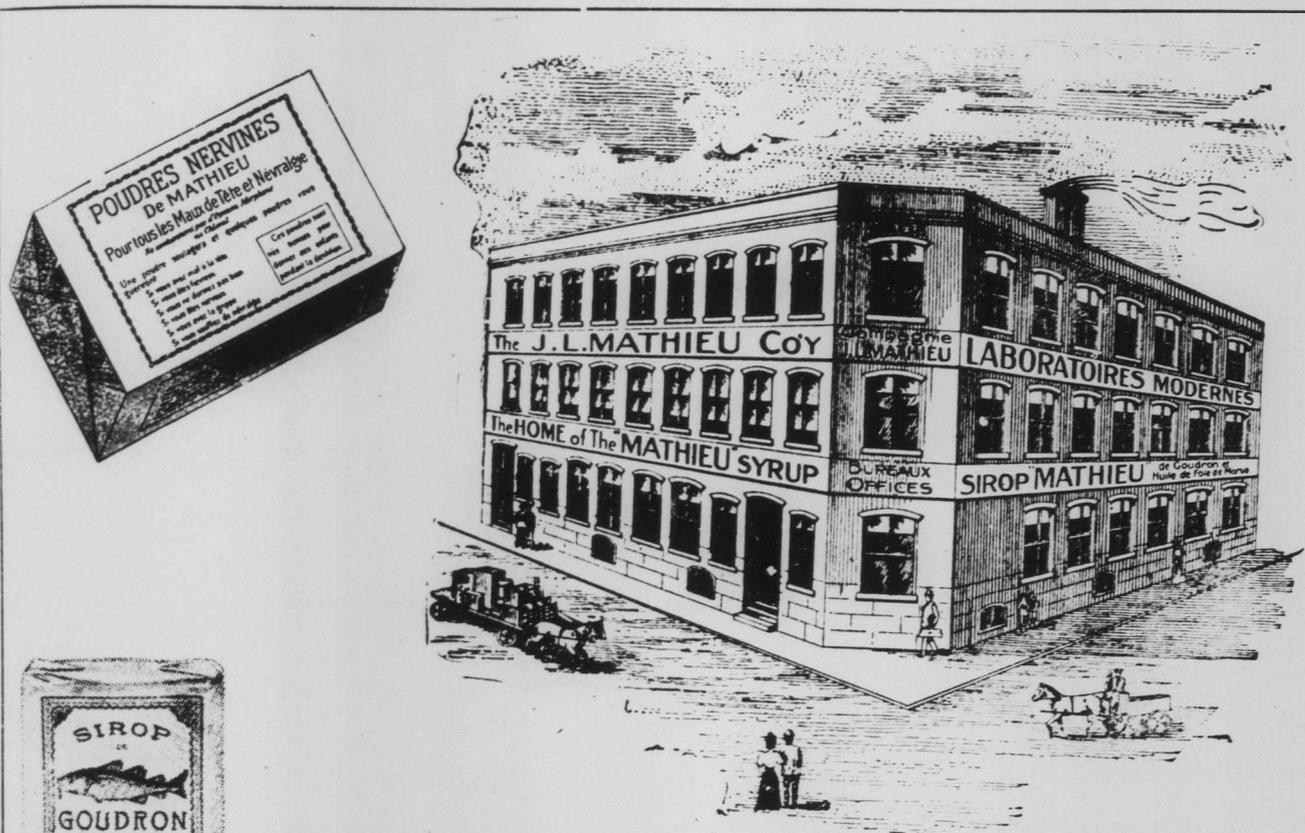
**Oval Apple  
Baskets**

We have them in

Willo-Willo Cane and old  
timer Hickory, Woodenware,  
Paper, Twine, Grocers' Sundries.

**Walter Woods & Co.**

Hamilton and Winnipeg



## The Constantly Increasing Sale

of Mathieu's Syrup of Tar and Cod Liver Oil and Mathieu's Nervine Powders obliged us to erect this large new building. Our aim has ever been to make the best possible products. The increase in our business—the lasting success achieved by our preparations—are due to our constant efforts to satisfy our customers.

## Mathieu's Syrup of Tar and Cod Liver Oil

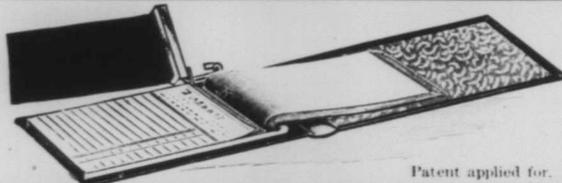
This is a perfect combination for strengthening and building up constitutional weakness. It is particularly effective in preventing, alleviating and curing all chest and throat troubles. It not only cures the cold—but so tonifies the system as to make its return almost impossible.

## MATHIEU'S NERVINE POWDERS

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

SOLD BY ALL WHOLESALE DEALERS.

**J. L. Mathieu Co. (Props.) Sherbrooke, P.Q.**



Patent applied for.

## NEW COUNTER CHECK BOOK

**OPERATED INSTANTLY**

THE BUSY GROCER requires a handy book, especially during the busy hours. WE HAVE IT. Let us send you a complete sample free. BEST PRICES.

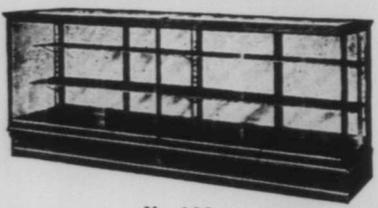
**THE ONTARIO OFFICE SPECIALTIES CO.**  
126 Adelaide Street East, TORONTO



## A New Fireproof Storage Warehouse

**RAILWAY FACILITIES**  
Storage & Transfer Co. Limited  
HAMILTON

Quotations given



*Wolverine* **Show Case**

The best show case made in America for the money.

Price, \$4.50 per foot f.o.b. Detroit

W. H. ESCOTT  
141 Bannatyne Avenue, Winnipeg, Selling Agent

No. 100.  
This case is finished in golden oak—Beveled plate top.—Shipped K.D.—  
Made by

**Michigan Show Case Co., Detroit, Mich.**



McGREGOR'S

## Patent Bag Holder

Will save your bags, save you time, and keep your counter tidy. Write for prices.

**KILGOUR BROS.**  
19 Wellington Street West - - TORONTO

## Tea Lead,

*Best Incorrodible*

# "Pride of the Island"

Manufactured by **BRAND**

**ISLAND LEAD MILLS LIMITED,**  
Tel. Address: "Laminated," London. **LIMEHOUSE,**  
A.B.C. Codes used 4th and 5th Editions. **LONDON, E., ENG.**

Canadian Agents: **ALFRED B. LAMBE & SON, TORONTO**  
**J. HUNTER WHITE, ST. JOHN, N.B.**  
**CECIL T. GORDON, MONTREAL**

## BLACK JACK

"THE WONDERFUL PASTE FOR FAMILY USE."



TRY IT.

SOLD BY ALL JOBBERS

1/2-lb. tins—3 doz. in case.

## British America Assurance Company

A. D. 1833

**FIRE & MARINE**

Head Office, Toronto

BOARD OF DIRECTORS  
Hon. Gen A. Cox, President W. R. Brock, Vice-President  
Robert Bickerdike, M.P., W. B. Meikle, E. W. Cox, Geo. A. Morrow,  
D. B. Hanna, Augustus Myers, John Hoskin, K.C., LL.D.  
Frederic Nicholls, Alex. Laird, James Kerr Osborne, Z. A. Lash, K.C.  
Sir Henry M. Pellatt, E. R. Wood.

**W. B. Meikle, General Manager; P. H. Sims, Secretary**

CAPITAL	\$1,400,000.00
ASSETS	2,162,753.85
LOSSES PAID SINCE ORGANIZATION,	29,833,820.96

# WESTERN

Incorporated 1851

## ASSURANCE COMPANY.

**FIRE AND MARINE**

HEAD OFFICE—TORONTO, ONT.

Assets over - - \$3,570,000  
Income for 1906, over 3,609,000

HON. GEO. A. COX, President,  
W. R. BROCK, Vice President  
W. B. MEIKLE, General Manager  
C. C. FOSTER, Secretary

*You Can Win a Larger  
Flour Trade With*

# PURITY FLOUR

Some grocers tell us Purity Flour is a little too expensive for their trade. But that's a mere delusion. Surely you wouldn't have us believe that your customers are too poor to pay the little difference in price between Purity Flour and flour of average quality?

You can sell Purity Flour to nine women out of ten if you tell them the truth about Purity Flour. The truth is this:

Purity Flour is made exclusively of the high-grade constituents of the hard wheat berry — no low-grade constituents in it. In fact, it is so high in quality that many authorities say it is the "highest grade in the world." The little higher price of Purity Flour is greatly overbalanced by its extra quality.



After you've sold the housewives their first bag or barrel of Purity Flour you can rest assured they will bring you their repeat orders. Purity makes fast friends with home bakers who want the lightest, whitest, finest-flavored bread. After proving its quality once, they will never go back to average flour again. Instead, they will become so enthusiastic over Purity Flour that they will not be able to keep the good news a secret. They will advise their friends to use Purity, which means a larger flour trade for you.

If you are after that larger flour trade get in touch with us. The sooner the better for YOU.

*"More Bread and Better Bread"*

## Western Canada Flour Mills Co., Ltd.

Toronto

Montreal

St. John

Winnipeg

Brandon



**THE MAXIMUM OF EFFICIENCY IN THE GROCERY**

is within the reach of every practical merchant who will carefully study the particular requirements of his trade.

**"WALKER BIN" FIXTURES WILL HELP WONDERFULLY**

as they provide every modern facility for the handling of a special or general grocery stock. They will

ADD TO YOUR **BUSINESS PROFITS PRESTIGE**

Write for Illustrated Catalogue: "Modern Grocery Fixtures"



**The Walker Bin and Store Fixture Co., LIMITED**

**BERLIN, ONTARIO**

Designers and Manufacturers of Modern Store Fixtures

**REPRESENTATIVES:**

Montreal: Kenneth H. Munro, Coristine Building  
Manitoba: Watson & Truesdale, Winnipeg, Man.  
Saskatchewan and Alberta: J. C. Stokes, Regina, Sask.

**QUEBEC MARKETS**

Any important firms wanting to be represented in this city, will do well by writing to

**ALF. T. TANGUAY & CO.**

18 St. James St., - QUEBEC

FLOUR and GRAIN  
Specialties: Beans and Corn

Commission Merchants and Brokers

21 Years' Experience

**Collecting Money**

from tardy debtors may be no easy task to you. But we make a specialty of the business. Our work during the year we've been in business has been (and is now) entirely satisfactory to our clients.

Let us collect your overdue accounts. We can get your money for you.

**The Beardwood Agency**

313 New York Life Building, - MONTREAL

**P. & F.**

**VINCENELLI & CO.**

ANTWERP, BELGIUM

**THE OLDEST CORSICAN MAKERS OF CANDIED PEELS**

Specialties

**CITRON, LEMON, ORANGE**  
Drained, Cut and Candied

Prices and Samples on Application

**Mr. Level-Headed Grocer**

Which will YOU do, hold the credit customer AND GET YOUR MONEY OUT OF HIM? Or lose both the customer and the money he owes you? The answer ought to be simple. There is ONE WAY to hold this class of customers, please them, and avoid loss. That way is by using the

**Allison COUPON BOOK SYSTEM**

A man wants credit. You think he is good. Give him a \$10 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with \$10 - No trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up. Then he pays the \$10 and gets another book. No pass books, no charging, no lost time, no errors, no disputes.



Manufactured by **ALLISON COUPON CO., Indianapolis, U.S.A.**

Order them from your Jobber



**ABSORBINE**

Removes Bursal Enlargements, Thickened, Swollen Tissues, Curbs, Filled Tendons, Soreness from any Bruise or Strain, Cures Spavin Lameness, Allays Pain. Does not Blister, remove the hair or lay the horse up. \$2.00 a bottle, delivered. Book 1 D free.

**ABSORBINE, JR.** (mankind \$1.00 bottle.) For Synovitis, Strains, Gouty or Rheumatic Deposits, Varicose Veins, Varicocele, Hydrocele, Allays pain. Book free.  
W. F. YOUNG, P.D.F., 204 Temple St., Springfield, Mass.  
LYMANS Ltd., Montreal, Canadian Agents.

THE PEOPLE OF **JAMAICA**

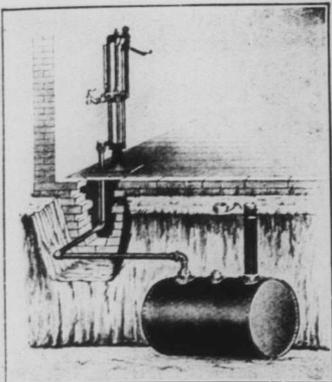
are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the

**KINGSTON "GLENER"**

might bring inquiries. Better write for rates to

**I. C. STEWART, Halifax**

## Turn Your Losses into Profits



Underground Storage

Every drop of oil you are now losing through leakage, evaporation and waste means just so much out of your profits.

Stop these losses, turn them into profits by selling your oil from a Bowser Self-Measuring Oil Tank. The Bowser adds to your profits every year an amount that would surprise you.

Is not an investment like this at least worth a thorough investigation? It will cost you but one cent to send a postal for Catalog 5046. Write to-day.

### S. F. Bowser & Co., Ltd.

66-68 Fraser Ave., - - TORONTO

If you have an old Bowser and want a new one, write for our liberal exchange offer

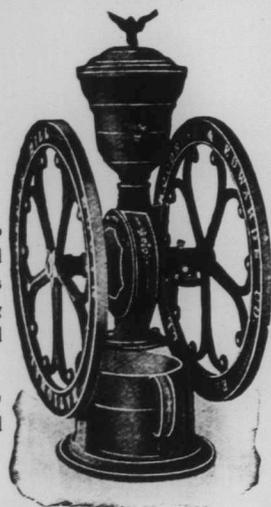
## ELGIN NATIONAL COFFEE MILLS

are made in no less than  
40 DIFFERENT STYLES

This favourite mill, in addition to its being the easiest running and fastest grinding on the market, is an ornament to any Grocery, owing to its attractive symmetry and finish.

The ELGIN has steel grinders, can be adjusted while running, and sells at a

**LOW COST**



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.  
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; MacPherson, Glassco & Co.  
TORONTO—Eby, Blain, Ltd.  
LONDON—Gorman, Eckert & Co.  
ST. JOHN, N.B.—G. E. Barbour Co.; Dearborn & Co.  
REGINA, SASK.—Campbell Bros. & Wilson

MANUFACTURED BY

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

You might as well have  
first-class

# Rubber Stamps

at reasonable and  
=Reliable Prices=

Send us an order for Rubber Stamps and see the difference between what you have been getting.

**Hamilton Stamp and Stencil Works, Ltd.**

HAMILTON,

ONTARIO

## DO YOU WANT

to buy or sell anything, to engage a clerk or secure a situation? Try a Condensed Ad. in The Canadian Grocer, it will bring results. Two cents per word for first insertion, one cent per word for each subsequent insertion. See page 181 for yearly rates

# CURRENTS

One-third of the 1909 Crop damaged by rain.  
Much inferior fruit will be sold—MUST BE SOLD.

Take no chances. YOUR PROTECTION IS  
THE NAME.

## MEYER

Insist upon having MEYER'S CURRENTS, and  
accept none that do not bear our name on the case.  
Meyer & Co's exports to Canada comprise nothing  
but sound, high-grade Currents specially selected  
from the best districts for the Canadian trade.

If you are offered Currents at a lower price  
than Meyer's bear in mind that rain-  
damaged fruit is dear at any price.

Our "Ideal" Choicest Gulf Currents we recom-  
mend for richness of flavor

---

---

**W. MEYER & COMPANY LIMITED**

Patras, Greece

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AGENTS IN CANADA

C. L. Marshall & Co., Toronto  
Jas. Somerville, Hamilton  
J. Harley Brown, London

Watson & Truesdale, Winnipeg  
C. E. McMichael, St. John, N.B.  
A. B. Mitchell, Halifax, N.S.

**BUY**

**MELAGAMA**

THE  
**TEA**

WITH

The highest **QUALITY**  
makes satisfied customers, good  
profits and quick returns.

—**BULK TEAS**—

We expected teas to advance in price  
and ordered large shipments of all grades.

—**BUYERS**—

would do well to send for samples and  
prices. We can save you money. We  
import direct from every tea-producing  
country in the world.

**TEA and TEA ONLY**

**Minto Bros.**

Direct  
Importers

**Toronto**

ASK ABOUT OUR COIN SYSTEM

IT IS A BUSINESS BRINGER

# Ginger-Bread BRAND Molasses

(The Best There Is)

Produced and sold under the British flag

When ordering from your wholesaler specify the above  
well-known brand

### RESULTS

Satisfied Customers

Increased Sales

**Dominion Molasses Co.,**  
LIMITED

Hallfax, - Nova Scotia

# SOAP SENSE

is a sense very much akin to common sense which comes to a grocer after a while and tells him his best interests are served by handling only soaps whose quality and purity are known and proved. Such a soap is

# WONDERFUL SOAP

which will establish confidence and build up your general connection. The public is getting wise and will rather pay a little more for a good article than pay through the nose for premiums. We sell the good article and offer no premiums.

*Send for quotations.*

**THE GUELPH SOAP COMPANY**

GUELPH

ONTARIO

## The why and the wherefore

of superiority in soap lies in one test—that of PURITY.

# ASEPTO SOAP POWDER

"The enemy of dirt"

qualifies A1 in this respect and is moreover a very economical soap. An introduction of ASEPTO into any household means constant repeat orders.

Order from your jobber.

**ASEPTO MFG. CO.**  
ST. JOHN, N.B.

# British Columbia Buyers

PLEASE NOTE THAT

**TODHUNTER, MITCHELL & CO.**  
TORONTO

Can supply your wants for their well known lines of **Coffee, Cocoa, Chocolate**

FROM VANCOUVER

Write Our Agents

**W. HARRY WILSON & CO.**  
VANCOUVER

# Think what this means!

There is no flavor equal to that of nature, and nature's flavor is the only flavor in every bottle of



## E. D. SMITH'S Jams and Jellies

Pure fruit and finest sugar scientifically blended and packed in airtight packages, etc., without any addition of preservatives--this is how the E.D.S. brand is made. It is the best quality goods which find and hold the most profitable trade. You can't afford to be without E.D.S. goods on your shelves.

AGENTS: W. G. Patrick & Co., Toronto; W. H. Dunn, Montreal; Mason & Hickey, Winnipeg;  
R. B. Colwell, Halifax, N. S.; J. Gibbs, Hamilton.

### E. D. Smith's Fruit Farms, Winona, Ont.

# OK THE COLD MEAT SAUCE

GEO. MASON & CO., LTD.

Sole Manufacturers, London, Eng.

Sole Canadian Agents:

S. T. Nishimura & Co.  
MONTREAL

SUB-AGENTS:

Toronto, Ont.—Geo. Stanway & Co.  
Hamilton, Ont.—James Somerville  
Ottawa, Ont.—Mackenzie & Co.  
London, Ont.—Wm. G. Cole & Co.  
Quebec, Que.—The F. Abel Co.  
Kingston, Ont.—James Craig

## Old Friends Are Best

An old friend that has stood  
the test of years is

## Cooper Cooper's Delicious Tea

"Tea Plant" Brand  
Packed in 1/2 lb. sealed canisters

at 40—50—60 cents per lb.

You MUST Stock Cooper Cooper's  
Tea if you stock the BEST

CANADIAN AGENTS:

Green & Co., 25 Front St. East, Toronto, Ontario  
D. Stamper, P.O. Box 793 Moose Jaw, Sask.  
W. S. Clawson & Co., 11 and 12 South Wharf,  
St. John, N.B., Canada  
W. S. Silcock, 33 St. Nicholas Street, Montreal

Head Office—71 & 73 Tooley St., London Bridge, S.E.  
London, England

# Three Commodities of Unusual Merit

## SHIRRIFF'S

Concentrated Fruit Essences,  
Jelly Powders and  
Orange Marmalade



SHIRRIFF'S  
CONCENTRATED FRUIT  
ESSENCES



SHIRRIFF'S  
JELLY  
POWDERS

These are **QUALITY GOODS**, and are used by the most fastidious families in the land. See that your shelves are well supplied with them.

Your customers know that SHIRRIFF'S goods represent the highest quality.

## Imperial Extract Company

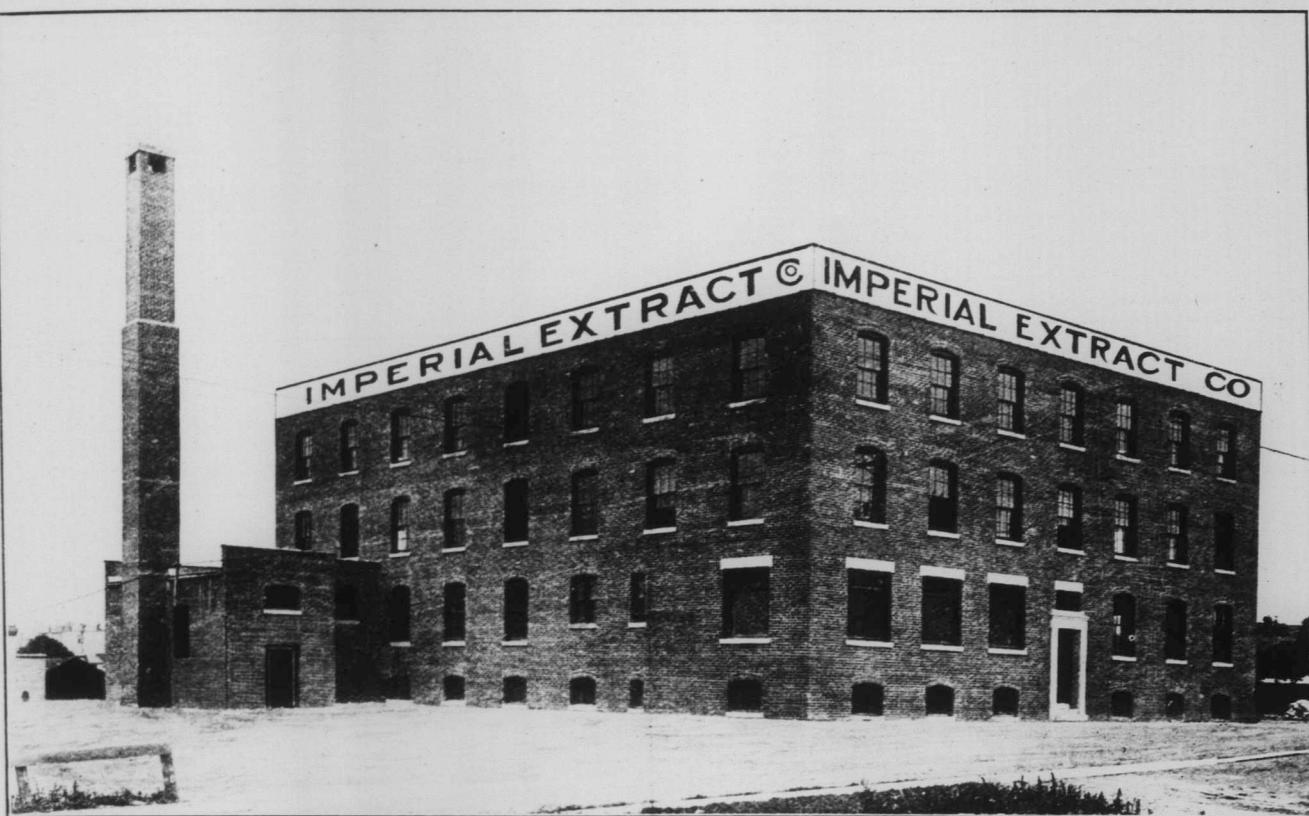
Toronto : : : : Ontario

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



SHIRRIFF'S  
ORANGE  
MARMALADE

THE CANADIAN GROCER



— THE NEW HOME —

BUILT FOR THE MANUFACTURE  
OF

# SHIRRIFF'S PRODUCTS

8-10-12 MATILDA ST.

TORONTO

# Forest City Baking Powder

**Always Reliable      Always Uniform      Always Satisfactory**  
**The Leader for a Quarter of a Century**

**Packed in 6 oz. 12 oz. 16 oz. and 5 pound tins.      For sale by all jobbers or direct.**

**GORMAN, ECKERT & CO., Limited**

LONDON

HIGH GRADE FOOD PRODUCTS

WINNIPEG

## HOTEL DIRECTORY

### WINDSOR HOTEL, HAMILTON, BERMUDA

This House is pleasantly and conveniently located on the East Side of Queen Street. The rooms are bright and cheerful. Every attention paid to guests. Billiards and pool. Hot and cold water baths. A. McNicol, Prop.

### HALIFAX HOTEL

HALIFAX, N. S.

### THE GRAND UNION

The most popular hotel in

OTTAWA, ONTARIO.      JAMES K. PAISLEY, Prop.

### VICTORIA LODGE

Mrs. J. F. SMITH, Proprietress.      HAMILTON, BERMUDA  
 Opposite Victoria Park and Cedar Ave.      Private Board \$12 to \$14 per week.  
 Open Now. Closes on May 1.

## ACCOUNTANTS

**Jenkins & Hardy**      Assignees, Chartered Accountants, Estate and  
 Fire Insurance Agents, 15½ Toronto St., Toronto  
 465 Temple Building, Montreal

—BUY—

# Star Brand

## COTTON CLOTHES LINES

—AND—

## COTTON TWINE

Cotton Lines are as cheap as Sisal or Manila and much better  
 For Sale by All Wholesale Dealers.  
**SEE THAT YOU GET THEM.**

## Poultry Wanted!

Persons having Poultry to ship to Montreal market should make a trial shipment to

### P. POULIN & CO.

39 Bonsecours Market

Buyers of Poultry, Game, Eggs and Feathers  
 Prompt Remittance—No Commission  
 Reference—any Bank.

**(Our Own New Modern Cold Storage Plant Just Completed.)**



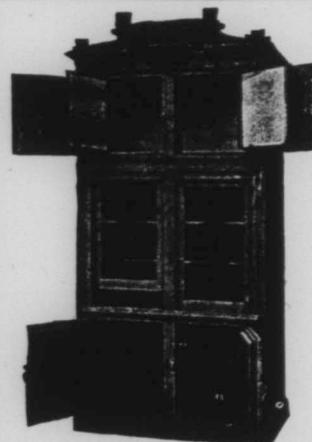
## Larger Profits For You!

Your profit was considered when we fixed the prices of our polishes.

It pays you best to handle Royal Polishes from a monetary and a satisfaction viewpoint.

Larger profits in the first instance, greater satisfaction to the consumer in the second.

**ROYAL POLISHES COMPANY**  
 MONTREAL



The  
**"ARCTIC"**  
 REFRIGERATOR

has proved and is still proving uniformly and completely efficient.

The system of construction gives a perfect circulation of cool, dry air.

Get our Catalogue and Discounts

**JOHN HILLOCK & CO., Ltd.**  
 154 George St., Toronto



You know how the demand for Cowan's "Perfection" Cocoa continues to increase. That's due partly to our extensive consumer advertising, and partly to your eagerness to take advantage of the demand which we create among your customers. If that eagerness were intensified it would mean bigger profits for both of us.

The  
**COWAN CO.**  
Limited  
Toronto

# BOOK-KEEPING WITHOUT BOOKS

## THE UP-TO-DATE TOTAL FORWARDING SYSTEM

Over 50,000 in Use in Canada and the United States

It handles your accounts with only one writing.

It stops all forgetting to charge goods.

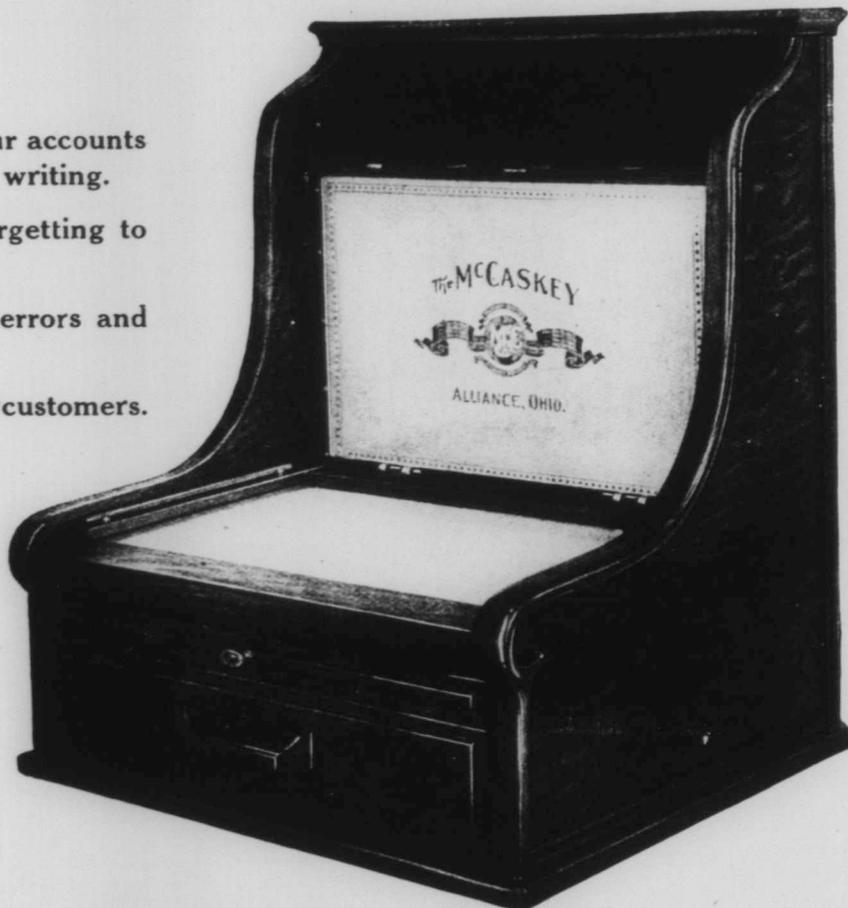
It eliminates errors and disputes.

It pleases your customers.

It draws new trade.

The greatest collector ever invented.

No night work copying and posting accounts.



It takes care of  
Cash Sales,  
Credit Sales,  
Cash on  
Account,  
Produce and  
Exchange  
Sales,  
C.O.D. Sales.

Gives you  
**COMPLETE**  
**DETAILS**  
of your  
business.

MADE IN CANADA

## A Money Earner and Money Saver

Made in Sizes to Fit Your Business

IF YOU DO A CREDIT BUSINESS, YOU SHOULD HAVE A CREDIT REGISTER

WRITE US FOR FURTHER INFORMATION

## DOMINION REGISTER CO., Limited

Successors to The McCaskey Register Co. in Canada

96 to 104 Spadina Avenue

::

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TORONTO

## Enterprising Firms

Handling Sundries are Invited to Apply for

# Free Recipe Books

Containing Recipes for Making

Self-Raising Flours, Sponge Cake Flours, Cake Flours,  
Bun Flours, Baking Powders, Egg Powders, Custard  
Powders, Jelly Powders.    ::    ::    ::    ::    ::

Enquiries Solicited for Chemicals for Manufacturing Above Articles, also for

**Malt Extract** (for Bakers and Chemists), **Malt Flour**, **Flour Improver**  
Essences, Colors, etc.    Acid Phosphates    Cream of Tartar Substitute

All Interested in the Making and Packing of These Lines Should Write us

**The Comet Chemical Co., Limited** - MANCHESTER, ENG.

Agent: G. ARCAND, 390 Notre Dame St. West, Montreal.

## Two Splendid Values

**Salmon**—A Red Sockeye Salmon that may be  
retailed at 15c.

**Pickles**—A Car of Rowat's 12 oz. Pickles to retail  
at 10c. Mixed, Chow, Walnuts, White  
Onions and Gherkins. They are the  
best value ever offered.

Our Salesmen have prices and samples.

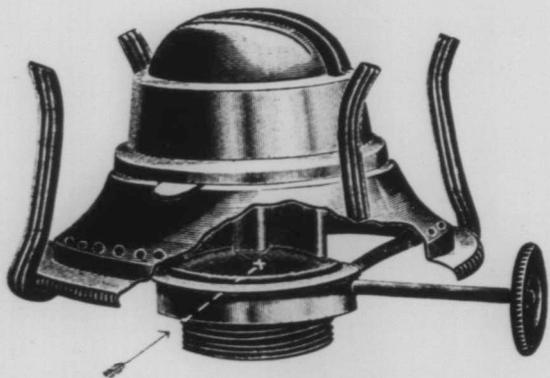
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**John Garvey,** Wholesale Grocer,  
LONDON



# STOP!

and consider what an important matter  
quality is.



## "BANNER" Lamp Burners

are recognized as standard throughout Canada. They are the kind with the screw-  
part protected from fire by a cap. Insist on having the best.

MANUFACTURED BY

The **ONTARIO LANTERN & LAMP CO.**  
HAMILTON, ONTARIO LIMITED

### Mr. Grocer :

When buying canned goods always  
remember that

### "CANADA'S PRIDE"

can be relied on as being the best  
packed and can be recommended to  
your customer for fine natural flavor.  
Every line is packed fresh from the  
grower and in a factory without an  
equal for machinery equipment,  
sanitary arrangement and cleanli-  
ness, by thoroughly trained help,  
thus assuring the best quality pos-  
sible to pack.

Give "Canada's Pride" a trial and be convinced.

To be had of the following wholesale grocers :

- Messrs. W. Galbraith & Sons, Montreal
- Messrs. Fenwick, Hendry & Co., Kingston
- Messrs. Medland Bros., Toronto

PACKED BY

**THE NAPANEE CANNING CO., Ltd.**

W. A. Carson, Manager

NAPANEE, ONTARIO



THE  
PUREST  
AND  
BEST

### ST. CHARLES EVAPORATED CREAM

STANDARD THE WORLD OVER  
ALWAYS READY—NEVER FAILS

A QUICK SELLER  
EVERY CAN GUARANTEED

Manufactured by



**St. Charles  
Condensing Co.**

INGERSOLL, ONTARIO  
CANADA



*Established when George the Third was King*

**HOLBROOKS LIMITED**

**BIRMINGHAM, ENGLAND**

Sole Manufacturers and Proprietors of

# HOLBROOK'S

**WORCESTERSHIRE**

# SAUCE

Acknowledged  
Sauce of

the Premier  
the World



It is made and bottled in the Largest Sauce  
Factory in the World and has an International  
Reputation.

CANADIAN-AMERICAN OFFICES:

**40 Scott Street, Toronto, Canada**

Manager, H. GILBERT NOBBS.

Head Office and Works, Birmingham, England.

Breweries, - - - - - Stourport, Worcestershire, England.

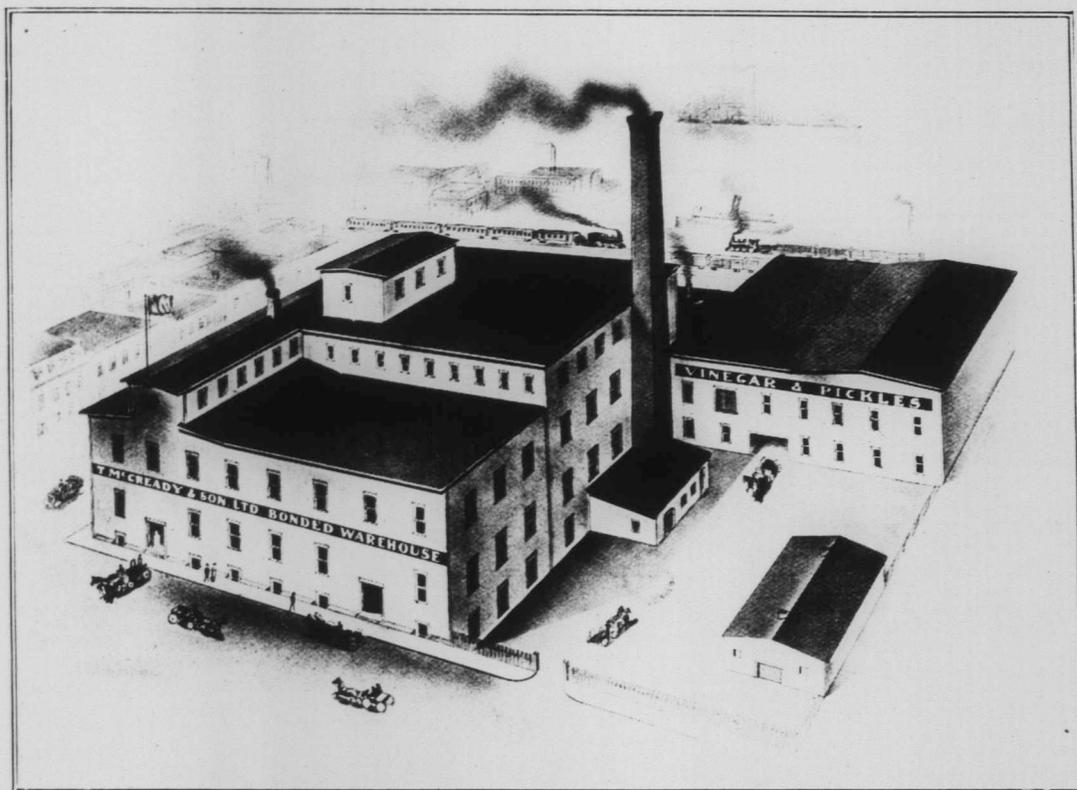
Export Offices - - - 64 Leadenhall Street, London, England.

# The Difference

between goods whose sale brings you new and regular customers and those that merely give no cause for complaint is the difference between CHASE & SANBORN'S high-grade coffees and other kinds.

## Chase & Sanborn

The Importers  
MONTREAL.



WE have pleasure in stating to the trade that our new season's Pickle Crop is now in store in brine and being put in process of manufacture, and we are prepared to supply all orders promptly for any amount in bulk or English levers (bottles).

WRITE FOR PRICES

Very truly,

**Thomas McCready & Son**

LIMITED

Bonded Vinegar, Pickle and  
Spice Manufacturers

ST. JOHN, N.B.



# GAZELLE

The Brand of the Very Finest

CANNED

VEGETABLES

and

CANNED FRUITS

HUDON, HEBERT & CO., LTD.

MONTREAL

"THE MOST LIBERALLY MANAGED FIRM IN CANADA"

# From Top to Bottom

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

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

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

CAN BE HAD FROM ANY WHOLESALER  
FROM OCEAN TO OCEAN

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

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

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

Delivered to any railway station from Halifax  
to Vancouver.

Terms: Net 30 days.

Agents in Canada  
**HUDON, HEBERT & CO.**  
LIMITED  
**MONTREAL**

The most liberally managed  
firm in Canada.



## GLASS and PORCELAIN

Windows  
Mirrors  
Show Cases  
Lamp Shades  
Chimneys

## METALS

Brass  
Nickel  
Copper  
Tin  
Silver  
Gold

## CELLULOID

MARBLE  
WORK

WOOD  
WORK

OILCLOTH  
PAINTED  
SURFACES



# Rowat's Olives and Pickles

"Rowat" is a name with which to conjure in the olive and pickle world.

"Rowat" on a bottle of olives or pickles means what "Sterling" does on silverware.

You cannot stock another brand which will pay you better to handle —from every standpoint.

CANADIAN AGENTS:

Snowdon & Ebbitt, Montreal, Ontario and Quebec.  
F. H. Tippet, St. John.  
Warren & Co., Halifax.  
Nicholson & Bain, Winnipeg, Edmonton, Calgary.

## SUGARS

The best are the cheapest.  
Ask for, and see that you get

*Redpath*

### Extra Granulated

and other grades of refined. Supply your customers with only the best sugars obtainable.

IT WILL PAY!

Manufactured by

**The Canada Sugar Refining  
Company, Limited, Montreal, Que.**

## "EDINBURGH'S PRIDE"

EVERY BOTTLE OF



### Symington's "Edinburgh" Coffee Essence

does credit to the makers and the city of production. Every bottle gives satisfaction and helps to create further demand

Our **ESSENCE OF COFFEE AND CHICORY** gives wonderful value. One bottle makes 40 cups of delicious coffee fit for any connoisseur.

Recommend it for camping parties and Summer outings. It always pleases.

### Thos. Symington & Co. EDINBURGH

Agents for Ontario—  
Messrs. W. B. Bayley & Co., Toronto.  
Agents for Quebec—  
Messrs. F. L. Benedict & Co., Montreal.

# JAPAN TEA

S. T.

## Nishimura & Co.

—Montreal and Japan—

### CURRANTS

We are proprietors of

"AFRODITE" brand, the best AMALIAS  
currant on the market.

"NARCISSUS," fine FILIATRA currants,  
"NAUSICAA," fine FILIATRA cleaned  
currants

and importers and distributors of

highest grade PATRAS and VOSTIZZA  
currants.

We aim to give the trade the best grades  
of currants obtainable from season to season.

We solicit the opportunity to quote on  
your CURRANT needs at all times.

CANADIAN REPRESENTATIVES:

W. H. ESCOTT, Winnipeg  
J. A. KAVANAGH, Hamilton and London  
W. G. A. LAMBE & CO., Toronto  
H. D. MARSHALL, Ottawa  
ARTHUR P. TIPPET & CO., Montreal

### GREEK CURRANT CO.

260 West Broadway, - NEW YORK

THE LARGEST CURRANT HOUSE IN GREECE

### WARNING!

Crescent



Brand

SODA-CRYSTALS (WASHING SODA)

Foreign Soda Crystals—and some of English  
manufacture—are being extensively offered for sale in  
this country which are grossly adulterated with Glauber-  
Salts (Sulphate of Soda), a cheap product which is not  
only entirely useless for washing purposes, but is even  
likely to injure the fabrics with which it comes in  
contact. The Adulterated Soda-Crystals, although  
nominally lower in price than BRUNNER MOND'S  
PURE SODA CRYSTALS, are in reality much dearer  
owing to the large quantity of useless and injurious  
matter which they contain.

BRUNNER, MOND & CO., LIMITED

WINN & HOLLAND, Agents  
MONTREAL

*To the Trade:*

THAT

**CEYLON  
TEA**

**HAS THE CALL,—**

A statement recently made by the Grocery House which has the greatest number of important Retail Establishments, and is consequently in touch with the greatest number of consumers, of any in the country,—

IS

**Convincing Evidence**

THAT

**Ceylon Tea is the Best**

AND THAT

**Ceylon Tea is the Cheapest**

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# CANNED GOODS

## 1909 CROP

If you are a careful buyer, Mr. Grocer, we have some prices on canned goods that will most certainly interest you. We have a full range of all leading brands canned fruits and vegetables, and, as we bought judiciously, we are able to quote you prices which are so attractive that you cannot help being interested. We can quote you on:

TOMATOES	CORN	PEAS	BEANS
SUCCOTASH	SPINACH	ASPARAGUS	
PUMPKINS	APPLES	APRICOTS	
BLUEBERRIES		CHERRIES	
GOOSEBERRIES	PLUMS	GREENGAGES	
RASPBERRIES	PEARS	PEACHES	
STRAWBERRIES		PINEAPPLES	
LAWTONBERRIES		CURRANTS	
	ETC.,	ETC.	

## "Le Soleil" Brand Imported Canned Goods

of especially fancy quality. The kind that pleases those exacting customers who require something a little above the average. We guarantee the quality of this brand to be unparalleled. We are quoting prices which will interest you on:

ASPARAGUS	PEAS	HARICOTS MACEDOINES
BOTTOM OF ARTICHOSES	EPINARDS	CHOUX DE BRUXELLES
COTES DE CELERY	CARROTS	JULIENNE SOUPS
FLAGEOLETS		PUREE OF TOMATOES.

## Canned Fish and Sea Delicacies

Here are some specialties in which we excel. Choice sea foods that you will find ready sale for at all times. And the prices which rule on these lines are such as few other houses can quote you. Ask for figures on:

SALMONS	FINNAN HADDIES	SHRIMPS
TROUTS	LOBSTERS	SARDINES
OYSTERS	HERRINGS	CLAM CHOWDER
CLAM BOUILLONS	CLAMS	MACKERELS.
	ETC.,	ETC.,
	ETC.,	ETC.

## High-Grade Teas

We call your attention to our offerings in fine teas. We prepay freight on all orders for tea of 200 lbs. or over to all points in Ontario and Quebec. Our range includes:

JAPANS	FANNINGS	OOLONGS
SIFTINGS	GREEN CEYLONS	YOUNG HYSONS
ASSAM BENGAL	ENGLISH BREAKFAST BLACKS	
GUNPOWDERS		CONGOUS, ETC., ETC.

FOR FURTHER FACTS, WRITE, WIRE OR PHONE AT OUR EXPENSE

# LAPORTE, MARTIN & CO., Limited

Wholesale Groceries, Wines and Liquors

MONTREAL



The above cut shows what can be accomplished in Show-card Writing With a Little Practice. This and the Accompanying Cards are all the work of J. L. Wyckoff. The Original Card is 22x14 inches.

## Publicity that can be Supplied via the Show Card

**What its Purpose is and Reasons Why it Should be Utilized—The Kind of Card to use and Advice on Best Methods of Writing it—Avoid Comic Cards, but Cultivate Art of Preparing the Novel Variety—Never Show Dirty Card-board.**

By J. L. Wyckoff, Manager T. A. Rowat & Co.'s Branch Store, London.

The purpose of the show card is to announce or call attention to the goods on display, or it may be classed as a salesman, but not a "silent salesman" as some people may think. A good show card will "speak its piece," and speak it well. Every word and line is, or should be, so full of life that the moment people read it a desire to examine or purchase the goods is at once created.

In order to produce this kind of card, it is necessary to pay particular attention to the spacing of the words and letters. The arrangement or layout of the card should be neat and artistic, as well as legible; with the most important words in the inscription, brought out conspicuously, and a liberal margin around the card. With the letters well drawn, the writer will have a card that will promote the interests of the goods when placed in a prominent position in the window display.

For a permanent card, the writer recommends a dark card lettered in white and particularly the color called carbon black. This board is about fourteen ply in thickness, and can be bought from dealers in photo supplies. The cost is a trifle higher than ordinary cardboard, but when it is considered that the cards are to be in use continually the year round, or for special seasons, the cost, after all, is very little. Pictures cut out and pasted on these cards will make them doubly attractive, particularly if the picture be appropriate to the inscription.

Care must be taken to have the picture perfectly straight and to see that no paste shows around the edges. If this is done properly it is almost impossible at a short distance, to detect the fact that the card has been so treated. Some pictures may require a little touching

up, and here the cardprinter may bring his artistic ability into play.

The pictures can be secured from different sources—covers of magazines, advertisements, etc. When the writer sees a design that specially appeals to him, he should file it away; he can never tell just when it may be useful.

### Colored Card Desirable.

Many card writers do not believe in the use of colors, and pictures on cards. They claim that the only correct card is the white card lettered in black. This style may be all right for some purposes, but not for all. An illustration appropriate to the wording or a light color used judiciously will give life and snap to a card that the plainer ones do not have. For example, take an ordinary price ticket, letter the text in black

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## Practical Suggestions for Increasing Trade

The Merchant Should be Careful to Stock What Customers Call For—Carry Goods That Will Hold Custom—When New Goods Arrive Advertise Them—The Policy of Having a 'Leader.'

By Geo. F. Janes.

or black, on a white card and paint the figures and underline the words in a bright red; this combination of colors will make a very attractive card.

There are cards that should be avoided, such as the so-called "funny" or "comic" type. These may be all right for a comic newspaper but, for show cards, are entirely out of place. People may read them, and perhaps smile, but will pass on. This kind of a card, in the writer's opinion, will not sell goods, and should be condemned, where dignity should enter into effect.

### Catch Phrases are Good.

Then, there are the novelty or catch phrase cards that could be used occasionally and would draw a good deal of attention.

Here are a few suggestions that could be used to advantage. Fasten a small Teddy bear to one corner of a card and have the inscription something like this: "Bear in mind we sell the best coffee in the city"—or a screw with this inscription "A good many turns in this business have taught us how to serve you."

For a cut price sale attach a small hatchet and the card should read like this: "Prices chopped in half." A novelty window could be arranged by taking an ordinary pick, drive it into a block of wood and place in the centre of the show window. Then arrange around picnic or other seasonable goods. Place a card near the pick which reads, "Pick out your picnic eatables." This window will draw a good deal of attention and especially if the pick is placed in a prominent position. People will stop to see what the pick means; their eyes will catch the card and then they look over the articles displayed. This usually means a sale of one or more articles.

And now, last but not least, keep your cards clean; a dirty card is almost as bad as no card at all.

If you are owing money to the bank, have your plans arranged so that you can realise on your assets quickly.

The good general always plans his campaign to be ready for attack that may come through unexpected sources. The good financier is always ready for an attack on his finances.

The concerns from whom one buys may be prosperous. The bank with whom one deals may be flourishing, and yet without warning something happens and you are suddenly called upon to liquidate your indebtedness. You should be prepared for this sudden call.

"How can I legitimately increase my business?" This is the vital question, which every grocer is undoubtedly asking himself from time to time. Like all others engaged in the mercantile business the grocers are after the nimble dol-

win the confidence of the public. The successful merchant cannot afford to trifle with anything that bears any resemblance to "fake" methods. He must be sincere and conscientious in endeavoring to bring a greater volume of trade



Our Darjeeling Tea  
at 60¢ a pound has a  
Delicious Flavor—  
splendid for any Function

Other Blends  
from 25¢ to \$2.00 lb.

An Artistic Card With Splendid Selling Properties. Original Card 20x16 Inches.

lar, and any suggestions that will fatten their profits are worthy of consideration. Many plans, no doubt, suggest themselves for increasing their patronage, but many things have to be considered before they are adopted.

In the first place the grocer has to ask himself, are they the kind that will

to his door and his enthusiasm must be in the channel of honesty. There is no better way to gain business than by legitimate advertising, but the advertiser must back up his advertisements with honest goods. If there is anything like trickery, and he is detected, it is soon known far and near, because no one can

THE CANADIAN GROCER

talk louder and more frequently than a dissatisfied customer, and there is no telling what the result will be.

**Carry a Complete Stock.**

However, to get down to the basis of the argument as to how business can be

all the articles for which there is a good every-day demand, and they are well displayed and tidy in appearance, he has, at least from the standpoint of the average consumer, started out well.

The merchant who is indifferent about

say "you will not be able to get at ———, you had better go to ———."

The result is very apparent. Many who would have been customers of this particular grocer, all things being equal are compelled to deal where they know their wants can usually be filled.

**Stock New Goods.**

But the point as to increasing business can be illustrated in another forcible way. There is always room for enterprise. Even the grocer who is proud of the fact that his stock is large, well-kept and attractive, can occasionally "do things" that will make a showing in the cash receipts. The successful grocers, those who have the largest trade, are doing it every day. They are always to the front "with just received a large shipment"—well it may be maple syrup in the early spring, or it may be butter or something else, but what ever it is they have a good supply when the other merchants have little or none. Of course, this is where the value of advertising comes in. They must let the public know of their enterprise, and then they await results.

It may be that whatever their particular shipment consisted of there were many aside from their regular customers, who became interested. They call at the store for the article in question, and naturally enough leave their order for the day, and possibly for the week.

**Policy of a 'Leader.'**

In regard to building up trade, the policy of having a leader, something that is offered each week or each day at a special price, is undoubtedly a good plan with the merchant who gives systematic attention to advertising. If the advertisements are "talkative" people soon note the little bargains from day to day, and while there is probably no price cutting to speak of, they are interested, and the object of the merchant has been attained. All he can hope to do through his advertisements is to get the people to his store and it then depends upon himself and his staff to so treat them as to make them return.

One order invariably means another and as the persons who drop in to pick up a bargain will usually buy more than was originally intended, his plan of offering "snaps" each week is being very successfully followed by many stores. A particular one I have in mind is always well stocked, the "ads." each day are timely and well written and their results are very satisfactory.

Grocers who have not tried this and the other plans mentioned should give the matter serious thought.

For those  
Mouth-watering  
**Mince Pies**  
We have the Ingredients  
in the *finest*  
Qualities



A Good Suggestion for Thanksgiving Time. Original Card is 22x14 Inches.  
(See pages 78 and 79).

increased. The starting point is unquestionably with a complete stock.

There are, of course, many things which would not pay a grocer to keep on his shelves, but if his stock embraces

the completeness of his stock cannot hope to work up a very large trade for the very reason that he is not in a position to supply many of the articles for which he is asked, and in time people begin to

## Late Deliveries a Drawback to the Driver's Life

Other Difficulties With Which He Has to Contend—Employers Can Aid in Lightening His Burden by Educating Customers—Story of a Trip Around a Circuit With a Delivery Man.

By W. M. Ford.

The "groceryman" is always an object of awe and delight to the childish mind. It is not the man who owns the grocery store, I mean, mind you, but the delivery man—all the children know him as the "groceryman."

It is this "groceryman" who brings the groceries to the home and also the candies. Besides he drives a horse, and that in itself is a height of attainment to the undeveloped boyish mind.

A lot depends upon this same delivery man, too, in every town or small city. He acts as general scapegoat for the firm and upon his head descend the anathemas of the housewife when the food-stuffs come too late for dinner or supper. Night and day, rain and shine, winter and summer, these men pursue their occupations regardless of weather. Theirs is no easy or lazy life!

For all that, as a type the men who deliver groceries are a jolly, good-natured bunch, with light hearts and ready wits.

The other Saturday night I was permitted to ride on the seat with one of these drivers, a typical deliveryman, and for upwards of an hour I was entertained by his novel, if erratic, conversation and his curious trend of thought. His constant touch with every portion of the town enabled him to know most of the doings, but he was no gossip. Private affairs had no place in his conversation.

It had rained the previous day and the roads were, to say the least of them, abominable. In one place the wheels of the light wagon ground through gritty gravel, next they sank well-nigh axle deep and with a soft flop into a mud hole, and again the wagon would perform a series of manoeuvres, much like a bucking broncho, over a series of humps and hollows. It was very difficult for me to retain my seat and I was in constant fear of being hurled head-long to the ground, but to my companion it was no trouble and his body swayed easily with every motion of the wagon.

"This is where you need your 'sea legs,'" he commented with a grin as I grabbed futilely for the reins, being in danger of falling off and seeing nothing else to reach for.

### A Driver's Difficulties.

A brief stop was made while a parcel was being delivered. The house was a few steps up a side street and I waited while he ran up with his basket.

"Get great trainin' for a marathon on this job!" he observed.

I agreed with a nod.

"Yes, and you see lots of scenery, too," he went on.

The horse, a stout nag with a persistent jog, stumbled. Its driver heaped maledictions upon its head, explaining meanwhile, in a half apologetic tone, that, "he ain't no good at skating."

We drove into a backyard and I watched him look carefully around. "Scared?" I suggested, for it was one of those backyards surrounded by high buildings and as dark as Erebus.

"Naw!" he replied, "But there's a lot of clotheslines hanging around here loose and a fellow can get a bad jolt if they catch you under the chin. I tear them down every time," he chuckled maliciously.

The next residence was that of a well-to-do citizen and if that worthy rate-payer had heard his reputation and pedigree from Mr. Driver's lips, as I did, he would not have an exalted opinion of himself. He had ordered the goods for Sunday, at ten o'clock on Saturday night, when he might just as conveniently have sent in his order many hours earlier. I meekly and silently concurred with all the driver said about this member of the community when I had heard all. That a man who works a few hours daily and has abundance of spare time should put off the ordering of a few groceries until such a time that it adds to the long hours and burden of the driver seems incomprehensible, and the only excuse is carelessness.

The deliverymen are not as a class very careful of their language. To call a spade a spade they say it in a round about way. Perhaps they have many provocations—who has not in any walk of life—but this particular driver cursed roundly at anything which incurred his vacillating displeasure. For instance: he carried a heavily laden basket into a house and, as is the general custom with deliverymen, walked around to the side door and rung the bell. No answer. A second and third ring met with the same result and then the "swear words" were forthcoming. The door opened during a pause in which the driver was catching his breath and the mistress of the house appeared.

"Oh, I'm sorry I kept you waiting," she said very softly, "but I was busy. I heard you talking, though, and hurried as fast as I could."

He mumbled something unintelligible to me and then turned as fast as he possibly could, without as much as 'Good night,' and walked rapidly to where the rig was standing. I was doubled up, with laughing—I could not help it. "Heard him," she had said and I shoved my glove into my mouth and nearly dislocated my neck in a vain effort to keep from bursting in uproarious, though perhaps unseemly, laughter. "Heard him!" Gracious goodness what would she think! His face bore a half-comical half-annoyed expression when my friend the driver, climbed up beside me and he eyed me quizzically.

"Ah, cheese it, chummy, what's all the joke about?" he said with a belligerent look in his eyes. Discretion seemed to me the wisest thing just then and I straightened my face up as best I could. However, the incident did not appeal to me as much of a joke a few minutes later and I think it cured him to some extent of giving vent to his feelings under such circumstances at any event.

### Make His Burden Lighter.

To relate the occurrences of that trip which lasted until midnight when I bade good-night to my acquaintance of the evening might perhaps be wearisome to many. To me it was most instructive, and afterwards I have always felt a fellow feeling for these drivers of grocery delivery wagons because I know some of their troubles. If others would endeavor to see a little of the inside of the routine of their lives perhaps they would do more to make the deliveryman's load lighter. There are many ways it can be done. Perhaps the most simple is to educate customers to order the family supply of groceries early, have them leave the proper address, being very particular as to the number of the house and the street, see that they do not order something else that may have been forgotten, when the man comes around with the groceries, and so forth. A kind word with a cheerful smile, too, will brighten the lives of these true servants of mankind.

### BUSINESS LOGIC.

Slipshod men make slipshod methods, and slipshod methods make slipshod men. Unless your methods are right you cannot expect your men to remain right.

The human machine has not yet, and never will, reach absolute perfection. The result of this is mistakes. Your clerks make them, and you have made plenty of them yourself. Make some allowances for occasional errors.

What would it be worth to you to have the reputation of being the most accommodating merchant in town? Wouldn't it bring you the trade of about every woman who buys things in your line?

# The Mail Order House an Unnecessary Institution

Depressing Effect Catalogue Stores Have on Communities From Which They Draw Custom—Remedy Simply Becomes a Matter of Education—Retail Stores Needed for the Conveniences They Provide—Duty of Merchants is to Boom Their Own Business.

By M. Moyer.

It may be a bold statement to make, but I take the firm stand that the large mail order houses are a hindrance to the proper development of the country, a decided injury to the best interests of the people; that the retail stores in cities, towns and villages are the most economical and only complete system that can give satisfactory service to the people and are therefore absolute necessities for their comfort and convenience, and must be protected from unfair encroachments.

The mail-order houses have had a trial now for a number of years under very favorable circumstances and if they have proved themselves capable of giving the people all over the country better service than they get through the retail stores, then they are entitled to the trade. But in this they have entirely failed. The people have learned that, at best, they can only give them partial service and that they must depend on the retail stores for full service. If then they cannot give them complete service, and are only taking the best out of the retailer's business, why then should the people from hundreds of beautiful villages and towns send their millions to these concerns and thereby cripple and weaken the stores in their own towns on which they must depend for their needs. Is it reasonable to suppose that they would, if they understood the situation? Are they not deceived through incessant advertising on the part of these large stores; they are wrongly educated and unconsciously losing sight of their own interests?

Look at many of our towns and villages which were once prosperous, now with empty stores, dilapidated buildings, and ruined storekeepers and you will find out upon investigation that the people were misled through deceitful representations. They sent their money away instead of dealing with their neighbors and supporting their own towns. Not only do the towns suffer but the farmers as well are injured. The boys become discouraged and disgusted to live in a community with only a dead town in sight. They leave the home, the father has no help. His farm goes down, and he wants to sell out. He advertises it for sale. A prospective buyer comes along. He feels the deadness of the place and makes up his mind that the whole neighborhood is no good.

Altogether too long have these houses

been allowed to prey on the incredulity of our people, and a vigorous effort should at once be made to protect their rights and their homes, and bring to light the true advantages of supporting their home retail stores. Proper education and it alone will save the situation.

## Up to the Merchants.

The truth is so overwhelmingly in favor of the retail stores that it only requires to be understood in order to win the support of the general public and save the integrity of the best system for distributing the products of the world to the people.

Retail merchants, what are you going to do? Your business is threatened; your villages and towns are in danger; the convenience and interests of the people are being undermined through catfishing and misleading advertisements.

Ninety-five per cent. of the post offices are owned by retail merchants for which they receive no rent and do the work without reasonable compensation, and yet these departmental stores are sending their goods to villages and towns for less than actual postal cost, using the merchants as instruments to kill their own business, and without contributing one cent towards the support and maintenance of the municipality.

## Only One Proper Method.

Farmers and working people are deceived against their own interests through deceptive representation, and even our governments on both sides of politics are not aware of the condition into which the country is drifting in this respect.

The only method known to the world that will give the people satisfactory service is through retail system and any attempt through any other channel can never be complete, and therefore to that extent will cripple and impair the machinery which is necessary for the good of the country and which must be kept intact.

To make this clear, let all the retail stores close up their places of business, and what would at once be the result? But let the mail-order stores close and the wheels of the commercial machinery would run on undisturbed.

When will the people learn to be fair to themselves even if they are not to their neighbors? The question is of such vast importance and so far reaching that it should be taken up by the local press

in every town and discussed in clubs, farmers institutes, retail merchants' associations, and even an occasional sermon on the "ethics of trade" or "the duty of neighbor to neighbor" would be appreciated and do good.

Merchants should do their best to give the people good service, but never rest as long as parcels come regularly from outside. They should let every man, woman and child realize that if they expect to make their livings in their own towns and live there and expect the streets, schools, and churches kept up, that the merchants have a perfect right to expect them to buy their goods from them. No person with ordinary decency could go into a store for a trifling thing without feeling a sense of guilt, when it is known that the bulk of his money goes to the department stores. Would it not be a thousand times more desirable to have our people scattered over our fair land, and live on farm, villages and towns, than to have them crowded into a few large cities?

Therefore do not allow a few gigantic concerns to destroy the happy conditions of country life. The key of the situation lies with the merchants themselves. They should boom their own business so energetically that the mail-order house will be lost sight of by the people of the community.

The cause of many failures is due to bad financing instead of bad business. The trouble is few business men know exactly "where they are at."

A detailed statement should be kept of all obligations. The business man should get along as far as possible without issuing notes, and when he does give notes he should see to it that the notes are taken up when due.

The business man who overstates shows he is a bad financier. The man who buys too much on possibilities makes a mistake.

As you go along this year you should make statistics of the receipts and expenses by the day, week, month, and year. With these figures you can make up a budget of your receipts and expenses of the coming year with reasonable correctness.

Keep your resources well in hand. Buy often rather than buy in large quantities.

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# Retail Grocers Institute an Automobile Delivery

The Only One in Hamilton and One of the Very Few in Canada—Easily Does the Work of Two Delivery Horses—Always Awaiting Orders—Owners Find it a Profitable Investment—Can Deliver Forty Orders per Hour—Other Progressive Methods Showing an Adventurous Spirit.

"I don't want to be at the tail end of anything new."

These are words of John Lampman, of John Lampman & Son, retail grocers and meat dealers, Hamilton, Ont. There are only a dozen of them there but they are words which should be carefully considered by many other retail merchants throughout Canada.

To show that Mr. Lampman "practices what he preaches" it may be here stated that:

He has an automobile delivery which gives rapid service;

He has his own ice house to supply his refrigerators;

He has a large refrigerator built right into his store measuring 10 feet by 9 feet;

His equipments are modern, including cash register, show cases and computing scales;

An elevator extends from the ground to the fourth story to handle stock between warehouse and store;

His store closes at 7 o'clock every night but Saturday.

The most important feature about the business of John Lampman & Son, however, is the automobile delivery. The owners consider it more valuable to them than any two other delivery outfits they could possibly secure.

Last April they purchased the car and instituted the new system. It is a big 30 h.p. "Jackson" machine with two boxes—one for delivering groceries and meats and the other for pleasure purposes. The whole top can be taken off and exchanged for the other in about 20 or 30 minutes.

Lampman & Son have the only 'auto' delivery system in Hamilton and they doubt if any other grocery store in Ontario or in Canada for that matter, can claim one. It is a fact at any rate that they are few. As to the service rendered when the car has on its delivery top, the owners claim it unbeatable.

"We can catch a train with a basket of fruit in four minutes after we get the order," declared Mr. Lampman, and the station is considerable more than a mile away at that.

## Forty Accounts per Hour.

Lampman & Son send out their accounts at the end of the month and by actual timing on one occasion they found that they distributed 48 bills in 55

minutes and their customers are by no means bunched in one section of Hamilton. Of course in such a case the machinery is never allowed to stop. It is claimed that it will deliver 40 orders in an hour, which is much more than any two horses can very well do.

When the automobile is doing the delivering, it is 'on the job' all the time. If two orders are taken at practically the same time it can have the one first put-up delivered and arrive back at the store before the second is ready—providing it has only a reasonable distance to go.

The delivery boy expressed it nicely by saying: "You don't have no time to ride."

From April last until the middle of September the car had traveled 4,260 miles as shown by the distance register. During that time Mr. Lampman had scarcely expended a dollar on repairs. The only thing necessary to buy when the machinery goes right is the gasoline, and he does not consider the expense of that at all equivalent to the feed of two horses and the wear and tear of wagons, harness as well as horses.

"The horses eat all the time whether working or not; the auto only when it goes," is the way Mr. Lampman says it.

He bought it as a money proposition and he is well satisfied with the results. When he does heavy purchasing on the market he takes the car down and on one occasion he brought back with little effort and in a short time 1,500 pounds of

beef, veal, vegetables, etc. It was loaded so high that the driver had to stand on the boards at the side.

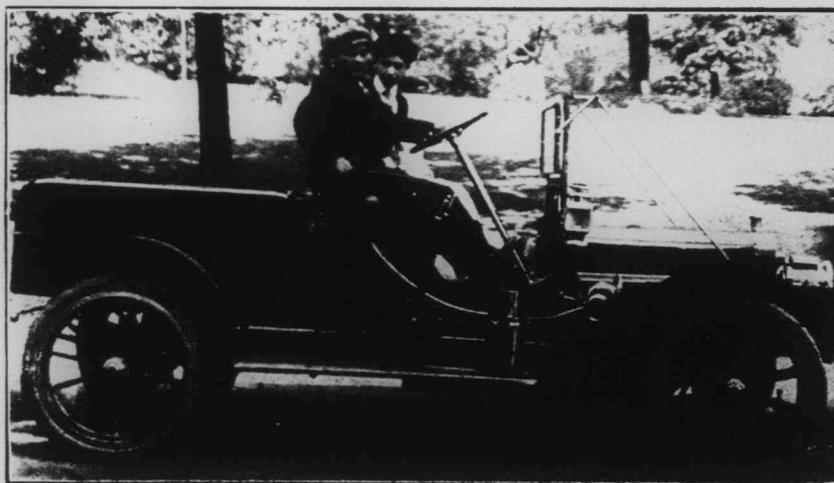
## Costs Little for Ice.

At the rear of the store proper Lampman & Son have a large ice house in which they store enough ice to last them all summer. It is so constructed, that working in conjunction with the hoist, little heavy lifting is necessary. When the bottom row of ice-blocks has been all arranged, the hoist is used to elevate the next load and so on to the proper height. A series of doors are placed in the side of the ice house next the hoist so that when the ice reaches above any one it is closed and the next highest used.

The same convenience exists when ice has to be placed in the large refrigerator, or rather into the receptacle above the refrigerator. It can, of course, be taken out of any door onto the hoist which is lowered or elevated, as the case may be, to a level with a sort of slide (marked A in the illustration) which leads to the receptacle over the refrigerator and on a level with it.

There is always plenty of ice on hand and so the meats, butter, etc., are always kept fresh for customers all the year 'round.

Another feature to the Lampman store is that the company cook practically all their own meats and cure their own hogs—and Mr. Lampman 19 years ago



The Delivery 'Auto' of Lampman & Son, Hamilton Grocers, said to be able to do Easily More Work Than Two Horses.

## THE CANADIAN GROCER

started a business with enough money to buy 2 cattle and a calf.

The elevator runs to the fourth storey where the cutting and engine rooms are located and where the sausage are made. The storehouse is also located there. The present premises have been occupied for thirteen years—with several changes and additions to the building. When Mr. Lampman arrived on the scene there was nothing but four old walls. His son was admitted into partnership with him last June.

### Early Closing.

One of the store methods is early closing. Every night with the exception of Saturday the key turns in the lock at 7 o'clock. Although at present he keeps open until 11 o'clock on Saturday night he intends in the near future to take off another hour.

By closing early he does not believe he is any the worse off. His customers know the rules and make no objections whatever to abide by them, and he finds

every side of this partition is built up with shelving and bins.

Speaking tubes extend from the store to the kitchen and warehouse, and there is also an extension telephone in the dwelling room.

Sometimes an occasional "shop-lifter" which may or may not be a boy, drifts into the store, particularly in the fruit season. A device which can often be used with good results to detect such a one is a mirror. Lampman & Son have one placed just above the cash register. At the same time it comes in handy for the ladies, who always appreciate any little attention of that character.

The Lampman advice is: Keep out of the rut and don't be the last one to make the change.

### A FEW GOLDEN RULES.

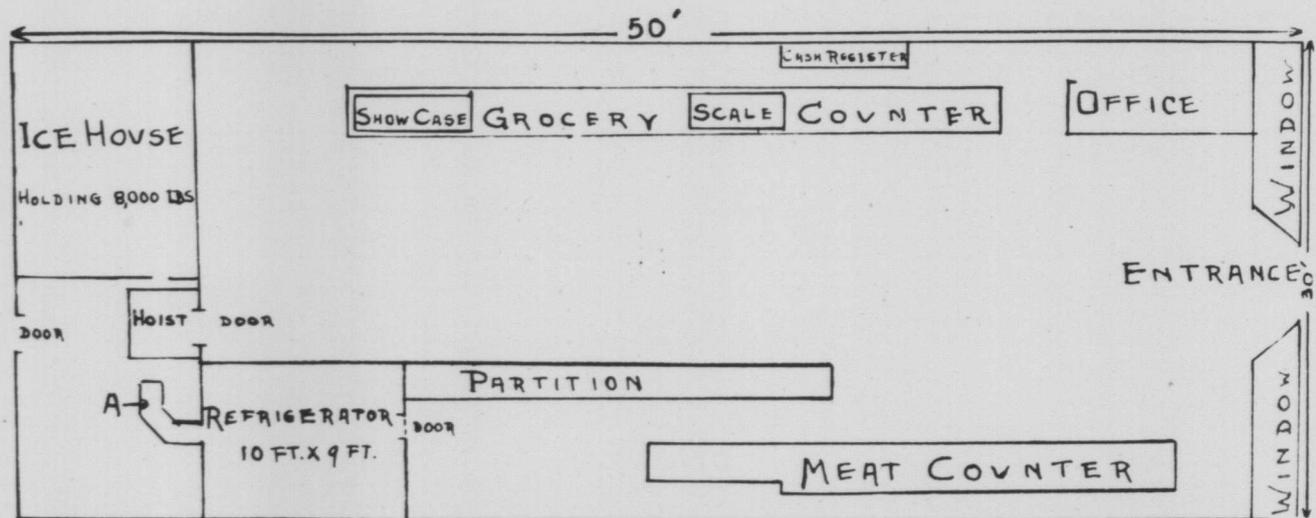
Do as you would be done by.—Golden Rule of the Persians.

Do not that to a neighbor which you would take ill from him.—Golden Rule of the Greeks.

The true rule in business is to guard and do by the things of others as they do by their own.—Hindoo Golden Rule.—The trestle Board.

### STUDY PUBLIC TASTES.

"What shall I advertise and what goods shall I know show in my window just now?" is a question often heard. The advice of a large London, England, storekeeper who has built up an immense business through advertising and especially window-dressing advertisement, is to study the public fancy; that, he affirms, will lay the basis of a successful business, and prove a sure foundation to work upon. It is obvious he claims, that to display goods for which there is no demand, to exhibit articles which are either unseasonable or at the moment out of fashion, is waste of time and space. To study the public fancy is to take thought of what is going on around; to ascertain what other



The Lampman & Son Store Interior Arrangement for Combined Grocery and Meat Market. Drawing Marked A is Slide for Ice From Hoist to Refrigerator.

that the extra hour, or in some cases several hours, gives both himself and family plenty of time for recreation. His automobile comes in handy for this and long trips are often taken after tea and on holidays and Sundays which contribute a great deal to the health and pleasure of those who take in the jaunts. The extra advertising he gets from his auto has also been profitable, for many people, you know, like to have their household necessities delivered in a motor car.

Lampman & Son do a good trade both in groceries and meats; they employ 4 in the store and two drivers. Their store is modernly equipped with automatic computing scales, cash register, etc., and their meat department is almost altogether separated by a partition, as shown in the illustration. The gro-

What you would not wish done to yourself, do not do unto others.—Golden Rule of the Chinese.

One should seek for others the happiness one desires for one's self.—Golden Rule of the Buddhists.

He sought for others the good he desired for himself. Let him pass on.—Golden Rule of the Egyptians.

Whatsoever you do not wish your neighbor to do to you do not unto him. This is the whole law. The rest is a mere exposition of it.—Jewish Golden Rule.

All things whatsoever ye would that men should do to you, do ye even so to them.—Christian Golden Rule.

Let none of you treat his brother in a way he himself would dislike to be treated.—Golden Rule of the Mohammedan.

traders are selling, what the fashionable world is doing, and especially how circumstances and conditions influence fashions, is time well spent. Fashions go in cycles, and tradesmen follow one another in succession. Those who study such things, he believes, and dip deep into the source of commercial knowledge know right well that what is fashionable and salable in a certain locality to-day will not be in demand to-morrow. For that reason the trader cannot do better than look ahead and prepare for the public fancy. To catch business at the right moment shows that the trader is alive to the possibilities which opportunity opens out.

There's no argument equal to a happy smile.

# Selling By Weight---The Only Honest Method

Such is the Opinion of a successful Retail Grocer—Finds Profit in Substituting the Scale for the Measure—Where the Telephone Number is Unnecessary—How Best to Buy Cereals—Value of Shorter Terms of Credit—A Well-Equipped Store.

"When I get a hamper of beans or peas I find exactly what I have and what they cost. I then weigh them into small boxes and put a price on each so that I am sure of my profits.

"I never sell ciscoe herring by the dozen—they all go by the pound."

There is something significant in these two statements of David W. Clark, Avenue Road, Toronto, a grocer who has been in business for years, and who keeps well abreast with the advance of the times. For to look at Mr. Clark's store, both interior and exterior, one could not think otherwise.

Mr. Clark is a firm believer in the weigh scale as an honest means of selling goods and uses it wherever it is practicable. In the first place, he is very careful always to know what he secures from the jobber or manufacturer. If he gets in a hamper of beans, he weighs them carefully and determines the cost per pound. He is then in a position to fix his retail price in order that he has not his trouble for nothing. The beans are carefully weighed out into small boxes, upon which is placed his retail price. He therefore knows exactly what the beans cost him and better still he knows he is selling them at a profit.

One of the great troubles that still hangs onto the trade is selling goods at prices that do not make those goods profitable to handle. In many cases, Mr. Clark maintains, a grocer will get in, say a hamper of beans. He knows what the whole thing cost and he sells at a price which he imagines will "let him out." Frequently, however, he is practically selling at cost or losing money—all because he doesn't exercise the proper care in weighing what he buys and sells.

## Habit of Choosing the Biggest.

The reason why he sells his ciscoe herring by the pound is to eliminate the practice of purchasers picking out the biggest dozen from the rest in the box, placing them on top and then coming in to the store wanting a "dozen herring."

The grocer has no other course to follow than to hand out the first dozen he comes to, with the result that he has the smallest left on his hands. When the bottom of the keg or box is almost reached his big herring are gone and it is almost impossible to offer the rest at the

same price as the others. He often gets himself into trouble when he does, and he loses money when he doesn't.

Mr. Clark finds that the only simple way out of the difficulty is to weigh the herring and sell them by the pound. No woman registers a "kick" about size or measure when she sees the goods go on the scale. The grocer is not "beating" her, and her suspicions are never aroused so that she has no reason to purchase her goods elsewhere.

Potatoes are similarly treated. They are never sold by measure or by the bag—except the weight is known in every case.

Mr. Clark makes a practice of weighing everything that comes into the store in measure. He believes implicitly in the scale, as a prevention against unfair

desires to call you up he looks for your number in the directory; he never gets it off a billboard, window or wagon.

"I believe it is a good idea to have the telephone number printed on your counter-check book or bill-head. In that case the housekeeper who has the duplicate of any order may save time."

Mr. Clark likes to see a check-book headed as simply as possible. His own contains nothing but his address, phone and name.

He never goes out of his store for orders, but deems it more advisable to carefully attend to customers coming in to the store.

## Purchasing Cereal Goods.

"There is one company," said Mr. Clark, "which takes a wise plan in selling its cereal product to the trade. Its

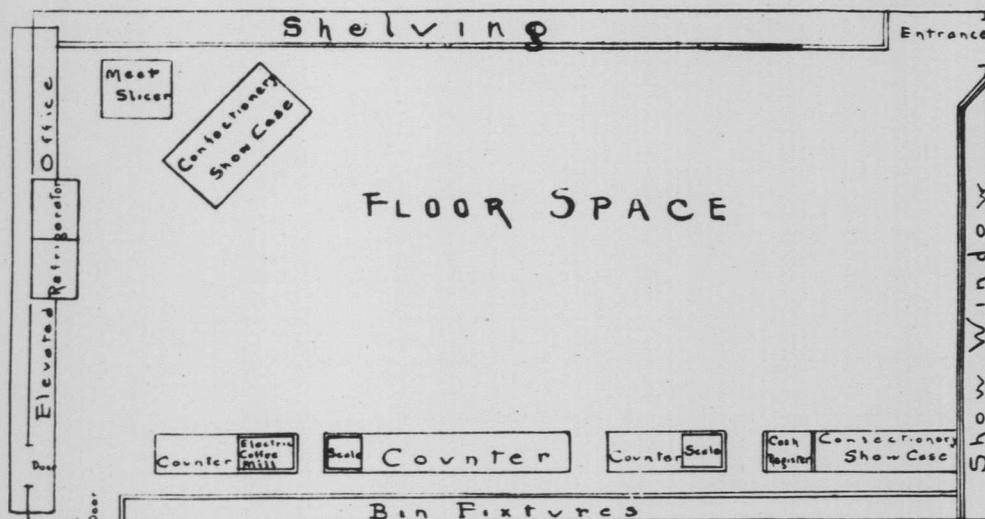


Diagram Showing How Equipment in Store of D. W. Clark, Toronto, is Arranged, Including Elevated Office at the Rear.

discrimination among customers, and as the means of producing an honest deal.

## An Unnecessary Outlay.

In addition to his ideas concerning weights and measures given above, Mr. Clark has many other interesting opinions in retail methods.

"One thing that has always struck me as being silly and unnecessary," he said the other day, "is painting the telephone number on the grocery wagon, on billboards, or on the window.

"No person is going to stop on the street, if he sees your wagon going by, take out a memorandum book and dot down your telephone number. When he

representatives do not advise grocers to take large quantities in consideration for which they will throw in a few extra cases. This company wants to sell you what you think you can reasonably sell in a certain length of time, and it never loads you up.

"Often grocers are induced to purchase more breakfast foods than they can reasonably sell before they get stale. In that case they become discouraged, because they do not care to give a customer a food that should have been consumed weeks before. It spoils the sale of those goods."

The company to which Mr. Clark has

reference, allows the grocer a certain number of cases at the end of the year, that number to depend on the amount he had sold during the year.

#### Shorter Terms of Credit.

Commenting on the recent plan of the Toronto Fruit and Produce Association whereby the members collect their accounts weekly, Mr. Clark thought the idea a good one. It tended to keep down the number of inexperienced men entering the grocery trade and upsetting existing conditions, simply because they didn't understand cost of goods, expense of doing business and figuring profits.

He had once read that with the introduction of machinery into the factories in a certain place, the greatest percentage of unemployed entered the grocery business. The insurance business came second.

This went to show how men will drift into the grocery trade without the first knowledge of it, and without the faintest idea of having any difficulties to

contend with. The ultimatum, therefore, of the wholesale fruit men, Mr. Clark maintains, was a splendid idea. It tends, he says, to elevate the trade and keep it running on a higher moral plane.

A glance at the accompanying plan of the interior of the Clark grocery shows up-to-date equipment, and some new arrangements. He has the latest type of bin-fixtures, a handsome cash register, modern computing scales, an electrically operated coffee mill, a refrigerator and meat slicer.

Confectionery is carried and to display this attractively, show cases are used.

The office is an elevated one, at the end of the store and entered by a stairway leading from the warehouse at the rear. This is both convenient and saves a good deal of room.

The above methods and suggestions are valuable to any grocer in-as-much as they have been used with success by Mr. Clark, who is certainly making good in the retail grocery business arena.

Every retail grocer and every employe should know these facts and should never cease to preach them in season and out whenever the occasion arises.

#### Admit of Splendid Displays.

Canned goods are probably used more than any other article sold in the grocery store for display purposes. The reason for this is that they can be arranged easily in many different fashions. The labels on can goods are usually attractive and they can be so placed as to add much to the shelf or window appearance.

When window displays are made of canned goods, those displays should not be allowed to remain too long. Change them often and give the eye of the prospective purchaser something new to look at, for a window display—no matter how neat—becomes stale if allowed to remain too long.

Very often retailers make mistakes by selling an inferior quality of goods when the price of canned goods advance. This may at the time be a profitable scheme, but the ultimate injury it causes, more than counterbalances any good it may do in the matter of making profits. As soon as the customer discovers she is obtaining an inferior article in place of the one that she has always purchased, she will not give her custom long to that store—particularly if she is a particular customer and most people, who can at all afford it, are particular about what they eat.

#### Purity in Different Grades.

But it must not always be supposed that purity and healthfulness are regulated by quality always; in the majority of cases the same care and skill is taken in canning the standard grade as the fancy extra, the can of corn or peas and almost all other canned foods, is as healthful and clean as the high-priced can of the same article. It, of course, may not be as palatable or as attractive in appearance but the food value is the same.

To advertise canned goods at the proper time is a big factor in the sales of the retailers' stocks. Ads. that convey information and convince the intending purchaser—those that tell, for instance, of the excellent quality and why that quality is excellent—are the kind that are necessary to sell the goods.

To sum up—the increase in the sales of canned goods from the store practically depends upon the grocer himself. Your customers to a large extent need your judgment, your knowledge and advice; never mislead them by personal conversation or by untruthful advertising. Simply speak the truth as you know it, and despite sensational stories with little or no foundations, you will increase your sales of canned goods.

## Means of Increasing the Sales of Canned Goods

### The Power Lies in The Store Methods of the Retail Grocer—Education Among the Consumers Necessary to Offset Wrong Impressions—Canned Goods May be Easily Displayed—Advertising Systems That are Valuable.

If he goes about it in the proper manner every retail grocer can easily increase his sales in canned goods. The whole secret lies in education, advertising and proper display.

A valuable education can be conducted by advertisement and conversation personally or through your clerks. The most effective way to combat the untruthful articles in sensational newspapers and misleading advertisements, especially about canned goods, is for every retailer and every clerk in his employ, and every member of their families, to constantly state the truth, which is that food hermetically sealed in tin cans is preserved by heat, and as long as it is kept from the air (that is, neither swelled or leaking), it is a sound, pure, wholesome, palatable food.

A writer on this subject states that no chemicals are used to preserve or color "canned goods." He quotes what a prominent professor says: "The only coloring matter usually found in canned vegetables is copper \*\*\* the preservative most commonly used in canned vegetables are borax, sodium benzoate, and salicylic acid; sodium sulphite is sometimes added to bleach the product and to act as a preservative; saccharine, vegetables is copper \*\*\* the preservatives most commonly used in canned vegetables as sweet corn as a sweetening agent,"

and then tells how to detect the presence of these chemicals.

This professor claims the writer, either has not analyzed canned vegetables in the past few years, or has found only "traces" of the chemicals mentioned, as they are not used by canned goods packers. The natural product, peas, beans, corn, etc., contain traces of several of these chemicals, as analyses by Dr. Wiley and others of the fresh vegetable have shown, but nowhere in America can now be found, as far as he is aware, a packer who adds them to the vegetable when canned.

Nature, the great chemist, in her laboratory of soil and air produces nearly every chemical known, and in her choicest food products from land and water she leaves traces of these things, giving color and flavor, varying the appearance and taste of these foods to please the eye and palate of the consumer. The canned goods packer adds salt and sugar for seasoning; he cooks his canned goods to preserve them, in the cheapest and best container known—a tin can—and to the extent of hundreds of millions of cans furnishes the best fed people in the world, with a variety of pure, wholesome and economical food prepared in the most cleanly manner, unobtainable otherwise.

# The Common-Sense Method of Handling Tea.

**How Sales Can be Increased if Proper Course is Taken—Over-Stocking a Bad Fault—Tea Should be Kept Away From Many Articles Because of its Absorbing Characteristic—Teach Customers How to Make Good Tea—Keep an Eye on the Peddler.**

By B. H. Thomas.

For a grocer to increase and even hold his tea trade he must make a study of the methods of taking care of his tea in the store. The value of tea to the consumer is derived from its flavor and one of the great difficulties is being able to present to a customer the same flavored tea which you know he or she likes, week in and week out.

To begin with, care should be exercised in the buying of tea for the store. Whether package or bulk goods it is not necessary in these days of travelers to overload on tea. If a package of tea is opened and left in contact with the air for any length of time it loses flavor and grades of deterioration occur.

A dealer with many years' experience in handling of all kinds of teas advises that the tea stocks in the store be turned over every month where it is at all possible. This is possible in the thickly populated districts where the grocer knows there will be a traveler around at regular intervals. Of course, a different condition of affairs prevails in isolated districts. Once a month may seem rather often, but he claimed that if the best satisfaction from customers was striven for, it was not any too frequent.

All kinds of tea lose quality with age and in this respect they are rather unlike whisky. Not only that, but the success of a business depends on its turn over—goods converted into ready money. Money begets money in interest but a shelf or a chest of tea does not produce more tea or money. On the other hand its value decreases the longer it remains on the shelf or in the chest.

Do not therefore let any salesman load you up with more tea than you want, simply because he offers you lurid bargains, long datings and large discounts. Let the wholesaler carry it and take the chances and if you want to spend some extra money increase your assortment of goods. A grocer seldom finds that he can sell more tea just because he has a heavy stock.

A prominent Canadian tea manufacturer recently said: "It must be borne in mind that all tea deteriorates with age, and after it is eighteen months or two years old it should not be drunk. Many grocers are ignorant of this fact and carry over teas from year to year until they have entirely lost their flavor and beneficial qualities."

The location of tea in the store is another important feature. It is imbued with that contrary quality of absorbing flavors from many other articles common to the grocery. On the other hand it does not impart its flavor to anything else very readily.

In this connection soap deserves special mention. See that no tea is in proximity to a bar of soap. Care should also be taken to see that tea is not close to spices, coffee, matches, coal oil, acid fruits, such as lemons and oranges, and cheese. These articles readily impart their flavor and tea just as readily absorbs it.

Many occasions arise when a grocer or his salesmen selling tea can educate customers how to use it. Every customer appreciates a word of advice now and then, if it is given in the proper spirit. Tell your customer how necessary it is to use fresh boiled water in making tea and if you care to give advice about her tea-pot point out to her that the old fashioned earthenware pot has as yet been unsurpassed. Also impress upon her the need of taking the tea off the leaves after it has been on from 5 to 8 minutes. This is because the tannin in the leaf escapes if it is left in the water too long and tannin is what gives it that undesirable bitter taste.

Very often a customer stops buying tea from her regular grocer because she, unconsciously, of course, neglects to follow out the above ideas and therefore thinks the tea is bad. Educate her judiciously and strengthen her trade with you.

## Grocers and Tea Peddlers.

Because there is usually profit in selling tea we find peddlers handling it all over the country and it is the merchant's affair to curtail these sales as much as possible. Wherever a grocer finds that a customer is buying tea from a peddler he should devise some means to regain that trade. Point out if you can how much superior your tea is and it might be good policy to occasionally give some samples suggesting that she compare the two. Few peddlers have any particular knowledge about teas, so that it is difficult for a purchaser to buy from them with any degree of accuracy; on the other hand specialists prepare with much care the teas that are sold to grocers

and a grocer usually knows whether he can conscientiously recommend them or not. The peddler is seldom in a position to do this. If a grocer really knows the goods he is selling he can easily increase his sales.

## Use of Displays.

An occasional tea display aids in increasing the business and draws attention to the fact that you carry reliable goods—that is if you do. When these displays are made, make use of one or two attractive display cards and some price tickets and you will be surprised to find the good they do.

When a package of tea is opened and placed in the window or when bulk tea is shown, it should not be sold afterwards particularly if the rays of the sun touch it. The heat draws out the flavor and when that is gone it is not much use.

Some teas are more easily sold than others because they are more systematically advertised. Grocers should consider this point carefully when stocking up—and they should also be careful to have the goods on the shelves when anybody calls for them and remember always that quality more than price indicates the value of tea to them.

## THE RICE GOD.

In the Malay peninsula (after a general propitiatory service has been held as an "apology" to the rice for cutting it, the "rice soul" is diligently sought. First the spot where the best rice grows is selected; then seven stems are chosen, each having seven joints. Within this sacred bundle resides the soul of the whole precious field, and, dressed in swaddling clothes like a live infant, it is borne home in a basket and tenderly, reverently, placed on a new sleeping mat.

After the rice harvest in Ceylon the priests take a little old god called Mareii down to the river. A hole is dug where the water is shallow, and into this is crammed a bag of dry rice, with the god placed on top. The saturated rice expands, forcing the image upward, so that in about fifteen days it comes to the surface and is welcomed as a new god with acclamations of great joy.

Both in China and Japan are held special festivals of thanksgiving and offering up of first fruits.—Los Angeles Times.

## "Most Complete Grocery Store in the Province"

That is How Travelers Designate the Establishment of Nahrgang & Co., of Palmerston—Attractive Exterior and Interior, and Fitted up With Practically all Modern Conveniences — Caters to High-class Trade and Keeps the Best Possible Goods —The Reward of Service.

You often hear merchants in small towns or villages remark, "Oh, this store is good enough for me in this place but if I were in a big city like Montreal or Toronto I would have things looking better."

But nowadays the tendency all over

mercantile travelers whose good fortunes have taken them to Palmerston, claim that it is the most complete in the province. Mr. Nahrgang, jr., is the proprietor and he is only 25 years of age.

The success of this business is based on the service made possible by such an up-

and so decided to branch out. We bought the building and remodeled the entire ground floor.

"In laying our plans we determined to instal nothing but modern fixtures and equipment, and we are now certain that we have taken the proper course."

A glance at the store certainly convinces one that Nahrgang & Co. are after the high-class trade. They have one of the most improved bin-fixture arrangements, including bins for spices, teas, biscuits, fruits, etc. The shelving is also of modern type and all is finished in dark oak.

In addition to these, there is a com-



Cut Showing the Left Hand Side of the Handsome Grocery Store of Nahrgang & Co., Palmerston, Ont. The Confectionery Show Case Display and Modern Bin and Shelf Fixtures are the Features.

the country is up-to-date stores with a view to giving the best possible service to customers. Equipment and cleanliness count for much in the matter of service, for no store can be serviceable to the best class of trade without these requirements.

This has been recognized by many merchants and even in the smaller places, among them being Palmerston, Ont., where Nahrgang & Co. have one of the handsomest and finest equipped stores in the country, whether it be city, town or village. There is practically nothing known in the store equipment line that Nahrgang & Co. haven't installed. Com-

to-date establishment and the quality of the goods on the shelves.

The present proprietor succeeded his father six years ago and since that time he remodeled the store. He claims that both the front and interior appearance have had a great deal to do with attracting the high class of trade in Palmerston.

### Attention to Customers.

"We carry the best classes of goods and we treat our customers courteously," says Mr. Nahrgang, "and this was why our business grew so that we had to enlarge.

"We saw an opening on Main Street

bin and silent salesman, an order counter, and large work counter all fitted with bins. They have one of the largest cash registers sold, a refrigerator as well as a cool meat counter, meat slicer, cheese cutter, computing scales and, in fact, practically everything that belongs to modern store equipment.

Nahrgang & Co. are still running the other store.

Being as yet only a young man, Mr. Nahrgang is to be complimented on his aggressive business character. He has done remarkably well as a grocer so far, or in other words groceries have done well for him.

# Grocery Store Proprietor Without Any Experience

Entered Against His Inclination But Became One of Most Prominent Members of the Trade in the United States—Business Career Begun in Canada—How Trade was Built Up—Changes in Methods During Forty Years.

By Thomas Martindale.

For forty years the children of Israel were kept wandering in the desert looking for and hoping to reach the Promised Land. During this period a new generation had arisen. It was strong and lusty of frame; used to hardships, privation, hunger and thirst. "The Promised Land" was pictured to them as being a land flowing with "milk and honey." Their imaginations, no doubt, reveled in the idea that when this delectable country would be finally reached their work

more perhaps from industry and perseverance, and in always keeping a hopeful and cheerful front than from anything else.

One day an Irishman met me returning from a chase after three wild ducks, which had led me down the Alleghany River below Oil City, Pa., a distance of over three miles and a half, before I got a shot at them. That made a total walk of over seven miles. I had my gun in one hand and two of the ducks in the other.

was a leading factor in it, for "There's a Divinity that shapes our ends, rough-hew them as we will."

## Began With Dry Goods.

If the reader will tarry with me awhile, I will briefly narrate the various providential happenings that finally led me to my entrance into the trade that it has been my lot to labor in for the forty years. I was brought up to the dry goods business; left school at 13.



The Right Hand Side of Nahrgang & Co.'s Store in Palmerston, Ont., Effectively Illustrating the Fine Appearance Made by Up-to-Date Fixtures.

could be over—then they could rest—each man under his own "vine and fig tree," and their lot would be one of continued happiness and bliss.

It so happens that I too have been in the wilderness of the grocery business for forty years. My entrance into it was without previous preparation, experience or knowledge. At one bound I vaulted into the saddle as a proprietor without having any apprenticeship or any idea as to how I should manage the business. That I have succeeded was

Pat accosted me and asked me where I had got the "burds." After telling him whereabouts they were shot: "But did ye shoot thim yerself?" "I did." "Air ye shure?" "I am." "Well, then, I think it was more by good luck than good aimin'." and as my friend's term of good luck was but another name for Providence, I am inclined to believe that in the matter of my forty years' experience in the grocery business and its ultimate of success, whatever degree that may be, that Providence surely

after a year and a half's schooling, which was broken frequently by the necessity of my staying at home to help mother out with tending to the children. I was the eldest of twelve. I sawed the cordwood, shovelled the snow, spaded the garden, milked the cow, fed the pigs, went to the brewery for grain-wash for the cow, washed the dishes at times, and did everything that a healthy, energetic and willing boy could be expected to do.

Then at 13 I was hired as errand boy in a dry goods store at a dollar and a

half a week. For 7 years I worked for the same firm and left them because, in giving me an advance in wages from four hundred a year to five hundred, I was told that no matter how long I might stay, I would never get any higher salary, as that was the highest salary then paid in London.

**A Manager in Toronto.**

I went to Toronto, and got a position at \$450 per year and in 2 years climbed to the position of manager. At the age of 23 I left there and turned up in Boston, taking a position as salesman in the dress goods department of Churchill, Watson & Co., which had been vacated by Jim Fisk, later of the world-famed firm of Gould & Fisk. I went from there to Pittsburg to go into the velocipede business. The man who had induced me to go into it, however, backed out, and the business didn't start. I was very anxious to get out of the dry goods business, because I had taken a supreme dislike to it. Chance took me to Oil City, where I secured a job as engineer on an oil well, and running the engine. The boiler was heated by natural gas from the well, and this made the work very light. The well was two miles from Oil City, over a spur of the Alleghany Mountains. I did my own cooking and washing and carried my groceries on my back twice a week over the mountains.

**Carried on a Loose Business.**

The man I traded with had formerly been a raftsman; he knew nothing about business—didn't know whether he was making money or not. He asked me to help him take stock, which I did, and found his business a losing venture. But he had a good stand; the frame store building costing him \$300, was his chief asset. The ground it stood on was leased at \$20 per month. His statements showed that he was about \$1,500 to the bad, if his debts had all been correctly recorded. I bought a half interest in the store conditionally, in June, 1869, paying him but a small amount for it; and if his debts had been incorrectly given and were more than his statement showed, he was to refund me my money and the deal would be off.

A period of 10 days only was sufficient to show that he had over-looked at least \$500 worth of more debts, and I asked for the return of the money, but, alas he had spent it. And so the business with its debts was transferred to me.

I had saved some money and sent to my father for a loan of four hundred more. When this arrived the debts were paid off gradually, but I changed all of the buying accounts as I soon learned that the old man had been badly imposed upon by the people of whom he bought.

The store had one counter, 15 feet long, a good show window—no basement but a room overhead. The size of the store was 20 x 35 feet. For several months I slept on the counter with my head on a low cheese box. This was not a good thing to do, as I was in full view of the window and people soon found this out, and awakened me for all sorts of small purchases during the night. Besides this, the rats were a terror. Big, savage fellows they were, who ran along the shelves and occasionally jumped down to the counter and played tag over my body. The climax came when one old fellow ran right across my face. So I fitted up the room overhead into two parts—a sleeping room and a kitchen.

**Free Ad. From Lame Horse.**

In those days there were no free deliveries, but I bought an ancient horse with one leg crippled, an old box wagon and a harness made from rope and leather, all for \$25. The horse went by the name of "Limpy Sam." He brought trade by the free advertising that I got out of him, as his appearance on the street was the cause of many jibes and criticisms at the expense of his owner. I painted the store in red and white checkered squares, and called it the "Checkered Store." Afterwards I opened another store across Oil Creek and painted it blue. I bought an interest in still another, which we painted red, so I came to have the "Checkered Front," the "Blue Store" and the "Red Store." Then I sold out my interest in all of these stores, built a brick store on the north bank of the Alleghany river and launched into the wholesale business. This was in 1873, a year of failures in business in many parts of the United States, and on account of low-priced oil in the valleys of Oil Creek and the Alleghany, it was a year of very general business disaster. However, while a number of jobbers in that district failed, I managed to pay dollar for dollar. I then went out of the wholesale trade, and re-entered the retail end of the business, starting it as a strictly cash store.

In the latter part of 1874 I came down to Philadelphia, and on January 23, 1875, we opened the "California Store" at Tenth and Market Streets. Here we have been ever since, but, oh how the store and the business have grown. It will be recalled that I started for myself in June 1869, so in the briefest possible space, I have glanced over the intervening time between 1869 and 1909.

**The Darkey and the Rat.**

For many years I personally opened the store at 7 a.m., and one morning when the snow was deep and the horse cars were tied up with the snow blockade,

and the snow was yet falling, I reached the store a few minutes late. There were two colored men waiting at the door, and when they were let into the store, they asked for two pounds of coffee, and they wanted it ground. A short time previous to this, a man had sold us a lot of rat traps made like a big spider or centipede. They were made with five hooks, which were set with a spring, and the traps were hung by a cord some inches from the floor. These traps caught a lot of rats, but they weren't strong enough to hold them, for the animals would tear themselves loose with the loss of a foot, or perhaps an eye. This morning when walking in the yet uncertain light, on entering the store, I saw ahead of me a big rat, which didn't try very much to get out of the way, and I planted my foot firmly upon him, and found that one of his eyes was pulled out by one of the hooks of a trap. I tied a piece of strong string to his tail, and then tied the string, without thinking of what I was doing to the handle of the coffee mill. Then I went to the front of the store, lighted a few gas jets and weighed out two pounds of coffee for the colored men. A woman came in, just then, and I asked the men if they could grind the coffee themselves so that I could wait on the woman; this they agreed to do. I walked to the back part of the store and put the coffee into the hopper. Now, where the mill was standing, there was no light whatever, excepting from the jets at the front. One of the men stood on one side of the mill to pull at the handle and the other opposite to him. When they started the big wheel around there was a loud yell from "darker No. 1," who ran out of the store, showing every sign of a terrible fright, and at the next revolution of the handle the other darker followed the first, also screaming at the top of his voice, and I never saw them afterwards, and this is what had happened.

The big rat was tied to the handle of the mill; the first revolution brought it up with a dull thud against the edge of "darker No. 1"; the next whirled the rat down on "No. 2's" head, face and chest, and drawing much blood from his face with its claws in its rapid descent. The men evidently thought the rat had jumped out of the mill. The old coffee mills are now superseded by modern mills run by electricity, and this incident serves very well to illustrate in a way the difference between the past and the present in our business.

**Difference in Methods.**

We used to pry out currants from a 300-pound barrel with a big three-pronged fork. Now we sell them already

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measured, in pound cartons, and fifty-pound boxes.

The fixtures in the business are now different, and the methods of doing business so entirely out of place with the time methods that it is very hard to realize how very primitive our business was forty years ago.

**Hints From Experience.**

One thing remains the same—and that is that honesty won out then, and will do so now; perseverance, pluck, and intelligent mastery of the trade then brought success, and you cannot attain success

even now without these qualities, even coupled with all the accessories to the trade which we enjoy at present. In other words, there's no royal road to prosperity in the business of to-day, excepting the dealer keeps to the homely, necessary and well-worn principles of truth and honesty, cheerfulness and courtesy, eternal vigilance and untiring industry, cleanliness of person and of store, caution in buying and likewise in selling, together with the ability to make a fair profit, and that "oft-times repeated."

**A Strong Business Founded on a Quality Basis**

**Milestones Marking Sixty-nine Years of Progress of Jas. Osborne & Son, Hamilton—Extensive Importer of High-class Wines and Liquors—Percentage of Losses From Bad Debts Very Small — Book-keeping and Credit Customers Carefully Watched.**

Any business that withstands the test of time for practically "three score years and ten" must be a rugged one. It is the same whether it be retailer, wholesaler or manufacturer. Such a business must have been founded on good strong principles and these must have been applied at every stage of the game.

Back in 1840—sixty-nine years ago—

borne business according to the present proprietor, John Young Osborne.

The late James Osborne was the founder. He was born in Ayrshire, Scotland and came to Canada in 1832, locating in Beansville in the grocery business where he remained until 1840. When he first opened in Hamilton he kept a general store including drygoods,

to carry a large quantity of goods to do a \$75,000 trade but quality is more particular. Mr. Osborne only purchases what he considers the best goods. He is an extensive importer in all lines including his wines and liquors which are among the finest produced in the old world and which constitute a big share of his business.

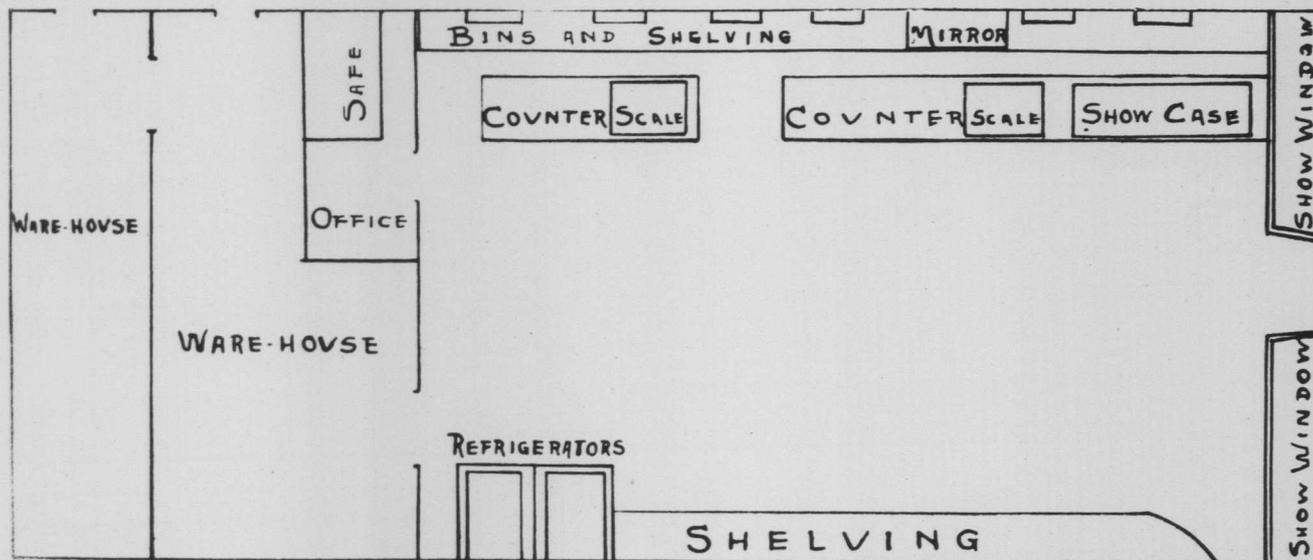
The wines and liquors are stored in the wine cellar—a spacious apartment with a clean cement floor. An elevator in the warehouse at the rear of the store extends to the wine-cellar to eliminate heavy lifting. He has the exclusive agency for various liquors and even hotels have to come to him for supplies.

**Little Lost in Bad Debts.**

Since Mr. Osborne does a high class trade, he suffers little from poor pays. He gives credit of course but looks carefully after his books and customers.

Book-keeping in the store is the stumbling block of many merchants. Neglect to charge up goods, failure to present accounts at the proper time and a general loose system of watching the business eventually means failure.

Mr. Osborne is particularly careful in this regard and estimates that his losses last year through bad debts did not amount to more than a half of one per cent.



Layout of the Store of Jas. Osborne & Son, Hamilton, Ont.—The Business Was Established About Seventy Years Ago.

the grocery business now known as that of Jas. Osborne & Son, Hamilton, was established. To-day Jas. Osborne & Son is recognized as the "Michie" of Hamilton. The trade is a select one in groceries and liquor. Last year the business amounted to about \$75,000.

To get back to the reason why this business should not only have held together but expanded—it is answered by the one word "Quality." Quality in goods, quality in service and the extensive advertising of quality in both are the attributes to the success of the Os-

boots and shoes and crockery. His system in the store was the Old Country variety and this has been followed by his son with marked success. He was one of the original directors of the Canada Life Association and remained on the board while he lived. He took a deep interest in educational matters and was chairman of the School Board in Hamilton at different times. His death occurred in 1886 when his son took charge.

Jas. Osborne & Son look carefully after their stock. They necessarily have

**Advertise Consistently.**

Linked with quality in goods, advertising forms the other chief selling method in the Osborne business.

Mr. Osborne buys space regularly in three daily Hamilton newspapers. He also has space in a paper in Dundas—six mile distant, and in one in Grimsby—thirteen miles away. He writes his own ads and puts his own personality into them.

He is one of those who believe in plenty of recreation and is a reputable sportsman, with lawn bowling his hobby.

# Salesmanship and Advertising Inseparable Friends

That Educational Campaigns are Necessities in Selling is Universally Recognized—What Salesmanship Clearly is—Copy-Writers Take too Much for Granted—Sincerity Goes a Long Way to Holding Friends—Enthusiasm a Necessary Qualification.

By Hugh Chalmers.

**T**HE relation of salesmanship to advertising is the closest relationship known—closer than friends; closer than a team under single yoke; closer than brothers; closer than a man and wife, as there can never be separation and divorce; all salesmanship is part advertising, and all advertising is, part salesmanship; they are the twin screw engines that drive the ship of business; they are like a chemical compound, each contains the other and is itself the thing contained.

Nitrogen and glycerine each is a power alone, but when combined in the proper parts they make the most powerful explosive known. It takes knowledge to mix them and a spark to set off the mixture, but the results are tremendous.

So with salesmanship and advertising. Each is a power alone, but combine them and you have the greatest business-producing force known. It takes brains to create and combine them, and it takes nerve to touch them off, but the results are worth while.

Every ad. is a salesman; every salesman is an ad. Advertising is salesmanship plus publicity. Salesmanship is advertising plus getting the order signed.

Advertising and salesmanship are alike in that in both you are trying to influence the human mind—trying to teach people to believe in you and your goods. Advertising is teaching; so is salesmanship.

The close relationship of salesmanship to advertising is most apparent, perhaps when we get clear down to bedrock and discover the real foundation of salesmanship—of doing business successfully. The whole business world rests upon a foundation of confidence. When confidence is gone, business is gone. Individual salesmanship depends upon confidence as much as any other transaction in business. If a man has confidence in you and in your goods you can sell him. You can not make many sales where confidence is lacking. If your prospect lacks confidence in you then your entire efforts must go to building up in his mind a feeling of confidence. Now the greatest builder of confidence is publicity—advertising. Lack of confi-

dence is usually due to ignorance. Unless you know a man well you haven't confidence in him. Unless you know a business house well you haven't confidence in that house. The greatest foe of ignorance is publicity. The saying that "publicity corrects all abuses" is a true one. Advertising makes you acquainted with the public. It gives people knowledge about you and your goods, and knowledge is absolutely essential to confidence. Big advertising looks like big sales; it makes people familiar with you; it unconsciously creates confidence. Without a doubt, the greatest force to-day in the interest of confidence—in the interest of credit if you will—is advertising.

Advertising and salesmanship are identical in their object.

What is their object? The distribution of goods at a profit.

How can this be done? It is done by teaching. That is what advertising is—teaching. Teaching great numbers of people to believe in your goods. And that is what salesmanship is, too. But advertising conducts a public school, while salesmanship gives individual lessons.

## Education Necessary.

One of the oldest chestnuts in the talk of advertising men is: "We must carry on a campaign of education." Nearly every advertising magazine you pick up you read about some one carrying on a "campaign of education." When an advertising agent is up against it for something to say to his client, he assures him, with great solemnity, that he must carry on a "campaign of education." Let us get through with this old chestnut. All advertising campaigns are campaigns of education. If they are not education, they are not advertising at all.

The object of advertising is to teach people to believe in you and your goods; to teach them to think that they have a need for your goods and to teach them to buy your goods.

And the object of a salesman when he goes into his territory is exactly the same. Judging from some of the advertising I see, and from what I know of a great many salesmen, I am convinced that neither the advertising man, nor the salesman has plainly before him the object he is trying to

accomplish. Of course, a man who does accomplish an object without knowing himself the object which he is trying to accomplish is only a fortunate victim of an accident. We all know that this kind of an accident very seldom takes place.

I once learned a valuable lesson from a School of Expression in Boston. I went there because they said they could teach any one to talk in public. I do not know that I learned much about speaking in public, but I learned this one thing, which has been worth a whole lot to me ever since. The first thing that this teacher told me was that I had to have an object in mind when I was addressing an audience. He said, "Now, what is your object? What do you want to tell these people? Why are you going to talk to them? Get the object first fixed in your mind, and then talk about it, but if you get up to talk and haven't any particular object in mind, you won't make much of an impression." Now this "object" business is not only good for public speaking, but in everything we do every day. If you are going to write an advertisement, what is the object of it? If you are going to hold a meeting of 6 or 7 of your people, what is the object? If you are going to print a paper for salesmen, what is the object of it? You can see from these applications what a great point that is.

I have been in the manufacturing business nearly all my life and I have found that it is much easier to make things than it is to sell them. It took me some time to figure this out. It finally dawned on me that the difference is caused through the fact that in one case you deal mostly with machinery and metals, while in the other you deal entirely with the human mind.

Machinery is a fixed quantity. You know exactly what a machine can do and exactly what it will do under given conditions. It is very often automatic and requires little attention from anyone. It is nearly always the same. It never changes its mind. It is very seldom influenced by outside conditions. Nearly every one who has some money can start a factory and manufacture things, but it doesn't fol-

low that any one can sell things after manufacturing.

When you get on the other side of it and try to deal with humanity, you face very different problems. Humanity thinks. It has feelings. It has sensations, decisions, prejudices. It changes its mind. It is influenced by environment and the conditions surrounding it.

Here is a peculiar thing about humanity. It has always wanted and it wants now, teachers, leaders. People are willing to be taught. The man who makes a great success, I don't care whether he is a business man, a lawyer, a politician, or an advertiser, is the one who goes into the teaching business.

Advertising and salesmanship form the connecting link between invention and the use of any article. All the best inventions of the world would have fallen flat had it not been for advertising and salesmanship—had it not been for teaching people the use of new things. Therefore, I think I will not be stating the case too strongly to say that advertising and salesmanship have done more to push the world ahead than anything else. Through advertising and salesmanship, men have been brought to see and appreciate the blessings which the world affords.

#### A Change of Mind.

What is salesmanship? Salesmanship is nothing more nor less than making the other fellow feel as you do about what you have to sell. A sale does not take place in a man's pocket, or in his pocket-book, or his check book, but it first takes place in his mind. In order to make a sale you must convince a man's mind. When you go in to see him he feels that he does not want to buy your goods. You feel that he should have them and would buy them if he knew as much about the goods as you do. Now, in order to sell him you must change his mind and bring it around to agree with your mind. So that when we once put salesmanship on this broad plane of convincing the other man's mind, it doesn't make any difference whether we are trying to sell a house and lot or a paper of pins.

Advertising is a process of salesmanship. It is a means toward making the other fellow feel as you do. Most frequently we hear that "advertising is salesmanship on paper." This is not untrue, and yet it is not wholly true. Advertising is more than salesmanship. It is an insurance on the continuance of trade. It is salesmanship plus publicity.

To show the value of teaching salesmen what to say to prospective pur-

chasers—suppose you were a manufacturer and could call all of your prospective purchasers together in one large tent, and you would have them there for the purpose of telling them about your goods. What would you do? First of all you would be mighty careful about the man or men you picked out to talk to these people. You would pick out the man who could make the best talk, the man who, in the time he had to speak, could teach these people the most about your goods. You would want to know beforehand just what he was going to say before you would let him go on the platform. Now, what is the difference between talking to them one at a time? Then why not train your salesmen how to talk to each individual, since you would consider it so important to know what would be said to all of them at one time?

I believe if advertisers could get all of their readers together in one large tent, and would be able to say to these readers what they are saying to them in print, that nine-tenths of them would change their copy. If we were going to say things to people that we print, we would certainly be more careful. Yet, there are more "bad breaks" being made to-day in advertising than in most anything else. Some advertisers seem to say everything but the right thing to their prospective customers. They would not think of talking about these same things if they were talking to these people.

It is, after all, all teaching, whether it is selling goods orally or selling them through printed matter. I am not foolish enough not to know that there are exceptions to this rule. I realize that there are certain well-es-



The Above Cut Illustrates the Fact That There are Progressive Merchants in Northern Ontario—Marshall & Bolton are Sudbury Grocers.

tablished concerns who print very little about their goods and merely keep their names before the public, but any one else who wishes to go into the same line of business will fail absolutely by following these same methods. The only way that any concern can hope to take away a share of the patronage of another well-established concern in the same line is to adopt different advertising and selling methods. It is necessary for the new concern to give a reason why people should change their place of trading. If a man wants to start in the hardware business, the shoe business, or any other business, it is not enough merely to put an advertisement in the paper saying that you are in the shoe business or hardware business and expect people who are buying elsewhere, and are fairly well satisfied, to change their place of trading, but in addition to stating that you are in the shoe business or the hardware business, you must give reasons why people should buy shoes or hardware from you.

#### Too Much for Granted.

I think more copy writers and advertisers take it for granted that the buying public knows a great deal about their goods; at least, some of the copy would make you think so. They use all kinds of technical expressions and big words. I once heard it said that a man with big ideas uses little words to express himself, while the man with little ideas is always using big words to try to impress the people with the greatness of the little idea. Small words are more important in advertising than in anything else. No one ever buys until they are convinced. You can't convince them until they understand. They won't understand unless you express yourself clearly, and the only way to express yourself clearly is to use small words that any one can understand. Most advertisers shoot over the heads of nine-tenths of the people they want to reach. They don't understand the art of merely talking common-sense to these people—the same kind of talk they would use if they were trying to sell them orally.

Next to the importance of what you say, is the way in which you say it. It is so in talking—it is so in advertising. The set-up of an advertisement is like the dress of a salesman. Suppose a salesman would go into a store to sell goods and would have on a hat of one color, a coat of another color, a vest of another, and green trousers. He might attract attention, but he would not make much of an impression. The set-ups of some advertisements remind me very much of such wearing apparel on a salesman. Of

course, this is exaggerated, but nevertheless you see the point. In my opinion an advertisement must be just as simple in form as the dress of a salesman. Some people write an advertisement and then put a lot of red lines or heavy black lines around it, or all kinds of curly-cues, so that the most important thing about the "ad" is the big red lines, or the fancy type or the fancy border, when, as a matter of fact, that is the very thing they want to subdue. Everything must be so arranged and the type so set that the attention is called to the most important thing and that is the statements you are making in the copy about the goods you want to sell. Everything must be subordinated to that.

Another thing in connection with copy: I think that all self-evident things should be omitted, such as "Are you in business to make money?" "Are you satisfied with what you made last year?"—and a number of similar clauses, all of which are foolish, and it is foolish to waste time talking about things that are self-evident. Of course the man is in business to make money and of course he is not satisfied with what he made last year if he can make more this year. Don't waste time on non-essential things.

I have always claimed that all you can hope to do is to get a man to read the first five or six lines of your copy, and if the first five or six lines are not interesting enough to cause him to read the balance, the fault is yours. He gave you the chance but you did not take advantage of it. To prove this—one time we sent out one thousand circular letters, and they were all mailed under a one-cent stamp, and to show you that nearly all of these people opened the letter and read the first few lines, would say that this circular was asking for prices on the goods which the man handled, and out of the 1,000 letters mailed out, nearly 900 people replied by giving prices, which showed that nearly nine-tenths of these people received the letter under the one-cent stamp, opened it and read the first few lines of it, because nearly 900 of them quoted prices. This convinced me that much depends on the opening lines of any copy. It is the same thing in a personal interview. You are impressed by what the man tells you at the start. Let's eliminate all the "by-the-ways" in advertising. Talk straight business.

I once went in to see an old business man and wanted to borrow \$500. I went in and said: "I want to borrow \$500, and will give you my note for 60 days and I will pay you at the end of 60 days." He turned to the cashier

and said: "Write Mr. Chalmers a cheque for \$500." He then said to me: "Young man, let me tell you something—you could not have gotten that money had it not been for the straightforward way you asked for it. Most men come in here and waste a lot of time by saying, 'Good morning, how are you this morning? Nice weather we have been having the last few days. How is the family? And, by the way, I am a little short of money and would like to borrow \$500 for a couple of months.'" But," he said, "I was impressed by the way you asked for it. You came in and asked me for the money right off, so I am going to let you have it." So, gentlemen, in this time and generation, let's eliminate all the "by-the-ways" and get down to straight business. It pays.

#### Science in Writing Copy.

Now there is a lesson in that for advertisers, too. This is a busy world and getting busier all the time. Even those who have lots of time to read like to read direct statements. So get down to talking your business in the opening paragraphs of your copy.

I have had a great deal to do with salesmen. I was a salesman myself for a great many years, and I have employed and supervised the work of hundreds of others. There is an old adage which says "Salesmen are born and not made." I don't believe that. I believe that salesmen are made as well as born, and teaching will do a great deal to make a salesman. However, there are ten qualities which a man must possess to be a successful salesman, and as far as my experience goes, I should say that these principal qualities are Health, Honesty, Ability, Initiative, Knowledge of the Business, Tact, Sincerity, Industry, Open-mindedness, and Enthusiasm. I think these same qualities may be applied to advertising men, or, as a matter of fact, to any man, because, when you get right down to the facts, we are all salesmen. Every man is trying to sell his personality to some other man. He is trying to impress the people he meets. He wants people to think well of him; consequently he is a salesman, because he is trying to sell his good qualities to other people. A man may not have all ten of these qualities, but in proportion as he has them will he succeed.

Now, when I say that he should have health, I do not mean that you want to go to the extreme of interfering with a man's private life and tell him what he should eat or drink, or anything of that kind, but I believe that in the selection of men the question of health should enter largely, because, in my own experience, a

healthy mind is better nourished in a healthy body than otherwise. The man who has health of body is surer to have a healthy mind than the one who hasn't bodily health. On the question of the health of a salesman enter those things he shouldn't do. There is hardly a salesman in the country today but isn't doing one or two things that are injuring him. The greatest thing that bothers us all is our habits. I refer particularly to the subject of eating, drinking and smoking too much.

A salesman's mind should be on the qui vive all the time. Just like a race horse, he should be ready to go when the bell sounds. Now, every man knows that he is better off if he doesn't drink at all. I don't think that drinking ever benefited any man, and the same thing applies to smoking, but there are some of us that can do these things temperately and who are not much harmed by it. But if a man wants to take a drink or two, he should not do it in the day-time. A business man particularly should not take a drink until after six o'clock in the evening. We see very much less drinking in the day-time now than ten years ago, and I am very glad to see it, because, as business men, we have no right to do that thing in the middle of the business day which will in any way interfere with our efficiency for our afternoon's work. I know of nothing that will so unfit a man for business as a drink or two in the middle of the day, because at two or three o'clock in the afternoon he is lazy and heavy and unfit for work, and a salesman, above all others, if he feels he must drink, should not take a drink until after six o'clock at night. The man who will stick to this rule will have more dollars in the bank at the end of the year than the man who does not. I speak from experience. Like the man who says, "It pays to be honest, because I have tried both ways."

#### Honesty Must Rule.

In speaking of honesty, I don't refer to it in its basest sense, because a man is nothing short of a fool nowadays who is not absolutely honest. But honesty goes further than just what a man does. Honesty means what a man thinks as well as what he does. After all, gentlemen, there is only one man in the world who knows whether a man is honest, and that is himself. Our wives think that we are honest, and whether we are or not is a good thing to keep them thinking that way, but they could not prove it to save their souls, but I give it to you as good sense and business logic that honesty in all things must be the

rule of all men if they are going to succeed. I will tell you that it is a good thing that some men are dishonest, because if they were honest, coupled with their natural ability, you and I wouldn't have much of a chance.

In regard to ability; I have found in my limited experience that most men have two arms, two eyes, two ears, a nose and a mouth, and considering their height, they weigh about the same. Now what makes the difference between one man and another? Nothing but brain power. That's all. One man has developed his brains further than another. If all men were created equal in brain power they would not remain that way. You remember the parable of the talents? Some of us are so afraid that what we have will get away from us that we wrap it up in a napkin and keep it, and we have that talent always, but we never add to it.

It has been my experience that there are but three kinds of men in the world—the kind you have to tell once to do a thing, and you can bet your life it will be done; the second is the kind that you have to tell three or four times, and the third is that great business-producing, creative lot of men who don't have to be told. They know what to do and they go ahead and do it. Dewey had initiative when he cut the cable at Manila, because he was on the ground and knew better what to do than the men at Washington did. What we call skill in a surgeon is initiative in a business man. If a surgeon had you on a table and had operated on you for appendicitis, and found he had made a mistake, and some other condition existed, he hasn't time to go and take a book from a shelf and say, "I will read up on this subject." No, he has to go ahead and finish the job, whether it is your finish or his finish. They call that skill in a surgeon, but it is initiative in a business man, because he must face critical situations, he must face untried problems and must solve them for himself. He must do something. I am more thankful every day that I live in a country where men have an equal chance, where poverty is no barrier to progress, but, in many cases, is a positive help, because it is only by learning to overcome the obstacles of our youth that we are taught to do things and know things, and are taught the value of a dollar, that we learn to overcome our troubles in business and are able to solve the knotty problems that confront every business man.

#### Salesmanship a Profession.

On the question of knowledge of the business, I have always noticed that

the lawyer who reads the most law books and keeps up to date on law, is, as a rule, the best lawyer. I know the statement that "salesmanship is a profession" is worn threadbare, but it is true, nevertheless. A man ought to have all the knowledge of his business that he can possess, keeping in mind the old saying that "knowledge is power."

I remember once of being in Germany, at a salesman's convention, and there was one man there who had been banner agent for three years in succession. In awarding him the prize at this convention I asked him to tell the other agents why he had led all the rest for three years. He could not have answered better if he had talked a day, and yet, he answered in practically one sentence, when he said: "I defy anybody in all Germany to ask me a question about my business that I cannot answer." That was the great secret of his success.

Tact is that rare quality which enables a man to know how to deal with his fellow men. Tact is something it is pretty hard to give a man. He must cultivate it himself. Some people mistake tact for "jolly." A man who can "jolly" you into something isn't always tactful; he is merely expedient. He has done the most expedient thing at the time, perhaps, but he probably hasn't been honest with you. So don't mistake the thing. Tact would not jump out of a window unless he saw a soft pillow at the bottom. It is pretty hard to describe it, but we all know that tact is a great quality to possess.

Sincerity is that rare quality which not only makes friends, but holds them. You can tell from the way men talk whether they are sincere or not. Men are affected by everything you say and do. You know that throwing thoughts at a man is nothing more or less than throwing something tangible at him. Now, gentlemen, I claim it is impossible to throw insincere thoughts at a man and have him catch sincere thoughts. I say it is just as impossible to do this as it is impossible for me to throw a cup at a man and have him catch a saucer. If he catches anything he will catch the cup, and I say that men are unconsciously affected by the sincerity or insincerity of the man they are dealing with; so I believe in being sincere in all things. Insincerity has taken a few orders, but insincerity never held a job long. I admire a sincere man, and so do you. I hate the jollier. It is your friend who criticizes you and your enemy who flatters you. Your friend is sincere, wants you to improve and tells you where you are wrong, and the man who tells you that you are the best fellow on earth

## THE CANADIAN GROCER

when you are doing wrong, isn't your friend, because he is encouraging you to do things that are not right. Therefore, accept criticism that way, because it is your friend.

As regards industry, I think the man who coined that sentence "always on the job" did a good day's work, because industry is a great thing. Keep busy! Keep doing your work right!

Open-mindedness is the willingness to take suggestions. The man who knows it all is standing on a banana peel placed there by the fool-killer, who is waiting just around the corner. The man who is not open-minded will get into a rut, and, after all, gentlemen, the only difference between a rut and a grave is the width and the depth. We should be all willing to receive suggestions. The day is not long past when salesmen used to resent suggestion. Most salesmen accept them nowadays. I have heard of cases where men have made suggestions to a superintendent and he has told them that that was his business and has gone so far as to "fire" them for interference. The man who is doing the work every day is the man who is best able to tell you how to improve it. I would just as soon be stopped by a janitor as by a general manager, because the chances are ten to one that the janitor knows more about the things he wants to tell me than the general manager does. So I say that if we are to progress we should solicit and gladly receive suggestions.

### Lack of Enthusiasm.

As to enthusiasm, a man might have honesty, health, ability, knowledge of the business, tact, sincerity, industry, and open-mindedness, and without enthusiasm he would only be a statue. Enthusiasm is the white heat that fuses all of these qualities into one effective mass. To illustrate enthusiasm, I can take a sapphire and a piece of plain blue glass, and I can rub the plain glass until it has a surface as hard as the sapphire, but when I put the two together and I look down into them, I find that the sapphire has a thousand little lights glittering out of it that you can't get out of the blue glass if you rub a thousand years. What those little lights are to the sapphire, enthusiasm is to a man. I love to see enthusiasm. A man should be enthusiastic about that in which he is interested. I like to go to a ball game and hear a man "root" for the home team, and it never bothers me a bit, because I know that that man has enthusiasm. He has interest. I would not give two cents for a man who works for money alone. The man who doesn't get some comfort

and some enthusiasm out of his daily work is in a bad way. Some men are almost irresistible—you know that; it is because enthusiasm radiates from their expressions, beams from their eyes and is evident in their actions. Enthusiasm is that thing which makes a man boil over for his business, for his family, or for anything he has any interest in, for anything his heart is in. So I say, enthusiasm is one of the greatest things a man can have.

The man who handles other men will succeed just in proportion as he keeps his mind on the important things he has to do. In conclusion I want to give you a suggestion as to what I have done for many years to keep my mind on the most important things. I keep before me at all times the ten most important things, and I have these in a folder on my desk, and as the things are attended to they are marked off and my secretary keeps making a clean sheet of the ten most important things, because I only want to keep my mind on important things. Transfer to some one else the details, because we men who handle other men succeed just in proportion as we can intelligently direct their efforts. The actual work we do ourselves doesn't amount to anything; it is what we can succeed in getting others to do that counts.

I might illustrate this by a homely story: Suppose a farmer had a 40-acre corn field, and he had a helper named John, and he would say: "John, go chase the pigs out of the corn field." John might chase pigs for a week and never know when he had got them all out, because he doesn't know how many are in there. But suppose this farmer should say: "John, there are ten pigs in that corn field, go get them out." After John had got out ten, he would no longer be chasing pigs that didn't exist. This same thing applies to us as business men. If we keep before us the ten most important things we have to do, we are sure that we are not chasing things that do not exist. Train your mind to do this. If I should ask almost any business man "What are the ten most important things you have to do?" he will have to scratch his head and think. Now, if he doesn't know what the ten most important things in his business are how can he be sure that he is working on these important things?

### Best Business in the World.

I consider that advertising is the greatest business in the world, viewed from many standpoints. In the first place, there is perhaps more money spent on advertising to-day than on

nearly anything else you can think of, and yet it requires more skill and more care in the spending of it than almost anything else connected with business. It seems to me that an advertising man has a right to feel very proud of his profession, which calls for talent and ingenuity on the part of those who practise it, but more especially because it is the profession which is doing more than any other, I believe, to solve the world's biggest problems. The world's biggest problem is the problem of distribution—the getting of things from where they are to where they ought to be. It is the business of the advertising man to find markets; to create demand, and to cut down cost to the consumer or increase the profits of the manufacturer as the case may be, through lessening selling expense. It is really wonderful when you stop to think of the influence which an advertising man can wield and the opportunity for service to his employer and to the public which is his; a good salesman is permitted to talk to one person at a time, or at best a half dozen persons perhaps, but a good advertising man has the privilege of talking to millions at one time.

### THE HOPELESS DRUMMER.

By Strickland W. Gillilan.

He lay upon his dying bed,

The valiant knight of grip and trip,

He knew that ere the day was fled,

He'd sign his final mileage strip.

A light shone in his blazing eye—

A flame of bliss without alloy;

He'd bid this weary world goodbye

With unadulterated joy.

A clergyman whose office gave

The right to mix in such affairs,

Came softly in, with features grave

To offer benison and prayers.

"Where," thus the minister began,

"Do you expect to go from hence?"

The drummer eyed that preacher man,

As though he'd given grave offense.

"Where do I go?" he cried in grief,

"Where shall I go from here?" you ask

"I thought that death would bring relief

From this eternal hiking task.

"But if 'tis just another case

Of going somewhere, you can bet

The ills I'm toughened to I'll beat

For several busy seasons yet!"

So saying, he arose and dressed;

He rearranged his sample case,

He'd hoped to gain a good long rest

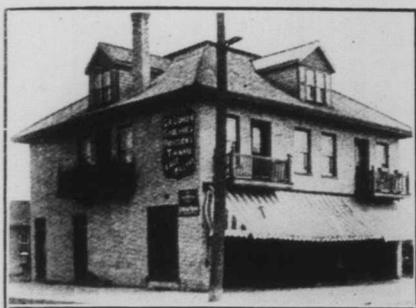
Not just a chance to "go some place."

# One Time Collar Maker Makes Good in Groceries

**Peterboro Merchant Used to Follow Former Trade, While Partner Managed the Business—Left the Collar for the Counter and by Diligent Work and Progressive Methods is Building up a Good Business—Cash Discounts Help Considerably—Speaks to Every Customer Who Enters the Store.**

Working at his trade as a collar maker for four years while joint proprietor of a grocery store; taking charge of the helm himself in 1905 and last year doing a business of \$23,000—that in brief is the laconic history of the business career of Geo. A. Goheen, one of the leading merchants of Peterboro, Ont., up to the present time.

The attributes to his success might



Present Grocery Establishment of G. A. Goheen, Peterboro, Ont., Built Up on Clear Cut Business Methods.

be summed up in the following paragraphs:

Service—seeing and speaking to every customer who enters the store.

Buying for cash and getting the benefit of all discounts.

Buying as closely as possible whenever possible.

Watching credit customers carefully.

Purchasing only No. 1 goods.

Using a cash register—operated by electricity.

Taking clerks into his confidence.

In 1901 Mr. Goheen began business in Peterboro and in partnership with C. S. Curran. The latter managed the business while Mr. Goheen worked at his trade—that of a collar maker, and a first-class one at that.

Four years later, in 1905, Mr. Curran retired from the business and Mr. Goheen forsook the needle and the collar and confined his energies to the business of which he had been an "associate" but not an "active member" for the four years previous.

He assumed the reins and by his industry and natural business abilities soon elevated his business to a higher plane. In one year's time, the large increase in trade made it necessary for the proprietor to secure larger premises. So plans were prepared and the contract let for the erection of the present

establishment, 40 feet by 40 feet in dimensions. Mr. Goheen moved into the new store in October, 1906.

His place of business is some distance from the main centre although not by any means on the outskirts of the city. It is between the two in a splendid residential section. Not only does he handle groceries but many other lines, including flour and feed, tinware, boots and shoes, fruit, chinaware and confectionery.

### Has Faith in His Clerks.

He began business with only one clerk and now he has a staff of five and sometimes one or two extra are necessary on Saturdays and other busy days. Mr. Goheen is a student of the clerk question. He treats his employes courteously and teaches them all about the stock he handles, and in fact takes them into his confidence in regard to invoices and business dealings. He believes that in order to give the best results, they should become acquainted as much as possible with the details of the business.

By his own example, he teaches his clerks the value of service. He makes it a point to see and speak to every customer who enters the store, while he is there. He wants to become personally acquainted with all who deal with him. Customers appreciate this consideration. When they see that a merchant takes an interest in them and tries to give them the best possible service, they take a greater interest in him and in his store. A lady very often has a favorite clerk with whom she always likes to deal, but nevertheless if the proprietor of the business acts as if she were not there she would likely resent the inattention and possibly decline to trade further with him.

Mr. Goheen's method is proof against this. He sees to it that no customer receives inattention and in this way provides a good sound means of "holding what he has" in addition to his methods of reaching out for more.

### The Discount Counts Up.

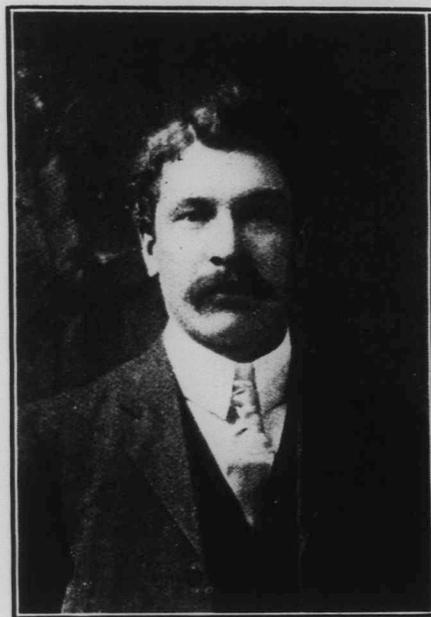
Buying is said to be one of the paramount features in the operation of a retail business. An unsuccessful buyer—one who pays more than he should or buys without taking advantage of the cash discounts—cannot very well make rapid headway.

Mr. Goheen makes it a point to save all he can from discounts. No account is allowed to run beyond the allotted

time, so that with this practically "found" money, he has a sure and easy means of increasing his profits. When he began in 1901, the turn over was about \$75 per week, an average of \$3,800 per year; last year it was over \$23,000, and the discounts helped considerably.

Mr. Goheen only deals in reliable goods—those with quality. He finds that by so doing his customers have little grounds for complaint and he has much greater satisfaction. He does a mixed cash and credit business, but in the latter case he looks carefully after the doubtful ones. This is where too many merchants lose. In their mad rush for trade practically every individual is given credit—but this principle is wrong.

In one day the Goheen staff has waited on as many as 400 customers. The cash register shows it and, by the way, Mr. Goheen claims to be the possessor of the only electrically operated cash



G. A. GOHEEN.

A Peterboro Merchant Who is Making Good in Business Life.

register in Peterboro. His store equipment is up to date.

Taking these facts into consideration, is it any wonder the business has gone and is yet going forward? Mr. Goheen is contemplating adding still more room to his establishment in order to take in other lines and to extend his business still further.

## The Benefits of a Retail Grocers' Association

**Cause of Many Failures is From Ignorance of Merchants Regarding Expense of Doing Business—Organizations Necessary for Educational Purposes—Different Kinds of Price-cutters and Their Follies—Equitable Division of Profits.**

By J. J. Higgins—Address to B. C. Retail Grocers' Association.

We have been taught after 6,000 years the dearly bought lesson of experience that there is strength in association. The spirit of the old times was to raise barriers to keep people apart; the spirit of this, the twentieth century is to break down divisions and bring the people together. All that tends to divide and separate us is destructive. Therefore the work of the association is constructive. We try to join together. The great railroad and steamship lines have mastered this lesson. The railroads fight over terminals and rights-of-way just as bitterly as ever. But when it comes to freight and passenger rates, we find them sitting around the same table discussing means and methods to avoid establishing figures that will spell ruin. What is true of these interests is true of the great steel corporations, large banking interests, and practically all manufacturing, professional and labor interests. Selfishness can be truly credited with creating all present afflictions of the grocery business, and the admitted necessity of curing them has forced upon us, the association, to study out and apply the remedies. Just as a counsel of able physicians, lawyers or statesmen is called in critical physical, legal or national difficulties. In order to pass intelligently upon our difficulties and apply our remedies with a fair regard not only to our interests, but those we patronize and that more important body, the great mass of the consumers.

The consumers are our patrons, hence our very best friends. No honorable grocer would try to take advantage of his friends; nor would it be profitable to do so. In our deliberations we must constantly keep before us the interests they are fairly and honestly entitled to have protected. They are sensible enough to realize that as grocers we are spending our time and money to serve their convenience and necessity and that we are as such entitled to a fair remuneration for the service rendered as is the carpenter who builds their house or the doctor who ministers to their illness, and those of them who are just and honest don't resent any fair and legal means taken to get that remuneration.

### Expense of Doing Business.

The fair, and wise customer has no quarrel with the association. If he be observing he learns that grocers who

make a habit of cutting prices are divided into classes: The first class is made up of the fools who don't know what it costs to do business, who think that every time they sell for \$1 an article which costs them ninety cents, they are making ten cents (forgetting the fact that it costs an average of ten per cent. to do business in a retail way), and who, therefore, fix a scale of prices which must inevitably result in a failure or a heavy loss on their business venture. The customer who is controlled by his sense of justice, and not his greed, does not want to prosper by his folly of others and he will not resent a change which will prevent his profiting at the expense of a continual loss to a large and necessary class of business men.

The second class of price cutters is made up of those who know what their goods cost them, but who cut prices and accept an ostensible loss with the deliberate intention of making a real profit by selling inferior goods and giving short weight and measure.

To the consumer then the above order of things sums itself up as follows: With unrestrained and cut-throat competition he must either be deceived, be cheated or profit at the expense of a loss to a very necessary class of public servants.

The association attempts to do more, and can do more than to partially protect the honest and careful business man against the knavery of his associates. In protecting him it helps to protect the consumers, who, therefore should welcome it as a healthful and not a vicious manifestation of the modern economic tendency toward otherwise unprotected classes in society, as in fact a trades union in business.

### Association's Objects.

The object of the association is not to fix or raise prices to the consumer, but to secure an equitable division of the proper and just price and to have each article carry its fair proportion of margin; to concentrate and consolidate the efforts of our members in the betterment of trade conditions; to act intelligently in promoting good legislation and combating that which is bad, to wage a retailers' war against dishonesty and faulty methods and to propagate association ideas. This is

the only safe, sane and honest course we can pursue.

So this hydra-headed monster of a combine which undertakes to help you and make an honest and decent living from our business and secure for us reforms and laws which can be obtained only by co-operation is not such a terrible thing after all. We do not belong to a secret organization whose workings we need conceal from any one. We ask any fair-minded customer, member of the press, or impartial committee to examine the wholesale quotations upon all articles sold by the retail grocer and then add 15 per cent. for operating expenses and 3 per cent. for interest and risks and then figure out, if they can, any semblance to a trust or combine among grocers. This is true and I defy any honest person or committee to disprove. Why then should our objects and motives be impugned? Do not understand me to say that we should espouse a policy which would prevent competition. The old saw that competition is the life of trade still remains true in all its essentials. So far as competition means keen rivalry to sell clean goods of good quality at honest weights and reasonable prices, to display them in an effective manner and to deliver them promptly, to treat customers with courtesy and serve their convenience with diligence and skill, let us have more of it and yet more. But reckless and indiscriminate price cutting is not competition. It is plain business suicide. It results in inevitable ruin to the merchant and in no permanent benefit to the consumer, and it should be stopped.

Experience has demonstrated that under modern conditions the retail grocery business is peculiarly and increasingly exposed to unreasonable and wasteful price-cutting. That evil is almost wholly responsible for the appalling percentage of failures in the grocery business, a rate of business mortality higher than that in any other line of trade. A commercial system which results in the failure of seventy-seven out of every one-hundred grocers engaged in business, as shown by the report of Bradstreet and Dun, is fundamentally wrong, and cannot long endure. The public has no right to profit at the expense of a continual and ruinous loss to a large and necessary class of business men.

### The Place of The Grocer.

The grocer spends his time, his labor, and his money to serve the convenience and necessities of his customers. He is an essential part of the business world, and is as much a producer as the farmer or mechanic. He is,

therefore, as much entitled to a fair remuneration for the services he renders as any other class of business, professional, or laboring men. It is the business of the association, and its most important business, to decide upon an honorable and fair means to help him to secure that remuneration.

In discussing this matter, some six years ago at San Francisco, I said that no one was in a better or more logical position to see that we got a square deal than was the manufacturer, and upon him should the greater burden rest. The manufacturer nearly always has in view the price at which he

wants his product to reach the consumer, and in marketing it he seeks, or should seek, to see that the difference between the actual manufacturing cost and the retail price he has set against it is equitably divided according to the services rendered, and that the price is strictly maintained. Such a policy, honestly carried out, would work no hardship upon anyone, but would fairly reimburse everyone connected with the distribution of his product, and would, therefore, guarantee a square deal to the consumer and benefit the manufacturer through the resultant enthusiasm of the distributors.

day. Music is provided with the aid of an autopiano.

The general admission to the "Paquetorium" is 5 cents, the hours being from 9.30 to 11.30 a.m., from 2.30 to 5.30 in the afternoons and from 7.30 to 10 o'clock on Saturday evenings.

Every purchaser, however, of groceries to the value of \$1 is entitled to a free ticket and for each extra dollar purchase an extra free ticket is given. This is practically the same as five per cent. discount to those who appreciate a good moving picture show.

## Sample Room Idea Where Orders Are Taken

**New Plan for Giving Better Service in the Grocery Department of a Quebec City Store—Total Order Given to One Special Clerk in Order to Save Time—Same Company Has a Moving Picture Show—Free Tickets Given With Dollar Purchases.**

A sample room in which samples of every article is exhibited is the feature in the grocery department of The Paquet Company, Quebec city.

It is situated in the centre of the grocery department, and is equipped with two small tables and chairs. A special clerk is detailed to look after this "samples room", and to take orders from any customers who may wish to save time by giving their whole order to one clerk.

The company find the plan very satisfactory and economical, as it enables them to keep special clerks at their proper duties, that is, one to sell biscuits, one to sell tea and coffee, one bacon, one candies, one canned goods, etc., and this avoids the confusion which they claim often results from the practice of certain clerks having their lists of favorite customers, and taking these customers all around the grocery floor to show them goods and take their orders.

The enclosure is fifteen feet square, surrounded by mirrors 3 feet 6 inches in height. With samples of all kinds of grocery articles arranged on the graded shelving which is covered with white oilcloth, the lady-shopper may sit down by the table and order from these samples any goods she may desire. It therefore also becomes a rest room for the accommodation and convenience of customers and is valuable because it indicates that the Paquet Company desires to give efficient service.

A card bearing the notice: "Your entire order for groceries will be taken here if you do not wish to use a transfer card," is prominently displayed on the outside of the mirrored enclosure.

### Give Away Free Tickets.

Another important feature to the Paquet store is what is called the "Pa-

quetorium." This is a theatorium or five cent moving picture show where one can spend a half hour or so while shopping. The Paquetorium has proven a success. Every picture shown is examined and passed upon by a strict board of censors before the public is admitted. The programme is changed three times a week, Tuesday, Thursday and Satur-

Do you realize the value of enthusiasm?

Lack of it may be the one thing that holds you back from the fullest success in your life.

Enthusiasm is the power that drives our mental machinery. It is the force that brings things to pass. The derivation of the word is interesting. The original idea is the presence of God in a man. So when you are enthusiastic you may consider yourself inspired.

Enthusiasm is something that can be developed. Fall in love with your work and you cannot help becoming enthusiastic.

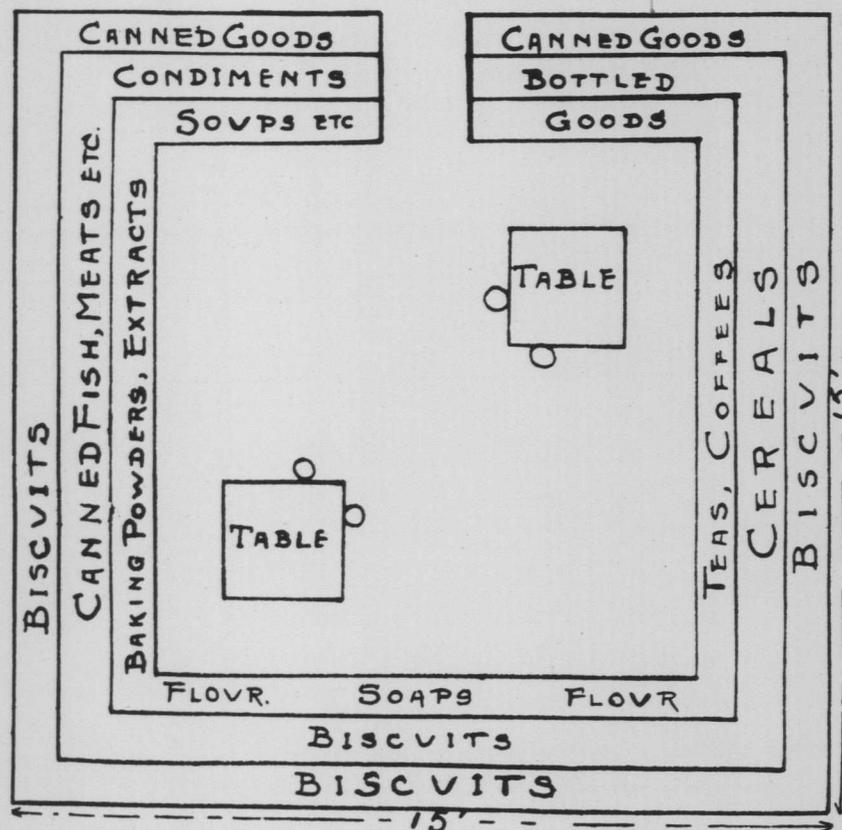


Diagram Showing Sample Room in the Paquet Co.'s Store, Quebec.

# When Necessity is Boss Much Can Be Accomplished

Story of How a General Merchant in a Country District Built His Own Store  
—Dug the Foundation, Was Brick-layer, Stone-mason, Carpenter and Clerk—He  
Even Painted His Own Signs and Built His Own Delivery Sleigh—Began With-  
out Capital—A Remarkable Career.

"I was the workman but necessity was the boss."

This brief statement is a very significant one in referring to the business career of P. G. Towns, a general merchant at Douro, Peterboro County, Ont.

Douro cannot be called a village. It consists of Mr. Towns' general store, a church, a blacksmith shop and several other structures, particularly residential.

But the peculiar part about the business of P. G. Towns is that the establishment as shown by the accompanying reproduction is all the proprietor's handiwork. There are certainly few stores of such a size and character in the country that can possess such a claim. From the cellar to garret-



P. G. TOWNS,  
A Country Merchant Who Has Had a Remarkable Career.

everything was constructed by Mr. Towns.

Moreover he is a man who began his business career without capital, and in the face of such a condition of affairs his progress has been remarkable.

In recalling to mind the difficulties which stood in his way in earlier days, Mr. Towns provides an interesting narrative.

## Six Months to Get Out.

"I started business," he said, "without capital, 15 years ago at the age of 21; it was a very small building, which I rented by the month. At the

end of a year and a half, when I had worked up a fair business, considering the amount of stock I was able to carry, the building in which I was doing business was sold, and I got six months to get out.

"I bought a lot next to my old stand and not having money, I decided to make work take the place of capital. I started work as soon as the spring opened, in spite of the advice of my friends, who believed I would never be able to do it as I had no experience at any trade.

## Was His Own Clerk, Too.

"I undertook to build the principal part of the store, 21 x 30 ft., which I completed before fall. Through the summer I was very busy as I was also my own clerk in the store.

"I planned my own work, was my own carpenter, stone-mason, brick-layer, painter, etc.

"Each day during the summer my hours were from 19 to 20 long; but they seemed very short to me because my mind was taken up wholly with the work and I was determined to complete it in spite of all difficulties.

## Prints His Own Signs.

"Each year since, I have made an addition to my store and increased my stock, the work being all done by my-

self. The size of the present store and dwelling is 48x70 ft. The stable and shed on the premises, which cover an area of about 21x60, have been also built by my own hands, and I have also done the printing on the front of the store. The set of sleighs which I built fifteen years ago, when I started in business, serve me faithfully each winter yet."

Mr. Towns planned his own business methods and he is proud of the fact that he "never tasted any intoxicating liquor of any description" in his life.

## Buys From Customer's Stand-point.

Fifteen years experience among the same people has provided him with good sense in buying. He studies what this customers want and buys the goods that will be satisfactory to them.

He handles all lines of goods that are kept in a general store, but he never recommends any to a customer which he believes will not altogether suit that customer.

"If he is a new customer," Mr. Towns maintains, "I wish him to call again; and if he is an old one I want to hold him."

False representations as to the value of goods is therefore steered clear of.

His trade is purely a country one and he buys a large quantity of eggs, poultry and other farm produce.



A Country Store, Every Portion of Which was Built by the Proprietor, P. G. Towns.

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**Good Tea Salesman.**

He has the record of taking orders and delivering \$700 worth of tea inside of thirty days, one time when he canvassed the neighboring. He is a firm believer that work and perseverance are good business capital—and he certainly has every reason to have faith in them when he looks back on his own business life. He is the post-master at Douro and treasurer of Douro township.

From the above it will be seen that Mr. Towns has had a unique career. A lack of capital did not daunt him. He had the use of his physical energies and by applying his intellectual faculties in his younger days he is now in a position to settle down and enjoy a smooth business.

When "necessity is the boss" much can be done.

**OPEN BOXES CAREFULLY.**

What do you do with empty boxes, packing cases and barrels in which your goods come to you from the jobber?

A large number of retail grocers, appreciating the amount of money invested in these receptacles, make it a point to save them and find that they have no difficulty in selling them back to their jobber at 5c apiece or more, according to the size and character of the box or barrel.

Others, says a retail grocer, apparently feel that it is too much trouble to pay any attention to this small item and after permitting the clerks to practically spoil them in opening the cases, relegate them to a junk pile in the rear of the store, where they are either permitted to be carried away for firewood or remain an unsightly monument to the merchant's indifference to small leaks.

If you have never given this subject any attention, begin now to have each box and barrel opened up without being damaged, see that the lids are replaced and if the jobber from whom you buy is not located in your city, you will probably find little difficulty in locating some concern in your home town that is paying considerable money for boxes in which to ship its goods and who will welcome the opportunity of taking all you have available off your hands at regular periods.

**SEND ALONG THE PHOTOGRAPH.**

If you have a good display window have it photographed; you will find the suggestions of advantage to you later. If the photograph is a good one, send it to The Canadian Grocer for reproduction; we will bear the expense of having a cut made. Let others know of your enterprise and be of mutual assistance to one another.

**Custom Goes to Store With the Attractive Front**

**Appearance Counts a Lot in Purchasing—Good Example in the Dion Store, Valleyfield, Quebec—Success of the Proprietor, Who Began With Capital of \$40 — Some of His Business Methods.**

No better example of an attractive and commanding store-front can be had than the store of E. Dion, Valleyfield, Que. Standing three storeys in height, with a large dome and several other ornaments in the top, it at once draws attention and indicates prosperity.

More attention should be given to store fronts by merchants than is done at the present time. Most people like beauty, and, if they can at all afford it, they will go to the attractive place every time. A neat front, when once erected, stands as a good advertisement without any extra

are held, and bargain sales in June and December. Ten per cent. extra is charged on all credit purchases and interest after 30 days. Price tickets are used throughout the store and in the windows. One of the most interesting sales held by the store was that in which \$100 was given to the party bringing in the largest amount of cash slips at the end of the sale, and to those in the running, clothing, etc., to the value of \$150 were given.

The store is finished throughout in golden oak and is particularly well equipped. Thirty clerks are employed.



The Department Store of E. Dion, Valleyfield, Quebec.

expense. It draws custom and assists in booming the business.

The business of E. Dion in Valleyfield has been attended with splendid results. He opened a grocery store there forty-seven years ago with \$40 capital, and is to-day said to be worth \$140,000, and the proportions to which his enterprise has expanded are best represented by a large, modern department store. Mr. Dion is now eighty years of age and still devotes himself closely to his business.

The advertising of the Dion store is conducted along up-to-date lines. It is not confined to the regular half-page space in the weekly paper, but has systematic application to the entire county. During January and July special discount sales

**THERE WAS NO CHANCE.**

Farmer Wiseacre (in crossroads store):—"Are yew sure there ain't no chimerical preser'tives in this here bottle o' pickles, Si?"

Storekeeper: — "I'll make affidavit, b'gosh! Why, I bought that there lot uv pickles long before the pure food law wuz ever heerd tell uv."—Trade.

The Bookkeeping Machines, Limited, is a new Ontario company formed to manufacture and deal in bookkeeping machines, books, office supplies, etc., the head office to be in Toronto.

# The Establishment of Food Standards for Canada

**A New Departure Intended to Insure Honest Goods to the Distributor and Consumer—List of Standards Drawn up but Manufacturers Want to Study Them Before They Become Law—Different Phases to the Food Question—Standards are Badly Needed.**

Food Standards for Canada are at last apparently a reality. Chief Analyst A. McGill, of the Dominion Government, has had printed a few copies of the proposed new law governing the standard of the foods that are sold over the counter of the grocery store. These copies have been sent to only a limited number of manufacturers and as yet the average retailer knows little or nothing of what is in store for him when the measure becomes law.

The Canadian Grocer was the first medium through which any intimation of the establishing of Food Standards was communicated to the trade. In its issue of June 18th, 1909, it contained a brief resume of the objects of the Food Standards and pointed out at the time that the Chief Analyst was working on them.

Undoubtedly something is necessary to be done along these lines. Hitherto the retail trade and the general public have been imposed upon by some manufacturers of articles of food, claiming—in some cases in a negative sense—that their goods were pure when they were not. It is plain to anyone that in such cases the dishonest manufacturer had a decided advantage over his honest competitor. He would be in a position to sell his goods cheaper because of adulterations and at the same time have extra advantage by talking pure goods through his salesmen.

With such conditions existing the consuming public is certainly taken an advantage of and in many cases the retailer as well. There are, of course, dishonest retailers among the trade and they themselves have been to blame very often. But if the new Food Standards are put into force manufacturers will be placed to a large extent on an even plane with one another. The idea of the Inland Revenue Department in making this move was undoubtedly for the purpose of protecting the honest manufacturer and dealer and the consumer.

## Caution is Needed.

While the manufacturers who turn out honest goods are in favor of some sort of Food Standards being established, they agree that the authorities should proceed with them slowly. This was the substance of many interviews given by

manufacturers to The Canadian Grocer.

"It's time we had them long ago" was a common opinion, but at the same time all recognized the seriousness of the step and advised that a good deal of thought be expended before the new laws were placed on the statutes. Practical advice they maintained was needed by men who were experts in the manufacture of various foods. No radical change should be made without sufficient notice being given to the men affected. "What is needed is fair treatment to all," as one manufacturer expressed it.

## Unsatisfactory Conditions.

The present law with respect to foods is that which is defined by the Adulteration Act. This makes it unlawful for the manufacturer of any food-stuffs to make a compound article without so designating it on the label a mixture or compound. Adulterated foods are therefore permitted at the present time—with the "mixture" stipulation which has too often been neglected. The great trouble has been that even if manufacturers were found by food inspectors to be unlawfully adulterating foods, practically the only punishment was that the analysis of the product was published in the pamphlet sent out by the Inland Revenue department. This has no circulation among the retail trade or consuming public, so that only a very few knew anything about the quality of the goods. The samples are collected from the retailers and often they were fined. The jobber or manufacturer from whom they purchase the goods is usually anxious to pay any fine that may have been imposed upon the retailer in order to retain his trade. Only in cases where someone refuses to pay the fine, does the case come before the courts, in which event it may find its way to the public newspaper. Therefore, up to the present time the honest manufacturer has not had much of a chance to meet the unfair competition of his competitor.

The new Food Standards are for the purpose of alleviating this condition of affairs, but devising them to meet with the approval of all is an impossibility. Chief Analyst McGill, however, is consulting with the Canadian Manufacturers' Association, Food Products Section, and it may be that some changes will be made from the present reading of the Food Standards.

It was the intention of the analyst that they should come into force with the beginning of next year but the Manufacturers' Association disapprove of this, claiming that its members have practically no opportunity of studying the conditions which certainly need more than an hour's perusal. The Food Products Section intends holding a meeting in the near future to talk over the situation and they will ask Mr. McGill to delay the enforcement of the measure till at least the beginning of 1911.

## Brief Resume of the Act.

A first glance at the measure as it looks on paper impresses one with the idea that it is one of great length. It could scarcely be otherwise as it must necessarily take in every article which we call a food and defines in what condition that food must be or what it must contain in order that it come up to the set standard.

It is first divided into four large sections, viz.: Animal products, vegetable products, salt, Preservatives and coloring matters.

Each of these are subdivided, the first into: A.—Meats and the principal meat products and B.—Milk and its products.

"Meats and the principal meat products" is again divided into: A.—meats; B.—manufacturer meats; C.—meat extracts, meat peptones, gelatin, etc., and D.—lard, and so on with the others.

The standard set for meat for instance is as follows: "Meat, flesh, is any clean, sound, dressed and properly prepared edible part of animals in good health at the time of slaughter, and if it bear a name descriptive of its kind, composition or origin, it corresponds thereto. The term 'animals,' as herein used, includes not only mammals, but fish, fowls, crustaceans, mollusks, and all other animals used as food."

It is not our intention just now to go into details of every one of the articles mentioned. Space would not permit this and the above in reference to meat is merely an idea of what the new measure will mean.

Similarly it goes on to tell to what standards fresh-meat, cold-storage, salted, pickled and smoked meats must measure. Oysters are mentioned here with the note that the "definition" under consideration."

Among the manufactured meats an

cluded, sausage, blood sausage, canned, cured and potted meat, meat loaf and fine meat. Standards are also set for fat extract, fluid meat, bone extract, and bone, meat juice, peptonies, and station with certain percentages given. Under the heading "Milk and its products" the two things of the most importance to retailers are butter and cheese. The standard for butter is as follows: "Butter is the clean, non-rancid product made by gathering in any manner the fat of fresh or ripened milk or cream into a mass which also contains a small portion of the other milk constituents, with or without salt, and contains not less than 82.5 per cent. of milk fat, and not more than 16 per cent. of water. Butter may also contain added coloring matter."

**Vegetable Products.**

Most of the remainder of the articles come under the heading of "Vegetable Products" and treats first with grain products. The measure defines grain, meal, flour, corn meal, rice, oatmeal, rye flour, and buckwheat flour.

The next sub-section deals with fruit in which grocers are more directly interested than in grains. Fruits are defined as "the clean, sound, edible, fleshy fructifications of plants, distinguished by their sweet, acid and ethereal flavors."

Dried fruit, evaporated apples, canned fruit preserve, honey preserve, glucose preserve, jam marmalade, glucose jam, fruit butter, glucose fruit butter, jelly and glucose jelly come under this heading and a standard for each is set.

The "Vegetables and Vegetable Products" are next subdivided, vegetables being defined as "the succulent, clean, sound edible parts of herbaceous plants used for culinary purposes." Under this department come dried and canned vegetables, pickles, salt and sweet pickles, sauerkraut and catsup. The standard for canned vegetables is: "Sound, properly matured and prepared fresh vegetables, with or without salt, sterilized by heat, with or without previous cooking in vessels from which they take up no metallic substance, kept in suitable, clean, hermetically sealed containers, sound and conform in name to the vegetables used in the preparation."

**Sugar and Related Substances.**

Standards for all kinds of sugars—granulated, loaf, cut, milled and powdered—are given with special mention to maple sugar. Molasses and syrups, glucose products, candy and honey are also given. Maple syrup, by the way, will not be up to the standard—should the measure become law—if it contains more than 35 per cent. of water. Honey must entirely be the product of the work of the bees "operating on the nectar of

flowers, etc." Twenty-five per cent. of water is the limit.

**Spices and Extracts.**

What does not conform with some of the manufacturers' ideas is the strictly chemical definition of the various spices. They claim that the manufacture of some of them, taking into consideration the standards set, is not practical.

"I could go into the factory there" said one manufacturer, "and make a pure pepper and know it to be pure but to analyze to find out whether it is or not would be beyond my power. To conform to the set standard I would have to keep a chemist on the premises and I, as well as many others, might not be able to afford that."

"A chemist anyway is not practical enough," he said and cited an instance where a firm once lost a large shipment of goods because it had taken the advice of a chemist who was all right in theory, but wrong when trade exigencies had to be taken into consideration.

This is one point which some manufacturers at least, would like to have fully discussed. They claim that chemists would be absolutely necessary if the measure passes as it is now drawn up.

The condiments comprise allspice, etc., red pepper, cayenne pepper, cassia, cinnamon, cloves, ginger, mustard, nutmeg, black and white pepper and all the other less common ones.

Standards are named also for each of flavoring extracts, and in some of these differences of opinion exist. In the case of lemon extract, for instance, according to the Food Standards, there must be 5 per cent. by volume of oil of lemon. Manufacturers claim this is excessive, as it will at least double the price of lemon extract to the consumer. In fact, one stated that it would cost more to manufacture a 2-oz. bottle under the new regulation than the consumer now pays for that amount.

Tea is one of the articles upon which it is difficult to set a standard. It is probable, though, that dust will be prohibited, but whether broken stems will be permitted to come within the standard or not is a question. Coffee, cocoa and chocolate in different forms have standards also.

**The Beverage Class.**

This includes fruit juices, sterilized and concentrated fruit juices, as well as wines, cider, malt, spirituous liquors and vinegar.

Table and dairy salt is defined as "fine-grained crystalline salt containing on a water-free basis not more than 1.4 per cent. of calcium sulphate, not more than five-tenths per cent. calcium, and magnesium chlorides, nor more than one-tenth per cent. of matters insoluble in

water, the remainder being at least 98 per cent. of the dry salt, consisting of sodium chloride, with traces of other alkaline haloids."

**Standard Preservatives.**

The lengthy measure concludes with a list of standard preservatives, which are salt, sugar, vinegar, spices and their essential oils, wood smoke, edible oils and fats and alcohol. The use in food products of any other preservatives or antiseptics or of any substance which preserves or enhances the natural color of a food product or of a coloring matter is forbidden if it is injurious to health or poisonous under the conditions of its use in foods; or if it has not been proven beyond reasonable doubt by scientific investigation to be harmless to health or if it conceals in any way inferiority of the product or counterfeits or enhances a natural color.

Manufacturers claim that when this law comes into force—and it does not have to be passed by Parliament—that no manufactured foods can at all be adulterated, even if they are labeled compounds or mixtures.

The question is undoubtedly a big one and needs much thought. For instance, can it be said that cream of tartar and baking powder are really foods? They are not in the same sense that beef-steak is, because one can live on beef-steak.

The measure is modeled after a United States law, but before it is passed every precaution should be taken to see that it is exactly what is required.

The necessity of Food Standards is clear, in view of the continual adulterations that have come to light through the food inspectors. They are needed to protect the distributor and consumer. It is plain that the higher the standards set the more healthy should the Canadian people become, but the trouble lies in drawing the line. Some consumers want to buy cheap goods always. They want the half-rotten fruit and spoiled meats if they can get them cheaper; but the Government should see that no foods injurious to the health should be sold, and also that when a customer asks for pepper in the store that he gets pepper and not shells.

Too drastic measures, however, may spoil the good that is intended and it is now up to those interested to tender the advice which they have gained by experience and help to make Canada's Food Standards fit models for any country on the globe.

The Seaforth Milling Co., Limited, Seaforth, Ont., has been formed with an Ontario charter to carry on the general milling business of the Seaforth Milling Company.

## Soap Buying, Selling and Display Suggestions

**From Nature of Its Manufacture, Writer Advises no Stock Overloading—Better Satisfaction Will be Given With Fresh Goods—Difference Between Chip and Bar Soap—The Kinds That Sell the Easiest.**

By H. D. McMullen.

Soaps, particularly laundry varieties, are frequently the most carelessly handled articles in the average grocery. They are not very perishable merchandise, and a great deal, in the way of window display, can be accomplished by their aid. Also many satisfied, or dissatisfied, customers may be the result of soap sales by the retailer, so one will readily recognize the importance of the soap section of the store, and the necessity of giving it some attention.

Soap manufacturers, of whom there are many, are among the readiest to assist a retailer in disposing soaps. They sometimes dress windows, send various signs, posters, and samples on request, and usually they will do it voluntarily, if business seems to warrant it.

The proper display of soaps has a great bearing on their sale. Making use of one's own ideas, and what help the manufacturers will give. There is no reason why a grocer cannot achieve good results.

### Do Not Overstock.

One rather peculiar fact about soap is, that if sold while fresh from the factory, it will be used up by consumers in half the time that it would take if stored for six months, but they will, of course, get better results. The longer it stays in the store, the harder and dryer it becomes, and the longer it takes to use it up. One advantage of a fresh soap to the user, is that it lathers much more freely than old. This, taken in conjunction with the above fact, again points out the poor judgment displayed in overstocking. It will make soap trade much more vigorous to keep smaller stocks and turn them over often, and customers will be better satisfied.

The soap trade is a good one for the average grocer. Everyone has to have it in some form or other, and you might as well, or rather, might better have it than your competitor. As now put up, soaps are different from a few years ago. The oiled inside wrapper, combined with a second cover outside, gives a protection, which never before was given. This, with the better condition of the material inside (which used to be very soft), enables soaps to be left outside, even in winter, whereas formerly they had to be

carefully stored, in order to prevent freezing.

Right here some short account of the general methods of manufacture might be given. Every retailer should have a general idea of the manufacture of the goods he sells in order to talk them intelligently. Laundry soaps form a considerable portion of his trade in this line, so the remarks here will be made to apply only to them.

### Laundry Soap Facts.

Laundry soaps are divided, in the main, into two general classes, bar and chip. Making bar soap is a three-week process. Rosin, alkali, and grease, the main ingredients, are mixed thoroughly and boiled four days, then allowed to settle two days. The resulting compound is run into frames, and allowed to stay therein three days more, after which it is cut into bars and given three or four days drying. Finally, it is pressed and re-dried for another three or four days, wrapped and sent out, or stored, as the case may be. The process is very tedious and complicated, but, in the hands of one who is thoroughly conversant with it, the methods appear almost simple.

Chip soap differs in manufacture from bar. It is a neutral soap (composed largely of tallow, lye, and soda. Bar soap contains little or no soda. The ingredient, having been properly mixed, the soap is boiled all morning, allowed to settle for a time, and boiled in the afternoon. It is then allowed to settle until the following morning, when it is run into the frames. Two days afterward it is cut into long bars. These are allowed to dry about three weeks. The longer they dry, the better they chip. They are then chipped by a special machine for that purpose.

One rather notable feature about these processes is that they occupy much more time in summer than in winter. This is due, mostly, to the time consumed in cooling the hot liquid during warm weather.

Very often in selling soaps a grocer will give his customer a brand which he knows will not satisfy that customer. Next time she wants soap she goes elsewhere for it, and usually not only her soap trade, but her general grocery trade

as well is lost. It even goes beyond that. She tells her neighbors. It is plain what an endless chain of "knocks" can be started in this way with any line of goods, and more particularly in this particular line of business, all for the sake of, perhaps, a few cents. Do not lay yourself open to any such criticisms. A little extra care will make you friends and what is even better, free and walking advertisements.

### Private Brands Tabooed.

Private brands are very little used at the present time. One case has come to light, of a large jobbing house, which ordered a car of soap, their own brand. Since they gave that order they have sold five cars of the same soap under its widely known, regular label, while the original car is even yet only half sold. Private brands are much less salable than are advertised brands, which can be turned over in half the time.

Turn-over in the soap business as well as in any other is what keeps life in trade, so that merchants should make it a point to not get overloaded, but buy often and turn the stock into money as rapidly as possible.

### TO KEEP RATS FROM STORES.

Mr. Holt describes the ravages made by rodents and explains the work done by the U. S. Department of Agriculture in issuing publications advising how they may be exterminated, in a recent pamphlet, entitled "The Brown Rat in the United States."

Several methods are suggested of driving them off the premises. Among them are the following:—

1. Freshly slaked lime placed dry in all burrows and runs of rats.
2. Freshly made thin whitewash poured into the rat burrows.
3. A strong solution of copperas (ferrous sulphate) sprinkled in runs and burrow entrances.
4. Chloride of lime, loose or wrapped in old rags, placed in burrows and runs.
5. Gas tar daubed about the burrow entrances.
6. Caustic potash placed in the burrows and runs.
7. Powdered red pepper scattered in rat runs and burrows.

Owing to their cunning it is not easy to clear premises of rats by trapping.

Kyle & Son, grocers, Vancouver, have sold their business to G. D. Barlow.

# The Display Window as an Index to the Store Interior

Many Ways by Which it Can Become of Direct Selling Value—Should be Used in Conjunction With Newspaper Advertising—Suggestions as to How a Window Should Be Trimmed.

By A. F. McRae.

There is more to advertising than newspaper and poster advertising. There are a few people who don't read ads., even in this enlightened age. Others never think of noticing or reading them. Yet all these people are buyers.

The window affords the best, and in fact the only means of reaching this class. Not only does it influence those who do not see ads. but it frequently favorably inclines those who have seen and read them. If they come to buy, a good window display will make them more anxious, often being the means of "clinching" a sale.

Window display, when rightly executed, is one of the most effective methods of obtaining trade. There is no advertisement that costs so little in comparison with the good results obtained. Show-window advertising is a necessity in these days of close, active competition—the progressive merchant recognizes this fact and trims his windows in an attractive manner—to the best advantage always.

Every community contains, in proportion to its size, a greater or lesser number of retail establishments in the same line of business. A storekeeper in a small town where competitors are few and the character of his stock is universally known, can, to some extent, neglect his windows, and possibly no perceptible loss of trade will result. But where the town is large enough to support half a dozen or more stores, the value of a good window display cannot be estimated.

In the smaller towns the displays are practically alike, differing only in a few minor details. Obviously then, any particular window display must be original and distinctive in conception and cleverly executed, if it is to excel the displays of competitors to any noticeable extent.

There are different ways of achieving this distinctive effect. One way is to change the display regularly and often, making it an exhibition place for the new, seasonable or erstwhile particularly attractive things in your store. Special bargains, too, have their value in making a "fetching" window display. Another way is to use novelties to attract attention. And still another way is to permit the plate glass to go unwashed, to let the dust accumulate on the goods shown, and in brief, to neglect the windows generally. This

last might be termed "negative" distinctiveness.

## Confusion in Numbers.

The most effective window is usually the one which contains a small assortment of goods arranged in such a manner that the entire showing can be taken in at one glance. Too many articles, unless they be smallwares, only serve to distract the attention, confuse the eye, and destroy the attention-compelling effect which is made possible by an attractive arrangement of one or two lines of especially interesting goods.

People pass and repass a store which they have never yet entered. They glance at the windows and something therein attracts their attention. They stop and look and gradually the conviction comes over them that the article they see is precisely what they need for a certain purpose and they go in and buy it. If the purchase gives satisfaction the chances are they will come back again and a regular customer is secured simply because the windows had received proper attention.

When you walk up a residential street you often look in at the windows of the houses as you pass, and you form an opinion, perhaps unconsciously, of what kind of a home is back of the window you see. If you see a pair of dainty curtains inside of the shiny window you will naturally conclude that the rest of the house must be as dainty and neat. The window is an index to the house.

It is the same thing over and over again when those people pass your store. They look in your window and from its appearance judge the inside of your store. The window creates either a good or a bad impression. Of course you wish the former, and this can only be gained by making your window neat and attractive. The best way, and really the only way, is to have everything clean and the show window as bright and shiny as a piece of newly washed plate glass can be made; to have your window well lighted and in it displayed attractive merchandise.

Your windows are reflectors of your store. To attract customers keep your windows attractive.

## When a Window Does its Duty.

Nine out of ten men or women, when they sally forth to buy anything, will

invariably look in the show windows before going in the store. If they are passing your store to go to a competitor's, a good attractive display can at least entice them to examine your goods. Or if as they pass your store on sundry business, as hundreds probably do every day, they are attracted by the display and in glancing toward the window their attention is drawn to some article that appeals either directly or indirectly to them, and the chances are they will "just step in" to enquire the particulars. Or better still, if the price be displayed the sale is oftentimes clinched on the spot, and few will turn away with "well I won't bother to-day," as many are likely to do if they are required to step inside the door to inquire particulars. However, once they are in the salesman's hands the window has done its duty.

How many times will a man saunter home with a parcel under his arm, and when accosted by his wife as to what he has brought home, say: "Oh, I saw this in so-and-so's window and thought you'd like it." Isn't there a moral in this for you?

Then again, the value of newspaper advertising is greatly augmented by an appropriate window display. People who have seen your advertisement in the daily paper will have it brought forcibly to mind by seeing a display of the goods advertised in your window. If interested it will prove a direct invitation—and often a very pressing one, to come in.

Do not underestimate the value of your windows. The pith of the argument is found in the fact that many people find it hard to make a selection of hats, shoes and many other things in any other manner than by walking from store to store, until they see what they want in the window. It runs against the grain of most folks to have to look through a merchant's stock without making a purchase—they feel obliged to "do the best they can" after having put the salesman to the trouble of showing them the stock. For this very reason a goodly proportion of the public will not go into a store unless they see what they want in the window.

## Assistance From Price Cards.

Not only do people look for things they want in the window, but they buy lots of things they don't need, and had

## Where Window Displays are Changed Every Day

no idea of buying, simply because they were attractively arranged in the window—a very strong inducement.

It is perfectly natural that retailers should wish their windows to convey an adequate idea of the quantity and variety of their offerings, but a display loses much of its value if so many goods are shown as to give the window a congested appearance. If your windows are too small to display a variety to advantage, put in a few articles and change often so as to show the extent of your stock. On any event don't crowd.

Neat price cards should always be attached to each article, except in the case of a display of new goods when a neat announcement card should be used. Price cards are silent salesmen.

The value of the show window to the retailer, then, lies in keeping it bright, attractive and expressive of the nature and value of the offerings to be found inside, in displaying new goods, or in calling direct attention to some special values at the time they are being offered, when the windows may be the means of closing many sales.

**Ideas of a Montreal Trimmer, Who Attracts Constant Crowds**  
**—Unsanitary, He Says, to Place Fruit and Vegetables Outside**  
**—Uses a Slanting Bottom—Novel Animated Baking Powder Display.**

It is astonishing what artistic and varied window display will do toward increasing trade.

Armand Larue, with the Stanford Market, Montreal, who is one of the cleverest originators in window display in the city, gave the writer a few of his ideas on the subject.

He does not believe in outside displays. They are not sanitary, he says, and a certain percentage of the goods becomes damaged. A constant change, both of goods and their display, is one of his maxims. His own windows are changed almost daily, and keep the passersby wondering what the next will be.

As an example of his work, the accompanying cut will show his ideas on the subject more clearly than a pen picture. It is only one of his every-day

displays, and is made up entirely of fresh fruits and vegetables. It gives an idea of what can be accomplished with the average grocery stock. The best comment on its success is the almost continuous crowd surrounding all of the displays at the Stanford Market.

The two stands at the back of the window are very cheaply constructed of sheet metal trays on a central rod, and are one of the varied sizes and shapes Mr. Larue has had made for this purpose. The general background is composed of cauliflowers and pineapples, the foreground of basket and box goods. The centre design has a very pretty color effect, which, of course, is not shown so well by the cut, as it appears to passersby. However, the general effect is well shown and is worth study.



Front of McDowell & Kinnis' Grocery, Vancouver, B.C. With Ideas for a Thanksgiving or Christmas Window.

## THE CANADIAN GROCER

According to Mr. Larue, there is no need of any great expense in window dressing, provided a man has ingenuity and imagination. Just try to figure out something which would appeal to yourself as a prospective customer, and you have his general idea of producing windows that show results.

Perishables, such as fruits and vegetables, are the best articles to use, as they are more liable to be spoiled by long acquaintance with the store. By having them always attractively prominent, quicker sales are made, and naturally this is what is wanted. An occasional window of staples makes sufficient variety to prevent customers be-

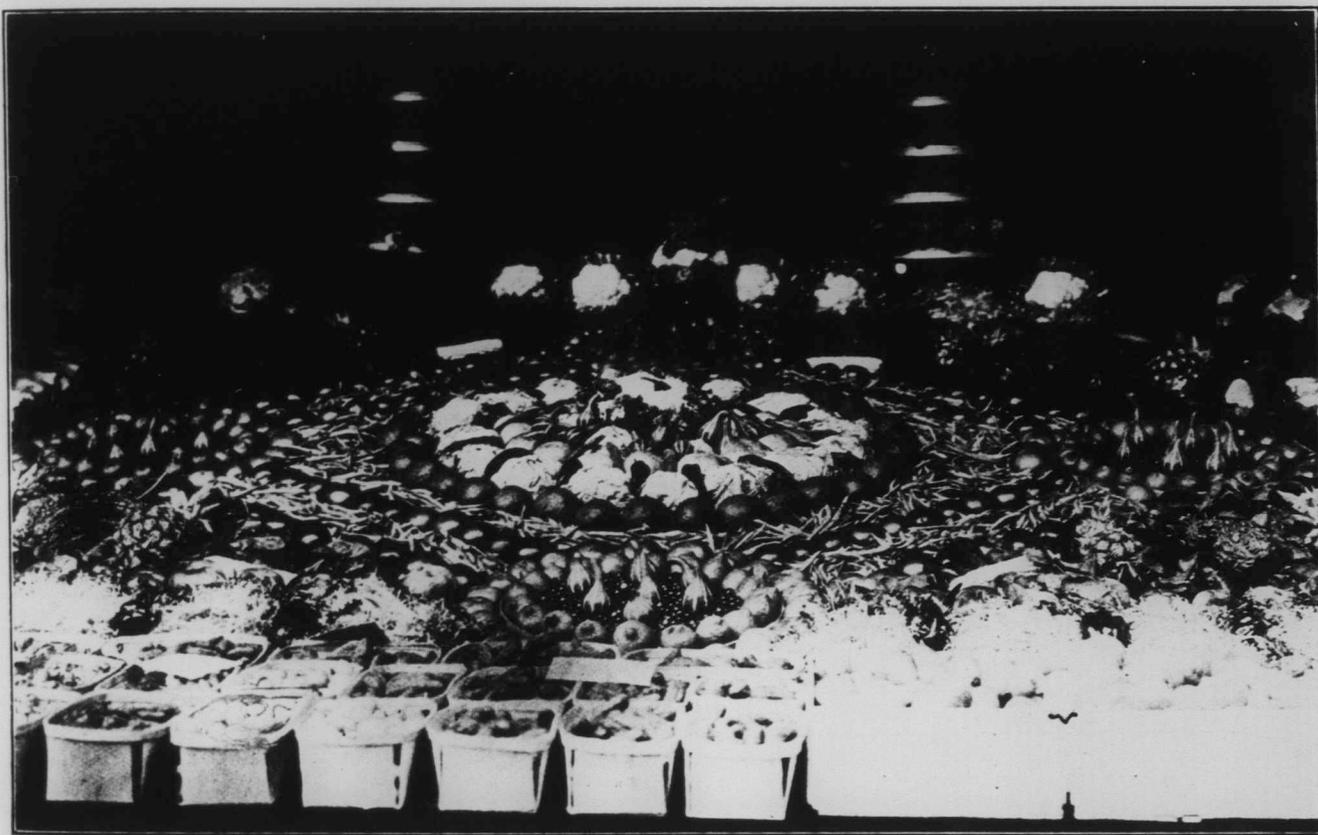
Lamy, 481 Notre Dame Street West, Montreal, there was a splendid display of baking powder recently.

The central figure was an automatic dummy, representing a Hindoo magician. In front of him was a table, covered with the usual black cloth. A cover was in his left hand, which was raised at intervals. First, is shown a can of the baking powder. The cover was then lowered and next time was shown a model of a biscuit, supposedly made by the charm of the powder in the few seconds intervening.

At the dummy's left hand was a column formed of the various sizes of cans. Cardboard cans and arms holding cans

it is, and if one does, others follow. The whole principle of window display advertising is primarily to attract attention, which attention should lead to people entering your store. After that it is "up to" the clerks and the quality of your stock to make the customers and keep them.

C. D. Allen, grandson of the late Fred Allen, founder of the firm of that name in England, from a candy manufacturing standpoint, has just been appointed to the position of manager of the confectionery department of A. E. Rea, Ltd., of Montreal.



An Attractive Vegetable Window, Dressed by Armand Larue, Montreal.

coming tired of sameness. An infinite variety of windows can be produced from any well-regulated grocery, and, by a little study, will be found to sell their fair share and more, of goods.

As various lines of fruits and vegetables come on the market, they can be used to great advantage, the color variety being usually good and the size easy to handle in such displays.

A slanting bottom in the window makes arrangement much simpler, as, on nearly all the goods are clearly shown to passersby. Small stands in a window very often enable one to obtain heights otherwise impossible.

In the department store of A. & E.

filled most of the intervening space. In front were small eight-inch peddlers, carrying advertising signs. The background was formed by posters and signs in both French and English. Judging from the crowds in front of the window, it accomplished thoroughly the purpose for which it was created—good advertising.

Often a display which gains instant attention from the observer is a single specimen of some vegetable, say, for instance, a pumpkin, which is exceptional in its size. With a few sheets of colored tissue to cover the bare boards and the pumpkin used as a centre, people will almost invariably stop to see what

A grocer cannot be too careful to have his store smelling "clean." A Montreal merchant of long experience says it is one of the most attractive things about a grocery store to him, to have it free from any objectionable odor. Just ask yourself, which state of affairs would appeal to you most. Spoiled fruit is among the worst offenders.

Neglect your show windows and you neglect a splendid opportunity which lies right at your door, to increase your business; for no part of publicity is more helpful in increasing sales than the window, which, in a sense, introduces your store to the public.

# Importance of Window Displays in Holiday Trade

From Thanksgiving to Christmas a Busy Season for the General Merchant—Trade Developed by Making Attractive Window Displays.—One Window Can Well be Given up to a Special Display While Using the Other for Seasonable Goods—Harvest and Hallowe'en Displays Also Suggested.

With Thanksgiving Day only a short time away, merchants are reminded of the necessity to prepare for the holiday season, and every effort should be made from now and until Christmas to make the volume of fall and holiday business show a substantial increase over previous years. Crops have been good, factories have been running with full staffs, and in some cases overtime, and as a result money is freer and conditions are right for an energetic campaign for an increased holiday trade.

Merchants will do well to order holiday stocks early and see that the members of the staff, who look after the ad-

way towards impressing the enterprise of the store upon those whose custom you most desire. And just as "calamity howling" and talking "hard times" has a bad effect upon business by encouraging those who have money to spend to put it away into safe keeping, so will an air of prosperity, and a few words regarding the "return of prosperity" have a desirable effect upon business.

In the accompanying engraving we show a Thanksgiving window trim, which is within the reach of any retailer who has a clerk on his staff capable of making a rough design on canvas. Or if such a clerk is not at hand the local sign

turkey, which is tied to a block and ready for execution. In a display of this kind a live turkey would add realism to the sheaves of corn and pumpkins on the turf in front of the cabin.

As stated before a timely display of this kind, even though it means some expense and trouble to prepare, will repay the retailer, who wants to begin his holiday campaign by attracting attention to his store. The local newspapers will be only too glad to publish paragraphs describing the window, and farmers who come to town will be sure to visit the store to see the display.

## SOME PRACTICAL POINTERS.

### Suggestions Gathered From Actual Occurrences in Canadian Grocery Stores.

Here are some things that should not be observed in a good grocery store:

A box of dried apricots standing all summer in a conspicuous place at the mercy of flies and dust.

A clerk wiping the butter knife on his dirty apron.

Mixing tea in the hopper of his scales with dirty hands.

Fruit outside of the store, within reach of dogs.

Sampling butter by taking it off the tray with the teeth and putting it back again.

Handling fish and then biscuits without washing the hands.

Tea and soap piled together on the same shelf.

Meat and butter in the same compartment in the refrigerator.

Silent salesmen in neglected condition.

Everything standing round in confusion; nothing in order, and everything in the way.

A lady asking for 40c tea, persuaded to try a 25c tea.

A grocer dodging a traveler by slipping out the back door.

A grocer selling a line of biscuits for over a year below cost and not knowing it.

The whole window used by other people for bill boards, and not a sign of the name of the proprietor.

A clerk making out a bill with to grammatical errors in it.

A grocer who says he has no time to read a trade paper.



Suggestion for Something New in Window Dressing For Thanksgiving Time.

vertising and window dressing prepare their work ahead, so that when the real busy season arrives no time will be lost and every possible minute can be given to the important work of selling. And with work of this kind done in advance an early selling campaign can be instituted, and a large hole made in the holiday wares during the early part of December, good customers being advised to buy early, when the stocks are at their best, and the opportunity for making a selection the greatest.

As a beginner for the fall and holiday campaign, nothing could be better than an attractive Thanksgiving window display, as a good beginning will go a long

way towards impressing the enterprise of the store upon those whose custom you most desire. In the design the background only is painted, the log cabin, sky and tree in the distance being sketched on canvas, the door being left ajar and two wax figures dressed in Puritan costume placed there. This could be varied by having the figures dressed in pioneer or backwoods costume.

The display shown in the photograph was made by the Jones Hardware Co., Richmond, Indiana, they aiming to reproduce a scene showing an attack by Indians, just as the two puritans were leaving their log cabin to attend Thanksgiving service. Two arrows will be seen sticking into the cabin wall near the

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## Importance of Knowing How to Figure Profits

Should They be Figured on the Sale or Cost?—Percentage of Profit in Relation to Cost Expenses and Selling Price—Proper Methods Earn Dividends Just as Well as the Selling Department.

By Howard R. Wellington.

Is not the customary method of figuring profit based to-day on the net cost? And yet, is not every other percentage, such as commission, discount, allowance, etc., figured on the selling price? If we are to make a financial success in any business, it is absolutely necessary that the correct basis of figuring percentages of profit, expenses, discount, etc., must be adopted from the first. We sometimes look upon our offices as a necessary but burdensome expense, but the office, if equipped with the proper methods and records, earns dividends for the business as well as the manufactory or selling departments.

Nine times out of every ten, the business which does not succeed can trace the cause to the fact that somewhere in the organization or in the application of principles, there has been either a lack of system or an erroneous interpretation of certain standards in regard to percentages of profit and expense. Every merchant should aim to get his business on a basis where he can tell at once, first—whether he is making or losing money; second—how much is made or lost during a period; third—if a loss, where the leakage has occurred; fourth—what percentage his expenses, etc., bear to his total sales.

### Another View of Gain.

Do the profits of one department in your store conceal the losses of another? Is there a difference between the gain as applied to, say, increased population, and the percentage of profit as applied to money transactions?

We believe there is. For instance, the population of a city increases from 40,000 to 60,000—what is the percentage of gain—50 per cent.

We say that we make 25 per cent. by adding 25 cents to every dollar of cost, whereas the percentage of profit is only 20 per cent. by figuring percentage of profit on the sales.

Now, which is right? Should not the percentage of profit and the percentage of cost of doing business be figured on the same basis?

The cost (net cost) usually means invoice price, plus cost of laying goods down in store, and between this cost and the selling price, items such as rent, insurance, salaries, salesmen, etc., must be provided for. Sales totals are always recorded by the merchant, and used for comparison from year to year. Cost totals for the goods sold are not

as a rule recorded, so that it is very difficult to figure percentages on other than sales totals.

### Salesman's Commissions.

We sent a representative out on the road on a commission of ten per cent.; his commissions are figured always on his net sales.

Is it not reasonable then, to figure percentages of profit on the net sales?

We are not laying down any rule to be followed in this connection, but are simply presenting this matter from different view-points so that the reader may adapt himself to the correct method of figuring his percentage of profits.

A man sells an article for \$12.50 which cost him \$10, and basing his percentage of profit on the cost, figured that he was making a profit of 25 per cent. At the end of the year the sales totalled \$20,000, yielding a gross profit of \$5,000, but his books only show that \$4,000 has been made, or a percentage of 20 per cent. on the sales of \$20,000.

### Another Example.

A business is transferred to a joint stock corporation. Four per cent. is added to the cost of all goods to cover freight, insurance, etc., or to obtain "cost laid down." The goods are inventoried at the advance of four per cent., but the new company arranges to purchase the stock at invoice cost. Now, what is necessary under such circumstances? The goods must be reduced to cost, for if we add four per cent. to the invoice cost and deduct the four per cent. to obtain invoice cost, the result will naturally be less than original invoice cost.

Table for guidance of merchants in figuring percentages of profit:

16 2-3 p.e. added to cost is 14 1/2 p.e. profit on selling price.

20 p.e. added to cost is 16 2-3 p.e. profit on selling price.

25 p.e. added to cost is 20 p.e. profit on selling price.

33 1-3 p.e. added to cost is 25 p.e. profit on selling price.

40 p.e. added to cost is 28 1/2 p.e. profit on selling price.

50 p.e. added to cost is 33 1-3 p.e. profit on selling price.

100 p.e. added to cost is 50 p.e. profit on selling price.

We shall be glad to hear from readers in regard to the principles outlined, and will devote another page to the discussion if necessary.

## A TRAVELER HONORED.

Rupert Prat Retires From the Staff of Red Rose Tea—Presentation From Associates.

After thirteen years as salesman for T. H. Estabrooks, nine of which were spent in Ontario, Rupert Prat has retired from the road and will hereafter devote his attention to fire and accident insurance. He has associated himself with Reed, Shaw & McNaught, one of the oldest established agencies in Toronto, representing the Liverpool, London & Globe and a number of other old tariff companies.

Mr. Prat was one of the first travelers for Red Rose Tea and during his years on the road has followed the growth of the business carefully.

Mr. Prat was one of the ablest salesmen on the road and is held in the highest regard by a great many merchants throughout Ontario and in the maritime provinces where he represented Red Rose Tea before coming to Ontario.

The traveling and office staff of the Toronto branch of Red Rose Tea united with the firm to express their appreciation of his services and regret at his retirement and presented him with a handsome horned alligator traveling bag with sterling silver fittings and accompanied it with the following address:

Rupert Prat,  
595 Markham St.,  
Toronto.

Dear Mr. Prat.—Upon the occasion of your quitting the traveling staff of Red Rose Tea and your retirement from the road for easier and more lucrative labors, the firm, traveling and office staffs unite heartily in the statement that they very much regret your going, and that you carry with you the respect and the warm regard coupled with the heartiest well wishes of the workers who have been associated with you.

For thirteen years you have been in the van of Red Rose Tea salesmen. You have played the game hard but fair and through all these years have done your full share in lifting higher the standards of salesmanship, of business probity and of conduct among travelers.

In token of our very sincere regard and hearty well wishes, we ask you to accept this traveling bag, so that whenever again, for a little while, you take the road you may have pleasure in recalling those other days when you strove with the rest of us to convince the great world of grocers and the greater world of housewives that Red Rose Tea "is good tea."

Yours very truly,  
Signed on behalf of Mr. Estabrooks and the staff.

You can't run a store on a "just out" basis. People soon find out what stores are always "just out" and what ones have the goods.

## Simple System Devised to Keep Track of Finances

Retail Grocer Institutes What He Calls a "Comparative Statement" Showing Approximately Where He stands at End of Each Month—A Book-keeping Scheme Which Has Brought Good Results—Can Easily Figure out His Profits.

By D. W. Fry, Vineland, Ont.

I have been very much interested in some of the articles contained in your publication. This is the second year we have been receiving it, and while of course, we haven't time to read all the articles and contributions, some of the ideas set forth are certainly worth more than what the paper costs. It is the privilege of each reader to select such as are of use to him or her. Any merchant should be able to pick out from the mass of experience presented, something

some years ago. This I call a Comparative Statement, made monthly, which I find satisfactory for the general store business. I use a cheap book for the purpose, ruled as in the illustration shown herewith, which will give a clearer idea than any explanation which might be given otherwise.

It will be seen that July, 1909, can be readily compared with July, 1908. In the fixed expense column I have included interest, insurance and taxes. Salary

MONTH	TABLE EXPENSES	CLOTHING	HOUSE FURNISHINGS	FUEL	CHURCH AND CHARITY	SALARIES	FIXED EXPENSES	LIGHTING	HORSE AND RIG	MISCELL.	SPECIAL	LUXURIES TRAVEL, BARS, ETC.	TOTAL EXPENSES	CASH SALES DURING MONTH	PURCHASES DURING MONTH	BILLS PAID	REMARKS
1908																	
JULY 1908	12.15	4.00	5.00	-	3.00	27.40	14.17	10.00	-	9.51	TEETH 24.00	7.58	116.81	1360.25	1141.35	565.71	
FEB. 1909	9.41	8.75	-	24.00	4.25	21.30	8.50	10.00	4.70	7.40	-	3.21	101.52	941.74	714.95	387.49	
JULY 1909	13.94	11.50	11.50	-	5.75	28.75	12.40	10.00	7.50	10.40	NEW RIG 60.00	8.95	180.69	1574.90	1324.73	741.87	

This Illustration Shows How D. W. Fry Keeps Close Track of His Receipts and Expenditures in Concise Form.

which will be of benefit in his particular locality.

In order to get the most out of The Grocer, each subscriber should be willing to lend a hand and contribute the benefit of his own personal experience. This is strictly speaking OUR PAPER, and the more practical experiences its columns contain, the greater the value to us.

### Know Where You are at.

When the writer was a boy, a grocer in our vicinity was forced to make an assignment, and it was remarked at the time that he did not make a practice of taking inventories, that he borrowed from one party to pay another when necessary, and that he never knew where he stood financially. That idea has followed me through life, and when I began business at Vineland, Ont., six years ago, without experience in storekeeping, it was with the determination to know where I was at as I went along.

With this end in view I made use of a system which came under my notice

could also be included if desired. For net results, to be safe and conservative, I estimate 15 per cent. profit. Take for instance July, 1909; sales were \$1,574.90. At 15 per cent. the profit would amount to \$235.63, which with a total expenditure of \$180.69 would leave a profit of about \$55.

The Special column will show that a new rig was purchased in July, 1909, which would affect the net results. Of course the figures shown are net all as they actually occurred.

By being careful about one's records, the report can be made out in a few minutes. I have a daily cash book, and a little addition gives me the results for the month. The purchases and unpaid bills also are easy to arrive at.

While this result is not exactly correct it is sufficiently close for all practical purposes and is an excellent gauge as to the condition of business. I have this information in one book for every month for six years, and it is very gratifying to notice that in only two months in that period of time have the sales been

less than for the same month in the previous year.

This system is respectfully submitted for the benefit of anyone who cares to make use of it.

### "A BUNDLE OF GOODS AND A PACK OF LIES."

A merchant there was and he wanted to rise

(Even as you and I).

And perch on a cloud in commercial skies.

So he thought up a scheme—Oh, he was dead wise—

With a bundle of goods went a pack of lies.

(He wanted the people to buy).

Into the papers went this dealer bold. (Even as you and I).

He used big ads, and the tales he told. No doubt, would have knocked Mumchausen cold;

And merrily on went he and sold. (His neighbors were you and I).

He wanted the business, but, alas, alas! (Even as you and I).

The goods he sold, as a matter of fact, Were shoddy, and, of course, they came back.

And the buyers were angry, for they held the sack. (As predicted by you and I).

This merchant knows that good ads. pay. But he didn't know, sad to convey. (Even as you and I).

That advertisers must back what they say.

And not treat customers any old way. (As whispered by you and me).

—Oscar Kaiser in "Familiar"

The merchant who allows his goods to be misrepresented to his customers is stealing away his own trade, for misrepresentation is the thief of trade.

# Mercantile Methods an old Grocer Would Adopt

Providing He Were to Begin Afresh in the Grocery Trade—Ideas Gained From Experience of 35 Years—How Customers, Salesmen and Commercial Travelers Would be Handled—Strict Buying Methods Would Prevail.

By H. C. Armstrong.

In talking with a young grocer not long ago, who is anxious to make the very best of the business, he asked me, as an old grocer, and also, as one who has had opportunities of seeing and studying the methods employed by grocers in conducting their businesses, what changes and improvements I would make if I were to start a grocery business to-day. This is a question which means rather more than I can easily answer. I have been out of the business now for three years. Prior to that time I spent 32 years in the trade.

Changes in a store must largely be the outcome of existing circumstances and conditions. Certain methods work well in some cities, or even in one section of a city, and not in another. Among these are the cash and credit systems. In certain localities in certain towns and cities I would most certainly do a credit business, but in others I would not attempt anything but a strictly cash trade.

But there are certain things I would follow and recommend which apply to all conditions and all localities, and to these I will confine my answer.

## Conveniences Essential.

In the first place, I would select my location, where I could reach a class of people who would appreciate the services I would intend to give them. I would want my store fitted up, not necessarily very expensive, but convenient, so that my goods, rather than the fixtures, would attract attention. I would want to impress every customer with the idea that the goods are handled more carefully and with greater regard to cleanliness, than in any other store. I would like a good-sized warehouse, where all my goods were taken in, and unpacked, and nothing would be allowed in the store but clean goods ready to sell. I would not carry more goods in the store than I could keep perfectly clean and properly and attractively displayed.

I would have nothing whatever exposed to dust and flies, in the line of food-stuffs. Instead of exposing figs, dates, candies, raisins, prunes, etc., I would have neat samples placed under glass, but I would never open whole boxes and have them standing around for people to finger and handle. I would keep the floor clean and entirely free from all kinds of boxes and bags; instead, I would have nice, light chairs for the accommodation of ladies, either when they

were giving their orders or waiting for their turn to be served.

I would have my windows dressed with a few things tastefully arranged, but I would never fill them up as if I had no other room in which to keep anything.

The effect of a window is often lost by trying to show too many things. People in passing can only be attracted by one or two articles. It is worth far more to a grocer if a lady passes his window and she goes home and talks about certain nice raisins she saw at so much a pound, than if he had a nice window display, but that she couldn't remember what was in it. Windows should be rearranged almost every day, and this can easily be done, and the glass cleaned, if there are not too many goods to be removed.

## Make Impressions on Customers.

I would have a water-tap and wash-basin not in a dirty corner behind some boxes, with a dirty rag for a towel, but I would have them in open view, and as clean as a pin, with a spotless white-towel where the hands are washed in sight of the customer when anything of a greasy nature has been handled. Grease is not dirt in its right place, but when it gets mixed up from the hands in fancy biscuits, tea, etc., it becomes dirt and is disgusting.

Whether I could wait on the people myself or not, I would make it a rule to notice every customer who came into the store and make them feel that I appreciated their trade, and if possible pass a friendly word with them, to make them feel perfectly at home. In doing this the same attention must be shown to all, whether they are rich or poor, old or young. This, I am convinced, is the cheapest and most effectual advertising a grocer can do.

## Standards for Salesmen.

My clerks would have to measure up to the standard, which would compare favorably in every respect with my system of storekeeping. The aim of each must be to do his best, and learn to do better each day. By this I do not mean to work harder and be a greater slave, but to learn from day to day how better to please and serve the customers, and at the same time improve and increase the business.

I would want them to feel that I appreciate their efforts, and I would want them to know that I take as much interest in them as I would expect them

to take in my affairs. If a clerk works for me I owe him more than his salary. I owe him the benefit of my superior knowledge of the business, and the guidance of my riper experience in life. I must take them into my confidence and at least once a week meet them in conference, to give advice and take advice from each as to our mutual benefit. I would want each one during the week to put down on a slip of paper anything that may occur to him, where he thought improvement could be made. I would even want to know where and in what company they were spending their evenings, and assist them in getting them to spend their evenings to their own best advantages. In short, I would want the best clerks in the city, and I would want them to feel that they reached that point through the assistance I gave them, and to know that real success can only be reached through the practice of honesty, sincerity, perseverance and courage.

## Attention to Travelers.

I would treat every traveler the same as I would treat my customers. They are necessary to my business, and they deserve the same courteous treatment that they would get if they came to buy, whether I want anything or not. I would, however, have to be firm and only buy when, in my own judgment, I think it is to my interest to do so. I would, however, positively not allow any one to load me up with more goods of any kind than I would be able to handle in a reasonable time. I would emphatically put my foot down on all chances of getting stale goods on my hands. I would confine myself strictly to retailing, and not have anything to do with speculating.

Stale goods has ruined many a grocer, and in order to have them right they must be bought and sold when they are at their best. I would allow no goods to lie idle on my shelves. They would either have to sell or I would give them away. I would buy carefully, but promptly, when needed. I would deal with good houses, and pay my bills so promptly that I would stand a chance of getting the very best they have to offer.

I would try to be good to myself and close my store at reasonable hours, and devote at least one evening each week to the reading of the best grocery trade paper I know of to keep myself posted in the best methods of storekeeping.

## Vigilance Over Small Matters Tends to Success

**How Merchants Often Neglect the Little Things and the Results That Follow—Methods of Vancouver Grocers, Illustrating Their Care in Attending to Details in Store Arrangements—Business Bringers That Necessitate But Little Thought.**

By R. B. Bennett.

After one talks to a man who has made a success of whatever line of business he is in, he realizes that after all it is not any single particular thing that brings results, but simply the eternal vigilance concerning the little things. Even if it were never impressed upon the mind in the earlier years that "he who is faithful in little things shall be made ruler over great things," it would certainly be learned afterward. Conditions do not change, and the same thing applies to-day, as at any other stage of the world's history. The man who worries himself trying to think out some scheme whereby success will be brought

ver, for instance, is the London grocery. When F. W. Welsh took this over with a monthly turnover of \$1,200, what did he do to bring the receipts up to \$10,000 or more? He had the idea of a new front, in which to display his goods; wide space between counters; no rigs at the front door for drivers to interrupt or jostle customers; all the handling of orders at the rear by a separate staff, thus leaving the counter clerks free to attend to those who came in. Some of these ideas may not have been new, but the combination was effective. The permanent front was moved back several feet, giving good space on either side of



The London Grocery, Vancouver, B.C., Showing Unique Display Methods. Mirrors on Either Side Reproduce Signs and Lights Indefinitely.

with one big sweep will likely worry himself out of business altogether. The man who does what is to his hand, doing it well, letting the morrow take care of itself as it were, will have success come to him.

In conversation with grocers who have gone ahead, this truth is brought home all the stronger. A man is apt to think the grocery business is such an every-day affair that if one is courteous over taking orders and quick in passing them out, the rest will take care of itself. True, it requires a few ideas to be worked out, but none of these should be beyond the reach of an ordinary man's intellect, if he but sets out to make his store just as much the best as possible.

These points may be illustrated by reference to individual cases. In Vancou-

the street entrance, the display tables being covered with tile. On these are always to be found the nicest and newest goods in the store, with prices attached. Being on one of the principal streets of the city, passersby are caught by a look, and one will say, "There's just what I want." If he had not seen it, ten to one he would never have thought of it. Instead of second-crop strawberries being left until too late to sell, they are snapped up, and the same with other seasonable perishables. The mirrors on either side of the displays are something new. They act doubly, and looking into either one can see a never-ending vista of the principal sign, which is always out, and innumerable lights reflected from the one main one, stretching away into the distance. It is a fine idea, and might

well be worked out along some other line inside the store.

The man with a small establishment might say, "Well, if I had a big store, I could do something." The London Grocery is not a large place. It is only 25 feet in width, with a fair length, but everything is just so that people soon find out that things are about as well as they could be under the circumstances.

### Three Parts to Store Front.

Another successful firm is McDowell & Kinnis, also on Granville Street. Six years ago they started in a very small way, smaller than most merchants do. To-day, they sell thirty tons of poultry alone a year, making a specialty of this, and do a very large grocery business. Mr. McDowell originated his own open front also. This has three parts, two permanent on either side and a large, movable one in the centre, thus giving two entrances. When closed, the windows simply pull down. With tile base, these display tables can be washed down easily, and kept fresh and clean. For a Sunday display, there is no better means, and as there is no double handling morning and night, much time is saved. Mr. McDowell has a new idea in mind for a larger store, for larger quarters are becoming necessary. This firm, too, handles its goods at the rear, a method now being adopted by all the grocers that look well after the customers.

While these two are noted as illustrations, the same features may be noticed in other establishments, with, perhaps, variations. Specialties are made of some particular thing, and if the dealer is particular and patient he will find that people soon discover where a certain thing is always to be found the best.

A grocer would do well to study the wants of his customers, just as much as the careful housewife does the notions of her husband, for, after all, she has to come to the store to get what she wants to keep her husband in good humor. If she gets it without trouble, then both are pleased; but it means more than a dealer ever knows if he has to say that he is "just out." Even if a small ledger had to be kept so: Mrs. A., always a certain kind of catsup, or pickles, etc.; Mrs. B., a particular soap; Mrs. C., her favorite articles, for hers means generally those of the man behind the pump. —it would be worth while. Then, a look at the list in spare time or at the end of the day, will show what additions should be made to stock before it is too late.

### Be Prompt in Serving.

Another observation leads one to suggest never to keep children waiting. If they are kept longer than their parent expects, they are questioned so that it

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## A Traveler's Story of the Downfall of a Grocer

**Once Had the Finest Trade in Large Ontario City, But Because He Speculated on Things of Which He Knew Nothing, He Failed—Owed About \$70,000—Ten Cents on the Dollar Wound up the Business—Advice on Speculating.**

may be made sure that they have not lingered on the road, and it should not be put to a dealer's debit that he talked with a man while the child, apparently unimportant, waited at the counter. This is a literal case, where close attention should be paid to the little things.

Prompt rendering of accounts is a feature that might not be ordinarily thought of from the point of view of retaining custom. Yet, I am told by a dealer, that he counts this among the other things not to neglect. This would apply especially to the man who supplies people who are good payers. A good payer is generally a particular man, and keeps track of his accounts. He looks for his bill, and to have it drop along any time before the middle of the month is apt to lead to the belief on the part of the customer that the dealer is not very particular. Punctuality and regularity is an old-time motto, and here is a case where it would work out well.

### Ways of Improvement.

It is such as these that are business bringers. The man in the store with his eyes open can always see little ways for improvement. One must be ever alert, not afraid of being obliging, and ready always. Not long ago, a case was brought personally to my notice that is worth reproducing. A man had moved into a new locality, and the first meal in the new house was a pick-up, served somewhat late. Something was wanted, and from the window could be seen the lights of a grocery store. Upon telephoning, no answer could be secured. Just to make sure, the man went across, and was just in time to find the dealer closing up, though not out of the store. He managed to get in, and said he had telephoned, and the dealer remarked that he had heard it, but he had closed. He never knew that he lost a good customer or rather, he never gained it, and not another purchase was made at the store, the disappointed man going down-town, since there was no other grocery within a convenient distance.

The biggest merchant princes started in small ways, with one eye always on the main chance and the other on the means to the end. If the eyes are kept fixed, the brain will work, and if a man has brains enough to get into business, he will find that when it works, ideas follow, and the steady development of them brings, incidentally, the success that is always desired.

Are the cash receipts of your store all in the money drawer at night? Are you certain about it or do you only guess so? If there is a little that you don't get, there may be much.

"Some years ago," remarked a traveler in a reminiscent mood the other day, "I remember how a most progressive grocer in one of the large Ontario cities came to his downfall by dabbling in stocks—something that he knew nothing about.

"His case always brings to my mind that old adage—old as the hills, yet young as the morning dew—that 'the cobbler should stick to his last.'

"It was some 20 or 25 years ago," he went on, "when this grocer was at the height of his mercantile career. He was by long odds the most successful merchant in the city. He bought on an extensive plan, and his note was considered as good as gold; but all of a sudden he 'went up' and owed his creditors about \$70,000. They only got 10 cents on the dollar.

"This man used to cater to the best trade in that city; he sold to all the leading hotels and restaurants and best families. Wholesalers used to wonder at the grasp he had on the trade, and all used to cultivate his business acquaintance as much as possible.

"Why he bought sugar—50 barrels at a time, and 50 chests of tea was a usual order.

### A Shrewd Buyer.

"He was a fine buyer—one of the shrewdest with which we had to contend. He made money simply by his business ability in buying where others lost it.

"In those days credits were of long standing, and wholesalers were owed thousands of dollars where now hundreds are due them. People seemed to get their money at longer intervals than they do now, and the wholesaler simply had to wait until the retailer was paid.

"But it didn't matter how much this fellow owed the jobbers. They were all confident that he was doing the business, and that he would be good for anything they carried on their books.

"The firm with whom I was employed sold him thousands of dollars worth of goods. He was their best customer, and we all were supposed to do our utmost to please him. He never overstayed his welcome at our house, and he came often to buy.

### Wanted Extension of Time.

"One day, however, a peculiar thing happened. For the first time so far as

we knew he neglected to meet the whole of his note. Half of it was renewed, but was paid when it fell due again.

"Gradually he began to renew over and over again. He didn't seem to be able to meet any note, and that was certainly quite a surprise to us. One of our travelers, who called regularly on him, was told by our employer not to take any more orders from him. This was, as might be expected, startling news to the salesman.

"Why," he said, "that's awful; if I don't sell him goods I may as well quit the job."

"He was nevertheless finally persuaded not to call on this grocer again, with no reason given him. But a few days later that same traveler came into the office with an order from him for 50 half chests of tea.

"I thought I told you not to call on that man again," said the boss.

"Why, I didn't either," he answered; "I was going along the opposite side of the street and he beckoned me to come across. I did so and he gave me the order—I couldn't refuse it."

"He was warned not to even cross the street again, although that particular order was filled.

"It was pretty hard to get the money out of him. He would renew his notes time after time, and when he gave cheques, very frequently when they were presented for payment the 'no funds' answer was handed out. Eventually we got the account down to about \$19, and we got a cheque for that. But it was a week or more before it could be cashed, because of 'no funds.' At last the house got him off the books entirely, and it kept off.

"Finally all of a sudden this fellow 'went up.' It leaked out that he had been speculating in wheat in Chicago—something that he knew nothing about—and he began to lose. He went deeper and deeper into the hole in the hope of getting out, with the result that he collapsed entirely with liabilities about \$70,000. His creditors only received 10 cents on the dollar.

### Stay in Your Own Field.

"I'm telling you this," the traveler went on, "just to show how important it is, for a grocer to remain in his own

trade. Speculate if you want to, but speculate on something you know something about, not on wheat or mining stocks—unless you are thoroughly acquainted with the situation. Take salmon in the Fraser river, rather than something you cannot see.

"I never made a dollar in mining stocks in my life," he said. "I have had mining shares a yard long, but they weren't worth the paper they were written on. I have made a little money out

of real estate, because I had made a study of it, and knew exactly where I was at—but it's different with things you cannot see.

"The above little story simply illustrates what can happen to a man who neglects a business over which he is master, for one that he knows practically nothing about. Therefore, I would advise business men to be careful and to forget this 'get rich quick' idea unless the way is perfectly clear."

## Weak Points Discovered by a Traveling Salesman

**One Who Has Been Observant on the Road Suggests Where Improvements Could be Made—To Cut Prices on Same Article as Competitor is Bad Policy—How Careless Delivery Affects Custom—**

In a recent conversation, a traveler, with many years of selling to grocers to look back on, gave some ideas and pointers well worth the serious consideration of any grocer wishing to find the weak points in his business organization.

"One of the most noticeable, yet most common, mistakes made by the average retailer is that of cutting his price on the same articles as his competitor," he said. "Don't draw attention to him in that way. It only advertises the fact that he made the reduction first, and you had to meet his price. Don't be afraid he will keep that 'too low' price. Prices must be kept up to a fairly even level the year round. Temporary changes may be made, but, eventually, back they come to normal. However, if you do want to meet that cut, lower your price on some other article, and, if advisable, have a special sale of two or three lines. That will show far better results than simply cutting on the same article, and after your competitor.

"So many grocers make a specialty of lines which yield a very small margin, such as sugar. A much better method would be to have each clerk in charge of one or two lines. Make it to his interest to push those lines by offering him a small percentage of the increased sales in that article over a certain amount, or in any other way it is thought best. But, at any rate, have each clerk interested in seeing that his line of stock is being turned over more quickly than any other in the store.

### Winning Over a Customer.

"Just as an instance of what may be done by a clerk alive to the value of disposing of his own line: Mrs. A— tells him she doesn't need tea, as she buys from So-and-So. Immediately, if he does

the wise thing, she is given a sample of a tea, of the grade usually bought by her, to take home. Now, it all comes back to the question so often asked: What grade of goods do you carry? Good enough, if submitted to the above test, to hold their own? It pays to have that kind, though they cost more money. If you can deliver the goods, you are not going to have such a hard fight to hold trade. To finish the foregoing example: At every opportune time the tea question is brought up by the clerk. Mrs. A— finally gives a trial order, is satisfied, and a tea customer is made.

"Now, whatever the line, with a good clerk pushing it, more of that particular line is bound to be sold.

"This brings up the question, What class of salesmen are most desirable? It pays to have the best, even if it necessitates your putting more in their pay-envelopes. People like to be waited on by a gentlemanly salesman—ladies do, especially. The best clerks need better treatment in the matter of salary, but it will be money in your pocket to have such men in your store.

### Care in Delivering.

"Carelessness in delivery is responsible for many lost accounts. As an example, coal oil is among the articles ordered by one customer. The can is put in the wagon, along with bread, tea, and other things, and carried a mile to the customer's home. Theoretically, coal oil cans don't leak, but practically they nearly all do, at least, the odor leaks. As a result, the family decides the grocer has spilt kerosene on the tea or bread, as the case may be, and change their grocer. This is, of course, an extreme example, but it has happened many times.

"Another point regarding delivery is promptness. If a customer orders some

cheese at five o'clock, to be delivered before six, it doesn't work up much to her enthusiasm for the grocer, or raise her opinion of his methods, if he neglects to deliver it until the next morning. It is, perhaps, an unusual happening, but at the same time a precedent has been established more than once.

"Potatoes or carrots may be all right as corks for kerosene cans, but when it comes to using them for molasses, or some other edible commodity, don't use it; you wouldn't like it yourself," remarked the traveler.

"I would advise a grocer to have a place for everything. Don't do as one firm I know in Montreal did, lose a whole case of chocolate Menier in their cellar—a case about three feet high, by the way. It seems incredible, but it is a fact, nevertheless. The case became so covered with excelsior, boxes and rubbish, that no one discovered it for over a year. Have system in your cellar, as well as upstairs. There is too much lost stock, anyway. Let some other fellow lose it.

"The neatness and general air of respectability which are necessary to the successful grocery, can only be obtained by constant care. Just a point here. Don't allow loafers around your store. They may be so happy you hate to disturb them, but let them land on someone else. Grocers don't want them. Usually they smoke the dirtiest pipe obtainable, expectorate wherever they may happen to be, and, generally, do things which grate on the feelings of ladies, particularly, and, in any retail grocery store, ladies form the larger portion of customers. Sawdust on the floor is a point along this line. Don't have it. It is only put there to hide the dirt. Keep the floor swept, and your stock dusted, and there will be no necessity for it. Ladies do not like that, either. They pick their way over it, holding up their dresses, and before very long decide to go where it is cleaner to do their buying.

### Fixtures on Instalment Plan.

"There is no easier way for a grocer to put himself in a fair way toward bankruptcy than to start buying his show cases, scales, etc., on the weekly instalment plan. To begin with, they cost fully a third more when bought in that way, and, secondly, you can't begin to make that amount of interest on your money in the time it takes to pay for the articles. It amounts up fast if you are paying \$5 a week on this, and \$5 more on the other thing. Don't get into it. Three failures during the past year, to my personal knowledge, have been from buying everything on the instalment plan.

"Many grocers have a fair knowledge of their business to start with, but look

## Women who are Making Good in Grocery Business

**Two Peterboro Ladies Who Began in a Small Store Have Each Had to Seek Larger Premises — For Store Cleanliness and Courteous Treatment They Surpass the Merchants of the Other Sex—Do Their Own Buying, and Bookkeeping.**

By Harry Theobald.

By a seemingly strange turn of affairs two women who are meeting with success in the grocery business in Peterboro, commenced in the same store. A struggle, to solve the situation, to become acquainted with the first principles and then a departure to larger and brighter stores to build up staunch businesses for themselves in different parts of the city, has been their records.

Mrs. Ed. Harris and Mrs. S. Mitchell are these two women who, although limited in experience when compared with other grocers, they may, nevertheless, look upon their venture into the world of trade with considerable satisfaction.

Mrs. Harris entered the grocery business in a small shop at the corner of Sherbrooke and George Street, about eight years ago. To-day she has a fine store of her own in the south end of the city in a location where competition is not too keen, and where she is assured of a good business. Mrs. Mitchell succeeded Mrs. Harris in the George St. store several years ago and now occupies a larger and better place at the corner of Reid and Sherbrooke Sts. Mrs. Harris entered the business to secure a livelihood after her husband's death. When she decided to move, her friend Mrs. Mitchell heard of her intentions and determined to try her hand in the corner grocery. Her husband may have objected at first, but Mrs. Mitchell displayed a keen insight into business methods from the beginning and together with good judgment and a winning disposition her clientele rapidly increased.

### Studied Work of Others.

To get the ideas of others, Mrs. Mitchell became a reader of *The Canadian Grocer*, which gave her access to many of the "tricks" of the trade. In her new store she carries a complete line of groceries and also handles confections and, in the summer, ice cream, acting as the agent of an up-town confectioner. Neatness and cleanliness predominate.

Mrs. Mitchell aims at keeping her shelves piled orderly, believing this to be a detail that immediately catches the eye of the person entering and it creates a favorable impression. She is also a believer in window decorating and in frequent changes in the articles

shown. Mrs. Mitchell strives to please her customers by courteous treatment and by offering prices equal to those of the uptown grocers. She is "full of business" as the saying is, and personally attends to the buying of her stock, the book-keeping, and all the other details. Since moving to her new store she has found it necessary to have an assistant and in Miss Ethel Hunter she was fortunate in securing a young lady who has had some experience in the grocery business. These two ladies maintain the store in a thoroughly capable manner, and in the neatness that is discernible on every hand one would be safe in saying that they are doing better than a man would in those premises.

### THE R. M. A. OFFICERS.

The annual meeting of the Dominion Board of the Retail Merchants' Association was held in their offices, 270 St. Catherine St. East, Montreal, on the 28th and 29th of September. Among those present were B. W. Ziemann, Preston, Ont.; A. M. Patterson, Brockville, Ont.; E. M. Trowern, Toronto; T. Belland, Quebec; P. J. Cote, Quebec; L. F. Hebert, Lachine, and the following gentlemen from Montreal: J. G. Watson, (ex-pres.), J. G. A. Filion, W. U. Boivin, J. A. Beaudry, J. A. Labonte, T. Daoust, J. A. Dore, J. D. Boileau, A. Sarrazin, J. O. Gareau, and others.

The first important matter to come before the meeting was the question of raising the fees. It was decided to raise them from \$2 to \$5.

The meeting also decided to continue their attempts to have a Board of Commerce established in Ottawa by the Dominion Government.

The election of officers resulted in the following:

President—B. W. Ziemann.  
1st Vice-Pres.—P. J. Cote.  
2nd Vice-Pres.—A. M. Patterson.  
Treasurer—J. A. Beaudry, (re-elec.)  
Secretary—E. M. Trowern, (re-elec.)  
Auditor—J. G. Watson.

After the close of the second day's proceedings an enjoyable banquet was held at the St. Denis Club, Sherbrooke St. Among the guests was the attorney for the association, H. Gervais, M.P.

our English cousins. A boy is apprenticed in England for years, without pay, just learning the business. When he gets a store of his own, he knows the business. Here, nearly any one thinks, 'Oh, it is easy to run a grocery store, even if I can't run anything else.' There was never a bigger mistake. It takes business education, and plenty of it, to make a successful grocer. A grocer cannot know too much about his goods, his prices and his accounts. They all need continuous study. Take the buying of goods, for instance. How many grocers can actually tell various coffees apart, from looking at the beans, or judge accurately the values of dozens of other lines in the store? A traveler comes in, makes a sale of goods with a smooth line of talk, and, eventually, the grocer has dissatisfied customers. It is much better to deal with some reputable jobbing or manufacturing houses who cannot afford to lose a good customer by selling him inferior goods. When you feel certain of yourself, you will undoubtedly be able to save a little by getting the prices of other than your regular houses. Be sure you know how and what to buy though, before getting competitive prices, which may cause you to buy.

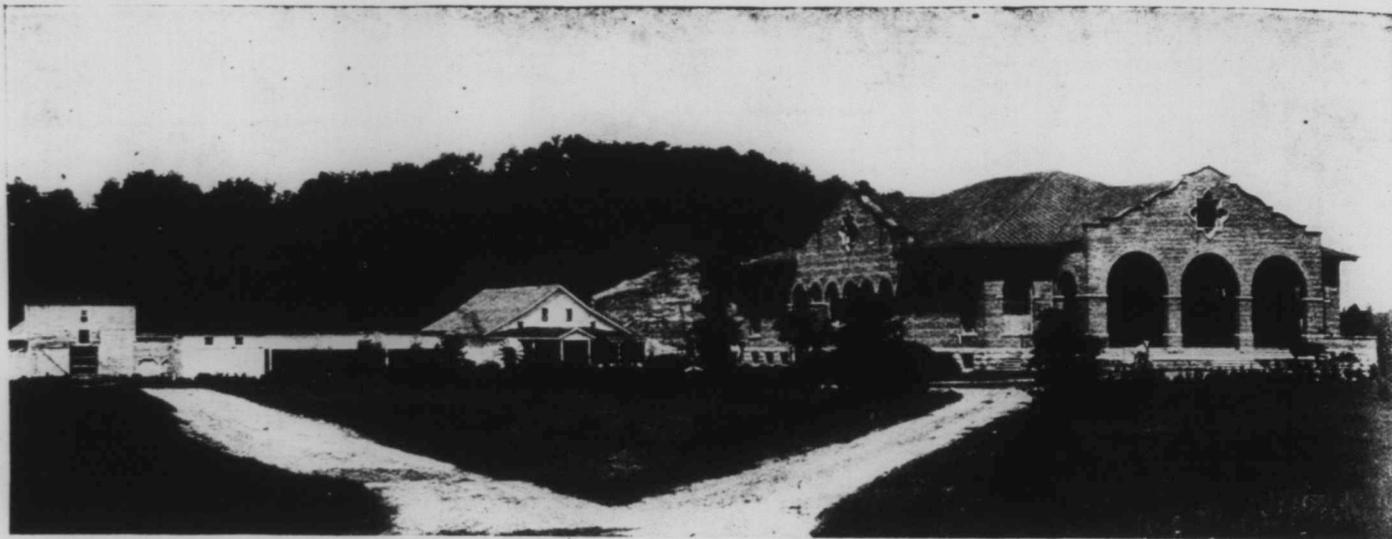
### Figure Out Cost.

"Be sure you are selling your goods at a profit. Many a grocer takes no account of the 10 per cent. per year or more depreciation on all his store fixtures and on the store itself. Figure up all your expenses before you put prices on your goods.

"One very insidious, and in cities, frequent, evil, is the deadbeat account. It applies to a more limited extent in small towns, but this advice is more to city grocers. Women who follow the profession of 'dead-beating,' start in with a grocer. The first month they, perhaps, pay up entirely, but after that they run behind more and more every month, always promising to pay in full 'in the near future.' Eventually, the grocer either fails, for these people all go to the point of least resistance, that is, to the grocer who doesn't put a stop to the practice immediately, or the people move away, leaving the poor grocer to 'whistle for his money.' In Montreal, for example, nearly all the grocers who fail, can show an almost identical list of names of the dead-beat accounts."

E. J. Wilson, with S. H. Ewing & Sons, is in the Maritime Provinces on his regular fall trip.

Statchings & Co. (E. Seville Webb proprietor), Bristol, England, have transferred their business as vinegar brewers to Grimble & Co., of London.



Prairie Farm Store. In the Background are the Stables in which Customers' Teams are kept Free of Charge.

## The Idealistic General Store of a Practical Dreamer

**Establishment Reared by George E. Scott at Prairie Farm, Wisconsin, is a Gem of Architectural Beauty—Exceptional Accommodation for Customers and Clerks—Grounds Very Beautifully Laid out—How He Overcame Mail-order Competition.**

A department store in a country town of but 350 people, conducted along the same lines as those of the larger cities and, in addition, a gem of architectural beauty, not only confers a distinction upon that town, but evinces wonderful enterprise on the part of the man who conducts it.

Such, however, is the store of George E. Scott, in Prairie Farm, Wisconsin. This store is the fulfillment of a long-cherished dream on the part of Mr. Scott, and the realization of the dream in such substantial and beautiful form is destined to make him one of the famous merchants of the country.

The building was erected five years ago, at a cost of \$30,000. The general design was copied after one of those old Spanish missions still found in southern California. It is two storey and basement, 80 x 110, with a balcony in the rear on first floor, and is beautifully situated in the centre of a three-acre block of land, which is laid out in driveways, walks, and decorated with shrubbery and flowers. It is built of solid brick, trimmed with Dunville stone, heated by steam, brilliantly illuminated by a gasoline plant, and is supplied with hot and cold water.

### Modern Equipment.

The interior is a model in design, being finished in red birch throughout, and has a handsome steel ceiling. It is provided with all modern fixtures for displaying goods, elegantly lighted from

large windows, and is conveniently arranged in every way. It is equipped with a large fireproof vault, freight elevator, cash carrier system and adequate fire protection, and the private offices are beautifully finished and furnished, being ideal, attractive and very convenient.

A reading and rest room for the accommodation and comfort of women customers has also been fitted up. It is equipped with couches, easy chairs, reading matter, etc., and there is a toilet room in connection. What this rest room means to women who have traveled many miles need not be told. Even the babies have not been neglected, as high chairs can also be found in this room.

The men have been provided for, too, but in a less lavish manner. Instead of having hitching posts in front of the store, a large shed has been built in the rear, where farmers who have traveled long distances may place their teams, secure from the wind. Near the shed is a grist mill, and a large warehouse, in which are displayed and stored vehicles and all kinds of farm implements and machinery. Mr. Scott also operates a planing mill, and carries a stock of lumber and building material.

The stock carried comprises complete lines of dry goods, groceries, clothing, men's furnishings, crockery and glassware, drugs, furniture, hardware and tinware, stoves, paints and oils, harness and saddlery, toys, etc., and an undertaking business is conducted in connection with

the store. The goods are displayed and sold on the main floor and balcony, the basement and second floor being used for storage purposes.

### Arrangement of Departments.

All the departments are arranged in a tasteful style and present a neat and handsome appearance. That the dust cloth and scrub brush are liberally used is very apparent.

Seven clerks are employed and two teams are used for the purpose of hauling supplies from Ridgeland, the nearest railroad station. The store is kept open from 7.00 a.m. until 6.30 p.m., except on Wednesdays and Saturdays, when it is open until eight o'clock, no business being transacted on Sundays.

Does it not seem a rather out-of-the-way place for such a luxurious country store, seven miles from the railroad, in the very heart of a farming district, and nary a big town within many, many miles? That's what the croakers thought as the store took shape. They said that Scott was a fool for wasting his money on a building like that. Why, they said, he will have it so nice that the farmers will think it above them and will not trade there.

But Mr. Scott had confidence and was determined to succeed, in fact, he is a man who radiates success. His very action says, "I've made good." He has a taking way with him. Men like him, and women do, too. He is a man who gets liked by taking an interest in the welfare of others.

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## THE CANADIAN GROCER

When you meet a man who has a firm handclasp, a ready smile, a face that is frank and open, and invites confidence, brightened by eyes that look squarely into yours, you have met good fortune. There are mighty few of those kind of fellows scattered around where they can be reached every day. But in Mr. Scott all these characteristics can be found, and they have no doubt figured very prominently in making for him the success which he has now achieved. When a merchant can turn his stock of \$20,000 two and one-half times a year in a small village like Prairie Farm, Wisconsin, he certainly must have some wonderful trade-pulling powers.

With but the experience of an ordinary clerk Mr. Scott happened into Prairie Farm in 1883, and secured a position as clerk with Knapp, Stout & Co., who conducted a small general store there at that time. He worked for this concern a number of years, he became acquainted with everybody, was liked, and decided to stay. In the course of time he bought the business, as many other clerks have done, who worked hard and played the game right. By his ingenious methods and striking personality, he not only kept the old trade, but secured new. He then settled down as a family man and built what is to-day considered one of the finest residences in that town. As time went on and business flourished he conceived the idea that a larger and better equipped store would be necessary in order to handle the continually increasing business, and after planning and dreaming, and consulting with his clerks, plans were finally completed for the erection of the beautiful store building which now stands in the centre of the little village of Prairie Farm, as a monument of unusual progress and success.

Mr. Scott now caters to a population of 5,000 people within a radius of from seven to ten miles of his store. His sales amount to about \$50,000 a year, 70 per cent. of which are for cash, and the balance on short time credit. The community is very prosperous, dairying being the chief industry, and Mr. Scott says he has little difficulty in making collections.

In a recent interview, Mr. Scott said: "I am doing more business now than ever before, and it is therefore a financial success. But that success cannot be compared with the knowledge that I have realized my dream, redeemed my belief in my friends, the farmers, that they would appreciate the best, and taught to the merchants of the country a lesson. I have letters from every part of the United States in regard to my store.

Many congratulate me; many seek information.

"But the one thing that we have demonstrated up here is that the competition of the mail-order house and the stores in the big cities can be overcome only by providing in the country the balancing conveniences. The people want the very best, and they are going to get it one way or another.

"And they know how to act in good surroundings, too. I was told that the farmers would be kept away by the spotless appearance of the store. You know, I have the floors kept just as clean and spotless as ever a woman's kitchen was. And in the five years the store has been up only one man ever spat on the floor, and he was intoxicated. This incident happened at one of our annual gatherings, when the employes are gathered for some good talks and good things to eat. One of the clerks told me that this man, after spitting on the floor, without anyone saying a word to him, took his handkerchief and wiped it up.

"Not a word have any clerks or myself ever said to keep people from doing what they please. It is their store. Their

money built it. I want them to know that it is theirs."

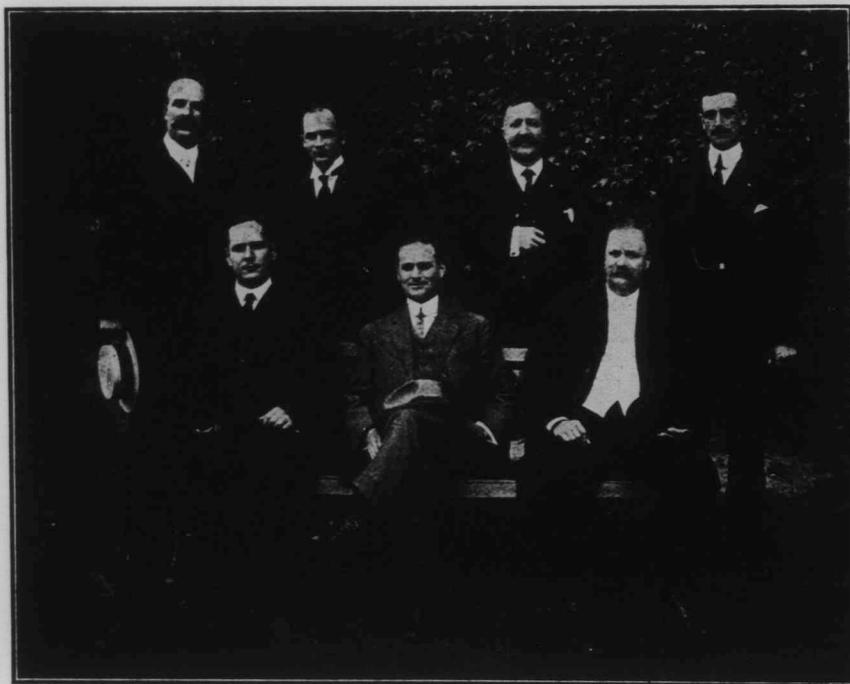
And perhaps it is just that air about the place that makes it so delightful to all.

### UNITED CANNERS ASSOCIATION.

#### New Company Formed in Manitoba to Take Over Canadian Factories.

The United Canners' Association has recently been incorporated in Manitoba for the purpose of taking over the interests of several canning factories and distributing their products in Western Canada.

The company proposes to ship direct from the factories, options on three of which they have already secured, to a warehouse in Winnipeg. The O'Grady, Anderson Company, private bankers, are behind the scheme and they are holding a considerable portion of the stock. A prospectus has already been issued. For twenty years Mr. O'Grady was general-manager of the Northern Crown Bank, resigning from that position last fall on account of ill-health, and later he entered with Mr. Anderson into the private banking business.



The above is a reproduction of a photograph of Heinz Salesmen in Convention at the King Edward Hotel, Toronto, from Sept. 6th to 9th. This was the first Canadian Convention in the interests of the "57 Varieties" and is the beginning of the development of a large selling force in Canada, as this Company are now manufacturing practically their complete line at Leamington, Ontario.

Reading from left to right: Thos. Macdonald, Western Ontario; W. J. Sutton, Canadian representative; H. J. Snell, Western Canada; F. W. Nash, General Sales, head office Pittsburg; L. G. Beauchamp, Quebec; R. Muat, Toronto; W. A. Thackeray, Maritime Provinces.

# Good Advertising and its Great Possibilities

Suggestions on How to Write Copy That Directly Tends Towards Results—The Effect a Successful Advertisement Should Have on the Mind of the Purchaser—Criticisms of Ads. Written by Canadian Grocers with Improvements Suggested.

By W. F. Ralph.

"Advertising does not jerk—it pulls. It begins very gently, but the pull is steady, it increases day by day and year by year until it exerts an irresistible power."—John Wanamaker.

Everybody knows of John Wanamaker, and that his great success in the mercantile world was accomplished largely by the use of advertising. No wonder he lauds advertising!

Anything that John Wanamaker has

tising doesn't pay. And they base their opinion upon the fact of having tried it. A man might try to learn to swim by removing his clothes and waddling around for a few minutes in some shallow water. But he never could learn that way—he must go right in earnestly. So with advertising. A man must go in for it earnestly. Occasional insertions of a few badly prepared advertisements in the newspaper are no tests of advertising. That isn't giving advertising a fair show.

This fact is pretty generally understood now-a-days. The average grocer

him, never beclouded by the wealth of detail necessary to the accomplishment of advertising, a merchant will find that advertising is a simple proposition.

It is held by the majority of professional advertising men as an axiom, that the writing of a successful advertisement depends upon these four things: the attracting of attention; the awakening of interest; the holding of interest; and the persuasion to action. A moment's reflection will convince you that if an advertisement attracts attention, awakens and holds interest and persuades the reader to act on the suggestion it con-

### Pickling and Preserving.

<h4>Vinegars</h4> <p>As well try to make good bread from poor flour as good pickles with poor vinegar. Our vinegar is pure and strong and well matured.</p> <p>White Wine XXX per gal. 40c Cider XXX 40c Imported English Malt 65c</p> <p style="text-align: center;">IN BOTTLES</p> <p>White Cottells &amp; Co's English reputed gts 20c Cider 12c White Wine 12c</p> <h4>Pickling Spice</h4> <p>Our Whole Mixed Pickling Spice consists of 16 varieties making a delightfully pungent flavor—in a word MOTT'S best efforts put into pickling spice.</p> <p style="text-align: right;">Per pound 25c</p> <h4>Green Tomatoes</h4> <p>Fine firm smooth green ones per peck 20c</p> <h4>Onions</h4> <p>American Silver Skins dry and hard, in prime form for Chow Chow</p> <p style="text-align: right;">10 pound for 35c</p>	<h4>Preserve Jars</h4> <p>The original "Ball" Mason Jar. They originated, others imitated.</p> <table border="0" style="width: 100%;"> <tr> <td>Pints per dozen</td> <td style="text-align: right;">80c</td> </tr> <tr> <td>Quarts</td> <td style="text-align: right;">\$1.20</td> </tr> <tr> <td>1/2 Gallons</td> <td style="text-align: right;">\$1.50</td> </tr> <tr> <td>Extra Rubbers per doz</td> <td style="text-align: right;">10c</td> </tr> </table> <h4>Pears</h4> <p>Ripe Bartlett Pears per dozen 10, 15, 20c</p> <h4>Exhibition Visitors</h4> <p>Do not go home without taking some little gift to those who could not come with you. We are showing a nice assortment of goods suitable for this purpose in our north window.</p> <h4>A Suggestion</h4> <p>Why not take your wife or mother home a pound of</p> <p style="text-align: center;"><b>Forsyth Jrs. Famous 30c Tea.</b></p> <p style="text-align: center;">It would be a rare treat to her</p>	Pints per dozen	80c	Quarts	\$1.20	1/2 Gallons	\$1.50	Extra Rubbers per doz	10c
Pints per dozen	80c								
Quarts	\$1.20								
1/2 Gallons	\$1.50								
Extra Rubbers per doz	10c								

**Forsyth Jr., THE MAN WHO MAKES GOOD HIS ADS.**

An Ad. Written by Forsyth, Jr., Dartmouth, N. S. This has been Reduced from Double Column and 8½ inches long

to say on the subject of advertising, you can take for granted as being well worth attention. And in the above quotation he advocates persistence in advertising. He says that the "pull" of advertising increases infallibly if one keeps at it. And he knows.

There are some merchants in this broad Dominion (they are decreasing in number every day) who hold that adver-

of to-day realizes that advertising has proven itself to be the stepping stone by which hundreds of his fellow merchants are climbing to success. And he generally realizes also that persistence is the very essence of advertising. On that account it is unnecessary to dwell further upon this phase of the subject.

#### Essentials of Advertising.

The problem that is agitating progressive merchants in these days is, how to advertise. In a nutshell, the solution of the problem is:—"Tell the people what you have to sell and what you want them to pay for it."

With this answer constantly before

tains, its success is certain. And so it is.

If an advertiser will subject his advertisements to an examination as to how far they accomplish these four objects before sending them to the printer and re-writing them until they conform to such requirements, his advertising, if placed in a proper medium, is certain to produce results.

There are some facsimiles of advertisements by several grocers accompanying this article that we shall judge by the four principles above mentioned. Let us see how far they comply with the requirements of good advertising.

## PICKLE SEASON

RELIABLE AND PURE INGREDIENTS TO BE HAD HERE

ENGLISH MALT VINEGAR, per gal. ....	.75c
ENGLISH WHITE WINE VINEGAR, per gal. ....	.75c
CROSSE & BLACKWELL'S VINEGAR, per bottle .....	.25c
CALIFORNIA WINE VINEGAR per bottle .....	.25c
MIXED PICKLING SPICE, per lb. ....	.40c
CHILI PEPPERS, per lb. ....	.40c
TURMERIC, per lb. ....	.40c
MUSTARD SEED, per lb. ....	.40c
CELERY SEED, per lb. ....	.40c

## The Family Cash Grocery

Cor. Yates and Douglas Sts. Phone 312.

Reproduction of a Newspaper Advertisement in the Pickle Season.

## THE CANADIAN GROCER

### Criticism of a Pickle Ad.

Consider the "Family Cash Grocery" ad. It is typical of a great many grocery advertisements. We may grant that it attracts attention by the neatness of its set-up. The typesetter has done his best and has followed the good rule of using display type sparingly; with the result that the headline "Pickle Season," though laconic, stands out boldly and appeals to women whose minds, at this time of the year, are probably turned pickleward. So far so good; it will attract a certain amount of attention, provided it is not placed in close proximity to any advertising which contains more "ginger." It may be said to comply, in a moderate degree, with the first requirement of a good ad. But can we truthfully say that it either excites or holds interest? Can we say that there is anything persuasive in it? No, it is evident that this ad. does not contain any particularly interesting pickle information and that there is nothing so persuasive about it that it would be liable to urge the women to deal at the Family Cash Grocery in preference to any other store—unless the prices mentioned are below those demanded elsewhere.

While we are in pickles, so to speak, let us examine another pickle ad.: that of Forsyth, Junior.

Forsyth, Jr., is noted for his readable advertisements, and justly so. This

says it well. While lacking a little in the first requirement of a good ad, it makes a pretty good showing on the other three heads. It is interesting; the language is delightfully conversational.

turned out an advertisement that can be read with interest and that is written in a persuasive style that is far more liable to switch trade his way than would a mere list of vinegar and spices.

## YOU WOULD ENJOY EATING HAM AND BACON

more than ever if you were to try a slice or so of the kind we are selling. It is the famous Blank Brand, and ours is the only store in the city where you can get it. The makers of Blank Brand are well known to Government Inspectors as thoroughly clean in their methods and as buyers of the best pea-fed hogs.

*Their curing formula is unequalled. Try some—the flavor is delicious.*

Ham	-	-	per pound	-	-	·30
Bacon	-	-	" "	-	-	·24

**E. MERCER,** 92 Plymouth Road,  
HOYLESTOWN

No. 2—Mercer Ad.—Illustrating How No. 1 Might, in the Estimation of the Ad. Critic, be Converted to Produce Better Results.

It sounds like a man of genial disposition talking over the counter. It not only enumerates some of the articles required in the making of pickles, but it says something about the particular line of goods the advertiser sells. Look at the

### Some Improvements Suggested.

Another ad. that is lacking a good deal in the essentials of effective advertising is the "E. Mercer" ad. The headline "We have in stock" though set in large and readable type does not sound particularly attractive. Granting that, by its size, it attracts a certain amount of attention, can the information that—Green Peas, etc.—be called interesting? Is it not safe to assume that the average reader of a newspaper thinks that green peas etc., as listed, generally are carried in stock by grocers? Is there anything persuasive in: "Try our Hams and Bacon, best in the city. Send a trial order. Quality the best. Price as cheap as the cheapest?" If the advertiser's hams and bacon are the best in the city and his prices as cheap as the cheapest, surely it would be better policy to say why the ham and bacon is superior to others and just what the prices are. The public likes information, and will read it if it is given interestingly. But seldom does a mere assertion—even of a fact—convince the public.

The Mercer ad. No. 2 is suggested as being somewhat improved all round.

### Write Copy Carefully.

The Geo. A. McCullough & Co., ad. seems to indicate that the writer of it could produce some very good advertising if he put himself to it. It also seems to indicate that in this particular instance the writer has not put himself

## WE HAVE IN STOCK

Green Peas.  
Round Peas.  
Split Peas  
Beans, Rice.  
Oatmeal.  
Rolled Oats.  
Seeded Raisins.  
Cleaned Currants.

Peas in tins.  
Corn in tins.  
Mussels in tins.  
Salmon in tins.  
Lunch Tongue.  
Corned Beef.  
Brawn.  
Sausages in tins.

Try our HAMS and BACON, best in the city. Send a trial order. Quality the best. Price as cheap as the cheapest.

**E. MERCER,** 92 Plymouth Road,  
Hoylestown.

No. 1.—Mercer Ad.—The Original Used in the Newspaper.

pickling goods advertisement of his is not up to his usual standard, although it is away above the generality of grocery ads. It lacks neatness. Its set-up could easily be improved. Nevertheless, it is a good ad. It says something and

onion paragraph—there's suggestion in it: "American, Silver Skins, dry and hard, in prime form for chow-chow." With but the same materials to work upon as had the writer of the "Family Cash Grocery" ad., Forsyth, Jr., has

into it, and has consequently failed to make the most of the splendid opportunity afforded by a large space on the front page of a newspaper and the presence of a good stock in his store to talk about.

has arrived and the sale of same has been far larger than we ever dare think of," be calculated to originate a rush of new business. And while politeness to customers is always in order, and generally meets with a proper appreciation

followed by a few specific priced items. As an improvement something after the style of McCullough No. 2 is suggested

On October 7th the people of North Dakota, U.S.A., ate bread made from

## "Business at this Store is Humming"

Preserving Fruit has arrived and the sale of same has been far larger than we had ever dared think of.

We thank you all for your kind patronage and promptness in calling for your orders.

We still leave a full assortment of Choice  
**Peaches, Plums, Pears, Apples**  
**Tomatoes and grapes**

Better secure your supply as early as you can and avoid disappointment.

Now is the time to be looking around our Dry Goods Department.

### "We Have many Snaps"

In Gents' Furnishings our stocks is large and well assorted and we invite your closest inspection.

**Mens Suits Underwear Gloves Mitts**  
**Sheep Lined Coats**

are all marked at lowest prices.

# Geo. A. McCullough & Co.

No. 1.—McCullough Ad.—As it Appeared in the Newspaper.

This ad. bears evidence of hasty composition and slovenly proof-reading. It is full of typographical and grammatical errors; and the subject matter of the copy has not been worked up with a

from customers, it is just possible that the same customers would be far more interested in a definite offer of something or other at a certain price, than in an indifferently expressed phrase of

Durum wheat only in accordance with a proclamation issued by the governor at the request of the grain-growers.

G. M. Gilmour, of the Gilmour Hand

## Preserve Now, While Fruit is Plentiful

DON'T WAIT UNTIL PRICES RISE.

We have sold a lot of fruit during the last few days, but still have a pretty full assortment, all of the best quality for preserving. Note our prices and order quickly before scarcity compels a rise.

Peaches, fine, large, firm fruit, per basket	.50
Plums, Red, green and yellow varieties	.40
Grapes, grown in the famous Niagara District, big and juicy	.35
Pears, several varieties—in fine condition for preserving	.50

While you are in the store buying fruit it will pay you to visit our Dry Goods Department. We are clearing out odd lines at astonishingly low prices. Here is a partial list.

Men's Suits, Three-piece tweeds and worsteds, sack style, single and double breasted. Price to clear	\$9.99
Underwear, Summerweight balbriggan. Sizes only 38 to 42. Well made garments. Price to clear per suit	.80
Ladies' Gloves, Lisle thread in blacks, whites, fawns and grays, sizes 7 and 8 only. While they last, per pair	.20

COME EARLY AND GET THE BEST CHOICE

## GEO. A. McCULLOUGH & CO.

No. 2—McCullough Ad.—Suggesting What is Considered an Improvement Over No. 1 McCullough Ad.

fraction of the care it deserves. The statement:—"Business at this store is humming" is probably very interesting to the owner of the store but it can hardly be expected to excite any interest in the minds of the public. Neither can the assertion that:—"Preserving Fruit

thanks for orders already given. The mere listing of certain varieties of fruits without any limit as to price or quality is rather ineffective as a promoter of fruit buying. The sub-head — "We Have Many Snaps in Gents' Furnishings, etc.," would be much more convincing if

Cleaner Co., Montreal, was married Sept. 20th, to Miss Jessie G. Wells.

Economy begins with the little things. The successful storekeeper is he who knows how to find and stop the small leaks. The big ones are obvious and anyone can see them.

## Ad-Writer Must Understand His Own Customers

**So Maintains Hamilton Retail Grocer, Who Says Advertising is Absolutely Necessary to His Business — Doesn't Think an Ad-writing Expert Could Fill the Bill for Him—He gets Direct Returns.**

"Most direct returns," is the way Wm. Carroll, a Hamilton retail grocer characterises the results of his advertising in the Hamilton papers.

"It is a thing absolutely necessary to my mind," he replied to a recent query. "I use space in three papers. My ads. occupy spaces two-column in width, and about 14 inches long." (The one reproduced was exactly that size.) "I try to get them in a good position, as near to the centre of the page as possible. I try to give good talks, but I make prices the feature."

Mr. Carroll is of the opinion that only a man who is in touch with the customers to whom he wishes to sell can write ads. that will appeal to them.

"He has got to see things from both sides of the counter. He should see the customers, and see how they are waited upon by the clerks, and know their inclinations and tendencies.

"No expert ad. writer can write ads. to sell the goods in a retail store, like the man who has had experience with the people who are going to buy. The one who will produce results is the one who is thoroughly acquainted with the field," he says.

### Young Ladies Energetic.

Mr. Carroll is the proprietor of five grocery stores in Hamilton. One of these stores is run by two young ladies, whose work he is proud of. Last year they did a business of \$32,000. The store in which they are employed is probably the best equipped and handsomest of the five. It was overhauled last November, but during the time of repairs, the young ladies kept up their average of about \$600 per week.

### Prices Very Important.

Advertising in the newspapers, Mr. Carroll claims, has been largely responsible for his extensive custom. He takes great pains in preparing his own copy, simply, as pointed out above, because he wants to talk to his own customers. He wouldn't write an ad. without including prices, and he makes the talks and prices harmonize so that direct results follow. He believes in giving the reasons, so far as possible, why he gives the prices. The liberal space his ads. occupy in the newspapers indicates how much he considers the value of advertising.

Mr. Carroll's finances are carefully

watched. Every Monday he has a man out collecting, and he estimates that 99 per cent of his business is practically

## A SERIOUS ACCIDENT.

John Walmsley, managing partner of the Old Homestead Canning Co., Picton, Ont., was the unfortunate victim of a serious accident last week. A large traveling hook struck him in the face, putting out one eye and seriously injuring the other. It is feared he will lose the sight of both. Mr. Walmsley has been taken to the hospital in Kingston.

# You Must Have the Goods

In spite of scarcity in many lines we have the goods you want and at prices that will save you money, to say nothing of your satisfaction in the quality of the goods; you must have them. They are here for you in quantities, qualities and prices to please.

## Dairy Butter Special

Just 500 pounds, no more, choice fresh Dairy Butter to arrive Friday morning. Some of the best butter we have ever had came from the same section, and this is promised to be equal to anything, and it goes while it lasts at just 25c per pound. Choicest fresh Creamery Butter, 25c per pound. Fresh gathered Eggs, 27c per dozen. June Cheese, 15c lb. Best pure Lard, 17c per pound.

## Sugar

Even at our present price Sugar is a bargain, because of the quality in it. Absolute 20-lb bags \$1.05; 19 lbs for \$1. 9½ lbs 50c. 20 lbs Bright Yellow Sugar \$1. 10 lbs 50c, 5 lbs 25c. Cut Leaf Sugar or Icing Sugar 3½ lbs for 25c.

## Fruit Jars

They are going out fast and there promises to be the usual scarcity. See that your wants are supplied. Crown pints, per doz. 75c; Crown quarts, per doz. 85c; Crown ½-gallons, per doz. \$1. Best White Jar Rubbers, per doz. 8c. Best Grey Jar Rubbers, per doz. 5c.

## Brooms---Special

They have been very dear and it is said that they will be still dearer. We have a lot of ten dozens, supposed to be 35c Brooms, but they do not suit us at that price and they go while they last at 25c each. They are a good four-string broom and the price quoted is just a little below wholesale price.

New Rolled Oats, 7 lbs .....	25c	Pure Clover Honey, per jar.....	17c
New Rolled Wheat, 7 lbs .....	25c	Sweet Oranges, per dozen.....	20c, 25c
New Germ Meal, 7 lbs .....	25c	New Lemons, per dozen.....	20c
New Cornmeal, 8 lbs .....	25c	Clark's Chicken Soup, 3 tins for	25c
New Japan Rice, 4 lbs .....	25c	Clark's Pork and Beans, large tin	10c
Best Itangoon Rice, 6 lbs .....	25c	Savoy Pork and Beans, tin.....	5c, 10c
Best Pearl Tapioca, 4 lbs .....	25c	Challenge Milk, per tin.....	10c
Best White Sago, 4 lbs .....	25c	Eagle Brand Milk, per tin.....	15c
New Raisins (expected) 3 lbs.....	25c	Pearless Cream, per tin.....	10c
Seeded Raisins, 3 lbs .....	25c	Fanyan Sauce, per bottle.....	20c
Re-cleaned C .....	3 lbs .....	Whole Mixed Pickling Spice, lb.....	25c
New Peels, .....	25c	Best Pure Black Pepper, lb.....	25c
		Mustard, lb.....	

Sample of the Advertising of Wm. Carroll, Hamilton, Which Brings Most Direct Results—The Original Ad. was 14x4½ Inches.

cash. His store equipments are modern and up-to-date, including cash-registers, computing scales, electric coffee mill, etc.

His trade is extending, because he does regular and judicious advertising.

The wholesale fruit business of the late Jeffrey Villeueuve, at 32 Mountain St., Montreal, will be continued by Mrs. Villeueuve, with Louis Chollet as manager.

## The Monthly Discounts Almost Paid Expenses

Value to the Merchant of Settling His Accounts within the Discount Time Limit—Advantage Looks Small But When Turn-over is Large it means Considerable.

By L. C. Harkness.

Two young men opened a general store in one of our western Canadian towns a few years ago and from the first day have endeavored to pay cash for their goods—that is thirty day payments; to-day they attribute the fact that they are in business to the extent that they have carried out this policy.

In paying cash for goods advantage is always taken of the discounts allowed by manufacturers. Now, of course, this discount is given for the benefit of the creditor, and because it is so the merchant does not at first see that there is any benefit to the debtor to be derived from the policy. The discount, except it be to those on the jobbers' list, is not usually above five per cent. and more often it is only three or less per cent., so the merchant naturally thinks that the reduction is not large enough to warrant prompt payment, since the money so used may sometimes be put to more profitable investments. As a consequence the creditor is held off, and the merchant buys stingily for immediate shipments, and payments are made in three, six and sometimes twelve months. Now the merchant who accepts such methods as ideal is working along lines directly opposed to successful business principles.

### Turn-over the Thing.

The merchant, if it is allowed, needs money in his business. And the only way to get the money is in turning over the stock. The turn-over must be the aim of the grocer, and the larger the turn-over the greater will be the capital in the business. In order, however, to have a large turn-over, it seems to me, that it is necessary to buy in large quantities, so the question really resolves itself into how to buy in large quantities. The discounts given by wholesalers and manufacturers are not only an inducement to pay promptly but to buy in larger quantities. Now does the discount help the merchant to buy in larger quantities so that he may increase his turn-over?

This is certainly true, and it is the point which many dealers fail to recognize and take advantage of.

Every grocer must know that there are times in his business when the psychological moment must be struck in pushing off certain lines of goods. And almost every line has its season of move-

ment. Now, for instance, we will mention canned tomatoes. When the time is ripe for the rapid movement of these goods would it not be to the retailer's interest to have a large stock on hand? If he did not have a large stock he could not afford to give attention to this line in an exclusive sense but would be worrying about the sale and turn-over of goods which are not in season and in which the demand is dull. In the rapid moving goods that are pushed in season the money is realized quickly and payments can be made easily within the cash period, and the quantity is so large that the discount means hundreds of dollars in some cases.

### Maintained By Discounts.

The discounts thus acquired may then be used to pay off other goods and this is taking a double advantage of the system. So we see that the turn-over which is the great asset of the business is greatly facilitated and practically maintained by means of discounts.

When the merchant takes advantage of obtaining discounts wherever possible, his stock will be such as will enable him to adequately meet competition. Stocks will always be large and assorted. The general tone of the business will be brighter and healthier. In fact, the discount system forms the basis for the progressive, alert and prosperous retail business.

The discounts allowed the two young retailers referred to above were almost large enough to pay expenses each month. Does this mean anything to the average merchant?

### AN OLD ADVERTISEMENT.

#### How Montreal Grocery House Used to Advertise in the Early Days.

An interesting relic of the old days in the grocery business was shown the writer recently when S. J. Mathewson, of Mathewson's Sons, Montreal, unearthed a copy of the Montreal Advertiser, a newspaper of the early days of the past century. In that publication, on June 3, 1834, there appeared the advertisement of Samuel Mathewson, the founder of the present house. According to his announcement he started on May 14, of that year.

Compared to modern wholesale gro-

cery ads. that of Samuel Mathewson is indeed a unique one. No display was attempted, two inch single column space being used, and scarcely more than a mere statement of facts given.

Portions of the advertisement are worth repeating, as illustrating the style used by advertisers of those days in talking to their customers and probables.

The body of the advertisement begins: "The Subscriber begs leave to inform the inhabitants of Montreal and its vicinity, that he has OPENED a STORE in the above line, in the large New House adjoining Messrs. Carlton & Cook, St. Paul Street, near the Old Market—and has on hand a general assortment of TEAS, SUGARS, SPICES PICKLES, FRUITS—"

These goods he "offers to the Public, Wholesale and Retail, on very moderate terms; and from the selection of his Stock being of the best quality, he hopes that those who may favor him with a trial will derive satisfaction both in the price and quality of the articles."

The business of the house has been carried on ever since, but the warehouses and office of the firm are in another location. In the old days their premises were situated at the corner at the corner of St. Paul and St. Elou Streets.

### BEST INVESTMENT EVER MADE.

*Editor Canadian Grocer.—*  
Please find cheque for \$2 per my subscription for another year. We would not be without *The Grocer* for twice the price; it's the best investment I ever made, and no business man should be without it. With the assistance of it our trade has grown wonderfully, so we cannot say enough for *The Grocer*. It is seven years since we came from a country store here. My wife and I had a lot to learn and with the help of *The Grocer* we are striking outward and upward.

*Am not a poet, or a very good composer, but my thoughts are in the direction I am writing, and if any of my words are fit for publication you are welcome to them.*

*I remain, a loving friend of "The Canadian Grocer,"*  
(Signed) GEO. MABEN.  
Elora, Ont., Sept. 27, 1909.

# Expert Advice on Handling Crockery Department

Great Care Should be Exercised in Unpacking Goods—Suggestions for a Display Window—Do Not Advertise Too Many Lines at One Time—Get Novelties Every Week—Necessity of Buying Only What Can be Turned Over in a Reasonable Time.

"The crockery department of my store is one of the best paying investments I've got," remarked a retail merchant in a small maritime town recently.

He explained why. The important things to look after in the crockery business, he said, were buying the goods, unpacking them carefully, displaying them in the store, and advertising them judiciously.

Care and nicely displayed will attract buyers of not only those particular goods but for others and will gain very often new customers for other departments.

"When a shipment arrives, I personally superintend its unpacking for I believe that money can be made by carefully handling the goods that come into the store. Occasionally a few articles are broken, but very seldom, and by us-

thought and study is necessary in order that the window will draw special attention."

These advices by the maritime merchant are valuable and should be studied carefully by the retailer.

## Tray for Display Purposes.

Another merchant gives the following suggestion on dressing a window of fancy



An Interior View of the Grocery Store of Chas. S. Ewing, Goderich, Ont., Showing a Handsome Array of China and Glassware.

"We carry crockery, pottery, china-ware and glassware because there is no exclusive china store in our village and because we find it a splendid addition to our grocery and confectionery business."

"It is something that if handled with

ing this special care I do not have those losses in breakage that some others have.

"I always keep one of my three show-windows for crockery, pottery, china-ware, etc., changing them regularly once a week. They are goods which always can be made to show up well, but some

tea sets or small choice bits of pottery and glassware. Make a dainty tray by taking a piece of satin of any shade harmonious with the color scheme of the show window or room; place a small lace doily in the centre, and frame this in an oval gilt frame. (These frames can

be found in any of the stores, sometimes with inexpensive pictures in them, for 25 cents). A piece of white linen with either the dolly or an embroidered initial in the centre framed in a white linen enameled frame also makes a handsome tray. The glass is easily wiped off and the linen remains as spotless as before it was used. A piece of felt may be glued on the bottom of the tray, to prevent scratching or marring the table. A tea set, a handsome cut glass bowl or choice pieces of bric-a-brac displayed on this dainty setting cannot help but invite the closest scrutiny, and so possibly arouse the latent interest of the passerby, and so create a possible sale.

**Advertising Chinaware.**

The basic idea in retail advertising is to bring the people to the store to see the goods, and hence a strong ad. about one particular item is most apt to secure attention. The advertising of a stock

vantage. Be the first to show the new things in your line and don't fail to advertise them. Try and get novelties somehow every week at least. The public's desire for new things may not be explainable, but you must cater to it to obtain prestige for your store and, better than that, there's a bigger profit in the newest goods. Your advertisements can be made to read like a salesman's talk. The people want facts, not a lot of flowery language. Tell them what you have, give reasons why they should buy and name the price.

But get away from the old style of advertising that has done duty so long that people are weary of it. After a while you will enjoy writing ads., and anyway an ad. written just as you talk is sure to be noticed.

**Overbuying Harmful.**

It has been proven by the experience of many successful retail merchants that



Arrangement of the Interior of the Handsome Crockery and Chinaware Department of A. L. Vanstone & Son, Brantford, Grocers.

of china and glass is a complex proposition at best. A safe rule used by the best advertisers is to play up a "leader" that is a genuine bargain, and let the salesmen and interior displays do the heavy work of converting the public to the same mind as they themselves are in. All women dearly love a "bargain" and to first attract them to the crockery department, a "bargain" proposition in the newspaper ad. is often what is needed.

One crockery advertiser who has had considerable success states that a definite policy is necessary. Get some distinct style and then stay by it, is his advice. A trade-mark invariably employed is recommended.

To obtain the same position for your advertising each time is also a great ad-

it is wise to proceed as if you did not intend to be in business more than a few months and to buy no more than you can easily turn over in that time. In import goods, of course, it is necessary to purchase a stock to last from six months to a year and to buy considerably in advance of the season. Import goods should, therefore, apparently be turned at a much higher profit percentage than domestic ware.

A retail china store proprietor who has made a conspicuous success of his business says that one of his cardinal beliefs was that given any average small retail business in which was embarked \$8,000 to \$20,000, it must earn 75 per cent. a year in gross profits on every dollar invested before net profits could be computed. He had made a prime feature

of "exclusive control" on all his better goods.

**SOAP IN HISTORY.**

The Egyptians, Greeks, and more especially the Romans, we know, took great pains to preserve a clean body. The bath was a great institution in their day, when soap, as we know it, says the Lancet, was not in vogue, but oils and fragrant compounds were used to anoint the body. The references to "sope" in the Bible probably meant fuller's earth or wood or ashes or alkalis, and these were employed, generally speaking, not on the body, but for such operations as the cleansing of wine and oil casks or marble statues. The juice of certain plants which forms a lather was, however, employed for washing, and is still resorted to at the present day in certain localities. Though soap is not mentioned by Homer, who, however, refers to the use of cosmetics in the bath, Pliny distinctly describes a substance for beautifying the hair prepared from good tallow and the ashes of the beech tree.

Modern chemistry teaches us that soap is a true compound of fat (or fatty acid) with an alkali, and it is evident, therefore, that in Pliny's time soap was known which could not have differed very materially in composition from the modern product. As an industry, however, soap-making on any scale was not known until some time in the 17th century. From that period the manufacture increased enormously, but at first the demands were for rough cleansing purposes or for certain industrial operations, and not so much for the person. It is, indeed, probable that the soap of 100 or so years ago was not adapted for personal cleansing, owing to its too powerfully caustic and detergent properties acting harmfully on the skin.

Nowadays soap is manufactured which is so pure as to leave unscathed the most delicate skin, so beautifully balanced are the fatty and alkaline constituents. The huge proportions which the soap-making industry has attained are a strong indication that soap has become a necessity of modern life.

The Tobacco Sweating & Packing Co., Levis, Que., have registered.

Luke H. Vaughan, general merchant, Maple, Ont., is moving to Weston.

Meeting of creditors of Thos. Long, grocer, Trenton, Ont., was called for the 15th inst.

W. L. Allen & Co., general merchants, Garden River, Ont., has been succeeded by J. Adams.

Davidson & Shafer, grocers, Mimico, Ont., have dissolved partnership, Mr. Shafer continuing.

## Gospel of Good Salesmanship in Retail Stores

**Successful Salesman Must be Student of Human Nature—The Proper Time to Make Suggestions to Customers — Attention Should be Paid to Complaints—Be Clean and Keep the Store Clean.**

By Stanley Nicholson.

A successful salesman is invariably an enthusiast. Enthusiasm is an essential characteristic of his make-up. He must believe in the goods that he is selling, and the firm for whom he is working. He has got to love his work if he would be a big success behind the counter. If a man loves his work, makes a study of it from his trade journals, from his employer and fellow clerks, and most of all from his experience with people, he will learn the fine points of his business. And in learning he will always find that the more he learns the more he has to learn.

Few people have the opportunity to study human nature afforded the man behind the counter in his daily work. There's a song to the effect that 'you never can tell about a woman.' It goes on to say that 'you never find two alike at any one time and never find one alike twice.' These are little things which are known to no one else as well as to the grocery clerk. He has to know the women that come to his store. He must remember their little peculiarities—what this one likes and doesn't like, and what that one likes and doesn't like. He must remember that one woman always wants a certain kind of corn starch, or a certain brand of butter, and, though he can't see it just her way, he will when she's giving him an order—that is if he's a good salesman. In this respect he has to have his wits about him all the time, and often be very diplomatic in his work.

There are always those among the customers of any store, who think that the store is maintained only on the trade they bring it and that their orders are the only important ones. When and where it is possible, these people might as well be allowed to think so—it doesn't cost anything, and the successful salesman is diplomatic enough not to disillusionize them, if he can help it.

### The Gentle Art of Suggestion.

An old adage says something about 'the gentle art of persuasion.' In referring to the tact required by a good grocery clerk it would be better to call it 'the gentle art of suggestion.' He can generally suggest to a customer, when it would often be folly to try to persuade. A good clerk will not try to persuade a woman to buy a bottle of olives, but he

will make the suggestion to her and recommend them as the best obtainable.

"Here's something a lot of our best customers are demanding now, Mrs. ———," he can say. "It's new and there's nothing to beat it."

The lady doubtless thinks she is one of the best customers, and would like to buy it.

That's how suggestion works out to advantage, where persuasion would be entirely out of the question.

"I like to have the new things in our stock right here on the counter, where I can lay my hands on them at any time," said one of the best grocery salesmen in Guelph, when discussing with the writer some of the little tricks of his trade. "The articles themselves suggest themselves to the customer, while they wouldn't if back on the shelves. Then, too, I can show them so conveniently when I have them right here."

It's just at the stage when the customer is saying, "Let me see—I guess—yes, I think that will be all, thanks," that it is opportune to respectfully draw her attention to some seasonable delicacy, which the wise salesman has appetizingly displayed at close range right on the counter.

### Lending an Ear to Complaints.

An appreciation, expressed by a customer, may be much more pleasant to the clerk than a complaint, but it should be listened to no more attentively. The good salesman will always lend an attentive ear to the complaints of his customers. If he does not listen, others may, and it's much better for him to know it, than for other people to take notice. If some brand of goods fails to give satisfaction, the clerk should report it to his employer promptly, and should, in the interests of his store, stop recommending it.

Quite often the importance of appearance is underestimated by otherwise careful salesmen, though, when one comes to think of it, a man should be more careful about his appearance when behind a grocery counter than in most other places. He should be clean and tidy, and, if possible, wear not only a white apron, but a white coat as well. Gentlemen won't receive friends in their homes in their shirt sleeves. Why should they do it in the store?

Until a few years ago hardly any of the grocery clerks in Guelph wore white jackets, but a man who had worked in a large city came back here and introduced it, and ever since then they have practically all worn them. The store that did it first was the first to get the favorable comment of the customers, however.

The store, as well as the salesman, should look clean and wholesome, and a good man will see that it does. It is difficult at rush times to keep things neat and clean and to have everything in its place, but it can be done, at least to a great extent. One very good plan is to have a scrap counter, where clerks, while busy, can put goods they have taken down to show to customers. If they always put such good on this counter they can always find them easily and replace them on the proper shelves after the rush time is over.

### HINTS TO BUYERS.

Information supplied by sellers but for which the editors of The Grocer do not necessarily hold themselves responsible.

Laporte, Martin & Co., Montreal, advertise that they are quoting prices on 1909 pack canned goods, which will interest judicious buyers. They have in store now all the leading brands put up by Canadian packers, and can fill requirements immediately. Besides Canadian goods they are in receipt of their usual large shipments of "Le Soleil" brand imported canned goods. Prices on these are also of interest to the trade, and may be secured from the firm. Choice sea foods, all kinds, are now being shipped to grocers in every part of the country, by this firm. Their assortment is complete, and worth learning more about. They solicit inquiries, too, relative to their complete range of teas, every description. On another page they publish a list of their agencies, which will show the grocers what a large number of high-class lines they may secure from Laporte, Martin & Co.

G. E. Carveth, of Carveth & Co., Montreal, leaves for London, Eng., in November next, on a business trip to the factories which his firm represents throughout Canada. His firm represents the following English houses:—Lovatt & Lovatt, Langley Ware; The British Anchor Pottery Co., Ltd., Anchor Ware; The Pearl Pottery Co., Ltd., Tupie Ware; James Pearson, Ltd., Stone Bottles and jars; Isaac Sherwood & Son Ltd., Lamps, Burners, Etc.; New Pegamoid Ltd., Pegamoid Brand Leather Cloth; The Leather Cloth Co., Ltd., Crockett's Original Japanned Cloth.

# The Canadian Grocer

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PUBLISHED EVERY FRIDAY

## THE TRAVELER AND THE CLERK.

A wise traveler will cultivate the acquaintance of the clerks in the stores on which he calls. It is to his own direct advantage and to the advantage of the house for whom he works, to do so.

The letter which follows written by a traveler for Holbrooks, Limited, to his firm illustrates the necessity of treating clerks courteously:

The following is an incident that happened to me, which may be of some interest to other salesmen on the road.

I called upon a grocer this afternoon, and after a pleasant business chat, secured an order for two cases of Holbrook's Sauce. After thanking him for his order, and giving him a sample for his own use, I turned my attention to the clerks, gave them a sample each, told them what we were doing, and asked them for their co-operation. After I got through, the grocer called me back, and said that he was very pleased to see his clerks recognized by a salesman. He said, "I am the proprietor of this store, but I am no use to you apart from giving you an order. My clerks are the men who will sell your goods for you, not myself."

He recalled an incident that happened during the time that he was a clerk in a retail store. A traveler used to come in and ask him in a gruff manner if the proprietor was in. He said that this traveler never had a pleasant word for him, because he supposed he was only the clerk, and naturally felt hurt about it. "To-day," he said, "I have a store of my own, and have a good business,

and this same traveler wonders why I never give him an order, which I never shall."

This represents the effect that the lack of courtesy has upon clerks. It means that less interest will be taken by the salesmen behind the counters in the goods sold by travelers and is bound to have a bad effect when these clerks become proprietors themselves.

## BETTER UNDERSTANDING NEEDED

The New York Journal of Commerce in a recent issue refers to a controversy in the United States metropolis which is causing considerable bitterness between jobber and retailer. According to the assertions of members of the trade, the trouble was caused by the eagerness of the jobber to sell to anyone, whether retailer or consumer, wherever there was the least opportunity to make a pretty good sale. Then the big retailer figured that he was a bigger factor of the trade than the small wholesaler and he went up higher to get his supplies.

The result is that there is a great bitterness of feeling existing which should not and it is to be hoped that the same condition of affairs will not become in evidence in Canada.

There should be a better understanding between wholesaler and retailer than there now is and it is certainly advisable that both should keep in touch with one another both socially and in a business way in order to bring about that better understanding.

One of the chief causes of wide differences is the practice of some jobbers selling to consumers. Such a practice ought to be done away with as soon as possible. Jobbers know that the retailer is a necessity in their business as a whole, and to take advantage by selling over their heads is unfair. The situation in New York should not be duplicated in Canada; it is contrary to general business principles and eliminates the smoothness that should exist.

## BROOM-CORN STILL ADVANCING.

Latest advices indicate that there is no sign of the weakening of the broom-corn market. The crop is short in many of the States from which the supply is secured by broom manufacturers both in Canada and in the United States, and as a Chicago broker in writing to a Canadian manufacturer puts it, the market is liable to go up to 15 and 20 cents per pound. This would bring the price of broom corn from \$85 to \$300 and \$400 per ton.

In Oklahoma state the crop was very short, being burnt up by excessive heat. In other states somewhat similar con-

ditions exist and the farmers who see the price soaring are naturally reluctant about selling. This has prevented manufacturers from getting hold of the supplies they require and has a tendency to force the smaller factories which have been accustomed to purchase in small quantities out of business—at least temporarily.

At the present time, therefore, for anything like a decent broom the retail price will be from 50 cents up. The normal price was 35 cents. In fact manufacturers have had to eliminate some lines of broom altogether as they are not able to obtain the necessary material.

With no indications, therefore, of a weaker market in broom-corn, it is difficult to predict to what prices brooms may go before the situation is alleviated.

## OFFSET CATALOGUE PRICES.

There are many ways and means to meet the mail-order house catalogues and wherever there is a possibility at all, advantage should be taken of it. If one can get possession of a catalogue, a careful study of it will usually place him in touch with something that will be of use in advertising. When the price can be beaten advertise that point. A New Brunswick grocer has hit upon that scheme, as the following advertisement shows:

Have you been sending off for your garden seed? If so, you have paid more than double the price we charge for choice, guaranteed seed. Look up your catalogue and compare prices:

	Catalogue Price	My Price
Beet, per oz. ....	10c	only 3c
Cabbage, per oz. ....	20c	only 8c
Carrots, per oz. ....	10c	only 6c
Celery, per oz. ....	35c	only 8c
Cucumber, per oz. ....	10c	only 5c
Lettuce, per oz. ....	10c	only 5c
Watermelon, per oz. ....	10c	only 3c

We put up all our garden seed ourselves and guarantee just as good seed as you can buy from any catalogue house. No trying necessary. We have sold the same way for ten years and have proven successful.

Needless to say this grocer sold the garden seed in that district. Beside doing that he started a feeling against the catalogue houses. It showed the people that they could buy at home cheaper than by mail and that they could obtain just as good a quality.

In hundreds of other cases this holds good. Watch the catalogues and demonstrate to your customers by presenting actual facts, that you can sell as cheap as, if not cheaper than they can buy from the mail order house.

AMENDMENT TO SECRET COMMISSIONS ACT

Some time ago The Canadian Grocer gave publicity to the new Secret Commissions Act which has created a good deal of interest and discussion all over Canada.

Since that time doubts have arisen in the minds of some that this act did not refer to ordinary business transactions but only to government business where secret commissions were given to members of the civil service. In fact, an "alleged" retailer conveyed a message by phone to the effect that the Act did not at all refer to business transactions between a wholesale and retail merchant. He had made investigations he claimed and had discovered that the Act only referred to transactions in the civil service, as it had been copied from an English act which was only intended for that purpose. He further promised to soon be able to prove that his contentions were correct but up to the present The Canadian Grocer has heard nothing more from him.

The Grocer pointed out to him at the time that the act was a copy of the English act and that it was introduced on account of the secret rebates exposed in the investigation of the marine department of the civil service in one of the provinces, for the purpose of preventing such occurrences in future, but, we understand, first passed in England to prevent buyers going to London getting a secret commission from the houses they bought from while in the employ of the houses for whom they bought.

Since that time The Grocer has made definite enquiries and has learned that the Secret Commissions Act refers to ordinary business transactions as well as to the civil service.

In reply to a query, the following letter from the Clerk of the Parliaments, Ottawa, gives a brief history of the bill: "It was introduced into the Commons on 1st February, 1909. Passed by House of Commons, 23rd February; received by the Senate on 2nd March; amended by Senate on 24th March; returned to Senate with amendments agreed to 21st April; assented to 19th May."

The amendment referred to is the principal feature of the bill which makes it general in its application. It reads:

Every person who is a party or knowingly privy to any offence under this act shall be guilty of such offence and shall be liable upon conviction to punishment hereinbefore provided for by this section.

This, according to the best of authorities makes the retail merchant just as liable as a traveler or wholesale house guilty of a breach of the act.

There is apparently, therefore, little truth in the assertion of the "retailer" that the Secret Commissions Act did not refer to him or to wholesale houses and their travelers.

CARELESSNESS THE CAUSE.

Our Canadian government might take a lesson from the prompt action of the New Zealand government in response to the complaints in England with regard to the excess of moisture in their butter. So anxious is New Zealand to retain and even increase its trade with England that it at once put effective machinery into operation by which the butter of every creamery is inspected, the interests of the purchasers safeguarded and the industry protected in general.

This action on the part of the government will commend itself to all purchasers of New Zealand butter. As their butter now sells in England on a par with Canadian butter, under much more trying shipping facilities, it would show conclusively that there is something lacking in the butter industry of our country. With the large amount of money spent in aiding the butter industry, there must be something wrong with the officials whose business it is to look after its interests. There is some excuse when Denmark commands 5 shillings per cwt. more but there is no excuse for our butter falling behind countries under more disadvantageous circumstances.

There is no getting away from the fact that there is still a great deal of carelessness connected with our dairy work.

THE SITUATION IN THE WEST.

There is nothing more interesting at the present time among wholesalers and retailers alike than to follow the market conditions. The whole trade is bristling with features this week due to a combination of circumstances, which when each is revealed in detail, would form a suitable basis for a romance on the market.

There never was a time in the history of Western Canada when the future of the country was so fully assured than it is at this present moment. This statement is made in an absolute sincere way, and it will stand investigation. It may indeed invite investigation.

The west has a reputation founded on actual facts, and those facts are more in number and consequently the reputation is more creditable in the fall of 1909 than ever before. Optimism prevails in every phase of business life—oftimes not based upon that which merely appears, but that which actually exists. The whole west is enjoying "good

times." Reactions such as have occurred in the past cannot occur again. Past experiences have checked the pace of wild speculation. The whole country is moving at a slower, but a vastly surer pace. The resources of the territory have now become so well developed that the variety of industrial pursuits has tended to diminish the tension placed upon any single resource.

The harvest of 1909 is all gathered in. Money is passing freely from the manufacturer to the farmer, on to the consumer, then to the wholesaler and thus back to the manufacturer.

NEED OF TRADE ORGANIZATION.

One of the most important questions for retail merchants of Canada to consider at the present time is organization. They must see that individually they cannot cope with the dangers that threaten the commercial interests, and the proper and businesslike method to follow is to drop all their prejudices, meet together and determine the best means of protecting their rights in order to conserve the true system of trade and commerce. While associations of various kinds have been organized and are doing splendid work, it is however a lamentable fact that still a great many retail merchants are taking no interest in them, pay nothing towards their support, and who scarcely spend a dollar for a trade paper in order to find out in what condition the trade is.

This has been going on for some years, and it is through this apathy on the merchant's part that the mail order houses have gained such a tremendous trade which naturally belongs to the towns and villages all over our country.

Will the merchants stand with their hands folded any longer and allow their trade and their towns to suffer because some strong concerns are leading the people away from their own interests and make no attempt to save the situation? Where a merchant has an opportunity to jump on an insignificant peddler who does not sell as much in a year as is sold in half a day by a mail-order house, he acts promptly and with a good deal of authority to defend his rights against the encroachments of that peddler. But where it requires united action on the part of the merchants to combat against the inroads of these institutions, they simply, without much protest if any at all, allow them to supply their customers with their needs. They get the money without paying one cent to the various municipalities.

There are only two things which can possibly stand in the way of a proper

organization that could effectively regulate trade affairs. The one is prejudice against brother retailers and the other is the cost.

No one has ever yet been able to prove that any merchant has gained anything in any shape or form through spite or prejudice, and therefore only the short-sighted would allow that to stand in the way. The only obstacle then can be the cost. Considering a merchant's annual expenses, the fee for becoming an active member of the Retail Merchants' Association is insignificant.

Association work can no longer be considered as a fad, but as an absolute necessity and it should be the duty of every merchant to support it. If the association is not doing the work which is expected from it, there is no one to blame but the merchants themselves. They have the power in their own hands to appoint their officers, and to see that they efficiently perform their respective duties.

If nothing more had been accomplished through organization work than the defeat of the co-operative bill, which threatened the destruction of the retail trade, no merchant should ever refuse to pay his annual fees if nothing else were ever done. However, the interests of the retail trade require constant and watchful attention. The retailers need the Criminal Code amended as well as the Peddlers' Licence Act, the Weights and Measures Act and the Division Court Act.

This can all be accomplished through united effort which means organization, and it cannot be done in any other way. If this is the case then why should any merchant refuse to do his share? Is any merchant so small that he would benefit through this work without being willing to pay his honest share? Surely not. Therefore every merchant should make up his mind that the support of association work is as much a part of his annual expenses as the paying of his taxes.

#### NEW ERA IN GRAND TRUNK AFFAIRS.

The importance of the change in the presidency of the Grand Trunk Railway, does not lie in the mere fact that Chas. M. Hays succeeds Sir Rivers-Wilson, but in the fact that it marks a distinctly new era in the administrative affairs of the railway.

Of all the great railway systems on this continent the administration of that of the Grand Trunk Railway has probably been the most unsuccessful, in spite of the fact that it ran through the oldest and best settled parts of Canada. The cause of this was unquestionably the fact

that the executive head resided in Great Britain and not in Canada.

To be compelled to signal across the ocean before any important move could be made was not conducive either to the interests of the bond holders in Great Britain or those of the business men and others in Canada who were concerned in the Grand Trunk System. There has been a decided improvement of late years in this respect, but the best results certainly could not be obtained with the executive head 3,000 miles away, and who only came to Canada at periods of long intervals.

No ordinary business could be successfully run under such conditions, and a railway is just as much a business enterprise as that which sells merchandise.

Under the new order of things we may shortly expect something doing. Mr. Hays is a man who does things and knows what a railway should be in order to render efficient service to its clients, earn dividends for its shareholders, and interest for its bond holders.

It is to be hoped that under the new order of things benefits will accrue to all concerned: to the business men in Canada and to the bondholders and shareholders of the company.

The directors of the Grand Trunk are to be congratulated on at last having eyes with which they can see.

#### SELL WHOLE-HEARTEDLY.

Do you really believe that you pay sufficient attention to the art of salesmanship in your daily transactions?

Too many merchants take it for granted that their customers come into the store to purchase certain things, and when supplied with those articles or their equivalent, there is no necessity for any further effort to sell some other commodity.

A writer who takes a keen interest in the art of salesmanship as practised by the retail merchants, states in an exchange, that he has been making trips to various stores in his home city recently, buying small articles, one at a place, solely for the purpose of studying the methods of salesmen. They are pitifully wanting. In ten stores visited only one salesman made any real, whole-hearted effort to sell goods not asked for. We did not resist his blandishments, but bought several additional articles. By eight of the others the article requested was produced and wrapped up, the change given, and that ended the transaction. In the ninth the salesman inquired in a perfunctory manner, "Is there anything more?" There is need for a stirring up in stores among the salesmen. This is not the way to make a record as a

clerk, nor is it the way which leads to promotion and independence. Not one of the ten was rude or discourteous. Not one showed neglect. But only one made a real effort to interest the buyer in other goods. He did it in an intelligent manner.

#### POOR SALESMANSHIP.

A richly dressed woman entered a Toronto store recently and asked one of the clerks to show her a chafing dish, to which the clerk responded, "about how much did you want to pay for a chafing dish, Madam?"

"That doesn't make any difference," curtly retorted the lady, with a toss of the head.

How often we find clerks asking prospective customers, "how much did you want to pay?"

Unquestionably it would greatly facilitate the clerk's labors if he or she knew about how much the customer cared to invest. But cannot this usually be found out without asking the abrupt question? And does the customer always know before looking at the goods just what she does want to invest? And if she does know, does she care to tell?

Evidently in the case cited, the customer very strongly objected to telling, and really felt that it was something of an insult to be asked such a question, presuming that the clerk would suppose that the price cut little figure with her, just so she was suited.

#### ANNUAL FALL NUMBER.

With this issue The Canadian Grocer presents to its readers the annual autumn number of 1909. Especial care has been taken to secure articles from the best sources which will aid the retailer in his daily business life and it is to the interest of every member of the retail trade that the number be carefully read from cover to cover.

The cover design has been prepared with especial care. It suggests "Ye Olde Time Grocer" with the old time styles of doing business and serves as a good contrast to the grocery stores of the present day with their modernized methods and up-to-date grocers.

The writers who have contributed to this number invite criticism; by this means problems affecting the trade can be more definitely solved and a better understanding will be the result.

# Canadian General Markets and Market Notes

See also Provisions, Cereals and Fruit, Vegetables and Fish Departments on pages following.

## QUEBEC MARKETS

### POUNTERS—

Sugar—10c lower.  
Teas—Market high and firm.  
Coffee—Probable temporary advance.  
Dried Fruits—New goods arriving.

Montreal, Oct. 14, 1909.

The 10c lowering in sugars took place too late for last week's issue. It is caused by local competition and is not expected to last long, it is thought, as the raw material is going up all the time.

The tea market is clear of Japans, but it is expected that some of the low and medium grades will arrive shortly. There seems little doubt that they will be snapped up on arrival.

A few new figs and dates have appeared, and the quality seems better than usual for first arrivals.

The coffee situation is rousing interest at present. It is thought that only speculation could cause the recent increase in the primary prices of Santos and Rio coffees, considering the extra large crop this year.

From this, coffee men think the rise will not be permanent enough to affect the retail trade.

A few early evaporated apples have appeared, but the quality is not up to required standards as yet.

Canned goods, particularly peas, corn and tomatoes, are interesting the trade just at present. Dealers will only sell in small quantities, as advances are expected in all three lines, owing to the small pack.

As a whole the market shows more strength than last week and presents more interesting features. In certain lines dealers are afraid to venture any predictions as to eventual prices, owing to apparent contradictions between the present situation and present prices.

**SUGAR**—All sugar declined 10c on Oct. 7th, just too late to change our quotations last week. They remain firm at the new prices, and no further changes are expected in the near future. The cause of the decline was local competition. A curious fact regarding this decline is that raw sugars are all rising.

Granulated, bags	4 60
20 lb. bags	4 70
Imperial	4 35
Beaver	4 35
Patrol, boxes, 100 lbs.	5 40
50 lbs.	5 50
25 lbs.	5 70
Refined, in cartons, each	0 35
Oxoid diamonds, bbls.	5 30
100 lb. boxes	5 40
50 lb. "	6 50
25 lb. "	5 70
5 lb. cartons, each	0 37½

Extra ground, bbls.	5 05
50 lb. boxes	5 25
25 lb. boxes	5 45
Powdered, bbls.	4 85
50 lb. boxes	5 05
Phoenix	4 60
Bright coffee	4 55
No. 3 yellow	4 45
No. 2 "	4 35
No. 1 " bags	4 20

Bbls. granulated and yellow may be had at 5c above bag prices.

**SYRUPS AND MOLASSES**—The demand for molasses is light this week, while that for corn syrup has improved considerably. Supplies are plentiful.

Fancy Barbadoes molasses, puncheons	0 38	0 40
" " barrels	0 41	0 43
" " half-barrels	0 43	0 45
Choice Barbadoes molasses, puncheons	0 41	0 43
" " barrels	0 44	0 46
" " half-barrels	0 46	0 48½
New Orleans	0 27	0 28
Antigua	0 30	0 30
Porto Rico	0 40	0 40
Corn syrups, bbls.	0 03½	0 03½
4 bbls.	0 03½	0 03½
35 lb. pails	1 80	1 80
25 lb. pails	1 30	1 30
Cases, 2 lb. tins, 2 doz. per case	2 50	2 50
5 lb. " 1 doz. "	2 85	2 85
10 lb. " 4 doz. "	2 75	2 75
20 lb. " 1 doz. "	2 70	2 70

**TEA**—Some shipments of medium and low grade Japan teas are expected this week. The demand for gunpowders is very good. The market is very firm with a higher tendency in the high and medium grades of Japan, of which practically none are left on the importers' hands.

Choicest	0 40	0 50
Choice	0 35	0 45
Japan Fine	0 32	0 37
Medium	0 27	0 30
Good common	0 22	0 25
Common	0 20	0 22
Ceylon Broken Orange Pekoe	0 21	0 30
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India Pekoe Souchongs	0 19	0 20
Ceylon greens Young Hysons	0 20	0 25
Hyson	0 20	0 22
Gunpowders	0 19	0 22
China greens Pingsuey gunpowder, low grade	0 14	0 18
" " pea leaf	0 24	0 30
" " pinhead	0 30	0 50

**COFFEE**—Coffee, particularly Santos and Rio, have risen ½ to 1 cent in the primary markets. There is no reason for this, except speculation, in which case the change is only temporary. The crop is large this year and prices should naturally be lower, or at least no higher. Up to date the crop has produced much more than last year for the same period.

Mocha	0 18½	0 25
Rio, No. 7	0 09	0 11
Santos	0 12	0 15

**DRIED FRUITS**—The first shipment of new dates has arrived in New York, and some new figs are on the market here. The S. S. Bellona has arrived with a full cargo, the quality of which is pronounced good.

Valencia raisins show a slight decline in the primary markets, but other lines are steady.

Currants, fine filiatras, per lb.	0 05½
" Patras, per lb.	0 07½
" Vostizzas, per lb.	0 08
Dates	0 04
Hallowees, per lb.	0 05
Sais, per lb.	0 05

Raisins		
Australian, per lb. (to arrive)	0 08½	0 09
California, choice seeded, 1 lb. pkgs.	0 06½	0 07½
" fancy seeded, 1 lb. pkgs.	0 07½	0 08
" loose muscatels, 3-crown, per lb.	0 07½	0 08
" " 4-crown, per lb.	0 08	0 09
" sultana, per lb.	0 07½	0 08
Valencia, fine off stalk, per lb.	0 05	0 05
" select, per lb.	0 05	0 05
" 4-crown layers, per lb.	0 06	0 06

**SPICES**—Prices of white pepper now show in the primary markets an advance of 40 per cent, over six months ago. No further increase in quotations to the retailer has been made since three weeks ago, but the market is in a very unsettled condition. Ginger is rising on the primary market. In fact, all spices are having a tendency upward.

Peppers, black	0 16	0 22
" white	0 22	0 29
Ginger, whole	0 15	0 20
" Coshin	0 17	0 20
Cloves, whole	0 18	0 30
Cloves, ground	0 29	0 25
Cream of tartar	0 23	0 32
Allspice	0 13	0 15
Nutmegs	0 30	0 60
Cinnamon, ground	0 15	0 19
" whole	0 14	0 16

**BEANS AND PEAS**—There is good demand for beans in small lots. This is owing to a fear among buyers that prices will be lower later. None of them wish to lay in too large a stock at present quotations.

Ontario prime pea beans, bushel	1 90	2 00
Peas, boiling, bar	2 50	2 50

**RICE AND TAPIOCA**—Tapioca market is firmer with better demand and advices from Singapore quote an advance in prices. Shipments are being enquired for again for the States, after being rather light recently. We look for a gradual recovery in values again for the present at any rate. The demand for rice is moderate—better for Putna rice than other lines. Seed tapioca is very scarce.

Rice, grade B, bags, 250 pounds	2 05
" " 100 "	2 05
" " 50 "	2 05
" " packets 25 pounds	3 05
" " 1 packets, 12½ pounds	3 15
" grade C, 250 pounds	2 85
" " 100 "	2 85
" " 50 "	2 85
" " packets, 25 pounds	3 05
" " 1 packets, 12½ pounds	3 05
Tapioca, medium pearl	0 04½

**EVAPORATED APPLES**—Very few have appeared on the market as yet, and those are only the early apples. Orders for November delivery are being booked, however.

Evaporated apples, prime	0 09	0 10
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**MAPLE PRODUCTS**—There seems to be a desire on the part of some holders of Beauce County sugar to let go. Considerable quantities have been sold during the past week at the present quotations.

Compound maple syrup, per lb.	0 04½	0 05
Pure Townships sugar, per lb.	0 07	0 08
Pure syrup, 8½ lb. tin	0 60	0 65
" " 10½ lb. tin	0 70	0 75



THE CANADIAN GROCER

MANITOBA MARKETS

(Corrected by Telegraph.)

Advances—Figs, cheese.  
Firm—Brooms, canned strawberries, dried fruits, shelled nuts.  
Declines—Sugar, jams.  
Weakness—Japan rice, cereals.  
Withdrawals—Lunch tongue, evaporated apples.

Winnipeg, Oct. 14, 1909.

Wholesalers report considerable activity in their lines this week, and there is a lively air to the market situation. Advances and declines have been many during the past few days, and wholesalers are busy keeping their travelers informed as to prices, coupled with the fact that retailers are making strong demands just now in the attempt to lay in winter stocks. Also, canned goods are beginning to arrive, which line of goods forms a large portion of the fall trade, and gives the whole a lively aspect.

Collections are very good, in fact, exceedingly good, and the retailers' orders are such as to convince the wholesaler that he has more money in the bank.

SUGAR—We quote a decline of 10¢ per hundred in all sugars. The drop is occasioned, it is reported, by the manipulations on the New York market. The western output is heavy and has been all season.

Montreal and B.C. granulated, in bbls.	5 19
" " in sacks	5 15
" yellow, in bbls.	4 70
" " in sacks	4 65
Leing sugar, in bbls.	5 45
" " in boxes	5 55
" " in small quantities	5 70
Powdered sugar, in bbls.	5 25
" " in boxes	5 45
" " in small quantities	5 65
Lump, hard, in bbls.	5 90
" " in 1/2-bbls.	6 05
" " in 100-lb. cases	6 05

SYRUP AND MOLASSES—Syrup of all grades is slightly firmer just now. Prices vary this week, but the following are quite standardized for the present. Molasses trade is good, with no change in prices.

Syrup "Crown Brand," 2-lb. tins, per 2 doz. case	2 27
" " 5-lb. tins, per 1 " "	2 72
" " 10-lb. tins, per 1/2 " "	2 55
" " 20-lb. tins, per 1/4 " "	2 60
" " 1/2 barrel, per lb.	0 03 1/2
Sugar Syrup, per lb.	0 03
Beehive Brand, 2-lb. tins, per 2 doz. case	2 27
" " 5 " " " "	2 72
" " 10 " " " "	2 55
" " 20 " " " "	2 60
Barbadoes molasses in 1/2-bbls., per gal.	0 50
Porto Rico molasses in 1/2-bbls., per gal.	0 60
gingerbread molasses, 1/2 bbls., per gal.	0 40
New Orleans molasses 1/2 bbls., per gal.	0 36

FOREIGN DRIED FRUITS — The market is steadily becoming firmer on primes. Everybody is after them. In France, Germany and England the demand is strong. "Conditions in California are anything but satisfactory," says a broker. "They are having too much rain. Outside prunes are still on the trays. These rains necessitate stocking of trays and result in the fruit drying very slowly. The Santa Clara crop will not amount to seventy million pounds, which is at least thirty million pounds less than early estimates. We purchased a couple of cars a few days ago and were forced to pay more than we did a few weeks ago." Apricots and figs are also firm, and the whole list is on the advance. Valencia raisins will

be higher. The crop is reported short, due to heavy rains in Spain. The quality of those that are on the market is good.

Smyrna Sultana raisins, uncleaned, per lb.	0 06
" " cleaned, per lb.	0 07
Valencia raisins, Rowley's, f.o.s. per case, 28 s.	1 90
" " selects " 28 s.	2 05
" " layers " 28 s.	2 15
California raisins, choice seeded in 1/2-lb. packages	0 05
" " fancy seeded, in 1/2-lb. packages	0 06
" " choice seeded in 1-lb. packages	0 07 1/2
" " fancy seeded in 1-lb. packages	0 08
Raisins, 3 crown muscatels, per lb.	0 05 1/2
" 4 " " "	0 06 1/2
Prunes, 90-100 per lb.	0 04 1/2
" 80-90 " "	0 05
" 70-80 " "	0 05 1/2
" 60-70 " "	0 06
" 50-60 " "	0 08 1/2
" 40-50 " "	0 08
" 30-40 " "	0 08 1/2
Silver prunes	0 09
Currants, uncleaned, loose pack, per lb.	0 06
" dry, cleaned, Filiatras, per lb.	0 06 1/2
" wet, cleaned, per lb.	0 07 1/2
" Filiatras, in 1-lb. pkg. dry, cleaned, per lb.	0 08
Pears, per lb.	0 08
Peaches, standard, per lb.	0 07
" choice	0 08 1/2
Apricots, standard, per lb.	0 14
" choice, per lb.	0 14 1/2
Plums, black pitted, per lb.	0 11 1/2
Nectarines, per lb.	0 09 1/2
Dates, new, per lb.	0 07

NUTS—Whole nuts will come in freely about the first of December for Christmas trade. The yield this season is large. The shelled market is firm, and prices are on the move up. The trade is better as winter approaches.

Shelled Walnuts, in boxes, per lb.	0 26
" " small lots, per lb.	0 27
" Almonds, in boxes, per lb.	0 32
" " small lots, per lb.	0 34
Peanuts, Virginia, per lb.	0 10 0 13

MAPLE PRODUCTS—These 7 prices prevail, and goods are moving slightly more freely.

Sugar, per lb.	0 13
Syrup, gallons, 1/2 doz. to case, per doz.	9 60
" " 1 doz. to case, " "	5 35
" " 2 doz. to case, " "	2 85

ROLLED OATS—Prices are lowering and goods are going out freely. The new crop is heavy and the coarse grain is correspondingly low in price.

Rolled oats, 80 lb. sacks, per 80 lbs.	2 15
" " 40 " " " "	2 20
" " 20 " " " "	2 30
" " 8 " " " "	2 50

BARLEY—The market is stiff. Wholesalers are ordering freely and more than they can get. The price may soon have to be advanced, if there is a sign of scarcity. The retail demand is increasing just now.

Pot barley, per sack	2 60
Pearl barley, per sack	3 65
" " per 1/2 sack	1 90

CORNMEAL—These prices prevail, and the demand is increasing:

Cornmeal, per sack	2 10
" " per 1/2 sack	1 05
" " per bale (10, 10's)	2 25

BEANS—The new crop is coming in and prices may be lower soon. The following prices are not high, however, and at these goods are moving freely:

3-lb. picker, per bushel	2 40
Hand picked, per bushel	2 50

RICE AND TAPIOCA—A wholesaler stated to-day that rice was as low at present as ever before in western Canada. The cause is perhaps due to the fact that wholesalers stocked heavily before the advance in freight rates on May 15 last.

Japan rice, per 100 lbs.	3 85
Pearl tapioca, per lb.	0 04 0 04 1/2

HONEY—New supplies have just ar-

rived in the city, and are being rapidly distributed. The following prices hold on the new goods:

Honey, 2 lb. tins, per tin	0 33
" 5 " " "	0 75
" 12 oz. jars, per dozen	2 10
" 60-lb. tins, per lb.	0 12 1/2

QUAKER OATS—Prices are slightly lowered and the trade continues in good condition.

Family size	4 50
Quaker oats, 36 s.	3 50
Puffed rice	2 90
Puffed wheat	2 90
Cornmeal	2 40
Pettijohn breakfast food	2 25
Cornflakes	2 00

FRESH FRUITS AND VEGETABLES—The volume of business this fall is far in excess of any other year. Prices are also lower than previously. Grapes are moving in large quantities.

New potatoes, per bushel	0 40
Native cauliflower, per dozen	1 00
Native cabbage, per lb.	0 04
Native green beans, per lb.	0 04
Native celery, per doz.	0 40
Native beets, per bushel	0 40
Native lettuce, per doz.	0 20
Native onions, per doz.	0 20
Native radishes, per doz.	0 20
Native cucumbers, per doz.	0 20
Ontario tomatoes, per basket	0 35
Green corn, per dozen	0 12 1/2
Oranges	3 75 4 50
Lemons	5 50 6 00
Pears, per basket	0 75
Plums, Ontario, per basket	0 65 0 75
Peaches, per basket	0 75
Apples, Ontario, per bbl.	4 50
" American, per bbl.	5 25
Grapes, Ont., per basket	0 20

CANNED GOODS—On account of encouraging conditions in the west, the demand is better this year than usual. Prices on canned goods are lower than they have been for some years. The 1909 pack is not large. Some varieties are already becoming scarce, and consequently prices are likely to advance. Shipments of almost all varieties of salmon have arrived and the quality is good. Cannery made preparations for a pack of 900,000 cases, but the run was a disappointment. The late run of sock-eye was fair, but the quality was not as good as the first run.

Pears, standard, per case 2 doz.	1 75 1 80
" early June, per case 2 doz.	1 85
Beans, per case 2 doz.	1 98
Corn, per case 2 doz.	1 75
Tomatoes, per case 2 doz.	2 00 2 10
Strawberries, per case 2 doz.	3 00 3 25
Raspberries, per case 2 doz.	3 65
Peaches, per case 2 doz.	4 08
Pears, per case 2 doz.	2 70
Plums, per case 2 doz.	2 60
Salmon (Horseshoe Brand), per case 4 doz.	6 50

CHEESE—The Canadian market is from 2 to 3 cents per pound below the American market, and considering the price of butter, cheese is low at 12 1/2¢ per pound for Manitoba, and 13 1/2¢ for the Ontario product.

MEATS—There is no lunch tongue on the market. The following are last week's prices on all lines, which are slightly firmer:

Clark's 1 lb., pork and beans, plain, per case	2 80
" 2 " " " "	2 40
" 3 " " " "	2 30
" 1 " tomato sauce, per case	2 80
" 2 " " " "	2 40
" 3 " " " "	3 30
" 1 " Chili " " "	2 80
" 2 " " " "	2 40
" 3 " " " "	2 30
Soups, per doz	1 20
Corned beef " 2 s per doz	2 65
" " 1 s per doz	1 50
Roast beef, 1 s, per doz.	2 70
" 2 s, " "	0 55
Potted meats, 1/2 s, per doz.	1 25
Veal loaf, 1/2 lb., per doz.	2 35
" 1 lb., " "	1 25
Ham loaf, 1/2 lb., " "	1 25
" 1 lb., " "	1 25
Chicken loaf, 1/2 lb., " "	3 00

THE CANADIAN GROCER

Sliced smoked beef, 1 lb. tins, per doz.	1 65
" " " " " " " "	2 80
" " " " " " " "	3 00
English brawn, 1 s., per dozen.	1 50
" " " " " " " "	2 75
Cambridge sausage, 1 s., per dozen.	2 15
" " " " " " " "	3 25
Geneva sausage, 1 s., per dozen.	2 00
" " " " " " " "	3 49
Bonded pig's feet, 1 s., per dozen.	1 65
" " " " " " " "	2 75
Lunch tongue, 1 s., per dozen.	3 25
" " " " " " " "	6 70

VANCOUVER MARKETS

Sugar, standard granulated	5 50	Evaporated apples	0 08 1/2
Val. raisins, lb.	0 06 1/2	Butter, per lb.	0 30
Cal. raisins, lb.	0 06 1/2	Butter, local	0 35
Prunes, 0 06 1/2	0 06 1/2	Butter, Western	0 21
Currents, 0 06 1/2	0 06 1/2	Eggs, Eastern	0 33
Wine, apricots, 0 11	0 13	Cheese, per lb.	0 15
Flour, Standard, bbl.	7 10	Canned Goods	
Commeal, p. 100 lbs.	2 09	Peas	1 00
Beans, per lb.	0 03 1/2	Tomatoes	1 32 1/2
Rice, per ton	68 00	Corn	1 10
Tapioca, per lb.	0 03 1/2	Apples	3 42 1/2
		Strawberries	2 15
		Raspberries	1 65

CALGARY MARKETS

Sugars	
B. C. granulated	5 54
Raymond, beet	5 44
Light sugar, in boxes	2 10
Powdered sugar, in boxes	2 10
Lump sugar, in boxes	7 10
Raisins	
Valencia, layers, 25 lb. box	2 40
California, 3-crown muscats, per lb.	0 06 1/2
" " 12 oz. choice seeded, per pkg.	0 06 1/2
" " 1 s.	0 07
" " S. C. prunes, 30-100, per lb.	0 05 1/2
" " (1 s. rise on a size)	
" " S. C. prunes, 30-40, per lb.	0 10
Currents, fine Filatras, per lb.	0 08
Cal. evap. peaches, choice, in 25 lb. box	0 07 1/2
Cal. evap. apricots	0 13
Cal. evap. date, bulk, Halloween, per lb.	0 07 1/2
Pure maple sugar, per box, 40 1/2 lb. cakes	4 00
Rolled oats, B & K brand, 50 s.	2 50
Flour, Hungarian, per 25 lb. sack	3 10
" " Economy	2 85
" " S. Baker's	2 35
Commeal, yellow, per 25 lb. sack	2 40
" " " " " "	2 45
Beans, Ontario, hand picked, per bush	2 45
" " California, limas, per lb.	0 06 1/2
" " " " " "	0 06
" " Bayas, per lb.	0 06 1/2
Rice, Japan	0 04
Tapioca	0 05
Evap. apples	0 10

Butter, Alberta creamery	0 27
" " dairy, No. 1	0 29
Cheese, Alberta	0 14 1/2
" Ontario, large	0 15 1/2
" " twins	0 15 1/2
Eggs, Ontario, fresh, per case	9 25
Pork, prime Alberta s.c., per brl.	22 50
" " " " " " " "	12 00
Canned Goods—	
B. C. salmon, clover leaf sockeye, 1 lb. tall, 4 doz.	7 00
" " cohoes, 1 lb. tall, 4 dozen	5 25
" " pinks, 1 lb. tall, 4 dozen	4 00
Peas, in case, 2 dozen	2 35
Tomatoes, in case, 2 dozen	2 90
Corn, in case, 2 dozen	2 40
Apples, per case 1/2 doz. gallon	2 00
Strawberries, per case 2 doz. gallon	4 50
Raspberries, per case 2 doz.	4 50

ST. JOHN MARKETS

Sugar, standard granulated	4 75	4 85
" Austrian	4 45	4 55
" yellow	4 25	4 35
Flour, Manitoba	6 45	6 55
" " "	5 65	5 80
Commeal, in bags	1 67 1/2	1 70
Rolled oats, bbls.	5 50	5 60
Val. raisins, lb.	0 06 1/2	0 07
Cal. raisins, seeded	0 08	0 09
Currents, lb.	0 07	0 07 1/2
Prunes, lb.	0 06 1/2	0 07 1/2
Rice, lb.	0 03 1/2	0 03 1/2
Beans, hand picked, bus.	2 45	2 50
" yellow eye, bus.	3 50	3 70
Cheese, lb.	0 13	0 13 1/2
Lard, compound, lb.	0 12 1/2	0 12 1/2
" pure, lb.	0 16 1/2	0 16 1/2
Pork, domestic mess.	27 25	27 50
" American clear	27 00	27 50
" clear backs	29 00	29 50
Beef, American plate	18 00	18 50
" Canadian plate	16 75	17 50
Molasses, fancy Barbadoes, gal.	0 34	0 35
Butter, lb.	0 20	0 24
Eggs, doz.	0 24	0 28
Potatoes, bbl.	1 15	1 25
Canned goods		
Peas, doz.	1 00	1 50
Corn, doz.	0 95	1 00
Tomatoes, doz.	1 07 1/2	1 10
Raspberries, doz.	1 85	2 00
Strawberries, doz.	1 45	1 50
Salmon, case	6 00	6 50
Peaches, 2 s., doz.	2 00	2 05
" 3 s., doz.	3 12 1/2	3 15
Baked beans, doz.	1 15	1 25
Fish		
Cod, dry	2 75	4 00
Herring, salt, half bbls.	2 30	3 50
" smoked, box	0 10	0 11

TRADE NOTES.

J. A. Phaneuf, grocer, Montreal, has assigned.

Assets of M. L. Dufour, grocer, Montreal, are sold.

Assets of A. Turdeau, grocer, Montreal, have been sold.

G. Hurteau & Frere, grocers, Montreal, have compromised.

John S. Boa, grocer, Montreal, advertises his assets for sale.

Colleran & Foote, grocers, Port Arthur, Ont., have dissolved.

D. Grey, general merchant, Bowwood Ont., has sold to Oscar Daniel.

Assets of Harris & Drum, wholesale grocers, Montreal, have been sold.

H. Millette, of Millette & Bro., Lawrencerville, was in Montreal last week.

R. Ballentine, general merchant, Clair, Sask., succeeds Wheeler & Duncan.

J. M. Marcotte has been appointed curator for H. Lajeunesse, Pare Laval, Que.

Susan Rowland, general merchant, Henfryn, Ont., is succeeded by Robt. Cunningham.

Peter M. Abdou, general merchant, Fort William, Ont., has been succeeded by Abdou Bros.

J. W. Ingraham, general merchant, North Sydney, N.S., advertises his business for sale.

EMPRESS BRAND JAMS

20-oz. Glass Jars—1909 Fruit

Their attractive appearance sells them. Their delicious taste brings the customers back for more.

TRY THEM. That's all we want.

We are sure of your future orders once you have had the

EMPRESS BRAND

WRITE US FOR PRICES

Empress Manufacturing Co.

Limited

VANCOUVER, B. C.

It will pay you

to investigate the features and merits of the

HUBER ACCOUNT REGISTER AND SYSTEM,

which entirely does away with bookkeeping and posting, and is proving the best collecting system known. The inside of your cabinet fits into safe at night, thus giving fire protection. Can be easily adapted to any kind of retail business. Positively you can't afford to be without one. J. D. Mills, President Retail Grocers Association (of Sarnia) says:—

"Will save me \$500 a year."

Send postal card for booklet to

R. B. Belden & Co.

178 and 180

Victoria Street

TORONTO



# Manufacturers' Agents

## And Brokers Directory

### BRITISH COLUMBIA

**JOHN J. BOSTOCK**  
Wholesale Broker  
SALMON Canned and Salted  
HERRINGS HALIBUT  
100 BUILDING. VANCOUVER, B.C.

We have Competent Salesmen  
Best facilities for Distributing and Storing  
**W. HARRY WILSON & CO.**  
330-332 Cordova St. W. VANCOUVER, B.C.

**McLEOD & CLARKSON**  
Manufacturers' Agents and Wholesale Commission Agents  
144 WATER ST., VANCOUVER, B.C.  
Can give strict attention to a few first-class Grocery Agencies. Highest References.

**W. A. JAMESON**  
**COFFEE CO.**  
MANUFACTURERS  
Coffees, Teas, Spices, Etc.  
"Feather-light" Baking Powder  
Cor. Langley and Broughton Sts.  
VICTORIA, B.C.

R. ROBERTSON J. Y. GRIFFIN  
**R. Robertson & Co.**  
25 Alexander St.  
VANCOUVER, B.C.  
Wholesale Brokers  
GROCERIES, PRODUCE, FRUITS, GRAINS  
Importers and Exporters  
Reference: Bank of Montreal  
Write us for information about B.C. trade  
Cable Address: "Robin," Vancouver.  
Codes: ABC, 5th Edition; Revised Economy; Modern Economy; Utility and Dowlings.

Wholesale Manufacturers' Agents  
Correspondence Solicited.  
**F. R. McINTOSH & CO.**  
Vancouver, B.C.

W. C. FINDLAY W. CARTER  
**E. A. MARSHALL & CO.**  
Manufacturers' Agents  
SUITE 11 COURT HOUSE BLOCK, VANCOUVER, B.C.  
We have an established connection and can handle a few more good agencies to advantage.  
Highest References.

**F. G. EVANS & CO.**  
139 Water St. VANCOUVER, B.C.  
Wholesale Grocery Brokers and  
Manufacturers' Agents  
Correspondence Solicited.

**EDMONDS & BAKER**  
MANUFACTURERS AGENTS  
AND GROCERY BROKERS  
100 Loz Bldg., VANCOUVER, B.C.  
Open for a few more good agencies. We get results.  
CORRESPONDENCE SOLICITED

TRY A  
**Condensed Ad.**  
IN  
**The Grocer**

**THE CANADIAN GROCER**  
British Columbia Office at Room 51, Hartney Chambers,  
Cor. Pender and Homer Sts., Vancouver.  
H. HODGSON Manager

The Condensed Ads. in The  
Canadian Grocer bring results



## BALAKLAVA SARDINES

The choicest fish of the ocean, and the most delectable table food obtainable.

A FINE LINE TO PUSH LARGE PROFITS

**The Eastern Canning Company - - Port Canada, N. B.**

Canadian Agents: C. A. Chouillou & Cie., Montreal; Green & Co., 25 Front St. E., Toronto; D. C. Hannah, London, Ont.; G. Wallace Weese, Hamilton; H. D. Marshall, 197 Sparks St., Ottawa; H. M. McBride, 312 Ross Ave., Winnipeg, Man.

## The Power of the Trade Journal for Selling Work

The best advertising medium is the one which will so convey the right copy as to do the largest amount of selling work per dollar of cost. By selling work is meant work necessary to be done to produce sales.

The best possible buyer is not made an actual buyer at a single step.

**It is one thing to win the buyer's favor for an article and another to make adjustments incident to closing the sale.**

And, while the act of selling is in practice usually thought of as a simple unit, when we come to do the work by machinery it is found necessary to analyze the operations of the mind according to the laws of its action.

Buyers must be moved through several steps to be brought to the buying point.

They must have their attention attracted to the article. They must have their interest in it awakened. They must be informed as to its nature, utility and merits. They must be convinced of its value. They must be moved to action—to closing.

Broadly speaking, and thinking of buyers in the mass, is not each of these operations necessary, and does not each one require an expenditure of energy on the part of the seller?

Whatever moves buyers through one or more steps towards the buying point does necessary selling work.

The question is, how to do each one of these parts of the selling work so that the total result will be the largest possible sales at the least cost.

An advertisement may, for some products under some conditions, complete sales and make it possible to measure its total available selling work by the actual sales it makes.

Under other conditions, the advertising will bring inquiries, the following up of which will produce sales.

**Under other conditions, advertising may be doing the most valuable kind of work without ever completing a sale, or bringing an inquiry. When ten thousand possible buyers are being worked upon, as much necessary selling work is being done in bringing half these prospects half way up to the buying point as in bringing half that number up to the buying point. And where a sale can only be half made by advertising it is still just as desirable to do that half in the most economical way.**

It is difficult to measure the selling work done by advertising when its value is not at all indicated by sales, or even inquiries.

That is the reason why it is so difficult to judge of the value of the trade journal as a medium. Very many of the articles advertised are such, and the conditions of marketing are such, that by no possibility can the efficiency of a medium be judged by inquiries.

In many cases these very articles are such as to derive greatest advantage from the attention-attracting, interest-awakening, information-imparting facilities of the trade journal.

**To judge of the value of the trade journal as an advertising medium, the real nature of selling work must be kept in mind.**

To be sure, inquiries occasionally come from trade journal advertising which result in sales. But as valuable as these results are, they must, it seems to me, be regarded as incidental to the real selling work which every good advertisement is doing in every good trade medium all the time.

What is the secret of the strength of the trade paper? How can its steady and rapid growth for the past two decades be accounted for?

I believe this answer is to be found in the peculiarly strong appeal which the trade journal makes to its readers.

**In the trade journal the reader meets the advertiser half way. The buyer takes the trade journal because he wants to read the advertisements as well as the text.**

The reader seeks money-making information and suggestions in his trade paper. He is just as desirous of getting information about appliances and supplies which can be turned to profit as he is of getting other information from the editorial pages.

Drop the advertising pages from the trade journal and the circulation will drop. Improve the advertising pages and the circulation will increase.

The fact that the trade publisher gets ten times as much from advertisers as the general magazine is not due alone to the larger purchasing power of each subscriber. The trade journal automatically selects the people the advertiser needs to reach.

It reaches the right establishments, and the right man in each establishment. It is taken by the man who makes opinion for his own and other establishments, thinks for himself, takes the initiative and sets the pace in his line of business.

Your worth-while trade journal reaches the open-minded, alert and inquiring and is read by them when they are seeking information and suggestions to guide their actions.

The reader of the trade journal will meet the advertiser half way, because it is more to his interest to learn of good things than it is to the interest of the seller to have him.

The reader reads the advertisements to learn of things he can make money by buying.

Why does the reader study prices current of things he needs to buy?

Has he not the same incentive to learn of anything he can save or make money by buying?

Here is a relation between advertiser and reader which exists nowhere else.

**When the advertiser puts himself in the reader's place, and gives the information he would want in like circumstances, the results are profitable and sure, even if not conspicuous.**

When the advertiser gets this point of view, he will by text, illustration and display, enable the reader to get the maximum of useful information with the minimum of time and effort.

The trade journal reader has the same profit incentive to read advertising that the advertiser has to insert it. Advertising and Selling.

Read next week what a millionaire wholesale grocer says about trade advertising

# By Sheer Force of Quality

Red Rose Tea in the Maritime Provinces is, and has been for many years, the leader. You know that its phenomenal progress in Ontario and the West has been the most remarkable feature of the tea trade for a decade. It has gained its position against keen competition, gained it **by sheer force of quality**—intrinsic worth. When it was first put on the market it was the best tea that had ever been sold at the price. To-day it is

## The Best Tea Sold In Canada

This is a fact admitted by every independent judge of tea, admitted by every tea salesman who tries to sell a tea which he claims is "as good as Red Rose."

I have the same faith in good goods that I have always had. I have the same determination that

# Red Rose Tea

shall be THE BEST. A tea without an equal.

Order a case now. Your next order will come without being asked for.

**BRANCHES :**

Toronto—3 Wellington East  
Winnipeg—315 William Ave.

**T. H. ESTABROOKS,**

ST. JOHN, N.B.

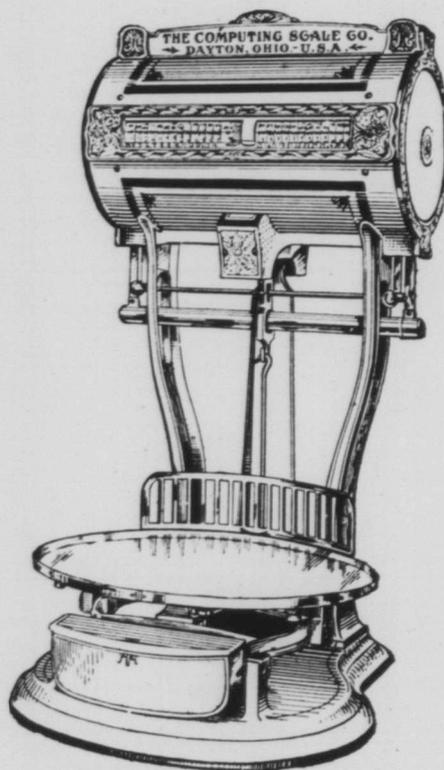
ASK  
THE MERCHANT  
WHO USES ONE

## The Only Automatic Scale Made in Canada by a Canadian Company

Over 250,000 Dayton  
Scales Sold :: :: :: ::

We Make 175 Styles  
of Dayton Scales :: ::

This is the simplest and most easily operated weighing machine on the market, and it is accurate, reliable and durable. Its accuracy is not affected by any changes of temperature. This scale has absolutely solved the overweight problem for the grocer.



It divides accurately the wholesale purchase into retail packages in the minimum of time. This scale *saves* time and money, and the scale that saves is *no expense*.

Send right along to us for information. We invite the fullest inquiries.

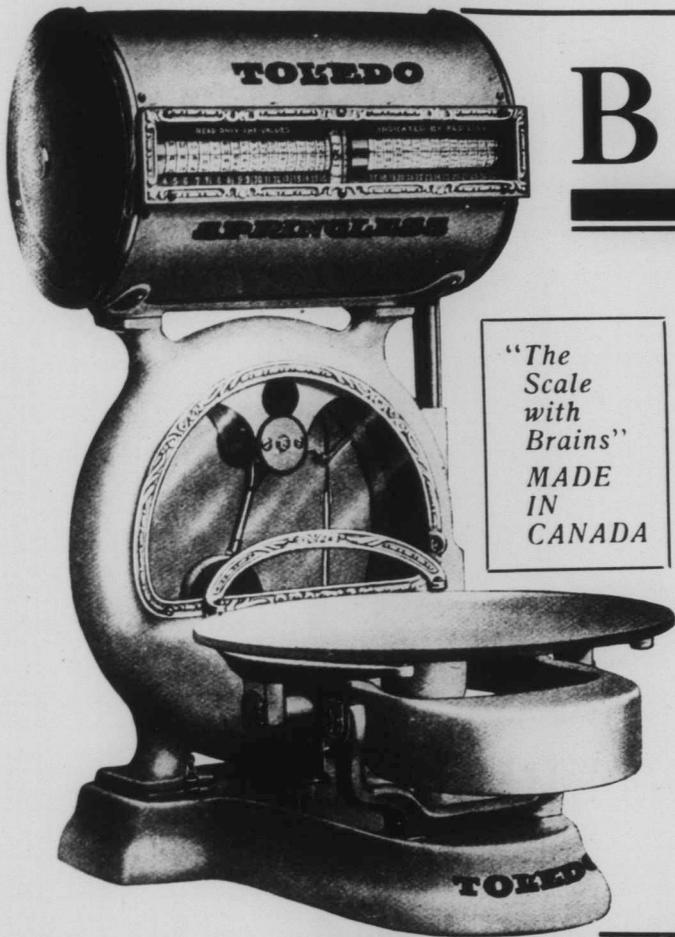
Dayton Moneyweight Scale  
NOTE THE LOW PLATFORM

MANUFACTURERS OF:

Dayton Computing Scales  
Dayton Cooked Meat and  
Bacon Slicers  
Dayton Computing Cheese  
Cutters  
Burk's Patent Bag Holders

# The Dayton Computing Scale Company

164 King Street West : TORONTO, Ontario



*"The  
Scale  
with  
Brains"*  
MADE  
IN  
CANADA

# BE FAIR

¶ Before you decide on a new scale, compare the Toledo Automatic Springless Computing Scale with any or everything else on the market and then make your choice. That's fair to you, and to us, and the other fellow.

¶ **GUARANTEE:** We absolutely guarantee to furnish a better computing scale for less money than any other concern.

¶ We are the largest exclusive manufacturers of Automatic Computing Scales in the world, and make 102 Styles and Sizes at prices from \$40 up.

¶ Our terms are easy, and we will make a liberal allowance for your old computing scale.

SEND FOR CATALOGUE AND PRICES

NOTE—Our scales contain absolutely "NO SPRINGS" and are therefore reliable at all times, and not affected by heat and cold.

## TOLEDO

COMPUTING SCALE COMPANY

335 Yonge Street, TORONTO, Ont.

Offices:—Montreal, St. Thomas, Winnipeg, Moose Jaw, Calgary, Edmonton and Vancouver.

## A Watch Free to Every Bright Boy in Canada

To every boy who sends us two new full-year paid-in-advance subscriptions to **BUSY MAN'S MAGAZINE** (at the regular price of \$2.00 per year) we will send post paid (registered) a genuine Ingersoll watch—"Maple Leaf." We supply you with sample copies of **BUSY MAN'S** and show you how to sell it. Here is a chance to get a watch of your own that will keep time as well as a more expensive one. A good, strong movement in a well finished nicked case.

This offer may run for a short time only, so be among the first to secure a real Ingersoll—which has the largest sale of any watch in the world. Fill in this coupon and mail it now.

BUSY MAN'S MAGAZINE. No. Date. 1909.

10 Front Street East,  
Toronto.

Please enter my name on your list of boys to whom you will send an Ingersoll watch for two new full-year paid-in-advance subscriptions to Busy Man's Magazine. I will send you the names of my subscribers and remit amount as soon as possible.

Name .....

Street .....

Town .....

Province .....

**Do You Sell Sausage?**

**IF NOT — WHY NOT?**

Many Grocers find this a PROFITABLE  
"SIDE LINE"

You take no chances if you sell only

**GUNNS**  
**Fresh Pork Sausage**

Our reputation is behind them.

Your customers will appreciate this High  
Class Dainty.

Made in Canada's finest Packing Plant, under Govern-  
ment Inspection.

**GUNNS Limited** WEST TORONTO  
**PORK and BEEF PACKERS**

**SAUSAGE**

There is no line of meats more  
appetizing or more economical  
than fresh pork Sausage. Your  
customers will be asking for it  
as the weather grows colder, and  
we would recommend a constant  
supply. We guarantee our stock  
to be made of carefully selected  
Canadian pork and made under  
Government inspection.

Let us have your orders for daily  
or weekly shipments.

**F. W. Fearman Co.**

LIMITED

HAMILTON, ONT.



TOP  
THE WORLD  
FOR QUALITY

**Reindeer Milk**  
and  
**Jersey Cream**

The Truro Condensed Milk Co., Limited, Truro, N.S.

**Breakfast Bacon**  
**Skinned Backs**  
**Hams and Rolls**  
**Pure Lard**

Finest Quality. Made from Selected Hogs  
Made under Government inspection.

**The WM. RYAN CO.**

LIMITED

PACKING HOUSE:

**FERGUS, - - ONT.**

HEAD OFFICE:

**70 and 72 Front St. East, TORONTO**

# Produce and Provision Situation of the World

**Demand for Cured Meats Decreasing Somewhat—A Weakness in the Butter Market—Quality Likely to Deteriorate—Cheese Market Dull—Firm Egg Market.**

The principal feature of the provision market is yet, as it has been for a long time, the scarcity of hogs. Even with the demand for cured meats falling off on account of the high price compared with other meats, packers still have difficulty in getting enough hogs to supply their local trade.

The butter market shows weakness and some dealers are reported to have accepted sixpence less in order to effect sales for export.

Cheese is also exceptionally dull, and yet from the tone of the cable reports, business might soon improve, and result in a brisk export trade.

Prices at cheese factories still stand around 11½ per lb.

in 1908, same week, thus showing a decrease of 1,803 packages. For the season they are 319,735 packages, as against 351,517 packages in 1908, also showing a decrease from last year.

Creamery, solids, lb.	0 25
Creamery prints.	0 25½
Dairy, tubs, lb.	0 19 0 21

**CHEESE**—Stocks are large in big centres in England, while in the smaller towns there buying is only to supply present needs.

The large firms are still "bearing" the market with a view to lowering New Zealand prices still further. New Zealand cheese is now quoted at as low as 54s., which is one to two shillings less than Canadian. The chances are there will be no changes until after the close of navigation. Cheese at present prices looks cheap to those who are able to hold on. Receipts for the week were 61,368 boxes, as against 56,879 boxes same week 1908. For the season they were 1,633,309 boxes, as against 1,605,407 boxes same season last year.

Quebec, large.	0 10½ 0 11½
Western, large.	0 11½ 0 12
"    twins.	0 12½ 0 13
"    small, 20 lbs.	0 12½ 0 13
Old cheese, large.	0 15 0 16

**EGGS**—The market is firm. Receipts from the country are small, and at present, storage stocks are being used. On account of the small stocks now on hand, it looks like a firm market from this on.

Receipts last week were 2,564 cases, as against 2,503 cases same week last year. For the season so far they are 173,750 cases, as against 171,869 cases, corresponding season 1908.

Selects, dozen.	0 28
No. 1, dozen.	0 25
No. 2, dozen (nominal).	0 19 0 20

**HONEY**—There are no changes in price. Buckwheat receipts are large and of good quality.

White clover comb honey (nominal prices)	0 14 0 15
Buckwheat, extracted.	0 08 0 09
Clover, strained, bulk, 30 lb tins.	0 11

## TORONTO.

**PROVISIONS**—The demand for cured meats, in consequence of high prices, has somewhat fallen off, but the demand is still quite equal to the supply. Hogs are easier, but in the same proportion have the receipts fallen off. Poultry and fish are considered cheaper, which are largely used instead of bacon, and the best season for cooked hams is also over.

Long clear bacon, per lb.	0 15 0 15½
Smoked breakfast bacon, per lb.	0 17 0 18
Roll bacon, per lb.	0 14½ 0 15
Light hams, per lb.	0 15½ 0 16
Medium hams, per lb.	0 15½ 0 16

Large hams, per lb.	0 14 0 14½
Shoulder hams, per lb.	0 12 0 12½
Backs, plain, per lb.	0 19 0 20
"    "    "    "    "	0 19 0 20
"    "    "    "    "	25 00 25 50
Heavy mess pork, per bbl.	27 00 27 25
Short cut, per bbl.	0 14½ 0 15
Lard, tierces, per lb.	0 15 0 15½
"    tubs	0 15 0 15½
"    pails	0 10 0 11
"    compounds, per lb.	0 10 0 11
Live hogs, f.o.b.	7 25
Dressed hogs.	11 00

**BUTTER**—The butter market is still more or less unsettled, and waiting for several "guesses" to develop. There are so many new features connected with the butter supply of the world that even the oldest heads are completely lost in making their calculation. The local demand for choice butter is good, and there is some difficulty in securing enough of the right kind to supply the trade. As the cold weather is approaching, and the feed is changing from good grass to frozen grass, hay, roots, etc., the quality of butter will depreciate and when this takes place, stored butter can be switched in without any complaint, and as there are large quantities on hand there is no likelihood that butter will go higher.

	Per lb.
Fresh creamery print.	0 25 0 26
Fresh creamery solids.	0 24 0 25
Farmers' separator butter.	0 22 0 23
Dairy prints, choice.	0 20 0 21
Tub butter.	0 19 0 20
Baking butter.	0 17 0 18

**CHEESE** The price of cheese all summer has been held at a point just a little too high for the English market and as a consequence more than the usual quantity is carried by Canadian dealers. There is, however, more enquiry from England, whether this is to find out whether our people are getting tired of carrying their loads, or whether they really need the cheese is not yet quite certain. It is, however, reported that several deals went through at an advance of sixpence. This would indicate that they need our cheese. Our local markets are unchanged.

Cheese, new, large.	0 12½ 0 13½
"    twins.	0 12½ 0 13

**EGGS**—Dealers are now drawing on their cold storage stock to supply the local trade. The receipts of fresh eggs are not sufficient. New laid eggs sell as high as 30 cents a dozen.

Fresh eggs	0 25 0 26
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**POULTRY**—The poultry trade is quite brisk. The receipts of live stock are heavy. We called attention last week to the fact that farmers should prepare or finish them better for the market. Last year the turkeys, especially, were in bad shape for Thanksgiving. This should not be repeated this year. If it pays at all to raise poultry for the market, it pays to feed them well a few weeks before they are killed.

Early spring chicken, alive, per lb.	0 11 0 12
Spring chicken, dressed.	0 14 0 15
Geese, per lb, dressed.	0 16 0 17
Turkeys, per lb, large.	0 16 0 18
Spring ducks, alive.	0 13 0 14
"    dressed.	0 14 0 15
Old ducks	0 08

## MONTREAL.

**PROVISIONS**—Compound lards are 1 cent higher than last week. A slight falling off in supplies is the cause. Live and dressed hogs are somewhat easier. The market as a whole is brisk and shows a decided increase over last year at the same time.

<b>Pure Lard</b>	
Boxes, 50 lbs., per lb.	0 16½
Cases, tins, each 10 lbs., per lb.	0 16½
"    "    "    "    "    "	0 16½
"    "    "    "    "    "	0 17
Pails, wood, 20 lbs. net, per lb.	0 16½
Pails, tin, 20 lbs. gross, per lb.	0 16½
Tubs, 50 lbs. net, per lb.	0 16½
Tierces, 375 lbs., per lb.	0 16½
<b>Compound Lard</b>	
Boxes, 50 lbs. net, per lb.	0 10½
Cases, 10 lb. tins, 60 lbs. to case, per lb.	0 11½
"    "    "    "    "    "	0 11½
"    "    "    "    "    "	0 11½
Pails, wood, 20 lbs. net, per lb.	0 11½
Pails, tin, 20 lbs. gross, per lb.	0 10½
Tubs, 50 lbs. net, per lb.	0 11
Tierces, 375 lbs., per lb.	0 10½
<b>Pork</b>	
Heavy Canada short cut mess, bbl. 35-45 pieces.	31 00
Canada short cut back pork, bbl. 45-55 pieces.	31 00
Heavy clear pork, bbls. 20-35 pieces.	31 0
Clear fat backs.	32 00
Heavy flank pork, bbl.	28 00
Plate beef, 100 lb bbls.	7 75
"    200	15 00
"    300	22 00

<b>Dry Salt Meats</b>	
Green bacon, flanks, lb.	0 14
Long clear bacon, heavy, lb.	0 15½
Long clear bacon, light, lb.	0 16
<b>Hams</b>	
Extra large sizes, 25 lbs. upwards, lb.	0 14
Large sizes, 18 to 25 lbs., per lb.	0 15½
Medium sizes, 13 to 18 lbs., per lb.	0 16
Extra small sizes, 10 to 13 lbs., per lb.	0 16
Roll cut, rolled, large, 16 to 25 lbs., per lb.	0 17
"    "    "    "    "    "	0 17½
"    "    "    "    "    "	0 18
Breakfast bacon, English, boneless, per lb.	0 17½
Wendler bacon, skinned, backs, per lb.	0 18½
Smoked roll bacon, boneless, short, per lb.	0 16
Hogs, live, per cwt.	8 50
"    dressed, per cwt.	12 50

**BUTTER**—The market at present is quite dull. Stocks in storage are fairly large, and in the absence of any export inquiry, exporters are not anxious for fresh goods. Local demand is normal and prices steady with no quotable change.

Receipts for the past week were 7-8 packages, as against 9,426 packages

## Suggestions for Improving Quality of Butter

at The Grocer's Toronto office the week.

**Few Creameries in Ontario Compared to the Number of Cheese Factories—Much of the Dairy Butter Badly Made — More Creamery Butter Should be Made.**

By a Retail Grocer.

According to the recently issued report of the dairying director, G. A. Putnam, the dairy products of Ontario during the season of 1908, are as follows: The number of cheese factories in operation was 1177, and the number of creameries was 97. The quantity of milk delivered at all the cheese factories was 1,661,039,751 lbs., which made 120,621,136 lbs. of cheese, with a cash value of \$13,106,919.95. According to this report it took 13 77-100 lbs. of milk to make a lb. of cheese which netted 10 86-100 cents. The creameries produced 9,895,109 lbs of butter with a cash value of \$2,355,170.43.

As only the cream is used in manufacturing butter, we have no figures to show the quantity of milk which was required to produce this quantity of butter. It, however, shows that the average value of butter per lb. was 23 4-5 cents and the average value of cheese per lb. was 10 86-100 cents.

There are several features in this report which prompts one for further information that would be interesting. The one is, why are there 1177 cheese factories and only 97 creameries in Ontario? It may be presumed that the largest part of our butter is still made by the farmers in private dairies, and the cheese is all made in factories. But the question again arises, why is this the case? We all know that creamery butter always brings a higher price than the best dairy butter, and very much more than the large quantity of "rubbish" that is still made and sold as butter. Why are farmers protected against all kinds of substitutes for butter, if the general public who have to buy their butter, could get it for much less, and be better satisfied than with much of the dairy butter? Would they not have a right to ask the government either to force the farmers to make good butter or else let them compete with oleomargarine? This would force all whose butter would not come up to a certain standard, either to improve or else let the creamery make the butter for them.

### Which is More Profitable?

Another matter that would be interesting to know, and that is if cheese averages 10 86-100 per lb. and butter 23 4-5, which pays the farmer the best allowing accurate value for the by-products of each.

Now since all the up-to-date farmers are using separators there is no reason why the cream should not all go to the creamery. Surely the higher price of creamery butter would pay them, and it would also have a tendency to raise the standard of Canadian butter. Another item that strikes us as remarkable is the quantity of milk it took to make a lb of cheese. Thirteen and 77-100 seems to be altogether too high. Some years ago ten pounds was considered a fair average. Even if it takes 3 pounds more to make a lb. of cheese, it is very doubtful whether the cheese is that much better in quality. There seems to be a lack of careful superintendance in the dairy work of Ontario.

### SOMETHING NEW IN BUTTER CUTTERS.

Patent on a Machine for Cutting Any Size up to 56 lbs.

A new patent has recently been taken out on a machine for cutting any size of butter up to 56 lbs. into pound sizes. The simplicity and cheapness of the machine will undoubtedly make it a very desirable article for the grocer who wants to buy bulk butter and cut it himself. It will do the work of more expensive machines and is far superior to the only cheap method now in use, that of pressing the butter in a mold and then turning it out.

The construction is very simple, a cubic framework, open in the centre with four corner posts. The butter is placed in the centre and one, or two, operators, whichever is convenient, press down a four-sided frame which fits inside the posts. This frame is strung with wires at the spaces necessary to give the end size of pound packages. By pressing this through the butter, columns of the right dimensions are left. By turning the butter on its side and using a different frame, the length of the package is cut, in all giving fifty-one pound bricks and six pounds of scrap from the 56 lb. case. The wires may be shifted to cut any size and less than a minute is required for the entire operation.

W. Mills, representing the F. F. Dalley Co., is covering his territory with an automobile.

Frank Menzie, superintendent of salesmen, the F. F. Dalley Co., called



## The package

helps to sell the goods if the PURE INGREDIENTS are inside. Our package bearing

## "WHITE DOVE"

is a guarantee of all that's good.



It saves time to be in line.

MANUFACTURED BY

**W. P. DOWNEY**  
MONTREAL

## QUEBEC CITY

Any manufacturer desiring up-to-date and conscientious representation in this district, by a broker thoroughly conversant with the trade and local conditions, should communicate with me.

I will be glad to advise you on the possibilities for the development of YOUR business here.

**J. P. THOMAS**  
25 St. Peter Street, Quebec

(TEAS A SPECIALTY)

# GILLETT'S PERFUMED LYE

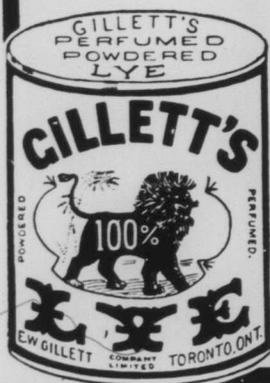
## CAUTION.

Put a strong glass on the label and examine it closely every time. Always look for the name "Gillett's."

Like all good articles, which are extensively advertised, **Gillett's Lye** is frequently and very closely imitated. In some instances the imitators have actually copied directions and other printed matter from our label word for word. Be wise, and refuse to purchase imitation articles for they are never satisfactory.

### Insist On Getting Gillett's Lye

and decline to accept anything that looks to be an imitation or that is represented to be "just as good" or "better," or "the same thing." In our experience of over fifty years in business we have never known of an imitation article that has been a success, for imitators are not reliable people. At the best the "just as good" kinds are only trashy imitations, so decline them with thanks every time.



**E. W. GILLETT COMPANY LIMITED**

WINNIPEG. TORONTO, ONT. MONTREAL.



## Every Grocer in the country can make money out of Wm. Clark's advertising.

Any article of such merit as Clark's Meats, and advertised as extensively as Clark's Meats, is bound to be in great demand.

As Clark's Meats are advertised all over Canada, there is not a grocer who would not benefit by the sales resulting from such advertising.

It is only after putting in a supply that he realizes what sales have passed his door.

Clark quality, Clark reputation and Clark publicity combine to aid the grocer in his sales.

Clark's Pork and Beans

Clark's Mince Meat

Clark's Ham, Tongue or Veal

Clark's Ox Tongue

Clark's Sliced Smoked Beef

Clark's Chateau Baked Beans

and CLARK'S INGLASS BRAND MEATS

INGLASS BRAND includes a full assortment of Clark's Meats packed in air-tight glass containers.

**WM. CLARK, - MONTREAL**

Manufacturer of High-Grade Food Specialties

# Grocers!

DO YOU WANT your package butter cut **NEATLY, QUICKLY** and **ECONOMICALLY** into pound prints?

**Our New \$35 Butter Cutter will Cut a 56 lb. Package in THIRTY SECONDS.**

It almost duplicates the work of a \$300 machine.

**SIMPLE TO HANDLE**  
**WRITE US FOR PARTICULARS**

*The*  
**Weller, Coleman Co.**  
706 Papineau Road Montreal, P.Q.

**Flour, Pork, Grain  
Smoked Meats**  
and  
**General Provisions**  
also  
**Hay and Oats**

**Geo. Tanguay**  
Lower Town, Quebec

**R. F. Cream & Co.**  
General Brokers and  
Commission Merchants

Flour, Grain, Provisions,  
Teas and General Groceries

Correspondence Invited

75 Dalhousie St., Quebec, P.Q.

**PROF. VINK'S**  
CELEBRATED  
**Horse and Cattle  
Preparations**

Always in demand. Yield good profit. Secure catalogue and full information from

**The Joliette Chemical Co., Ltd.**  
JOLIETTE, QUE.

**Gustard Powder**  
The BIG Two-Power 5c. pkg.

Manufactured only by  
**EDWARD J. NATION & CO.**  
BRISTOL, ENGLAND

WE STOCK IT

**W. H. ESCOTT**  
Wholesale Broker  
WINNIPEG MANITOBA

Let us quote you on your  
**APPLE BARREL**  
requirements for the coming season.  
Also staves, hoops and heading for sale.

**H. CARGILL & SON**  
CARGILL, ONTARIO

**ROLLED OATS**  
FLAKED WHEAT and OATMEALS  
Bags or Barrels. Car or Broken Lots.

WRITE FOR QUOTATIONS.  
Prompt attention to all orders.

J. W. EWEN, - Uxbridge, Ont.

**SALT**

Car Lots of Fine, Medium or Coarse,  
in Barrels, Sacks or Bulk.

TORONTO SALT WORKS, 128 Adelaide St. E., Toronto  
G. J. CLIFF, Manager.

The GRAY, YOUNG & SPARLING CO., Limited  
**SALT  
MANUFACTURERS**

Granted the highest awards in competition with other makes,

**WINGHAM ESTABLISHED 1871**

SPRAGUE  
**CANNING MACHINERY CO.,**  
CHICAGO, ILL., U.S.A.

**Chevalier, Pouliot & Cie.**  
WHOLESALE GROCERS  
Proprietors Famous "CONGO" Brand  
GUARANTEED GOODS  
Correspondence solicited. Address us at  
JOLIETTE, - QUE.

**E. M. LENNON & CO.**  
Wholesale Dealers in  
FLOUR, GRAIN and PROVISIONS  
Opposite Grand Trunk Railway  
Wellington Wharf, - Quebec

The Largest and Oldest Barley  
Manufacturers in Canada

LET US QUOTE YOU PRICES ON—

**Pot and Pearl Barley  
Split Peas and Feed**

**John MacKay, Limited**  
BOWMANVILLE, - ONTARIO

CIE FRANCAISE des PATES ALIMENTAIRES  
**Macaroni, Vermicelli, etc.**  
Strictly French Manufacture Guaranteed  
Manufactured at  
92 Beaudry Street MONTREAL

**L. E. Dastous & Co.**  
**Grain and :: ::  
General Brokers**

Sherbrooke, - Quebec

**SPECIALTY** {Sugars and  
Dried Fruits

Correspondence solicited from  
foreign shippers.

Communicate with the  
Largest Produce Firm in Quebec  
for your purchases or sales of

**Butter, Cheese, Eggs,  
Pork, Hams and Bacon**

IT WILL PAY YOU.

Remember the Address:  
**ÆMOND & CÔTÉ,**  
22 St. Peter Street - QUEBEC

52 Highest Awards in Europe and America  
**WALTER BAKER & CO.'S  
CHOCOLATE  
& COCOA**



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.

Registered,  
U.S. Pat. Off.

**Walter Baker & Co., Limited**  
Established 1780, Dorchester, Mass.  
Branch House, 86 St. Peter St.  
MONTREAL, CANADA

**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.

# Confectionery Needs Special Care and Attention

Tasty Surroundings for the Stock Essential—Show Cases and Other Fixtures are Good Investments—High Quality Chocolates Bring Best Profits—Suggestions on How to Display Them to Bring Best Results—Dust Must be Kept Down.

By L. C. Harkness.

A branch of trade which many grocers are interested in, and in which many are succeeding with fair success is confectionery. Success in the broad sense of the term is realized by the same means; it matters not what line of business a dealer may be interested in. The success depends upon the extent to which he serves the public. And to serve the public adequately by a confectionery store or department, requires the application of tactics peculiar to the business itself.

Any sign painter is not necessarily a high-class artist; a warehouse employee could not be expected to be an efficient traveling salesman; a delivery boy is not as a rule, as highly efficient as a clerk behind the counter. Neither is the salesman who is used to handle salt and canned goods, as a rule serviceable in handling chocolates or cream puffs unless he makes a study of the latter work.

## Harmony Must Exist.

Every store should in as great a measure as possible be made to harmonize with the class of goods to be displayed and sold. And such goods as make up the list that are in a confectionery stock must of necessity be in as tasty and delicate surroundings as possible. This is where many dealers make a mistake. It does not matter what price you pay for chocolates or cake-cakes; it would be better to handle pan-cakes and butterscotch if you have not a clean, tasty place to put them.

It may be argued that beautiful fixtures, delicate wall trimmings and spotless showcases all are costly to install and keep up. This may be true. But there is not an experienced confectioner who will maintain that it does not pay in the end, and that the profits of the business will warrant an equipment in keeping with the class of goods to be handled.

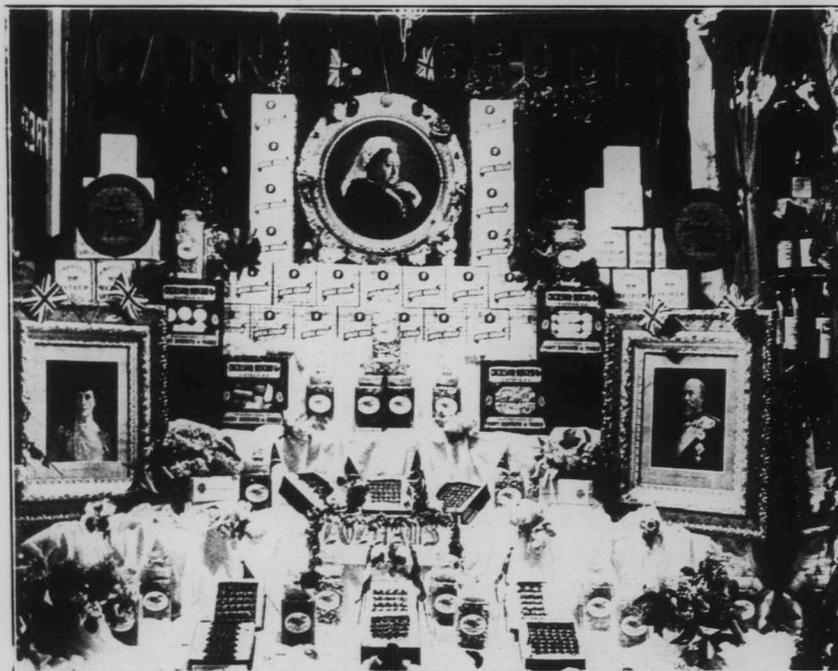
An experienced confectioner recently stated that the main feature in the successful management of a confectionery store is to have everything as delicate, pretty and attractive as possible. This applies both to the goods and to the interior equipment. There are very few, he said, who really know how to handle chocolates. Customers have no idea how

much trouble and care there is in keeping a tray of chocolates in excellent condition. Each chocolate is to be handled separately, brushed off carefully with a camel hair brush, piled on the tray in such a way as not to scratch the surface. The loaded tray when completed must be neat and every chocolate must be arranged exactly so as to give a systematic effect to the whole.

Piling in pyramid form is the most satisfactory since it exposes every chocolate, and it affords a splendid means to

Too many dealers over-buy in chocolates. The new stocks should be so limited that upon arrival they may all be opened immediately and kept in a cool, dark place. It is wise to buy light and watch the trade. This is another peculiar aspect of the business. It requires an alertness and a mastery of details, perhaps to a greater extent than any other business.

A chocolate manufacturer remarked a few days ago that he would prefer a dealer to buy in one hundred pound lots



A Confectionery Window That Was Shown by The Carne Grocery, Victoria.

store them in a handy place without the appearance of over-crowding.

## Dust Spoils Chocolates.

The confectioner must be continually fighting the dust. It is his worst enemy. The least speck of dust on the surface of a chocolate greatly detracts from its delicate and refined appearance, so the little camel hair brush must be constantly used. The surface of chocolates, too, often become "foggy" due to the action of certain ingredients upon coming in contact with the air; this must be brushed off since it gives an old appearance to the candy.

and buy every day if necessary, than to have him buy several hundred pounds and risk losing some of that quantity. It is proven that the best way to keep the goods fresh and tasty is to keep buying the fresh goods continually.

The wide awake merchant will never buy cheap chocolates. It never pays him. A customer may buy the 25 cent grade if you have it but it is possible that the same customer will not return for chocolates again. If the 60 cent variety were purchased, they have the quality and flavor which will cause the customer to return for more. The quality sold of course will depend largely on

& Co.

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Quebec

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Eggs, Bacon

OU.

ÔTÉ, QUEBEC

and America

& CO.'S

ILATE

COCA

nd Chocolate ons are AB- URE—free g matter, olvents, or of any kind, refore in full o the require- aws.

o., Limited ster, Mass.

it. Peter St. ADA

COCA HARD'S CO be in demand We guaranteed other make right. Montreal

the class of people in the community. Emphasize quality wherever possible, however, and develop individuality in your own business. Make every one in town know that there are no disappointments handed out in your store.

**How to Sell Chocolates.**

The merchant always finds it to his advantage to put up the goods tasty and well when selling over the counter. It is never policy to put chocolates into a paper bag. Quarter, one-half and one pound card-boxes are much neater and cleaner and they prevent the candies from being crushed. Most retailers will find it to their advantage to put candies up in this way, particularly on all purchases over twenty-five cents.

That which is true of candies regarding cleanliness and attractiveness is also true of cakes and fine table confectionery. No one will be induced to buy a cake if he sees it through a glass case which has been a support for flies.

There is also great need for care in cutting cakes. Few confectioners cut their cakes properly. This may be due in most cases to unskilled salesmen employed or carelessness on the part of the salesman. The little details about cutting evenly and with a keen knife

which is washed after every usage must not be over-looked.

**Weigh Carefully.**

Cakes of all kinds is a line of goods that needs great precaution in delicate weighing. It is sold and bought by the pound and after sitting in the case for some time it loses weight, due to the evaporation of moisture. This must be accounted for in retailing, and if pains are not exercised in this direction, there is plenty of chance to lose money. The most modern and accurate scale should always be convenient on the cake counter and special cognizance be taken of the fraction of an ounce. The scale that will show the weights quickly and plainly is preferable.

**Make Neat Parcels.**

Occasionally one sees on the street car a lady carrying home cakes or pastry from the downtown confectioner, with some of the contents oozing through the parcel or package. A great science of the business is to put things up in such a way that they may be carried or delivered in a neat, undamaged condition. Confectioners have been known to put cream-puffs in paper bags for delivery to the customer. Now if the puffs are crushed, as they often are, to such an extent that they cannot be put on the

table in good form, can the dealer be surprised if that customer does not order cream puffs the next time she comes to the store? Goods of this nature should always be boxed, and cream puffs should be placed in boxes with individual brackets for each puff. There are boxes made for this specific purpose and it is reasonable that they should be used in every case.

In the matter of window display in both cake and candy, cleanliness and delicate trimmings must always be insisted upon. There is a tendency to overload the candy window in an attempt to display as much of the stock as possible.

The writer has in mind one of the most successful confectioners in Manitoba who adopted the policy of one-line window displays to the greatest satisfaction. He said that by inserting an individual line each day that the dealer would soon learn what line was the best selling and the most popular to handle. In time he could more carefully discriminate in his buying and this would save him money.

In a display of chocolates it is always best to arrange them orderly and neatly and in polished glass plates or dishes. This will tend to intensify the delicate nature of the article.

**Have You Entered  
the Orange Meat  
Contest ?**

If not, you are missing an excellent opportunity to win some large cash prizes.

**\$700.00**

**Cash is the First Prize**

Get your customers to save the bottoms of Orange Meat boxes for you.

Send your name and address to Orange Meat, Kingston.

Read postcard in package. Contest closes November 30th, 1909.

**Anchor Brand Flour**

makes delightful Bread, Buns, Biscuits, Pastry and, in every way flour is used, upholds the manufacturers' guarantee of "highest quality attainable."



Manfd. by Leitch Brothers Flour Mills, Oak Lake, Man.

GRATEFUL

COMFORTING

**EPPS'S  
COCOA**

**The Choicest of all  
Cocoas**

**The Most Delicious  
The Most Nutritive**

A cup of this delightful beverage is a real enjoyment, giving true exhilaration and invigorating the whole system.

**The LEADING COCOA of MANY  
GENERATIONS**

Special Agents **G. E. COLSON & SON, Montreal**

**Nova Scotia, E. B. ADAMS, Halifax.**

**Manitoba, BUCHANAN & GORDON, Winnipeg**

## How to secure success in the grocery business

Every merchant in Canada would take out a policy that assured permanent commercial success. Varying market conditions---bad times---periods of money stringency and their attendant results would be all wiped off the slate. But, Mr. Grocer, *there is one sure way* of making commercial success *an absolute certainty*. Secure the right kind of *Reputation*---by stocking *high grade, first quality* goods. So conduct your business that the particular women of your town will call your store "*The Pure Food Shop*." Get the right kind of *Reputation* and your success as a merchant is absolutely assured.

Take biscuits, for instance. You should stock *Christie biscuits*, because they are the best.

That's no mere advertising statement, but a *definite commercial fact*.

Fashionable women *know* that the name "*Christie*" is an absolute surety of biscuit purity and perfection.

They *insist* on Christie biscuits. If they cannot get them at your store, they'll go to your competitors'.

And you can bank on it that they *will buy more than biscuits*.

Let's tell you why *Christie biscuits are the best*.

Every ingredient entering our "*Bakes*" *must* be high-grade table quality.

Biscuits cannot be better than the dough from which they are made.

We use only a *special blend of the best flours* milled---sift and test the blend by *actual baking*.

Land butter and eggs *must be high standard*---nothing less could maintain the "*Christie*" reputation.

Our factory is the *biggest and cleanest* in all Canada.

Hundreds of discerning women visit it every year and carry a story of *cleanliness, quality and scientific baking* to every city town and village in the Dominion.

They *repeat* that story to their friends---they see the same story told again and again, in our wide, general advertising, and *the goods prove that story true*, every word of it.

That's why the name "*Christie*" is a household word from coast to coast.---Why people who want the best *insist* on *Christie biscuits*---why grocers, chary of their reputation, do not care to carry other lines.

Every one of our 600 varieties must come up to our high standards---every batch of biscuits we bake from our famous Zephyr Cream Sodas, to our latest new, fancy line, "*Zoo Biscuits*," *must uphold or better* "*Christie*" reputation.

We attribute our success to four things---

*Long experience,*

*Business Ideals,*

*The enthusiasm of our employes to excel,*

And---the *concentration of our energies* in making biscuits.

*Stock Christie Biscuits. They sell more than biscuits.*

**CHRISTIE, BROWN & CO., Limited, Toronto**

**"Premium Goods"**

Storekeepers wishing to handle premiums, write for our Picture proposition. We have the finest line in Canada.

**Merchants Portrait Co.**  
TORONTO

**BASKETS**

You can make money as well as oblige your customers if you handle our

**Butcher Baskets,  
Clothes Baskets,  
Grain and Root Baskets  
and Patent Strawboard  
Berry Box.**

We can supply all your basket wants and guarantee satisfaction because we guarantee the goods. Orders receive prompt attention.

**The Oakville Basket Co.,**  
OAKVILLE, ONT.



Besides saving money on discounts and freight, you will do a much more profitable soap business than you have ever done before—if you handle our full line.

**RICHARDS—  
Quick Naptha Soap  
Snow Flake Soap  
Chips  
Ammonia Powder  
100% Pure Lye  
Toilet Soaps**

When writing to advertisers, kindly mention having seen the advertisement in this paper.

The display of taffies and peanut candies seems to be most attractive in an attempt to intensify the purity and cleanliness of the article. A confectioner who has had great success with candies other than chocolates states that he always displays these on a starch board, spread out as if they had just come fresh and pure from the candy room. This dealer was also a firm believer in the one line display.

Candies appeal to the taste while cakes appeal to the taste and appetite. The appetite likes quantity, and the delicate arrangement of the whole tends only to whet the appetite. So while moderation must be used in dressing the window yet the cake window can well be different in this respect from the candy window. Quantity is a good thing to emphasize, and at the same time the arrangement and back ground should be such as to emphasize the quality and refinement of the goods.

Look After the Details.

In summing up it must be stated that the details of the business count for much. Fight the dust. Install tasty equipments. Buy carefully. Deliver goods in uninjured condition, and tempt the human taste and appetite by window displays. These are some of the points to which the successful retail grocer-confectioner must give attention.

TRY  
A  
CANADIAN GROCER  
WANT  
AD.

IF you want a new clerk.  
IF you want to rent your store.  
IF you want a situation.  
IF you want to sell your store.  
IF you want to buy a store.

THEY  
BRING  
RESULTS

See page 181.

A Card to the Crochery Trade

**Carveth & Company**

Manufacturers' Agents  
and Importers

*Sole Agents for Canada for*

Lovatt & Lovatt, England—Langley Ware.

The British Anchor Pottery Co., Ltd., England—Anchor Brand Table and Bedroom Semi-China Ware.

The Pearl Pottery Co., Ltd., England—Tupie Ware, Cobalt Blue Band and Semi-China Wares.

James Pearson, Ltd., England—Stone, Bottle and Jar Manufacturers.

Robert Heron & Son, Scotland—Fife Pottery, Hand painted China Ware.

Isaac Sherwood & Son, Ltd., England—Lamps, Lamp Burners and Electric Light Lamps.

New Pegamoid, Ltd., England—Pegamoid Brand Imitation Leather Cloth.

The Leather Cloth Co., Ltd., England—"Crocketts" Japanned Patent Leather Cloths.

Write for illustrated catalogues  
and quotations.

Office: 600 Lindsay Bldg., MONTREAL, P.Q.

## The Man-Power Behind Five Roses

Once, Brother Grocer, there lived an Old Lady of disposition somewhat inquisitive.

(Surely, neither new nor strange—a lady that's "given to research").

Who asked Whistler the great painter: "What do you mix your colors with to obtain such beautiful effects?"

And Whistler's prompt reply: "Brains, madam, Brains."

In the big Keewatin mills, as fine and complete as Money married to Science can bring forth, even in their most inventive mood, you, Brother Grocer, could shake hands with Efficient Craftsmen, the *most Painstaking in the trade.*

Skilled Operatives who insist on mixing their daily work with Brains and Enthusiasm.

Brains, Brother, Brains.

\* \* \*

They are not merely "men on the payroll."

Each takes Personal Pride in mastering his own particular task, and never allows his task to master him.

The Wheat Cleaner and Separator leaves *nothing* for the next process man to correct.

The Grinder and Roller man does not fail in his duty to the detriment of the Silkman and Bolter.

Each contributor to the Finished Perfection of a flour fit to be branded "FIVE ROSES," shows by his every act, every job completed, that he *will* have his standard so high that his employers will call it "The Standard."

\* \* \*

Such, Brother Grocer, is the Man-Power behind FIVE ROSES.

And the Brain-Power.

Since the Keewatin "Dusties" are not mere "Cogs in the Wheel"; but In-

telligent, Happy, Flesh-and-Blood men who realize that the "Boss" takes an interest in them, and that their Good Qualities will stand out on their work along with their shortcomings.

Thus they make flour for the folks who want their money's worth, and who get it when they buy FIVE ROSES. It's a matter of Conscience with them—they haven't the hardihood to make an outclassed type of flour.

Therefore, Brother Grocer, than this flour there is *none* better.

And when "best" is said, FIVE ROSES is suggested.

So that there is no middle ground—you must either sell FIVE ROSES or sell something *inferior.*

Be it known to the best cook in your town, that hereby she is defied to show *equal* effects with any other flour—*bar none.*

Bears testimony to FIVE ROSES' worth, the housewife who annually bakes the prize loaf at the County Fair.

And she who tries it out is for all time *spoiled* for any other brand but ROSES.

\* \* \*

Judge FIVE ROSES by Past Performance and Present Achievement.

By a milling capacity of 10,500 barrels per diem, representing over two decades of Steady Growth, *the true sign of Healthy Business.*

Which is based solidly on the *Continued* Prosperity of the Retailer, signifying his Steady Benefits.

You, too, Brother Grocer, can become a Big Winner by using the same means which have with us so *eminently* Made Good.

Sell FIVE ROSES to-day—

For to-morrow is the excuse of the rent payer.

LAKE OF THE WOODS MILLING COMPANY, LTD.

MONTREAL—WWINNIPEG

Makers of Five Roses Flour



Grocers,  
Confectioners  
and  
Druggists

should not fail to handle a full range of our

## Licorice Specialties

which will be found quick selling and profitable.

We also recommend our

Soft Mints, 5c. boxes | M. & R. Wafers, 5c. bags  
Acme Pellets, 5-lb. tins | Lozenges, etc.

Write for price lists and illustrated catalogue

Send  
To-day

AGENTS  
ONTARIO, R. S. McIndoe, 54 Wellington St. E., Toronto  
PROVINCE OF QUEBEC and MARITIME PROVINCES, W. H. Dunn, 394 St. Paul St., Montreal  
MANITOBA, E. W. Ashley, 123 Bannatyne Ave., Winnipeg  
BRITISH COLUMBIA, Shellcross, Macaulay & Co., Vancouver  
PROVINCE OF ALBERTA, Tees & Perse, Calgary and Edmonton

## M<sup>c</sup>VITIE & PRICE

EDINBURGH and LONDON

BISCUIT MAKERS TO

H.M. THE KING  
AND H.R.H. THE PRINCE OF WALES

The following kinds are specially recommended:

<b>Digestive</b>	The Premier Biscuit of the World.
<b>Rich Tea</b>	An Ideal Tea Biscuit.
<b>Abernethy</b>	The Scottish Favorite.
<b>Breakfast</b>	Finely Flavored, Exceptionally Light.
<b>Rich Mixed</b>	An assortment of Fine, Old-fashioned Biscuits.
<b>Osborne</b>	A Homely, Substantial Biscuit of the Highest Class.

AGENTS for Manitoba, Saskatchewan and Alberta:  
RICHARDS & BROWN, 314 Ross Avenue, WINNIPEG

By Royal



Letters Patent

## NELSON'S POWDERED GELATINE

is a perfectly pure Gelatine in powder form, ready for immediate use, without soaking.

## NELSON'S Gelatine and Licorice LOZENGES

Should be in your confectionery department.

G. NELSON, DALE & CO., Ltd.  
EMSCOTE MILLS, WARWICK, ENGLAND

The above can be had from any of the following agents:  
The Smith Brokerage Co., Ltd., St. John, N.B.  
Watt, Scott & Goodacre, P.O. Box 1204, Montreal.  
J. L. Watt & Scott, 27 Wellington St. East, Toronto.  
W. E. Ashley, Winnipeg.  
Geo. A. Stone, 34 Inns of Court Buildings, Vancouver, B.C.

CANADA:  
No better  
Country



MOTT'S:  
No better  
Chocolate

All the year round

## Mott's

"Diamond" and "Elite"

brands of

## Chocolate

are the grocer's most ready sellers. Uniform quality and absolute purity have made this possible.

EVERY JOBBER SELLS THEM

John P. Mott & Co.  
Halifax, N.S.

SELLING AGENTS:

J. A. Taylor Montreal | R. S. McIndoe Toronto | Jos. E. Huxley Winnipeg | Arthur Nelson Vancouver  
Arthur M. Loucks Ottawa | R. G. Bedlington Calgary

## Effect That Stale Goods Have on a Grocer's Trade

Flour, Cereals, Biscuits and Confectionery if Kept too Long Deteriorate in Value—Writer Says Turn-overs Should be Frequent—Customers Won't Eat Stale Breakfast Foodss.

By A. H. Harvey.

Flour, cereals, bread, biscuits and confectionery, constitute a large portion of a grocer's business.

It is estimated that it takes 1,400,000 bushels of wheat to supply the world daily, and a large part of this is handled by the grocers. It is, therefore, the aim of this article to point out how to handle them to best advantage by the grocer, or rather perhaps, point out the results of bad or careless handling.

There is very little flour to be done up by the grocer and sold by the pound, and therefore he gets away from the difficulty the merchants of the past had in keeping it clean and free from insects, vermin, etc. All flour is now put up by the miller in packages to suit the grocers, all of which saves him a great deal of work and care. He also has the advantage of buying his supplies in smaller quantities on account of better delivery services; and yet with all this, consumers frequently have reason to complain about flour and cereals which have been damaged through the carelessness of the grocer.

The time was when a few worms in flour, a few creepers in cheese or a rank flavor in butter, was taken as a matter of fact, but now those things have all changed; the people want good clean goods and the grocer must supply them or get out of business.

### Cheapness Counts Little.

It has frequently been mentioned by various writers in The Canadian Grocer that it is not now who sells the cheapest, but who can supply the goods in the best condition. It, therefore, must be a continual study for the grocer to learn how best to meet this demand, and gain the reputation necessary to do a successful business.

To keep goods in the best condition, to make a profit over expenses, and to satisfy the customer, must be the aim of the grocer. As the flour reaches the grocer in secure packages or sacks there is not much danger of dust or dirt, but it is more or less affected by dampness or other atmospheric conditions. It is best for the grocer to buy in smaller quantities in order to have it always fresh and free from taints.

He should also understand the different quality of flour so that he could intelligently recommend the right flour for different purposes. He should further consider and work out which would be the most profitable to himself and the customer to sell flour or bread. If he can show to his customers that it is better to buy flour and make their own bread it is good storekeeping to

do this, and the customer when convinced of this fact will appreciate the advice.

### Profit in Baking.

With bread at the present price of five cents a pound, and flour at \$6 a barrel, it can easily be shown, when a barrel of flour makes 280 lbs. of bread, that it pays customers to do their own baking. Besides the profit in baking their own bread it also escapes the unavoidable dirty handling in delivering it from the wagons. The grocer is in no way beholden to the baker for he supplies all the people he can direct, and the grocer can only serve what he has left. At any time, however, the grocer should be independent enough to do the best he can for his customer and himself, so long as he does not violate the fundamental principles of trade.

### Stale Cereals Spoil Sales.

Every grocer must have noticed that some of his customers used a certain kind of cereal for some time, and were fond of it, but that all at once they ceased to buy it. If he asks them the reason, they will tell him that they got tired of it. The real reason in nine cases out of ten, is that they got stale goods, and without knowing this they think the trouble is in themselves.

One of the most stupid things a manufacturer of cereals can do is to overload the retailer. In no other way could he ruin his business more effectually. It would be far better for the retailer to be sold out of the goods sometimes than to be selling them when they are stale.

### Keep Biscuits Fresh.

The same rule applies to biscuits. Under no circumstances should they be allowed to become stale. It is far better not to carry so many varieties than to keep them too long.

Confectionery requires special care. As these goods are always a luxury they must be toothsome or they are of no value. All kind of cakes contain lard or other shortening and they are sure to become stale and strong in a short time. Unless, therefore, they are sold soon after they are made, they are not as good as ordinary bread. Confectionery including all kinds of candy, adds a profitable line to the grocery trade, if handled right, but will be a constant loss and annoyance if it is not properly regulated. The success or failure, therefore, that a grocer meets with in all these lines depends entirely on his own management.

## There is something DELIGHTFULLY DIFFERENT

about the "Perfection" Soda Cracker, which distinguishes it from other Soda Biscuits, and which has created an insistent demand for it throughout the Dominion.



are so good because they are made of the purest materials, by the highest skilled labour in an up-to-date factory.

The grocer who is not handling Mooney's is letting the chance of a profitable trade slip out of his hands.

Be wise and stock up with "Perfection."

## The Mooney Biscuit and Candy Co.

Stratford—Ontario

## Cox's Gelatine



COX'S GELATINE is a STEADY SELLER; therefore, should always be in your STORE.

PURITY GUARANTEED BY THE MAKERS

Canadian Agents  
C. E. Colson & Son, Montreal  
D. Masson & Co., "  
A. P. Tippet & Co., "

J. & G. Cox, Ltd.  
Gorgie Mills,  
EDINBURGH

# "Chocolate Bordo"

## The Sweet That All Can Eat

There is a reason why "Bordo" has proved such a phenomenal seller from the time it was first shown, and there is a reason why every dealer who has handled **our line** has sent in repeat order after repeat order.

### THE REASON IS

The distinctive quality and flavour of "**Bordo**." We have many imitators but they can't copy the delicious flavor and consistency that has made "**Bordo**" the candy hit of the past 25 years.

Your stock is not complete without this specialty. **Chocolate "Bordo"** will stimulate sales for you—they will repeat.

Make this Fall's business big in profits.

Pleased customers. Satisfactory sales. Full of repeat orders.

Don't wait, don't delay, don't hold back

Write to day for samples and full particulars. **Do it right now.**

## THE MONTREAL BISCUIT COMPANY

Montreal.

Sold by leading Wholesale  
Dealers throughout Canada

Manufacturers of High-Grade Confectionery

### FRESH SUPPLIES OF

## Carr's Biscuits

are received frequently by their distributing agents in Canada, and always in car loads.

The retailer can therefore rest assured of the absolute freshness and condition of every biscuit he buys. Carr's biscuits are invariably packed in air-tight tins, and reach the grocer as crisp as when they left the factory.

Get hold of, and retain the family trade by means of Carr's specialties.

Ask our agents for them.

CARR & CO'Y, CARLISLE, ENGLAND

#### AGENTS:

Wm. H. Dunn,	Montreal and Toronto,	Eastern Provinces
Hamblin & Brereton,	Winnipeg,	Port Arthur to Alberta
L. T. Mewburn & Co., Ltd.,		Province of Alberta
The Standard Brokerage		
Co., Ltd.,	Vancouver, B.C.,	British Columbia
T. A. MacNab & Co.,	St. John's,	Newfoundland

## Quality is the Main Consideration

in the manufacture of

## "PEERLESS" "BRAND"

Flaked Oats—Flaked Wheat  
—Rolled Oats—Corn Meal—  
Split Peas—All kinds of Feed

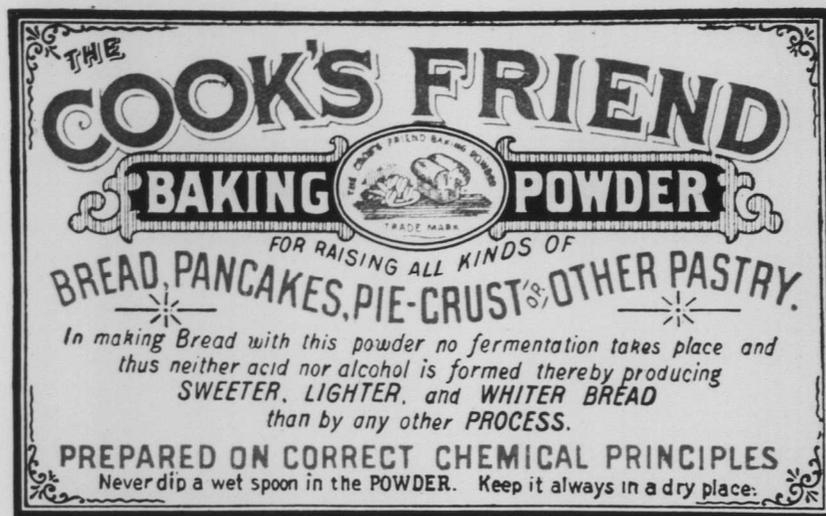
We buy only the choicest grain; and we mill them by the most up-to-date process. We are in a position to **guarantee** satisfactory quality of all shipments.

Quotations Cheerfully Given.

## PARKINSON CEREAL CO.

Thornbury, Ontario, Canada

# A Leader For Over 50 Years "Cook's Friend Baking Powder"



The baking powder which has stood the test for 50 years can only be one of unparalleled excellence. It is the brand for all grocers to sell who desire to give their particular customers absolutely the best value.

## IT IS ALWAYS RELIABLE

An absolutely Pure Cream of Tartar Powder.  
The Baking Powder with a profit is the one you should sell.

## Have You a Stock Now ?

Read what one leading retail grocer says to his customers in his ad. :

"The Old Reliable, McLaren's Cook's Friend Baking Powder, put up in full weight 16 oz. packages, to retail at 25c. each, is worth any foreign imported baking powder at double the money. McLaren's Cook's Friend has stood the test of time 50 years of uninterrupted success. Every package reliable, and guaranteed of absolute purity.

FRASER, VIGER & CO., Montreal."

**If "It is worth any foreign imported Baking Powder at double the money" to Fraser, Viger & Co.'s customers, it is worth the same to yours.**

THINK THIS OVER—IT WILL PAY YOU.  
FOR SALE BY ALL WHOLESALE GROCERS.

# W. D. McLAREN, Ltd., Montreal

MANUFACTURERS

## Important Buying Pointers on Biscuits and Confectionery

All manufacturers of these lines have one or more particularly good lines, which are used as leaders. But you, Mr. Merchant, must make up a quantity with each to be able to get these leaders. That is, of course, impossible.

I buy only the Best Lines of each Manufacturer.

My Selection is a Line of Leaders	ALL LINES AT <b>OLD PRICES</b>	I Sell You F.O.B. Your Station
-----------------------------------	-----------------------------------	--------------------------------

SOME LINES I CARRY:

BISCUITS	CONFECTIONERY
Jacob's, . . . . . Dublin, Ireland	Cailler & Co. . . . . Switzerland
Carr's . . . . . Carlisle, England	T. B. Dunn . . . . . Rochester, N.Y.
Loose-Wiles Biscuit Co. . . . . Boston, Mass.	Touraine Co. . . . . Boston
Mooney Co. . . . . Stratford, Ont.	Hess Bros. . . . . New York
G. & J. Hamilton & Son . . . . . Pictou, N.S.	Fry's . . . . . London, England
Masson & St. Germain . . . . . Montreal, Que.	Montreal Biscuit Co. . . . . Montreal
Viau Freres . . . . . Montreal	Ganong Bros. . . . . St. Stephen, N.B.
Du Sault & Co . . . . . Joliette, Que.	Smith & Son . . . . . White River Jct., Vt.
and many others.	and many others.

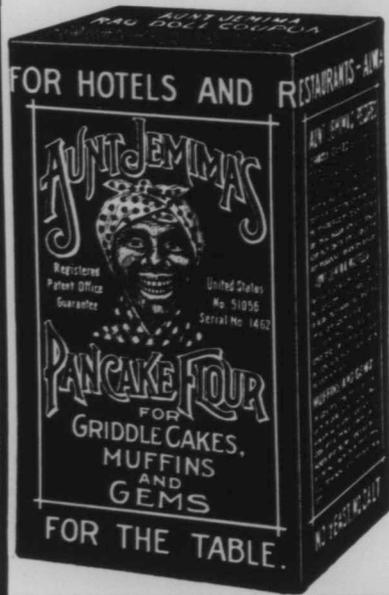
SEND ME A LIST OF YOUR WANTS

**Victor Archambault,** Wholesale Grocer and Importer, **Sherbrooke, Que.**

Mr. Manufacturer, I am open for a good Specialty for this district. Write me.

## "I's in Town, Honey" I brings yo' money!

Aunt Jemima's Pancake Flour is Going to Sell Better Than Ever



Our everywhere advertising will take care of that. We will keep up the advertising so that you can keep up the selling. : : : : :

### AUNT JEMIMA'S PANCAKE FLOUR

is the best known brand on the market. We intend to keep telling housewives about its fine qualities and about our unique coupon plan which increases your sales without increasing your work. : : :

You can sell more of Aunt Jemima's Pancake Flour and make more money with less work than by handling any other brand on the market. : : :

**Aunt Jemima's Rag Doll Family**  
Aunt Jemima and her rag doll family are the most popular premiums ever given away. Every child wants them and they are given for the coupons on the packages. This plan never fails to work and soon spreads throughout the neighborhood. : : :

**YOU SELL THE FLOUR - WE SEND THE DOLLS.**  
Don't forget that Aunt Jemima's is the popular and reliable brand for a good profitable business. Order your stock from your jobber.

**THE DAVIS MILLING COMPANY - ST. JOSEPH, MO.**  
Manufacturers of the celebrated Aunt Jemima's Special Cake and Pastry Flour.

cLaren Imperial Cheese Co. - Distributors for Toronto  
se & Laflamme, Ltd. - " Montreal  
B. Wiseman & Co. - " Winnipeg



**We Want to Give Your Little One  
A FULL SET OF 4 DOLLS  
FREE**

Just send us a request on your letter head (this is necessary) and we will send you FREE the entire Aunt Jemima family, all ready to sew and stuff.



The Name

# “DIGNARD”

on a biscuit means that it is of the highest quality and of the kind that will please your most exacting customers.

All our lines are made in a new and sanitary factory, equipped with up-to-date machinery, and ovens of the very latest pattern. Only the very purest and best raw materials are used, and expert help is employed.

A Few of our Leading Lines:

LUNCH AU LAIT  
OPERA

“VILLAGE”

RICH TEA  
MILK

“DIGNARD” (LIMITED)  
MONTREAL.

# “BIG DIAMOND”

the king of bakers' flour, from Manitoba hard wheat, manufactured in the most modern 400-barrel mill in Canada by

**The Central Milling Co., Peterboro, Ont.**

CORRESPONDENCE SOLICITED

## —Let Us Help You Make Money—

With our line of quickly-selling biscuits we can do this. Secure a stock—a small trial lot at first if you wish—and just try out the goods. We are quite sure you will find them the best proposition in the biscuit line you have ever attempted.

THE QUALITY IS THERE

SO IS THE PROFIT

**THE CANADIAN BISCUIT COMPANY, LIMITED**

STE. ANNE DE LA PERADE, QUE.

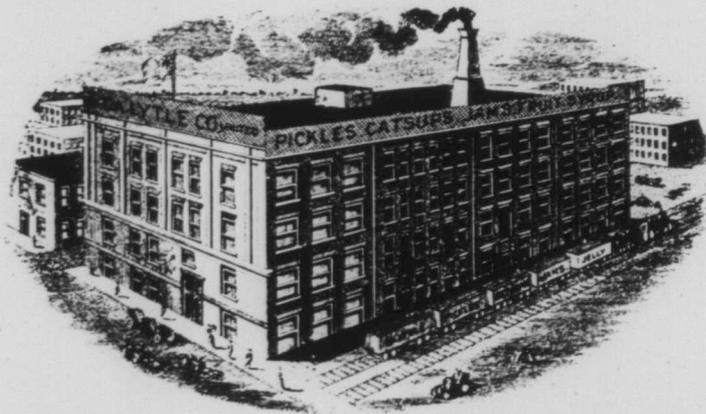
"Purest in Pickles" is what is meant by "Sterling Pickles." "Easterling" is the original of the word "Sterling," the name given German traders in England whose money was of the purest quality. **"Quality"—"Purity"** This is what to-day can be written of

# Sterling BRAND

## Food Products

Here's a list of our products sold by up-to-date grocers from the Atlantic to the Pacific.

- "Sterling" Brand Pickles in Glass
- "Sterling" Brand Chow-Chow in Glass
- "Sterling" Brand Sweet Pickles in Glass
- "Sterling" Brand Catsup
- "Sterling" Brand Sauces
- "Sterling" Brand South Africa Relish
- "Sterling" Brand Canadian Relish
- "Sterling" Brand Flavoring Extracts
- "Sterling" Brand Jams and Jellies
- "Sterling" Brand Marmalade
- Maple Syrup in Glass and Tins, all sizes
- Bitters—Bobs, Celery, Orange, Jack Canuck
- Unfermented Fruit Wines
- Unfermented Phosphate Wines
- Mixed Pickles in Bulk
- Chow-Chow in Bulk
- Sweet Mixed Pickles in Bulk
- Mince Meat in Wood and Fibre Pails
- Cake and Icing Colorings



### THE T. A. LYTLE COMPANY

Manufacturers of Canada's Highest Grade **LIMITED**

**PICKLES and RELISHES**

Factory and Offices: **STERLING ROAD, TORONTO**

PHONE, PARKDALE 376.

**SALTING STATIONS**—STERLING ROAD, TORONTO, HOLLAND LANDING, SCOTLAND  
STOUFFVILLE, STREETSVILLE, ONT.



BY ROYAL WARRANT

Millers to H.R.H. The Prince of Wales

## "ROYAL HOUSEHOLD" CEREALS

Best in the world

**OGILVIE OATS**

Choice Rolled Oats

**PEARL BARLEY**

Special Household Quality

**WHEAT MARROW**

Royal Breakfast Food

**PEARL HOMINY**

Prepared Soup Corn

**GOLDEN MEAL**

Fine Granulated Cornmeal

These high-grade Cereals are specially prepared for family use. They are put up in attractive packages and all retail grocers should carry them in stock. Also

## "ROYAL HOUSEHOLD" FLOUR

In packages of all sizes



The **Ogilvie Flour Mills Co., Ltd.**

MONTREAL

WINNIPEG

FORT WILLIAM



## Flour, Cereals and Confectionery Department

**Wheat Market Remains Firm—Healthy Condition of Affairs Existing—No Change in Flour Prices—Cereals Quoted Lower on the Toronto Market.**

From week to week reports of the crop in the Northwest show that the yield of wheat is far in excess of what was anticipated, and yet in the face of this the wheat market is very firm with an upward tendency. Russia is pouring enormous quantities of wheat on the European markets, but under all these conditions wheat remains firm, and is selling even for May delivery at about \$1.00 a bushel.

The fact that farmers are in better financial circumstances, and can afford to hold their wheat has much to do with keeping up the price of wheat. By doing this they regulate the market and avoid the slumps which otherwise would take place. This, it must be admitted, is a healthy condition of affairs and the wealth of our bountiful crop will be fairly distributed over the whole country.

### MONTREAL.

**FLOUR**—The market is simply waiting for something to happen. Prices are unchanged, though it was expected that there would be a slight drop before now. Supplies of wheat are very good.

Winter wheat patents, bbl.....	5 45
Straight rollers, bb.....	5 20
Extra, bbl.....	4 80
Royal Household, bbl.....	5 70
Glenora, bbl.....	5 20
Manitoba spring wheat patents, bbl.....	5 70
"    strong bakers, bbl.....	5 20
Five Roses, bbl.....	5 70
Harvest Queen, bbl.....	5 20

**ROLLED OATS**—There are no changes in price. It is hoped by the local men that the report of the Royal West India Commission will open that market to Canadian goods. It is thought that even though no direct effect may be shown, the general interest of Canada, as related to West Indian affairs, will show improvement.

Fine oatmeal, bags.....	2 65
Standard oatmeal, bags.....	2 65
Granulated.....	2 65
Gold-dust cornmeal, 98-lb. bags.....	2 10
Bolted cornmeal, 100-bags.....	1 85
White cornmeal.....	2 00 2 05
Rolled oats, bags.....	2 40
"    barrels.....	5 00

**FEED**—The feed situation is quiet. Supplies continue fair though not so good as last year. Owing to the large crop this shortage is not expected to last long. Prices are unchanged.

Ontario bran, per ton.....	21 00
Manitoba shorts, per ton.....	23 00 24 00
"    bran, per ton.....	21 00
Mouillie, milled, per ton.....	28 00
"    straight grained, per ton.....	32 00
Feed flour, 98-lb. bag.....	1 55 1 85

### TORONTO.

**FLOUR**—With no change in the price of flour this week, the market is decided-

ly strong. It is evident that our millers as a rule are disappointed. They were looking for lower prices. However, wheat at or near the dollar mark is not out of the way when compared with other foods.

Manitoba Wheat.	
1st Patent.....	5 20 5 30
2nd Patent.....	5 00 5 10
Strong bakers.....	4 90 5 00
Winter Wheat.	
Straight roller.....	5 00 5 20
Patents.....	5 20 5 30
Blended.....	5 20 5 30

**CEREALS**—Cereals are quoted a little lower this week in spite of the fact that both wheat and oats are higher. The feeling at present is strong, and that prices will rule high.

Rolled wheat, car load.....	2 75
"    oats.....	2 25
Oatmeal, car load.....	2 50
Rolled wheat in barrels, 100 lbs.....	3 00
"    oats in bags, per bag 90 lbs.....	2 40
Oatmeal, standard and granulated, in bags 98 lbs.....	2 65

### EXTRACTING SUGAR FROM CANE.

**A New Method, Patents for Which Have Been Taken out by Picton Man.**

Among the new patents issued by the United States Patent Office are several on a method for drying, desiccating and sifting sugar cane, and the extraction of the sugar thereafter. The patents have been taken out by G. W. McMullen, of Picton, Ont., and his son, G. B. McMullen, and have been granted in all the countries where patents are issued.

The cane is first put through a shredder and finely shredded, not ground. It then goes through a process of sifting, which enables the pith and fibre to be handled separately. This is a great economy in the operation next to be described, that of drying the cane.

The dryer is a specially constructed dry kiln, fitted with moving belts, which carry the shredded cane slowly over steam pipes. The chamber in which they operate is as near air tight as can be constructed, with the two exceptions of an outlet for the moist air from the dryer and an inlet for a warm current of air. The air, charged with moisture from the interior, is sucked out by means of an electric fan. This fan has sufficient capacity to completely change the air in the inside every few minutes, thus keeping up a continuous circulation sufficient to carry away all moisture given off by the cane. Having only warm air enter the kiln saves time in heating it inside.

The great feature of this treatment is the absolute control obtained over temperature, as too much heat would invert the sugar content of the cane.

After drying, the cane can be stored for practically any length of time, which will enable factories using this style of cane treatment to run the year round, simply by drying sufficient cane during the season. At present they can operate only for a few months.

An additional feature of the process is the economy of sugar extraction from the dried cane. Instead of the twelve cells and immense quantities of water now used, only five cells are necessary, with a correspondingly less amount of water. The sugar content is more thoroughly and easily extracted and, naturally, the evaporation of so much less water is a great saving.

An interesting feature which developed lately is that the remainder, after extraction of the sugar (bagasse), can be economically dried and used, the pith for artificial silk at over \$60 per ton, and the fibre for high-grade paper stock at over \$40 per ton, whereas now, the cane refuse is only used as a very poor grade fuel at a nominal price per ton.

There are two dryers now in use, the one a small experimental one at Armour Institute, Chicago, where a course in sugar making by the McMullen process is being given, the other, a larger machine capable of drying 20 tons per day, is also in Chicago, or rather is now to be partly used in a larger 500-ton plant, which will be erected in Cuba in the near future.

It was used for demonstrating that the process could be used on a commercial scale. Several cars of cane were brought from Cuba and Louisiana (for the first time, by the way) to Chicago and numerous tests were made with practically uniform success.

J. Perks and Sons, grocers, Parry Sound, and Parry Harbor, Ont., dissolved partnership on Oct. 1st by mutual consent. John Perks, who has had the management of the Parry Sound store, has purchased the business stock in trade.



"MADE IN CANADA."

# All Records Broken This Year!



Johnny Canuck is a good spender at all times, but when he has garnered an extra big crop—Well!

Even with increased facilities our Factory has been running night and day to keep pace with the tremendous demand for

## KELLOGG'S TOASTED CORN FLAKES

Without hesitation we claim that this is the best breakfast food in the world, and the public have endorsed our claim.

We spend thousands of dollars every year in our consumer advertising, and this is a tremendous help in pulling KELLOGG'S TOASTED CORN FLAKES through the stores.

The retailer who has pushed KELLOGG'S (the sweet heart of the corn) the past summer has made a big thing, as our sales have been phenomenal. If you once fall into line, you'll decide to stick to "Kellogg's Toasted Corn Flakes."

"They win favor by their flavor."



**Battle Creek Toasted Corn Flake  
Company,**

LONDON :: :: CANADA.

## Are You Keeping Your Tobacco Stock Up-to-Date ?

IF NOT, WHY NOT ?

# “Tuckett’s Special”

the new 10c. plug is the latest

Order from Your Wholesaler

Manufactured from **Imported Leaf Exclusively**

**The Geo. E. Tuckett & Son Co., Limited**

HAMILTON, CANADA.

## 7-20-4 CIGAR

You will find that a tobacco department runs itself, providing you sell good cigars, which give the smoker value for his money. Profits which accrue are larger than you make in any straight grocery line. There is not one half the work ; not a third the risk entailed in handling perishable groceries.

Feature our 7-20-4 brand. It is a known cigar enjoying a high reputation. A perfect weed, A1 wrapper, high-grade filler. A good seller at the right price to all smokers. The name is an easy one to remember. Educate the men of your vicinity to associate 7-20-4 cigar quality with your store.

**The SHERBROOKE CIGAR Company**

Sherbrooke, Que.

## The Advantages to Grocers of Fall Fair Exhibits

**Grocer Tells How a Country Merchant Won Big Tea Prize Through Aid of the Advertising He Received at Country Fair—It Makes the Store Known to Hundreds of Prospective Customers—Get all the Publicity You Can.**

By D. T. Hodgson.

There is only one way to success in business—that is, advertising in its different phases, and one of the best methods is for the grocer to make some special display at the annual county fair. These are now held in many cities, towns and villages, throughout the country.

Take, for instance, the National Exhibition held in Toronto each year. The spaces allotted for displays are taken up long before the Exhibition opens. For what reason? For the manufacturer or the agent to place before the many thousands of visitors the advantages to them of buying this or that whenever required. It is the same with the retailer of the country town.

Some years ago a wholesale firm offered an inducement in the way of ten half-chests of tea, free to the retail grocer making the most sales of this particular blend of tea during that year.

One merchant, not unknown to me, started at once to advertise. Both newspapers of the town contained its merits, and at the fall show he made a very pretty exhibit.

A couple of young ladies demonstrated its quality to every lady and gentleman who managed to crowd near the booth.

### Defeated all Competitors.

Now, what was the reward? In face of competition with grocers in larger towns, and even in cities, he captured first prize by selling that year 234 tons. Hats off to the merchant who fights his way to victory!

Nearly every year this same firm has an exhibit at the fair. One year they arranged with a manufacturer to demonstrate quick puddings and jellies. Another year they demonstrated blends of coffee; and still another, jams and jellies. No wonder this firm is known in every house in the town and country surrounding, and the ever-increasing trade the firm is enjoying is credited a great deal to this mode of advertising.

Then, why should not other grocers do the same? Arrange an inviting booth in the main building, decorate it with inviting colors and flags; do not move your store down, by any means, but with a few samples of this and that, arrange to demonstrate the tea or coffee you sell, or anything that will appeal to the home. Have the name of your store or firm on cards or ribbons, as well as the location,

street and number. Make your many guests feel that an order from your store will pay them, and the result will be an ever-increasing trade.

*"Begin small and grow by experience" is the trite advice given by those who have succeeded in any line of business.*

*Many scores of successful advertisers, who have started with an inch ad. and grown to be spenders of hundreds of thousands of dollars annually, can be pointed to, as carrying out this statement, that it is well to start small and grow. This should serve to impel a manufacturer who has a first-class proposition to take this initial step.*

### TRADE NOTES.

In an interview with Lord Balfour regarding the work so far accomplished by the Royal Commission appointed by the King to investigate the existing conditions of trade between Canada and the West India Islands, and of which he is president, he stated that nothing definite could be decided until the West India merchants had been heard. The main points brought out by the investigation so far were the necessity for better transportation and cable service, and the need of a more reciprocal preferential tariff. Sir Daniel Morris, another

member of the Commission, concurred with Lord Balfour.

Frank Cockburn, Montreal manager for the Pugsley Dingman Co., was in Quebec on a business trip last week.

W. S. Newman, Casselton, Ont., has purchased the stock of groceries and cigars of J. Aylsworth, Napanee, Ont.

J. D. Bristol has purchased the grocery store of J. M. Jones, Trenton, Ont. Mr. Bristol is taking charge of a good clean stock. Business he says is fair, and he expects a good autumn trade.

**Tell Your Customers That :**

**SHAMROCK  
BIG PLUG  
SMOKING TOBACCO**

*When cut never dries up or becomes hard. The leaves are so firmly packed that the plug remains fresh and moist*

**McDOUGALL'S**

**CLAY PIPES**

THE BEST IN THE WORLD.

D. McDOUGALL & CO., Glasgow, Scotland.

Tel. Up 2076 Tel. East 5964

**YOUNG'S PATENT PIPE**  
in Seven Shapes

**W. J. GRANT**

Sole Agent for Canada  
506 Lindsay Building, MONTREAL.

**Black Watch**

**The Big Black Plug  
Chewing Tobacco**

"A Trade Bringer"

Sold by all the Wholesale Trade



**DISCOVERY OF CHEWING GUM.**

**First Shipment was Made as a Substitute for Rubber.**

Chewing-gum has been called the mystery of confectionery, for, of all the millions of chewers there are very few who have any idea of what it really is they are masticating.

Chewing-gum is nothing but chicle mixed with sugar and flavoring; and chicle is the gum of a tree that grows plentifully in Mexico and Central America and that of recent years has been cultivated on a large scale in Yucatan.

The chicle tree is not unlike the India rubber tree, and the gum was first shipped to America by men who believed that in it they had a perfect substitute for rubber. In this, however, they were mistaken, as it was found that the chicle gum was insoluble. The consequence was that the first shipments of chicle gum lay unsold on the pier of the docks in Brooklyn.

One day a New Yorker happened to notice it. He picked up a piece and put it into his mouth and began chewing it. Its peculiar consistency struck him, and it occurred to him that if the stuff were only flavored it would make a nice chew, its insolubility being in its favor for this purpose. He made some inquiries as to where it came from, and

whether a regular supply could be had, and bought the lot. This was the beginning of modern chewing-gum.

Practically all the crude chicle gum is shipped to Canada, where it is refined in Toronto before being sent to the factories in the United States. The reason for this is that there is a high ad valorem duty on chicle, and, as it is worth about 40 cents a pound and loses 25 per cent. of its weight in refining, the Chicle Company saves considerable every year by refining it before shipment.

**ONION AND CRANBERRY CROPS.**

The United States onion crop of 1909 is now practically all harvested, and, according to the October 2 report of the American Agriculturist, is placed at 4,175,000 bushels from an area of 14,300 acres. The figures showing acreage by states placed New York in the forefront, with Ohio a close second. The crop was hard hit this season in Wisconsin. The Ohio crop is turning out somewhat smaller in rate of yield to the acre, but a reasonably full crop in the state just named. The crop of one year ago was placed at 4,332,000 bushels.

The cranberry crop of 1909, according to this authority, is 1,325,000 bushels, against 1,060,000 bushels in 1908, and 1,280,000 bushels in 1907. Dividing the

crop into sections, 850,000 bushels is credited to New England and New York, mostly in Massachusetts. The New Jersey crop approximates 425,000 bushels, well toward a full yield.

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.

While  
**Fels-Naptha**  
**Soap**

has grown in reliability, yet it's still in the youth of its popularity.

And while millions of women now favor it, yet it would be universally used if the soap were tried by every woman according to the plain wrapper-directions.



**ROCK CITY**  
**TOBACCO CO.**  
LIMITED  
**QUEBEC AND WINNIPEG**

Originators of the  
**"Master Mason"**  
and  
**Rose Quesnel**  
Brands that are used all  
over the country.

**TOBACCOS**

It pays you to sell.  
Your profit is right.  
The Tobacco is right.

Ask for samples and  
prices of these lines:

- GOLD LEAF CUT PLUG SMOKING
- PIONEER CUT PLUG SMOKING
- LE HURON PLUG SMOKING
- MAPLE LEAF PLUG CHEWING
- SNUFF---ROSE AND BEAU
- CHOICE DOMESTIC LEAF TOBACCOS

**J. Lemesurier & Sons**  
St. Paul & St. Valier Streets,  
QUEBEC

## Questions Affecting the Delivery Department

**Retail Grocer Tells of Importance of Employing Responsible Parties—Care of Wagons and Horses Essential—Should Delivery Man be Charged With Breakages?—Nuisance of Late Saturday Night Deliveries.**

By J. A. McKercher, Winnipeg.

Perhaps there was no period in the grocery business when the delivery question received as much serious attention as it is at the present time. It is a subject upon which a great deal may be said. In dealing with it in such a way as to be interesting and suggestive to all grocers everywhere, it is difficult to mention just those points which are a general grievance and which fit into the circumstances of every case.

That there are grievances everywhere in connection with the delivery end of the business is a known fact, but one retailer's problem and solution may not correspond with that of another.

There are, however, several things which have been brought to my attention during my many years of practical experience, which I am sure will be appreciated by every grocer who is thoroughly conversant with every branch of his business.

There are few merchants who would not admit that a handsome delivery outfit is an asset to his business. We may be aware that it is so yet become negligent in this regard. Customers like to see the outward appearance of your business take on a thrifty appearance. It is an evidence that things are moving with you and that you can assume an air of independence and dignity which is always more or less admired. Customers, too, like to have a fine outfit stop at their door to deliver goods. This is only natural. Every grocer cannot afford to keep the best made wagon, or the most gamey horse, but it is within the reach of all to keep the wagon clean and repaired, the horse groomed and well shod, and the harness oiled and neat. The care of the outfit introduces another question, viz., the management of the stable.

### Assign Duties to One Man.

The merchant who is confined in the store is not at liberty to look after the delivery outfits. The responsibility of this should be bestowed on one man to keep the outfit in repair and superintend the feeding of the horses. The proprietor will find it much more satisfactory to deal with one who is completely responsible than to deal with each individual driver, be there only two or ten of them. The one who is given this charge may himself be a driver, and if necessary it will pay the

grocer to increase his remuneration to take the responsibility.

Regarding drivers, the grocer is prone to ignore points of civility and neatness in those who represent his interests on the delivery wagon. Adults are always preferable, provided they are careful, courteous gentlemen. Boys very often lack skill and tactfulness, and frequently drive away business by their crude manners. There are many boys, however, that are quite desirable in this respect, and of course the wage is an inducement to engage boys. The point, however, is that it is to the merchants' advantage to engage only those, be they men or boys, who comply with business requirements. There is a grocer in an Ontario town who always engages men to deliver his goods. He pays them as well as the clerks and finds it to his advantage to do so.

The boy that does good service on the wagon has a right to expect advancement from his employer. And the employer will find that the boy who served faithfully on the delivery will be of great value, should he be brought inside as clerk.

After having been on the wagon for some years, however, he is of more value to that end of the business than inside. The employer often acknowledges the driver's right to come inside, but cuts his wages down to give him the

advancement. This may or may not be wise. It would seem that he would become adapted so quickly to the business, after his experiences on the wagon that it would not be encouraging to him to reduce his income. Whenever it is possible to encourage your employes by an advance in wages or a kind word, by all means do so.

### Pluck Won Him Advancement.

In former days when the mud was deep and the streets were rough, I had a young Scotch lad on the delivery wagon. He was a good boy, and although he had many inconveniences, he never complained. One dark rainy Saturday night he came in on what he thought was his last trip. It was twelve o'clock, and I told him that I had another order that must be delivered that night. "Where is it to go?" he asked. "Out to the C.P.R. round house," I said, "about two miles west." This was one of the muddiest places in the city at that time. "Well," he said, "it's an awful trip, but I suppose you promised to get it out there and it must go."

I could not resist honoring such pluck as that. That boy was one of my leading clerks in a few years.

Some boys are very careless in handling goods, and their breakages count up considerably. A proprietor must allow for a great deal of this, but for the boy's sake it should not be tolerated to any great extent. To charge the boy with the breakages looks like a feasible system. In that way it is possible to find out the extent to which they are accidental or due to carelessness.

### Saturday Night Delivery

The Saturday night delivery question is a live one at present. It is a thing

## TRUMILK AND MILKSTOCK

Pure milk reduced by our new process to a sterile powder, retaining all the flavor and goodness of the fresh milk. Soluble in cold water.

TRUMILK is a very rich milk, containing 27% of butter-fat.

MILKSTOCK is the cheapest and best milk for cooking. Lumber and construction camps, etc. Easy to transport. Not hurt by freezing. Will keep even after can is opened.

AT ALL WHOLESALE GROCERS

## Canadian Milk Products, Limited

Head Office: Mail Building, TORONTO

that any one grocer cannot do much with. If he adopts a system to restrict customers from buying late on Saturday for the late delivery, his competitor will reap a harvest, and the one who would do well loses trade. It is, therefore, an association matter. I was pleased to note in the columns of The Grocer, that the Victoria grocers were dealing with the problem in a sat-

isfactory way, and according to the writer of the article, the matter was simply adjusted. The late delivery is a nuisance, certainly. From the customers' standpoint it is not necessary, at any rate to the extent that it is carried on at present. They must be educated to the matter of buying earlier and the merchants as a body only can accomplish that.

and deliver it to the train before it went out. The man agreed. Mr. Gowler walked a mile to a small wholesale produce house and carried the keg on his back to the train, which took it to its destination. The man went home and told the villagers how well he had been treated, and best of all that the butter was excellent in quality.

The result was that within a month every villager was eating butter that Gowler sold. And they are eating it yet. The little store has been enlarged. The undesirable location has proven to be a fruitful field. The desert has been made to blossom as the rose. And all by honest endeavor on the part of one man.

## A Single Obliging Act Basis of a Grocer's Success

**Winnipeg Merchant's Promptness in Supplying Crock of Butter the Means of Giving Him His Start in the Business Field—Began With Stock Valued at \$60—Methods Upon Which He Built up the Business—Member of the City Council.**

We often hear it said that "every act has its reward," and whether this is a safe axiom upon which to construct a treatise of philosophy or theology, it can be taken as thoroughly sound in business life. We are assured that it is true because the law of cause and effect is prevalent on the surface of things. Results are immediate.

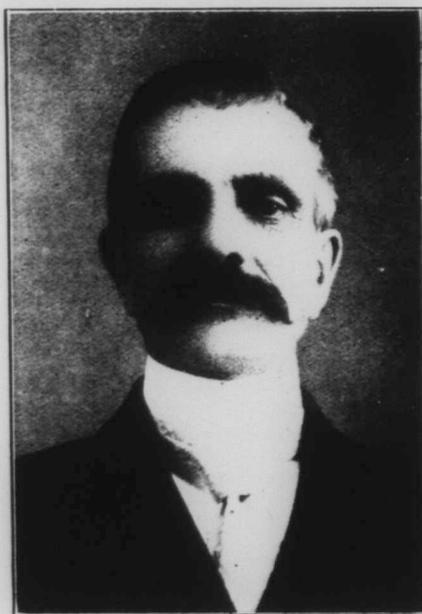
A merchant need not be long in business before his customers are aware of his reliability. A salesman is not employed long before his employer knows the value of that salesman to his business. The wholesaler is very soon aware of the points of strength and weakness of the man on his books. One discreditable act may jeopardize the whole future of the merchant, and one creditable act may lead him to green fields of opportunity and prosperity.

A specific instance of an achievement based upon uprightiness, thrift and industry, is that of J. R. Gowler, a Winnipeg grocer and provision merchant. Mr. Gowler is known by his friends as quite an ordinary man. But what was it that led him, a penniless boy from a poor farm near Winnipeg, where he was born, up through the stages of teamster and insignificant store keeper, to one of the leading grocers and provision merchants in the west? What was it that brought a lad with little advantages of education to a state of maturity, when he should sit with the city fathers in the council chamber, sharing in the legislative duties of a great city?

It was those qualifications which the ordinary man possesses, but sometimes doesn't utilize. Mr. Gowler exercised the best judgment that he had in him. By so doing he made his own business and it was because he brought his own business from practically nothing to a superior state, that influence was brought to bear upon him to look after the interests of ward five in the Winnipeg Council.

### Early Hard Times.

In the year 1885 he bought a little store with stock for sixty dollars, for part of which he gave his note. The price was low because it was not an inviting situation. In fact it was the most unlikely spot in the city, in which to do business, and Mr. Gowler was aware of that. It was all he could



J. R. GOWLER.

Influential Winnipeg Merchant, who Began With Very Small Capital.

afford, however, and he could only make the best of it.

For weeks and months he worked along in a small way and then a turn suddenly came. A railway man walked into the little shop one day and asked for butter. He wanted a twenty-pound keg to take to his house, which was in a little village a few miles east of Winnipeg. Mr. Gowler did not have it in stock, but he said he would get it

### Drifted Into Sport.

For sixteen years he toiled on quite unknown. One winter evening a friend induced him to go to the curling rink. He liked the sport and was liked by his fellow-men. The next year he was vice-president of the city curling club, and the year following, its president. Some time later when the Caterers' Association was formed, he was put at its head; and two years ago when Ward Five was in need of an alderman, Gowler was thronged by the citizens and literally carried to the polls. He heard on every hand "you made a success of your own business, now we want you to look after ours." At present he is enjoying his second term in the local council.

### His Business Methods.

Mr. Gowler's business tactics was in the main to inspire confidence in everyone. This, perhaps, was the real secret of his successful business life. Inside the business he was careful of details. He attended rigidly to collections, developed a cash business as much as possible, kept his stock fresh and took advantage of discounts on cash payments. He allowed no looseness in his business management.

### OH, GEE!

Oh, tradesman, in thine hour of e e e.  
If on this paper you should e e e.  
Take our advice and now be y y y.  
Go straight ahead and advert i i i.  
You'll find the project of some u u u.  
Neglect can offer no ex q q q.  
Be wise at once, prolong your d a a a.  
A silent business soon de k k k.

—London Tit-Bits

A Montreal grocer was recently the victim of a Black-Hand game. He received a letter demanding \$500, and rather than risk his life left the money in the spot named. When he went to the place later the money was gone. An easy method of getting rid of five hundred all right.

*Established when George the Third was King*

**HOLBROOKS LIMITED**

**BIRMINGHAM, ENGLAND**

Sole Manufacturers and Proprietors of

# HOLBROOK'S

**WORCESTERSHIRE**

# SAUCE

Acknowledged  
Sauce of

the Premier  
the World



It is made and bottled in the Largest Sauce  
Factory in the World and has an International  
Reputation.

CANADIAN-AMERICAN OFFICES:

**40 Scott Street, Toronto, Canada**

Manager, H. GILBERT NOBBS.

Head Office and Works, Birmingham, England.

Breweries, - - - - - Stourport, Worcestershire, England.

Export Offices - - - 64 Leadenhall Street, London, England.

## Canadian Fruit, Vegetable and Fish Market

Fruit Sales Getting Smaller as the Season Advances — Apples Attracting Attention—Potatoes in Good Supply—Fish in Demand With Approach of Cooler Weather.

### MONTREAL.

**GREEN FRUITS** — Mackintosh reds have made their appearance on the apple market and the quality seems to be very good. Crabs and Duchess are thinning out, and very few are obtainable. Pineapples are finding a very slow sale. Coconuts are scarce. Larger receipts of cranberries have slightly lessened the price. Other lines are much the same.

Apples, crabs, bbl.	3 50	4 00
"    basket	0 35	
"    Duchess, No. 1	3 00	
"    Alexanders, No. 1	3 50	
"    Mackintosh reds	5 00	3 50
"    No. 2	3 00	
"    St. Lawrence, No. 1	3 50	
"    No. 2	3 00	
"    Wealthys, No. 1, bbl	3 00	
"    No. 2, bbl	2 50	
Bananas crated, bunch	1 75	2 25
Cranberries, per bbl	8 00	9 00
Coconuts, bag	3 00	3 25
Grapes, California, Malagas, crate	2 75	3 00
"    Tokays, crate	2 75	3 00
"    Delaware, crate	0 20	0 22
"    Concords, per basket	0 20	0 22
"    Moore's, early	0 25	
"    Niagara	0 20	
Lemons, Verdills, box	4 00	
"    Maoris, box	4 50	
Limes, per box	1 00	
Oranges, late Valencia	3 50	3 75
Peaches, California, box	1 50	1 75
"    Canadian, basket	0 50	1 00
Plums, California, per crate	1 75	2 50
"    Canadian, basket	0 40	0 70
Pears, California, (Bartlett) per box	3 50	4 25
"    Canadian (Bartlett), in bbls	4 50	5 50
"    Canadian, basket	0 60	1 00
Pineapples, Florida, box	4 00	5 00

**VEGETABLES**—So many farmers are now busy with harvesting that supplies of vegetables are falling off. Sufficient to meet the demand, however, are on the market, and prices are much the same.

Beets, new, dozen bunches	1 00
Carrots, dozen bunches	1 00
"    bag	0 60
Cabbage, dozen	0 15
Celery, Canadian, dozen	0 40
Cauliflowers, dozen	1 00
Corn, dozen	0 06
Cucumbers, dozen	0 05
"    basket	0 25
Green peppers, crate	1 50
Lettuce, dozen	0 40
Leeks, dozen	1 00
Onions, doz. bunches	1 00
"    red, per bag	1 00
"    large, white, dozen	0 40
"    Spanish, cases 150 lbs	2 75
"    "    half cases	1 65
"    "    crates 50 lbs	0 90
Potatoes, Montreal, bag	0 60
"    sweet, per bbl	3 50
"    basket	1 75
Parsley, dozen	0 10
Parsnips, dozen bunches	1 50
Pumpkins, doz	1 25
Sage, dozen	0 40
Savory, dozen	0 40
Spinach, Canadian, box	0 50
String beans, bag	0 35
"    basket	0 25
Squash, Hubbard, per dozen	1 50
Thyme, dozen	0 40
Tomatoes, Montreal, gin box	0 25
"    hot-house, lb.	0 10
"    Chateauguay, per basket	0 35
"    dozen	0 50
Turnips, bag	0 15
Vegetable Marrows, dozen	0 50
Watercress, dozen	0 40

**FISH**—On account of the weather keeping warm, fish, particularly fresh fish, selling is slow. There is a fair demand for prepared salt and pickled fish. As the oyster season has practically opened up, there is a rush in this line. But unfortunately, the grades received were not equal to expectations. However, prices here rule firm. Bulk oysters are active and prices rather low.

### FRESH

Barbotte	0 00
Bluefish, per lb.	0 15
Brook trout, per lb.	0 25
Dore, per lb.	0 15
Eels, fresh, per lb.	0 05
Flounders, per lb.	0 15
Halibut, per lb.	0 15
Haddock, per lb.	0 15
Lake trout, per lb.	0 15
Mackerel	0 15
Market cod, per lb.	0 05
Perch, dressed, per lb.	0 10
Pike, headless and dressed	0 05
Salmon, B. C.	0 15
Salmon, Gaspe, per lb.	0 15
Sea trout, per lb.	0 15
Steak cod, per lb.	0 05
Whitefish, per lb.	0 15

### FROZEN

Dore, winter caught, per lb.	0 05
Halibut, per lb.	0 05
Mackerel, per lb.	0 15
Steak cod, per lb.	0 05
Salmon, B. C., red, per lb.	0 10
Salmon, Fall, per lb.	0 05
Salmon, Gaspe	0 15
Salmon, Qualla, per lb.	0 05
Whitefish, large, per lb.	0 05
Whitefish, small, per lb.	0 05

### SALTED AND PICKLED

Boneless cod, in blocks, all grades, at 5, 6, 8, 9 & 10	per lb.	0 05
Green cod, No. 1 medium, per lb.	0 05	
"    small, per lb.	0 02	
"    large, per lb.	0 05	
Dry cod in bundles, per bundle	5 00	
Labrador herring, bbl	5 50	
Labrador herring, half barrel	3 00	
Labrador sea trout, bbls	12 00	
"    "    half bbls	6 50	
No. 1 mackerel, pail	1 00	
"    "    half bbls	8 00	
Skinless cod, 100 lb. case	5 25	
Salmon, B. C., half bbls	8 00	
Salmon, B. C., bbls	15 00	
Salmon, B. C., pink	14 00	
Salmon, Labrador, bbl	15 00	
Salt sardines, 20 lb. pail	1 00	
Sardines, Quebec, bbl.	15 50	

### SMOKED

Bloaters, large, per box	1 10
Haddies, 15 lb. bxs., per lb.	0 07
Herring, new smoked, per box	0 12
Kipper herring, per box	1 10
Smoked salmon, sugar cured, per lb.	0 25

### SHELL FISH

Lobsters, live, per lb.	0 25
Oysters, choice, bulk, Imp. gal.	1 50
"    "    "    standards, Imp. gal.	1 50
"    "    "    select	5 00
"    "    "    shell, per bbl	12 00
Frogs legs, per lb.	0 40

### TORONTO.

**GREEN FRUITS**—The fruit market looks tired; the dealers are wearing their overcoats, and kicking their heels. The fruit has lost its attractiveness, and the quality is not up to the standard of a few weeks ago. Some lines have ceased to make their appearance. Peaches are still doing well, but grapes are doing better. But for 'cheek' there is nothing like the California peach, which persistently faced our much superior goods all the season through, without scarcely a blinch. The fruit market will likely be closed in a week or two, and the business will then be carried on as usual in the warehouse.

Apples, green, basket	0 15
"    per barrel	1 50
Bananas	1 70
Cranberries, per bbl.	8 00
Grapes, small basket	0 12
"    large	0 20
Lemons, Verdelli	3 25
Limes, crate	2 00
Oranges, Cal. Valencia	3 25
"    Cal. small	2 00
"    Porto Rico	0 40
Peaches	0 40
Plums, Canadian, basket	0 20
Pears, Can., basket	0 40
Pineapples, per doz.	2 80
Quinces, per basket	0 30

**VEGETABLES**—Potatoes are coming in freely and are of excellent quality.

## Sweet Potatoes Spanish Onions Almeria Grapes New Figs and Dates

Have also full supply of Oranges, Lemons, Cranberries, in fact everything in our line. Price lowest for best stock.

McWILLIAM

**Mc. AND E.**  
EVERIST

25-27 CHURCH ST. - TORONTO

## St. Nicholas

Tracuzzi, Messina, Packer

The Brands  
OF  
**Lemons**  
You will  
eventually  
handle

McCabe, Toronto  
Agent

## Home Guard

Market.

Prices are lower and large quantities are changing hands. Canteloupes are keeping up their full supply. Tomatoes are showing that the end is near at hand. Celery is just in season, but is somewhat pushed back to make room for other goods. Perhaps nothing in the market looks quite as independent and cool as the cucumber, which stand around here and there in small lots, expecting to be picked up at from \$1 to \$1.50 per basket.

Beets, per basket	0 15	0 20
Cabbage, Canadian, per dozen	1 25	1 30
Cantaloupes, Canadian, per basket	0 25	0 30
Carrots, new, per basket	0 40	0 50
Celery, Canadian, per doz.	0 20	0 20
Corn, dozen	0 25	0 30
Cucumbers, per basket	1 00	1 50
Egg plant, per basket	0 25	0 30
Onions, Canadian, green, per bag	1 00	1 25
new, Valencias, crate	2 75	3 00
Spanish, half cases	2 75	1 75
Peppers, green, per basket	0 30	0 35
red, per basket	0 50	0 60
Potatoes, Canadian, per bag	0 60	0 65
sweet, basket	2 00	2 25
sweet, per hamper	3 75	4 00
sweet, per barrel	0 25	0 25
Radishes, per dozen	0 20	0 20
Tomatoes, Canadian, per basket	0 19	0 15
Watermelons, Canadian, each	0 19	0 15

**FISH**—The fish market is booming. Receipts are heavy, but all are wanted to supply the demand. Prices are well maintained. Consumption of fish is on the increase; people are realizing that they are cheaper than meats at this time.

Bloaters, per box	1 20	1 20
Blue fins	0 05	0 05
Carp	0 07	0 07
Cod, fresh caught	0 05	0 05
Cod, Imperial, per lb.	0 10	0 10
Cod, Aradiah	1 00	1 10
Cisoes, per basket	0 07	0 08
Eels, per lb.	0 07	0 08
Finnan haddie	0 07	0 08
Haddock, fresh caught	0 07	0 10
Halibut, fresh caught	0 05	0 06
Herring, medium, per lb., fresh caught	0 05	0 15
Herring, Digby, per box	0 25	0 30
Lobsters, each	0 20	0 25
Slackerel, each	0 07	0 07
Perch	0 05	0 05
Pike	0 05	0 05
Quail on toast	0 17	0 17
Sea salmon	0 10	0 10
Trout, fresh caught	0 09	0 10
Whitefish, fresh caught	0 09	0 09
Yellow pickerel	1 75	1 75
Oysters, selects, per gal	1 60	1 60
standards, per gal	1 60	1 60
extra selects	1 90	1 90

## For Thanksgiving

We are offering a fancy lot of goods for this festive occasion.

**New Raisins and Fancy Snow Apples,  
New Florida Grape Fruit,  
Cranberries,  
Figs of Every Kind,  
Oranges,  
Bananas,  
Grapes.**

**Long Island Native  
OYSTERS**  
THE FINEST IMPORTED  
SOLID MEATS.  
\$1.85 per Imperial  
Gallon.

**WHITE & CO., LTD., TORONTO and HAMILTON**  
Phone Main 6565

"The Mark of Quality"

# FLORIDA

## CITRUS EXCHANGE

### Oranges and Grapefruit

Ripe Well-Graded Best Fruit

SEE THAT EVERY BOX YOU BUY BEARS THIS MARK

W. B. Stringer

Toronto

District Agent

## BUY—SELL

ORDER AGAIN

your customers come back for our Brands of Dates.

**HALLOWI** (Packages)

Brand "CAMEL"

**SAIR** (Packages)

Brand "EAGLE"

**FARD**

7 lb. boxes

"MONOGRAM" "CAMEL"  
Extra Fancy Extra Choice

**WM. HILLS, JR.**  
IMPORTER

W. B. STRINGER, Agent, TORONTO

## CANADIAN FRUITS—Now at Their Height

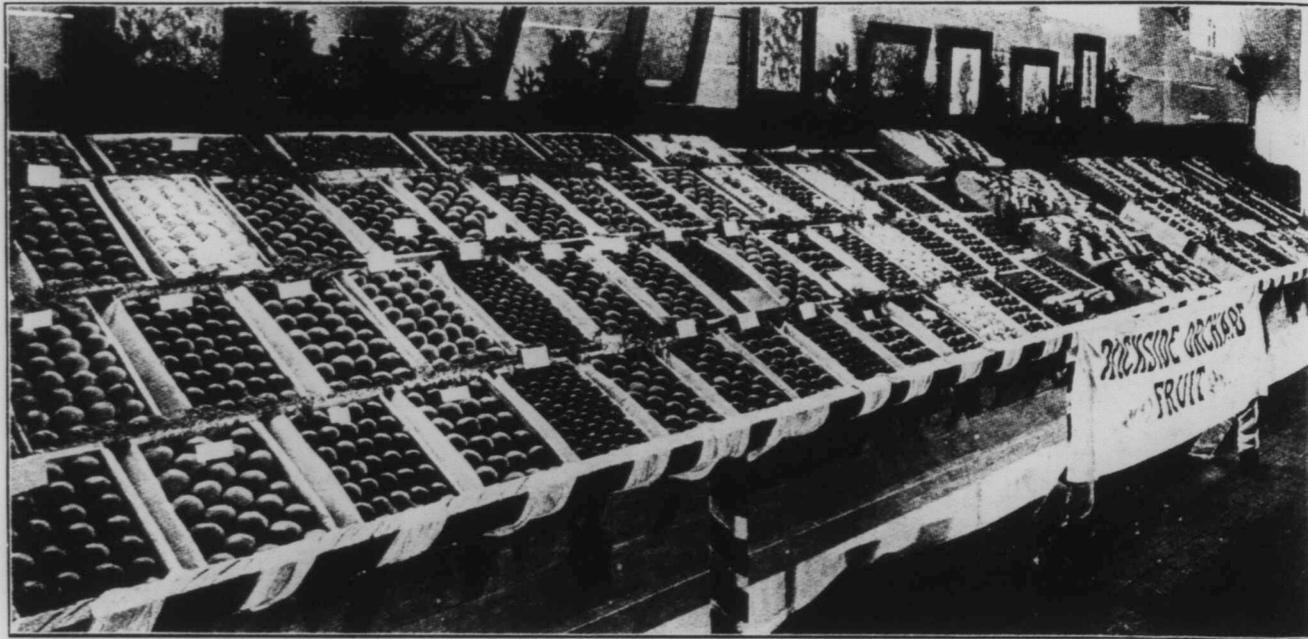
# PEACHES PEARS PLUMS and GRAPES

Large Quantities arriving daily.

Prices reasonable.

SEND US YOUR ORDERS

**HUGH WALKER & SON**  
GULEPH, ONTARIO



British Columbia Fruit Packed Ready for Shipment.

## Keeping Qualities of Various Kinds of Lemons

**Those of Certain Form Likely to Prove Good Keepers—Treatment in Marketing the Fruit Has Much to do With its Quality—When the Sweating Process is Used.**

To anyone who has carefully examined lemons as they come freshly cut from the orchard or as they hang on the tree, it is clear that the fruit is oftentimes extremely variable in size, shape and texture, says a United States Government report. It is quite generally held that lemons of a certain form are likely to prove good keepers, while those having other forms are liable to decay early. The unsymmetrical, usually undersized, lemons grown in the bright sun are thought to be poor keepers, while those from the portions of the tree where the fruits are well enveloped by leaves and have a good size and symmetrical form are believed to have good "life." It has not been practicable thus far to experimentally test these suppositions; but it seems, from what has been done, that there is a considerable degree of variability in the keeping qualities of lemons from the same orchard, and probably from different parts of the same tree.

### The Sweating Process.

The keeping qualities of different types of lemons also depend largely on the method of treatment to which they are subjected to bring them into marketable condition. Although the inherent condition of the fruit, due partly to its early history, will determine its ability to resist decay to some extent, there is reason to believe that the method of

curing is an important factor in determining the life of the lemon on the market. The lemon growers, as a rule, agree that the so-called sweating process of curing fruit has a deteriorating effect, although no definite tests have been made which would fully substantiate this belief.

The sweating process is resorted to only when the briskness of the market necessitates a rapid coloring of the fruit. The grower, although he realizes the possibility of endangering the quality of his fruit, has at present no other method of curing lemons rapidly, and is therefore compelled to make the most of the process.

### THE FIRST BANANAS.

Bananas were first imported into Europe on a large scale from the Canary Islands. Until a few years ago they successfully met the competition of the Antilles and the coast of Africa. But a disease has spread in the banana cultures, and exportation has fallen off in alarming measure. As the banana figures prominently in the food of the town population of England, the British Government appointed a commission to investigate the causes of the degeneration of this useful plant. According to the report of this commission, the planters have only themselves to blame;

they have given the soil no rest for years past, nor practised any rotation of crops. Confident of the proverbial richness of their soil, they have applied no fertilizers. The enfeebled plants have fallen a prey to a disease known as *Closterium masarum*, which is gradually gaining a foothold in all plantations. The report closes with the observation that the disease is successfully fought by a proper application of fertilizer to the soil.—The Scientific American.

### ANOTHER CO-OPERATIVE STORE.

A co-operative grocery store will likely be opened in St. Thomas in the near future.

Co-operative grocery stores, says the Inland Grocer, continue to fare badly. The latest venture of this kind to prove a failure is the Conneaut Co-operative Mercantile Co., which began business about two months ago, lasted eight weeks and is now reported to be in the hands of mortgagees, who are selling stock and fixtures to satisfy their claim. The company sold stock to consumers, about 20 persons investing in it. The venture did not prove a success.





## First Time Fresh Cod Steak Has Ever Been Successfully Canned—

**T**HIS line has only very recently been put on the market, but already thousands of consumers pronounce it the most delicious fish they have ever tasted.

Grocers find that it meets a demand that they have felt for many years, and which no one has before succeeded in filling.

The fish is chosen from Prime No. 1 Shore Cod, and nothing more than six hours out of the water goes into package.

Heretofore codfish was cured by excessive salting and sun-drying. The sun-drying process causes a percentage of the fish to decay, and, consequently, an odor is always present when the fish is being prepared for table use. By the sealed process, used in packing Cod Steak, the product is packed absolutely fresh. Then, with skin, bone and oil removed, this fish is really a perfect food.

The product has been under climatic tests for

three years, and all have been successful. Every tin is guaranteed by the packers.

The cod steak is made ready for the table in ten minutes by simply placing the tin in hot water.

Place a trial order with your jobber and after making sure yourself that none of our claims are exaggerated, recommend our Fresh Cod Steak to your most particular customers. The result will mean profitable business for both of us.

### The Newfoundland Fresh Fish Packing Co.

FORTUNE,

NEWFOUNDLAND

Head Office for Canada  
25 Front St. East,

TORONTO

Manager for Canada  
W. J. YOUNG

## D. HATTON COMPANY, ESTABLISHED 1874 MONTREAL

### Wholesale Receivers of Fish

We are INCONTESTABLY the largest wholesale receivers and distributors of all kinds of Prepared, Salted, Cured, Smoked, Pickled, Shell, Canned, and Fresh Ocean, Lake, and River

# FISH

IN THE DOMINION

We ship extensively Shell Fish, Mollusc and Bivalves, such as  
**Malpeque and Buctouche Oysters and Clams**

**Bulk Oysters** with or without the liquid or sanitary cans.

Ask for our brand of **Boneless Cod, "IVORY."** Put up in 10 and 20 lb. boxes, in 1 and 2 lb. blocks.

**HAVE YOU TRIED** our **Dreadnaught** brand of **Haddies** and **Kippers**? Enquire, or order, and get the best. Information on the **Best Goods** at the **Lowest Prices**.



# Connors' Sea Foods

## LEADERS IN QUALITY

In Sea Foods always rely upon the name "CONNORS" and the trade mark that goes with it—that of **Brunswick Brand**. Doing so, you will always be positive that you are securing the finest in the land for your customers.

Connors Bros. have a reputation which it has taken them many years to acquire. They are known from coast to coast as packers of the most delicious Sea Foods. They have the most-up-to-date and most sanitary factories, and the reputation of being extremely careful in their selection of fish from the catches of the fishermen, of which they secure the pick.

Situated right by the fishing banks, they can operate to best advantage—and they do. Their range includes :

### BRUNSWICK BRAND

Quarter-Oil Sardines,  
Kipperd Herring,  
Finnan Haddies,

Three-quarter Mustard Sardines,  
Herring in Tomato Sauce,  
Scallops,  
Clams.

Owing to the high quality of these goods, their very popular price, and the splendid reputation they enjoy among consumers, progressive grocers everywhere handle them.

YOU SHOULD BE GETTING A SHARE

**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.; D. Rattray & Sons, Quebec; Leonard Bros., Montreal; Arthur M. Loucks, Ottawa; C. De Carteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross, Macaulay & Co., Calgary, Alta.; J. Harley Brown, London, Ont.; R. Robertson & Co., Vancouver, B.C.; The Alf. Denis Co., Ltd., Edmonton, Alta.

Do not accept our barren statement that we have exceptional facilities for supplying you with **FISH** and **OYSTERS**. Make a personal inspection, and you will soon be convinced.

We are catchers and wholesale distributors, and as we command the pick of the market, we can supply you to the very best advantage.

All orders filled same day as given, or customer notified.

We are sole agents for the famous **BEACON BRAND OYSTERS**, shipped in sanitary cans, which are used only once. No ice or water comes in contact with the oysters.

# Big Money IN FISH

Write us for  
QUOTATIONS  
on

Fresh Fish, Frozen Fish, Finnan Haddies, Ciscoes, Bloaters, Kippers, Boneless Cod, Digby Smoked Herrings, Canned Fish, Salted and Pickled Fish of all kinds.

The **F. T. James Co.**  
Limited

Phone Main 2454

Toronto, Ont.



## Ideas for Taking Care of Fish in the Retail Store

**Fresh Fish Should be Packed in Chipped Ice—Varieties That Supply the Popular Demand—Leaking Barrels Should be Attended To—Moist Atmosphere Harmful.**

In talking over the subject of the best methods of handling and storing fish in retail stores with some of the large handlers of fish in Montreal, some very good ideas were brought out, most of which are not generally known.

For instance, fresh fish should never be kept in ordinary cold storage. They should be packed in chipped ice. It is the air currents which do the damage, and this is true even in cold storage. A rancid taste is developed in the fat of the fish by contact with an air current. This applies equally to frozen. Be careful to cover the fish with ice.

The best arrangement for displaying fish and yet protecting them from deterioration, is shown in a Montreal fish market visited. It consists of a series of lined tanks set into the counter, with a depth of about one foot. Six inches of cracked ice are first put in, the fish placed on this, and a small amount of ice on top of the fish. In addition to the advantage above described, no flies will go near the fish, owing to the cold.

As to how long the fish should be kept,

it depends very largely on the kind. Large varieties, such as halibut, cod, and salmon, may be carefully kept for two weeks and still be in first-class condition, while smaller will only keep perfectly for a week to ten days. Lobsters and other shell fish are not so good after only two days. Thus it may clearly be seen that the volume of trade in these lines last mentioned must be very closely studied in order that too large a stock may not be accumulated.

### Fish That Sell Well.

To give the best sellers it would mean to specify seasons, but for total yearly sales, he claims that lake fish, haddock, halibut, and salmon are ahead of any others. In certain seasons others are more popular, but the sale in these lines is very steady.

Regarding pickled fish, a large jobber gave a few good hints as follows:

"Watch your barrels closely on arrival, and if leaking, or in danger of doing so, see that they are repaired. Otherwise the pickle will run out, leav-

ing the fish uncovered. As a result, they get a little "off" in flavor, and eventually spoil. The rust from an iron hoop exposed to leakage also has a damaging effect. In case too much of the pickle has already run out; refill it by making more. In making this pickle be sure to use rock salt and make it strong enough to float a herring. Otherwise it will not be right."

A moist atmosphere causes fish to deteriorate, so keep always in a dry place.

Highest price paid for  
**DRIED APPLES**  
**O. E. ROBINSON & CO.**  
ESTABLISHED 1886  
**Ingersoll - Ontario**  
Would you like our Weekly Circular

SEASON 1908-9  
**Dried Apples**  
Shipments Solicited  
Settlements Prompt  
**W. A. GIBB COMPANY**  
HAMILTON  
JAMES SOMERVILLE, Manager

### This is the CONCORD CANNING COMPANY'S guarantee given with each tin of **Concord Norwegian Sardines**

#### We guarantee:

1. That all sardines bearing our name as packers are packed from the finest autumn caught fish.
2. That fresh caught fish only are used in our canneries.
3. That the Olive Oil or Tomato Sauce used is of guaranteed purity and of the finest quality obtainable.
4. That we use the greatest care and cleanliness in the packing.

Such a guarantee is a splendid lever to move trade your way.



Are you handling "CONCORD"?

#### LIST OF AGENTS:

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

## YOU, Mr. Retailer

are not in business for your health.

You doubtless want to "get yours" out of every sale.

You also without doubt want to make **more** sales to your trade.

And probably you would not mind getting a nice slice of somebody else's trade.

The question always is, how to get more good customers without such expense as will eat up all the profits.

The answer is: become a SEALSHIPT AGENT.

Write us to-day and we will tell you how it's done.

**The Sealshipt Oyster System,**  
SOUTH NORWALK, Inc.  
Connecticut.



# FISH & OYSTERS

A few of the many lines with which we can supply you:

**Prepared**

Boneless Cod  
Skinless Cod  
Boneless Fish

**Smoked**

Bloaters  
Haddies  
Kippers

**Salted**

Herring  
Codfish  
Salmon

Fresh Fish—(and other lines) all varieties in season.

## OYSTERS

*in bulk and shell—the best*

**Free**

Our weekly  
Price List  
and Market  
Letter. . . .

**Service**

Prompt and  
the most  
efficient in  
Canada. . .

# LEONARD BROS.

*The Largest Fish Warehouse in the Dominion*

**20, 22, 24 and 26 Youville Square, MONTREAL**

**and at St. John, N.B., Grand River, Gaspé**

**USE OUR LONG DISTANCE TELEPHONES**

# LOGGIE'S LOBSTERS

Everything that careful selection, sanitary handling, and expert packing can do to make a canned article as perfect as possible has been embodied in our well-known brands

## GOLDEN CROWN and GOLDEN KEY

By our process of packing the fish retains its natural delicious flavor and you have our guarantee that each can contains nothing but the finest fresh fish. Send for prices.

Sole Packers

**W. S. Loggie Co., Ltd.**

Chatham, : New Brunswick



**“Mephisto”**

BRAND  
**Lobster**

Our sole attention is given to the production of a choice canned lobster. We have no other business. If we cannot give you the regular quality you require, no other packer can. 1909 prices now out for Europe and America.

**Fred Magee**  
PRODUCER  
Port Elgin, N.B., and  
Pictou, N.S. Canada

**CORNER-STONES OF SUCCESS.**

**How an Englishman Came to America and Has Built a Great Business.**

Thirty years ago an Englishman named Charles Kupitz came out to Bismark, N. D. and with a capital of about \$500 went into the grocery and meat business.

Now this same Kupitz does an annual business of \$75,000, and lives on Easy Street.

He has built his business on these corner-stones:

- Intelligent newspaper advertising.
- Reasonable profits.
- Satisfaction to customers at any cost.
- Quality, and no premiums.
- Confidential relations with clerks.

Mr. Kupitz has worked on the theory that he not only wanted customers, but that he wanted satisfied customers, and for that reason he has never taken advantage of his customers on prices. He has charged a reasonable profit on his goods, but when an opportunity to grab an unreasonable profit has presented itself, he has not taken advantage of it, but has given his customers the benefit. His determination to give customers their money's worth has been one of his chief corner-stones.

Furthermore, he has been willing to go to considerable trouble to get the things his customers want, if he has not happened to have them in stock. He has relied on quality to hold his trade.

The fifteen clerks employed in his store are not "bossed around." They are

treated as assistants, who can be depended on to work with him for the success of the business. They talk over business affairs with their employer and discuss plans for getting more business. Kupitz encourages this plan.

And one big, solid corner-stone of the business is newspaper advertising. Mr. Kupitz takes a certain corner position in the daily papers every day, and each day he changes his advertisement. People have learned that Kupitz's corner is worth watching.

Built on a foundation such as Mr. Kupitz has laid for his business, he could not do otherwise than succeed. A business built up in this fashion will succeed, if backed by the ordinary business intelligence which a business man is supposed to possess.



The reproduction of the photograph above, gives one a fair idea as to the type of modern commercial automobile which is likely to become a necessary adjunct of every large wholesale grocery house, within the next few years. This car is the recently acquired property of

L. Chaput Fils & Cie., the Montreal wholesale grocers, and is shown as it appeared in the procession of allegorical cars, on September 15, during "Back to Montreal" week. This accounts for the number of men belonging to the staff who are seen riding on it. The car can

carry, with greatest ease, five tons, and enables the firm to make deliveries to all parts of the city, and especially to outlying districts in remarkably fast time. It was purchased more for suburban deliveries than city work, but, as may be imagined, it is in great demand by the retail trade for local orders.

# To Get And Hold Trade

---

**Sell your customers absolutely reliable goods. Don't run the risk of losing their good-will by offering an article of doubtful quality, or one which may injure health.**

**When you sell Royal Baking Powder, you are sure of always pleasing your customers. Every housewife knows that Royal is absolutely pure and dependable. It is the only baking powder made from Royal Grape cream of tartar. You are warranted in guaranteeing it in every respect, the most reliable, effective and wholesome of all the baking powders. On the other hand you take chances when you sell cheap baking powders made from alum or phosphate of lime. They are unhealthful and fail to give satisfaction.**

**Royal never fails to give satisfaction and pays the grocer a greater profit, pound by pound, than any other baking powder he sells.**

**To insure a steady sale and a satisfied trade, be sure to carry a full stock of Royal Baking Powder.**

**T**HE RETAILER classes the houses who advertise in his trade papers as the most progressive in their line—the houses out hard after business, appreciative when they get it, and always trying to give a little better service than anyone else.

Please your customers by introducing

## Mason's Number One Sauce

*It has no equal, often imitated  
Reduced in price to command a large sale*

The Mason, Miller Company, Toronto, Canada  
AGENTS WANTED EVERYWHERE

## Expected on or about October 15th

Extra Large Fat Labrador Herring and Green Codfish. Fancy Red Onions.

A consignment of Valencia Raisins by S.S. Jacona, about November 15th.

California Muscatels, 2, 3 and 4 crown. Prunes, etc.

### LOW PRICES

*As Wholesale Grocers, we are known as THE LEADING HOUSE OF THE EASTERN TOWNSHIPS*

ALL ORDERS ACCORDED US WILL RECEIVE PROMPT ATTENTION

We represent large firms in our own and foreign countries, requiring commissions in GRAIN AND FLOUR.

*Correspondence Invited*

**C. O. GENEST & FILS**  
Sherbrooke : : : Quebec



## "Vol-Peek"

Granite Cement  
Mends Holes in Everything

Here is a line easily handled, in demand every day and salable at a VERY attractive profit.

Unsurpassed for mending holes in Granite Ware, Tin, Agate, Iron, Brass, Aluminum, Enamel Ware, etc.

One package will mend 50 holes. No tools necessary.

Supplied to you in nice counter display easels as illustrated on right.

Secure prices

**H. Nagle & Co.**

Laprairie - Quebec



## SOMETHING NEW

And what is more important "Something Good"

# DOMELINE

Simply the genuine old reliable James Dome Black Lead in **PASTE FORM**. Put up in a very attractive tin, makes a big 5 cent package. Shines up clean and quick, leaving a lasting, brilliant polish. Pays a good profit.

W. G. A. LAMBE & CO. - Canadian Agents.

Be the First in Your Town to Introduce  
and Sell

# CAFÉ FRANCAIS

**Cafe Francais** (process of manufacture patented) is simply coffee, with all the "after effects" taken out. Further, its delicious taste is unequalled even by the finest coffee. There is **nothing** like it. It is a healthy beverage, good for children, too, palatable, and absolutely free from caffeine.

**Cafe Francais** is made from the finest French wheat, washed and prepared by a secret process. Our factory is a model of cleanliness, and our machinery is the result of years of study and effort.

**Wherever Introduced,  
Cafe Francais Sells and  
Repeats.**

Cafe Francais is packed in attractive 1-lb. and 2-lb. cartons. Retails at 25c. lb. with big profit to you. Retailers all over Canada are fast taking up Cafe Francais.

**YOUR ORDER WILL BE FILLED DIRECT**

Once in a while, a line comes along that is worth your while to push—**the time and the line are here.** Display and push **Cafe Francais.** It will pay. Pays in first profit and in creating pleased customers. Try it and prove it. Samples will be gladly sent any retailer. We will help you sell **Cafe Francais.**

**DOMINION CEREAL MFG. CO.**  
**VICTORIAVILLE, QUE.**

ALSO MANUFACTURERS OF IMPERIAL SELF-RAISING FLOUR

**LOOK ON THE BOX!!**

If the brand is

**"MERLE" BRAND VALENCIA RAISINS**

It is the guarantee of } HIGHEST QUALITY  
and  
SATISFIED CUSTOMERS  
TO PROVE THESE STATEMENTS

**LOOK IN THE BOX**

Packed by Juan Merle of Denia.

SELLING AGENTS

**The ROBERT CROOKS COMPANY,**  
OF NEW YORK  
MONTREAL.

**BATGER'S**

**Machine-cut Mixed Peel**

In 1/2-lb. and 1-lb. Drums

Prepared and packed by machinery, thus ensuring cleanliness and uniformity.

Saves time, trouble and loss of weight.

The three kinds of peel, Lemon, Orange and Citron, properly blended, are all cut ready for immediate use. If you once sell this line to your customers they will always ask for it, because every housewife likes BATGER'S Machine-Cut Peel, once she uses it. Your profit is sure and substantial. Ask your jobber for it. In 1/2 and 1-lb. drums.

ROSE & LAFLAMME, Limited

Agents

Montreal and Toronto

**PURITY TABLE SALT**

*Has No Equal*



If you handle "The Salt that Satisfies," Purity Brand, you will have pleased customers.

We manufacture all grades. Quick shipments. Prices always right. If your jobber cannot supply you, write us.

**The Western Salt Co., Limited**  
Mooretown, Ontario

Agents:

TEES & PERSE  
Winnipeg, Calgary and Edmonton

LIND BROKERAGE CO.  
Toronto



The Original

Talk

# Borden's Brands

to your customers and you will talk **Money Into Your Pocket.**

You know our brands, they're advertised for you to your customers, and are become household words. It's easy to sell Borden's Brands, and one sale insures another, and that means money for you.

Long experience, perfect equipment and close observance of rigid sanitary regulations at dairy and condensing plants, insure the BEST.

**YOU ARE THE LOSER IF SATISFIED WITH A SUBSTITUTE**



- "Eagle Brand" Condensed Milk
- "Gold Seal Brand" Condensed Milk
- "Challenge Brand" Condensed Milk
- "Peerless Brand" Evaporated Cream

MADE IN CANADA

LEADERS OF QUALITY

ESTABLISHED 1857

## BORDEN'S CONDENSED MILK COMPANY

Originators of Condensed Milk and Largest Manufacturers of Milk Products in the World

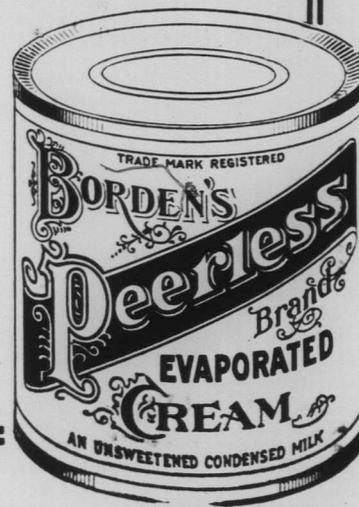
**WILLIAM H. DUNN, Eastern Sales Representative**

TORONTO, MONTREAL and ST. JOHN, N.B.

**SCOTT, BATHGATE & CO.,**  
Winnipeg, Man.

**SHALLCROSS, MACAULEY & CO.,**  
Calgary, Vancouver and Victoria, B.C.

Western Sales  
Representatives.



(Unsweetened)

## Mahiques, Domenech & Co.

Packers of Highest quality Valencia  
Raisins, are now offering—through  
 their agents, Rose & Laflamme, Ltd.,  
 Montreal and Toronto—new season's  
 pack, 4 Cr. Layers, Selected and  
 Fine Off Stock. Their leading brands,  
 "M.D & Co.," special fancy quality,  
 and "W. Abel" Standard quality,  
 are known too well to need any  
 comment from us here.

# Counter Check Books

*"Get  
 The  
 Best"*

LOBLAW  
 CREDIT  
 SYSTEMS

The CARTER-CRUME COMPANY, Ltd.  
 TORONTO and MONTREAL

Mention this paper

## A Great Selling Team

☐ Buyers must be moved through several steps to be brought to the buying point.

☐ They must have their attention attracted to the article. They must have their interest in it awakened. They must be informed as to its nature, utility and merits. They must be convinced of its value. They must be moved to action to closing.

☐ Good salesmen and good trade-paper advertising make a great team to carry the buyer through these several stages to the buying point. Alone, the salesman is at a disadvantage.

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## Classified Advertising

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.  
 Contractions count as one word, but five figures (as \$1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

### PERIODICALS.

ADVERTISING writers and business men interested in good printing should subscribe to Canada's only printing trade paper, THE PRINTER AND PUBLISHER. Subscription price \$2 per annum. Address, 10 Front Street East, Toronto.

### AGENTS WANTED.

YOUR CHANCE—We have just put into effect a new, increased scale of commissions, which makes our agency "worth while" to any man with a reasonable knowledge of subscription work, while the successful canvasser can make a splendid income. If you are not making at least twenty dollars a week, apply for our agency in your own and nearby towns. Give references and particulars of present position. THE MACLEAN PUBLISHING COMPANY, Ltd., Circulation Department, Toronto, Ont. The largest publishers of trade newspapers in the British Empire

### AGENCIES WANTED.

A WHOLESALE FIRM in Vancouver, B.C., with an established connection is open to handle one or two first-class agencies in the grocery and confectionery line. Highest references. Box 349, Vancouver, B.C. (48p)

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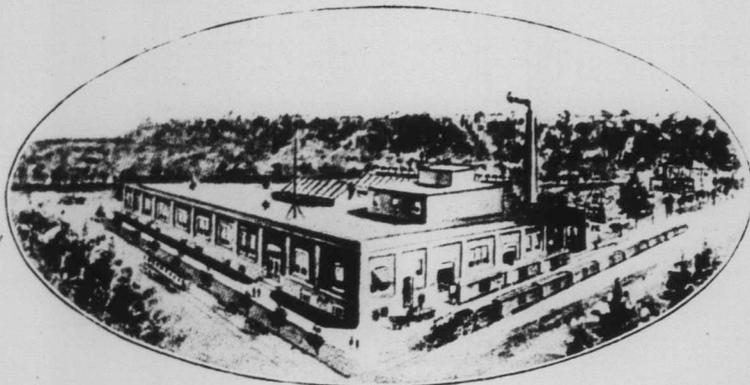






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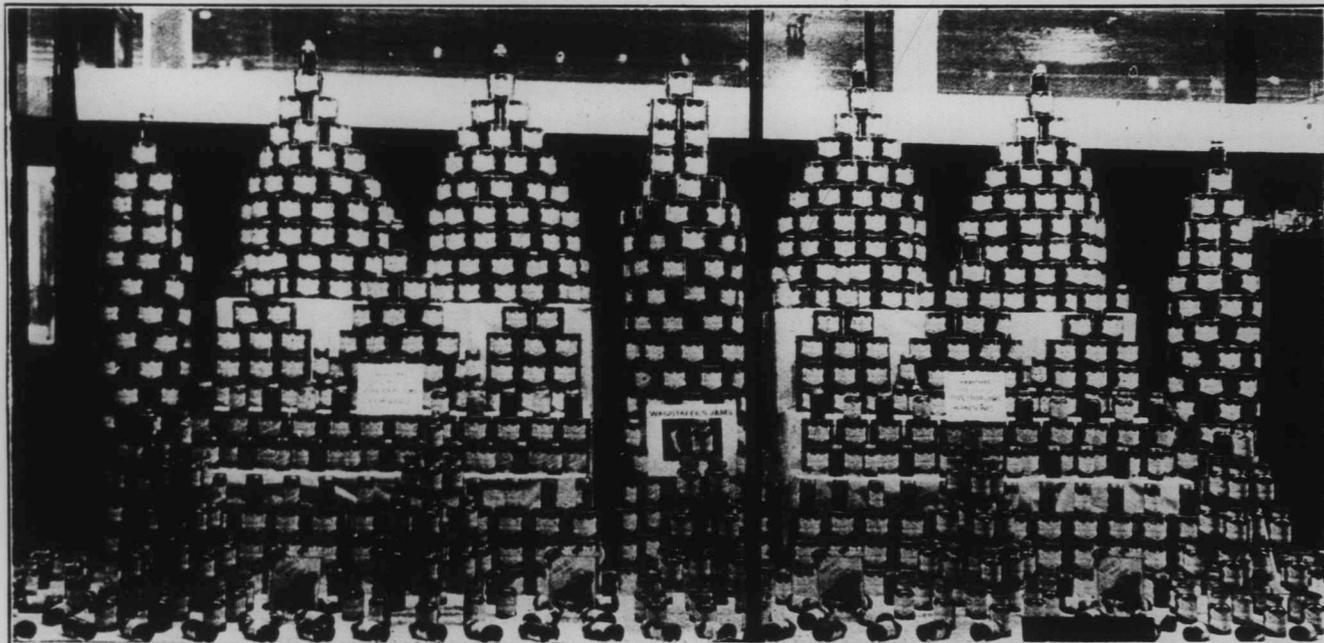
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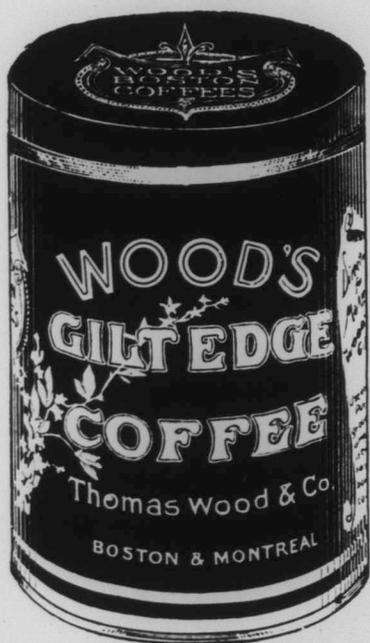
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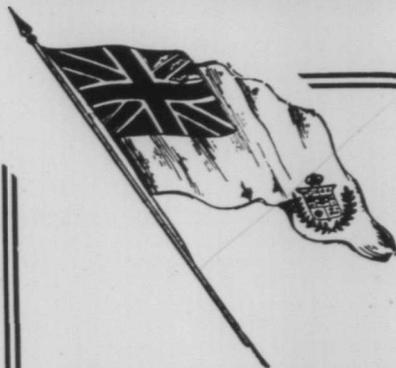
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