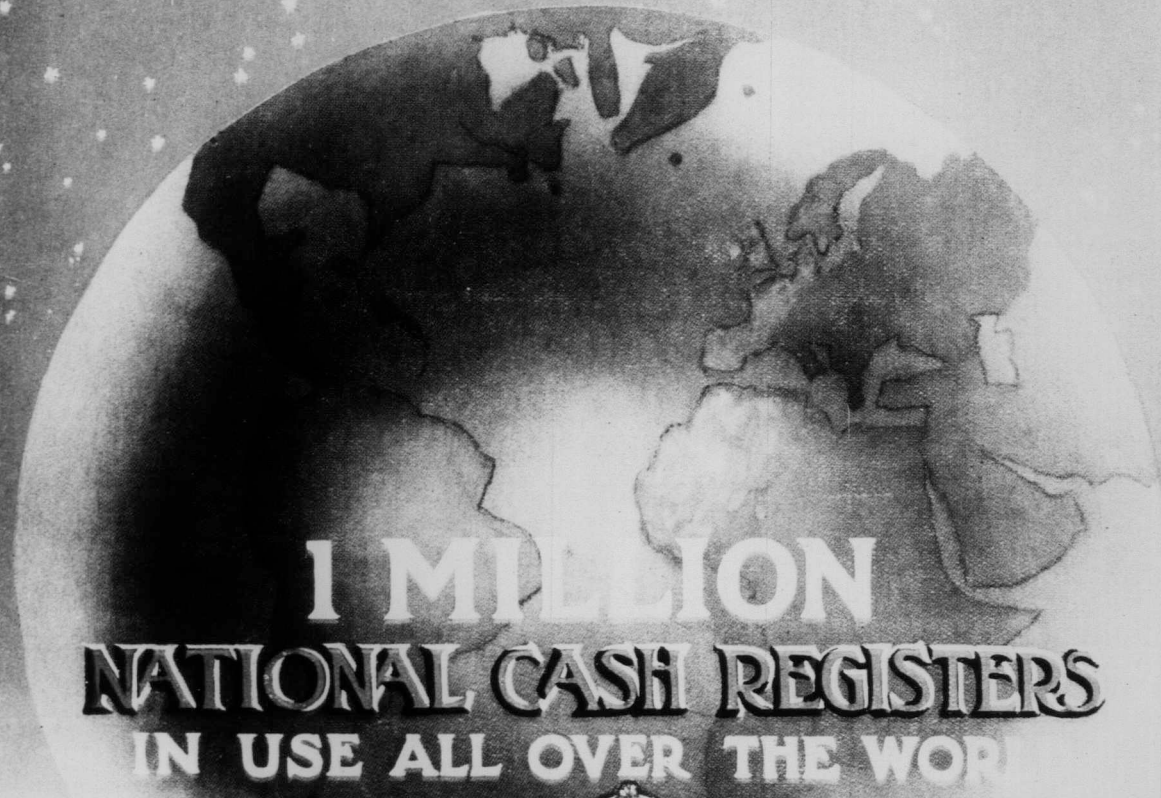
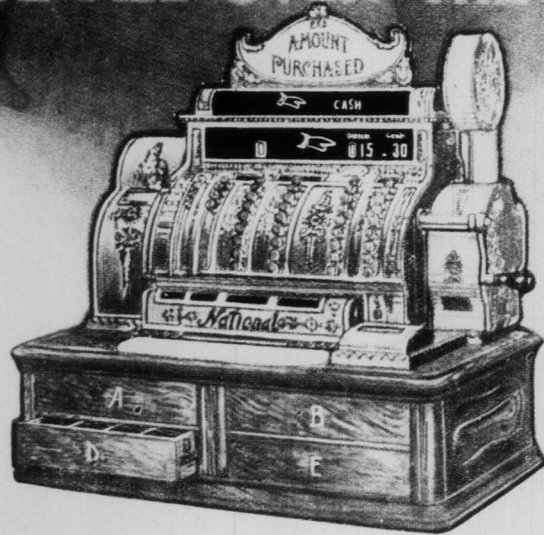


CANADIAN GROCER



**1 MILLION
NATIONAL CASH REGISTERS
IN USE ALL OVER THE WORLD**



SUCCESSFUL MERCHANTS PUT A RECEIPT IN EVERY PAID

Your interests and your customers are closely allied. Give them the best quality you can in every line and it will pay you best in the long run.

St. Lawrence
Sugar

is really the best sugar made either in Canada or elsewhere. The preserving season is near at hand. Give your customers sugar that can be relied on

ST. LAWRENCE GRANULATED

contains 100% of pure Cane Sugar.

The ST. LAWRENCE SUGAR REFINING CO., Limited

MONTREAL

Montreal:

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CANADIAN GROCER

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

Montreal: 701-702 Eastern Townships Bank Bldg.

London, Eng.: 88 Fleet St., E.C.

Toronto: 142-146 University Ave.

New York: 115 Broadway

Winnipeg: 511 Union Bank Building

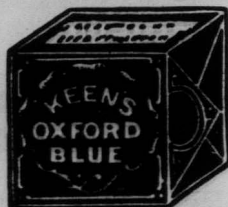
VOL. XXV.

PUBLICATION OFFICE: TORONTO MAY 19, 1911

No. 20

There's no disputing the fact that

KEEN'S



OXFORD

BLUE

holds pride of place for quality and economy in use. Housewives the wide world over use Keen's and nothing else. Lose no chance offering to strengthen your hold on the family trade; stock up with KEEN'S---it's always in demand.

For Sale by all the Canadian Jobbing Trade

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

Agents for the Dominion of Canada



"Crown Brand"



CORN SYRUP

made an extensive increase last year. This increase was due to three causes:

- FIRST,** Extensive advertising—the bill-boards from coast to coast are telling the people about "Crown Brand."
SECOND, the quality of "Crown Brand"—the user who once tries it comes back for more.
THIRD, (and by no means least important) the grocer's margin of profit in "Crown Brand" is all it should be.

Your individual sales should have been more. Were they? Let people know you're selling "Crown Brand" Corn Syrup; GET YOUR SHARE.

THE EDWARDSBURG STARCH CO., Limited

Head Office, MONTREAL.

Factory, CARDINAL.

Branch, TORONTO

THE CANADIAN GROCER



NOTHING BETTER

THE REASON MacLAREN'S IMPERIAL PRODUCTS have attained the position they have on the shelves of the wholesale and retail grocers and in the homes of the consumers is that in their production the quality has been always considered first.

Another reason is that their quality has never been stinted to meet the price, but on the other hand it has been the quality that has controlled the price and on this basis Imperial Products have held their high position as quality products and at the same time the price has been such that they can be sold at popular and profitable prices.

MacLAREN'S IMPERIAL PRODUCTS

MacLAREN'S IMPERIAL CHEESE

MacLAREN'S ROQUEFORT CHEESE

MacLAREN'S PIMENTO CHEESE

MacLAREN'S CANADA CREAM CHEESE

MacLAREN'S IMPERIAL PEANUT BUTTER

MacLAREN'S IMPERIAL PREPARED MUSTARD

MacLAREN'S IMPERIAL OLIVES

MacLAREN'S IMPERIAL HONEY

IMPERIAL DESSERT JELLY

FOR SALE BY ALL JOBBERS

MANUFACTURED AND GUARANTEED PURE BY

MacLaren Imperial Cheese Company, Ltd.

Offices: NEW YORK CHICAGO DETROIT MONTREAL TORONTO
Factories: WOODSTOCK, Ont. WELLESLEY, ONT. BANCROFT, MICH.

Codou's Macaroni

Sells on Its Merits

There is no blot on the pages in the Life Book of P. Codou! Sterling merit and rugged honesty of purpose have guided this famous firm since its inception, years and years ago. Their Macaroni, Vermicelli and Fancy Pastes are as high above suspicion as the Alps above the clouds!

Did He Hypnotize You?

While ALL traveling salesmen are usually "good fellows" some are better than others—hats off, gentlemen, to the keen representative of our mutual interests!

But keep a tight grip on your pocketbook when that slickest one of all comes in, the "hypnotizer" who, for his personal gain persuasively urges "just a trial order."

Be guided by the name and the fame rather than by the looks and the crooks. Think of the fly-specked back numbers that you may have to take into inventory at the close of your business year and "Don't be hypnotized!"

Arthur P. Tippet & Co.
MONTREAL TORONTO

Cox's Gelatine

Needs No Argument

Nearly three-quarters of a century on the market without a slip in the cog of the business wheel! A splendid record for maintained high quality, friend. Pure absolutely—sure in results—quick in attainment!

G. & S. Asparagus

The Connoisseur's Delight

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

THE CANADIAN GROCER

UPTON'S

Jams, Jellies, Orange Marmalade

LOOK

at it any way you choose, Upton's is the best proposition for you. You are selling the best fruit in the world—Canadian fruit—put up by Canadians who are experts in the business. Your customers get honest value, and you reap a sure profit that's "worth while." Upton's never "stick" on your shelves because our extensive consumer advertising has created a regular and increasing demand for these goods.

Upton's will assist to build up the best of reputations for you, because they are "quality" goods which never fail to satisfy.



*ORDER UPTON'S
FROM YOUR JOBBER*



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

Tartan

BRAND

SIGN OF PURITY

Buying stocks is a matter for serious consideration. You cannot improve on the grades we supply, you cannot get better service anywhere than we give.

Best of all, your customers recognize that Tartan Brand goods are the best grade that you can offer them, for they have tried the Tartan Brand goods and found them more than satisfactory.

“Tartan Brand”

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

EVERY PACKAGE OR TIN FULLY GUARANTEED BY

BALFOUR, SMYE & CO.

Importers, Packers, Wholesale Grocers

HAMILTON, ONTARIO

OUR MAIL ORDER SERVICE IS JUST WHAT YOU NEED.

Phone 596 **FREE TO BUYERS**

THE DEMAND FOR

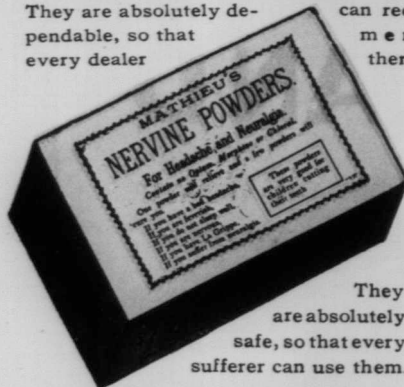
Mathieu's Nervine Powders

is greater in the Spring and Summer than at other times.

The best "something" for headaches, sleeplessness and neuralgia is

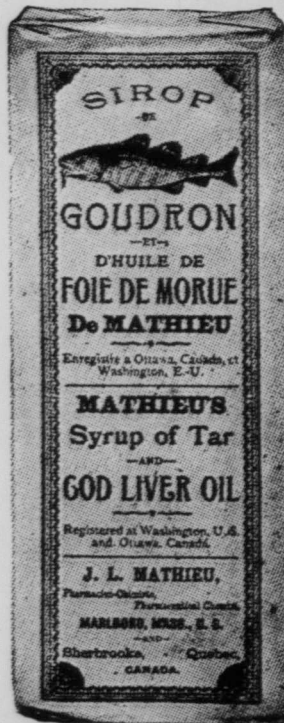
MATHIEU'S NERVINE POWDERS

They are absolutely dependable, so that every dealer can recommend them.



They are absolutely safe, so that every sufferer can use them.

Mathieu's Nervine Powders
25 cts. a Box



Mathieu's Syrup of Tar and Cod Liver Oil. Large Bottle, 35 cts.



The dealer will find that they bring return trade, give a good profit and have a continuous demand.

Mathieu's Nervine Powders, taken in connection with Mathieu's Syrup of Tar and Cod Liver Oil in case of colds inducing fever with pains, remove the pains.

MATHIEU'S SYRUP OF TAR AND COD LIVER OIL

has become so thoroughly established that dealers who do NOT carry it are losing the advantage of a persistent steady sale to customers who know just how good it is for colds and their train of evils—grippe, pneumonia, etc.

These two remedies are sold all over Canada—they are known everywhere—testimonials are pouring in from all parts of the Dominion, both from customers who benefited by them and from dealers whose sales have been exceptionally large.

How is Your Supply?

J. L. Mathieu Co., Props.
SHERBROOKE, P.Q.

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

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

Montreal
Quebec

American Can Company

Hamilton
Ontario

Tin Cans of all kinds
for all purposes

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

Plain Tin or Decorated Tin.

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

Correspond with factory nearest you.



THERE are very few articles that look more alike than two cakes of laundry soap. The wrappers, the shape, the size and even the weight of each may be the same, and when you look at them together you wonder why one sells well and the other doesn't. Same way with men. You see a man who has made a million and has the confidence of the whole country, and in most ways he looks as much like the ordinary individual as two cakes of soap. But you've got to cut his head open to see where the difference lies, and you've got to put SURPRISE in the wash tub to see why it holds its present place among Canadian consumers. Once you do this the whole thing is clear to your mind; for while it looks like other soap, the distinction is in the QUALITY.

The ST. CROIX SOAP MANUFACTURING CO.
ST. STEPHEN, N. B.

Mr. Grocer:—

We do not pack the only brand of First Class Fruits and Vegetables, but we do pack goods of **QUALITY**.

ESSEX BRAND

will stand test, comparison, competition, and come out a winner. Never mind the reasons, it might take pages to convince you and we would much rather demonstrate than boast. Your "Can Opener" is our best Sales Agent. If you doubt us, let him prove it. Write us for samples and quotations when the new pack begins and we will leave the rest with you.

**The Essex Canning & Preserving
Company, Limited**

ESSEX

-

-

-

-

ONTARIO

Fabrique Internationale de Conserves Alimentaries

LE SOLEIL

Société Anonymie

Taken Gold Medals at the following Expositions:

Chicago, Bruxelles, Paris, Liège

PEAS—To arrive in June:

Moyune No. 1, Moyune No. 2,

Mi Fin, Fin, Tres Fins, Extra Fins.

HARICOTS VERTS

Fins, Extra Fins. Extra Fins Glass Jars.

MACEDOINES

Fin, No. 1 Extra Fin. No. 1 Extra Fin Glass Jars.

FLAGEOLETS

Extra Fin. Extra Fin Glass Jars.

SPINACH

½ Gall. 1 Gall. Tins.

Place your orders early for these goods to avoid disappointment
as the demand always exceeds supply.

Prices on Application.

DISTRIBUTORS FOR ONTARIO AND WESTERN CANADA:

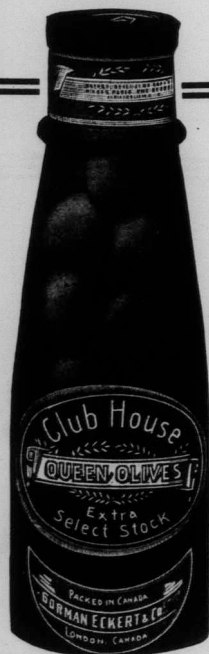
MacLaren Imperial Cheese Company, Limited

MANUFACTURERS AND IMPORTERS OF GROCERS' SPECIALTIES

TORONTO and MONTREAL

Three Specialties

Your best interests are served quality and purity are known them you find an already established customers and will build up a work. When ordering from well-known brands—"Club Baking Powder, "Rideau Hall"



of Unusual Merit

by handling our goods. Their and proven. When you stock lished confidence among your good trade without missionary your wholesaler specify these House" Olives, "Forest City" Coffee.

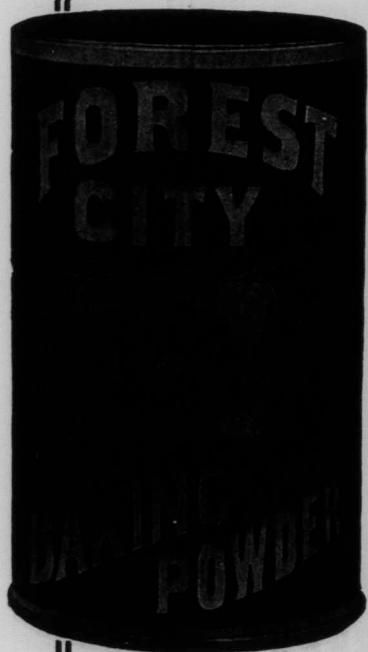
"Club House" Brand Spanish Olives

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

"Club House" Brand Olives are attractively packed, and yield you a good profit.

"Forest City" Baking Powder
The Standard for 25 Years

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



"Rideau Hall" Coffee

Perfection is not attained in a day. It takes years of experiment, experience and expense to obtain a perfect coffee. We have it in "Rideau Hall" Brand—our latest triumph in perfect blending and roasting; your customers demand the best. "Rideau Hall" will satisfy their demand—In one pound and 25c. tin only.

GORMAN, ECKERT & CO.
London and Winnipeg, Canada - Limited





**A FOOD FOR
THE FAMILY**

St. Vincent Arrowroot

has made a place for itself in the diet kitchen, at the dinner table, and everywhere where a delicate, wholesome flavoring or a strength-giving food is required.

In the nursery arrowroot is indispensable, once used. It makes up into dainty dishes that appeal to the youngsters. For the invalid and aged people, arrowroot is a blessing; strengthening and easily digested. All of which will appeal to your customers when they have given it a trial. For particulars and prices address The Secretary,

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

Kingstown,  St. Vincent, B.W.I.

SUPERIOR GRADE

Both in material and in processes of manufacture are the explanation of the wonderful popularity of

Sterling

BRAND

FOOD PRODUCTS

For Business Building there are no Rivals for

"STERLING" Lime Juice, Sweet Pickles,
Jams, Marmalade,
Mixed Pickles, Catsup,
Crushed Fruits and Fountain Supplies, Jellies and Flavouring
Extracts, Sauces and Relishes.

O-EAT-A PICKLES and "S.B." SAUCE.

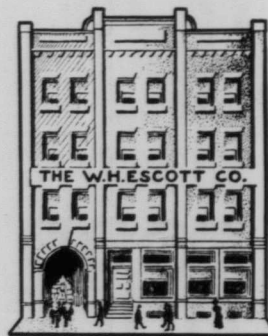


THE T. A. LYTLE CO., LIMITED

STERLING ROAD, TORONTO

The W. H. ESCOTT Company

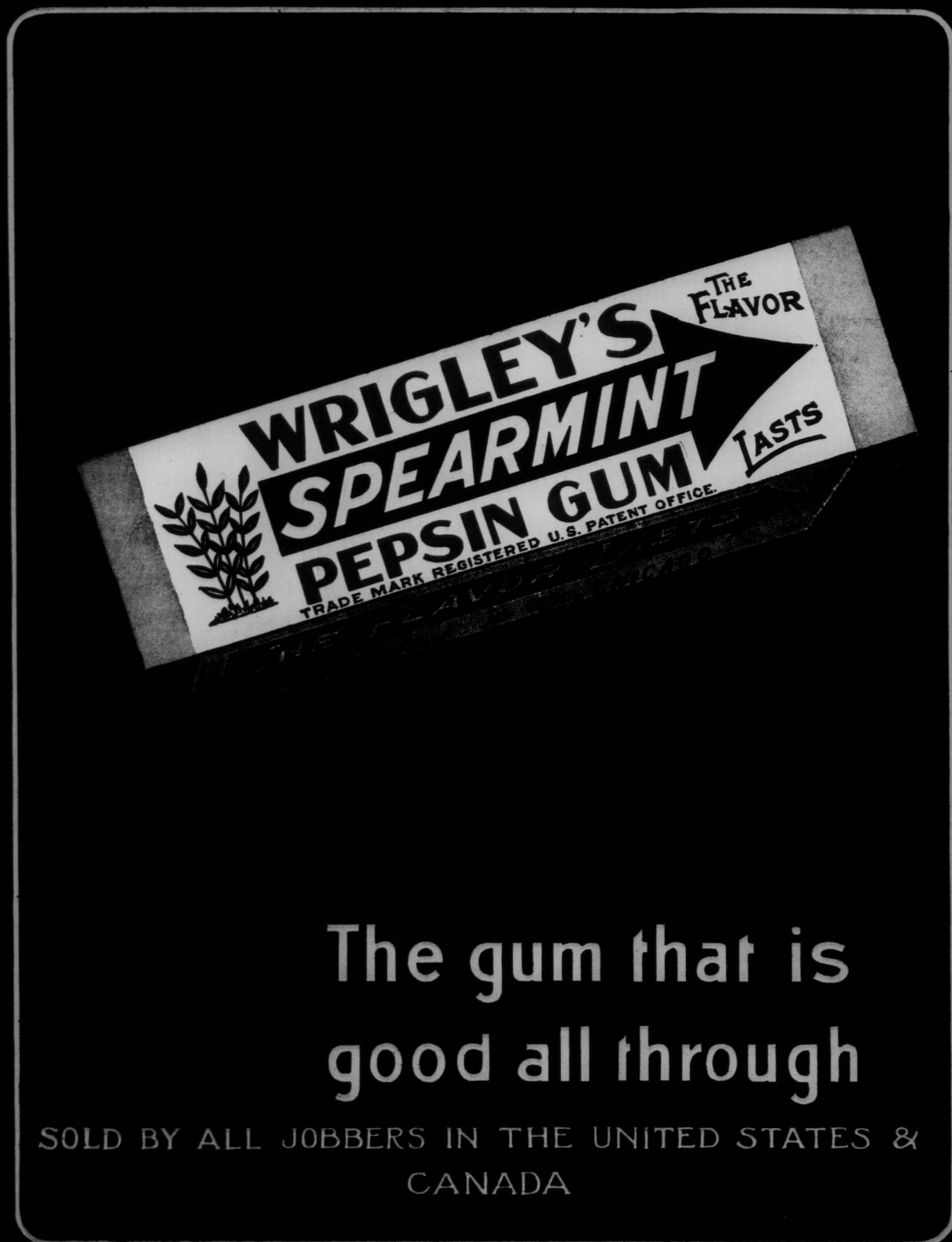
WHOLESALE GROCERY BROKERS
COMMISSION MERCHANTS and
MANUFACTURERS' AGE



OFFICE AND TRACK WAREHOUSE
at
137 Bannatyne Avenue, East
WINNIPEG - - CANADA

Covering the three Prairie Provinces

WRITE US



The gum that is
good all through

SOLD BY ALL JOBBERS IN THE UNITED STATES &
CANADA

2 in 1 Shoe Polish

Creates New Business For the Grocer

As a rapid selling preparation 2 in 1 is ahead of all others. The general use and popular approval of 2 in 1 have firmly established it as



The World's Best Shoe Polish

2

The demand for 2 in 1 is active all seasons of the year, and it is the most extensively advertised shoe polish on the market.



No
Turpentine
in this

2

OR OTHER
INGREDIENT
THAT WILL IN-
JURE LEATHER



The quick, brilliant shine that is given by 2 in 1 makes it an immediate favorite with new users. Old friends are fast friends, because 2 in 1 never rots the leather nor leaves a disagreeable odor on the shoes.

The F. F. Dalley Co., Limited

Buffalo, U.S.A.

Hamilton, Canada

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

GIVE THE TOMATO A CHANCE

Pack your Tomatoes in the Tomato Can made for Tomatoes.



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

Pack WHOLE
TOMATOES,
not Crushed
Fruit.

Sanitary Can Co., Limited

Niagara Falls, Ontario



WINDSOR TABLE SALT



Have you ever had a customer ask, by name, for any other brand of table salt but Windsor?

We venture to say you have not.

But every grocer knows scores of women who ask for, and insist on getting, Windsor Table Salt.

Because Windsor Salt is pure salt—all salt—that never cakes or hardens—that shows no trace of grit or bitterness—it has come to be the only salt used in nine out of every ten Canadian homes.

WINDSOR DAIRY SALT

Countless tests have proved it—scores of Fairs have demonstrated it—that to make the best butter Windsor Dairy Salt must be used.

Practically every butter prize awarded at the Fairs last Fall went to those who used Windsor Dairy Salt.

The cheese-makers who understand their business best have settled, almost to a man, on Windsor Cheese Salt.

They say it dissolves slowly, salts the curd evenly, and makes a smooth, rich cheese that will “keep.”

Are you catering to this steady and insistent demand for WINDSOR Salt?

The Canadian Salt Co., Limited
WINDSOR, ONTARIO

WINDSOR CHEESE SALT

THE CANADIAN GROCER

ONE PACKAGE MAKES SIX FULL QUARTS

**REQUIRES
NO
SOAKING**



**MAKES
DELICIOUS
DESSERT**

**AN OLD
STANDBY
IN NEW
FORM**

**ORDER
FROM
YOUR
JOBBER**

MINUTE TAPIOCA is a rapid seller and appeals to your customers all the year round. Order

MINUTE TAPIOCA

at once.

By no means least among the reasons for its great popularity are the speed and ease with which it is prepared for the table. It requires no soaking. In fifteen minutes you can produce a pudding, that in flavor, nutriment and appetizing appearance would suit the most exacting taste.

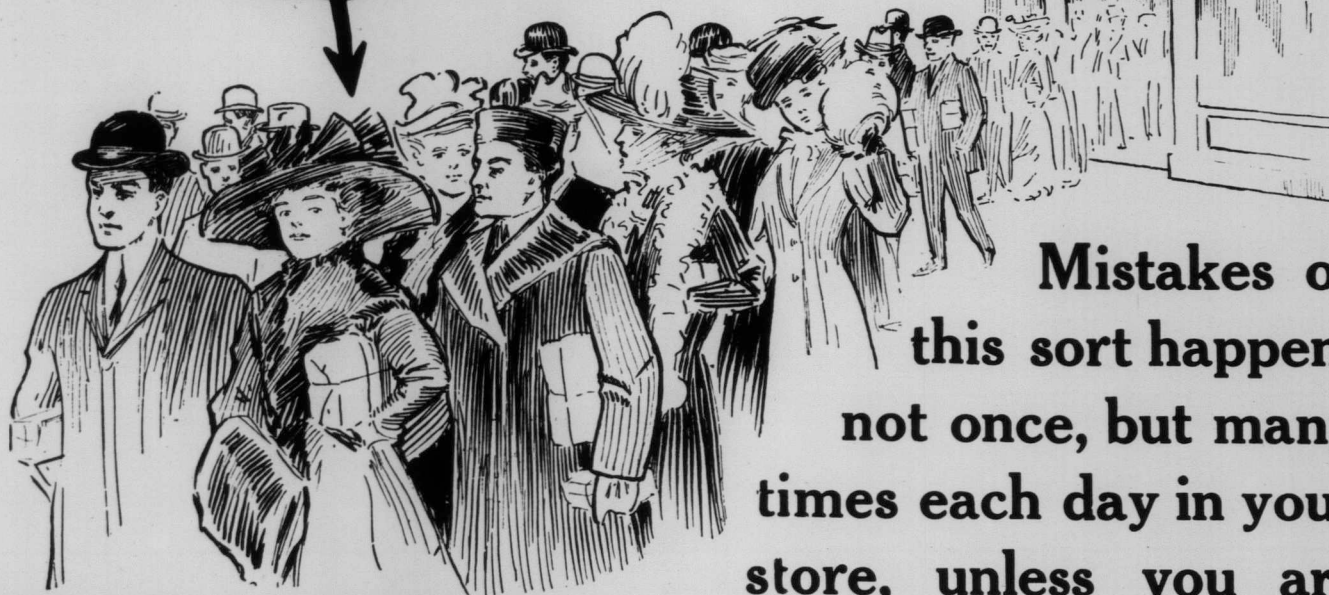
MINUTE TAPIOCA is made in a factory where it is given unequalled attention to see that it comes to you absolutely pure.

MINUTE TAPIOCA is economical and decidedly good value in every way. Put up in attractive packages for grocers who cater to a gilt-edged trade. To your women customers be sure and speak of the delicious dessert to be made in fifteen minutes.

Canadian Representative:—Canadian Specialty Co., Toronto; R. B. Hall & Son, Montreal;
W. S. Clawson & Co. St. John, N.B.

MINUTE TAPIOCA CO., ORANGE, MASS.

Some Clerk May Have Forgotten to Charge the Goods **This** Customer Bought



Mistakes of this sort happen, not once, but many times each day in your store, unless you are using a National Cash Register.

Successful Merchants

Put a Receipt in Every Parcel

because it is the only way to **Protect the Merchant**
Protect the Clerk, and
Protect the Customer

against the mistakes, carelessness, forgetfulness, or dishonesty which cause constant disputes, loss of trade, loss of profits and all round dissatisfaction.

The only method of issuing a receipt that cannot be altered, automatically as each sale is recorded, is with the National Cash Register.

using a National Cash Register.

YOU go to considerable expense to draw customers, maintain an attractive store and hire clerks. Each sale you make represents an actual profit to you--it is placed right within your grasp--no your counter. And then it may be turned into a dead loss in one second! You can prevent that--you can be sure that you get every cent that belongs to you, and hold and protect it when once it is in your hands with a National Cash Register.

The National Cash Register will also tell you at a glance at any time exactly how many sales have been made up to the minute, the actual money received, the number of charge accounts and the amount charged. It will tell you which of your clerks makes the most sales--which clerks make mistakes, so that you make them all more careful and useful.

A National Cash Register is as Necessary to You as Your Bank

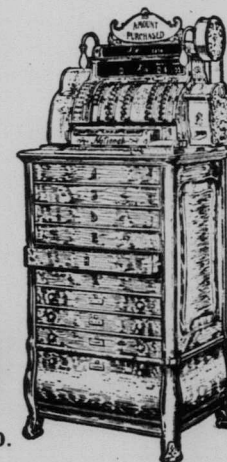
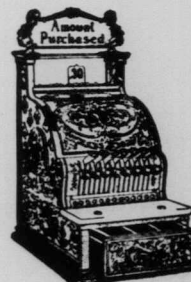
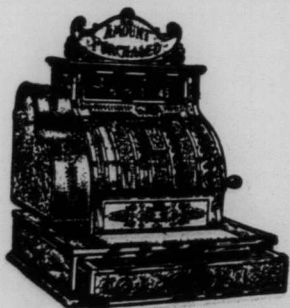
For each protects the money, the profits you have worked so hard to get. A million storekeepers who are using National Cash Registers tell us that they would not do business without them--could not in fact. A National Cash Register combines the ever watchful eye of the proprietor with machine-like accuracy in attending to details. It will help you to serve more customers in less time and do away with the delays that sap profits.

WRITE FOR BOOKLET AND NEW PRICE LIST

123

The National Cash Register Co.

Head Office and Factory for Canada at Toronto. F. E. MUTTON, Canadian Mgr.



We manufacture Cash Registers in various styles and prices to suit every pocket and every business from \$13 to \$870. We guarantee to supply a better Cash Register for less money than any other concern in the world.

NEW CROP Maple Syrup and Maple Sugar



from the
SUGAR ORCHARDS
of the
Eastern Townships



Put up in Attractive Packages,
Hermetically Sealed Tins and
Bottles. Ready for immediate
delivery under the following well-
known brands.

MAPLE SYRUP

SILVER SHEAF BRAND, DIAMOND BRAND, SHANTY BRAND assure you
satisfied customers and repeat business.

TWIN BLOCK MAPLE SUGAR

We are the originators of this Attractive Line. We have numerous imitators, who
imitate the shape of the block, but they cannot imitate the quality of the goods. NEW
CROP TWIN BLOCKS are guaranteed PURE. They are bright color, rich flavor.
Packed 48 blocks to case, price per case \$3.60.

OTHER FAST SELLING SPECIALTIES

MAPLE CREAM BLOCKS.

WALNUTINE BLOCKS.

Packed 30 blocks to the case, price \$2.00 per case.

MAPLE HEARTS.

Packed 17 lbs. to pail, price per pail \$2.25.

MAPLE BUTTONS.

Packed 20 lbs. to pail, price per pail \$2.40.

The New Winner—CRYSTALLIZED MAPLE "GEMS."

The Dainty Delicious Maple Confection with the Real Sap flavor, packed 17 lbs. to pail with appro-
priate lithographed Price Card in each pail, price per pail \$2.70.



Send your jobber a trial order for Drop Ship-
ment of FRESH GOODS DIRECT FROM
OUR FACTORY TO YOUR STORE.

We prepay freight on orders of 5 cases or pails
to all points where the freight rate does not
exceed 40c. per 100 lbs

SUGARS and CANNERS

MONTREAL

Limited



THE CANADIAN GROCER

BY SPECIAL
APPOINTMENT



TO HIS MAJESTY
KING GEORGE V

ESTABLISHED 1817.

Macfarlane Larg & Co's Biscuits

The High-class Biscuits of this old-established and widely known Scotch firm are now being regularly imported, and can be supplied in all parts of the Dominion. Special attention is directed to the following outstanding lines :—

“Granola Digestive” (Regd.)

“Rich Tea” (Made in two shapes,
Round and Oval)

“Playmate” (Regd.)

“Large Water” (In Round Canisters)

Samples and full particulars from

SNOWDON & EBBITT,

NEWTON A. HILL,

MASON & HICKEY,

THE STANDARD BROKERAGE CO., 852/864, Cambie St., Vancouver, B.C.

325, Coristine Building, Montreal.

25, Front Street, Toronto

287, Stanley Street, Winnipeg.



SMOOTH AS A KITTEN'S WRIST

McCallum's PERFECTION Scotch Whisky has that mellowness which can be acquired by age alone. There is none of that smoky taste common to ordinary Scotch. Are YOU selling McCallum's PERFECTION? It's a profitable line.

TWO PROFITABLE INVESTMENTS



Will slice boiled ham and bacon down to the last ounce.

The BERKEL MEAT SLICER is equipped with an automatic sharpening device, making it possible to keep the knife always sharp. Our Patent Knife Guard prevents the operator getting his hands against the circular knife.

Nothing so adds to your reputation as the installation of modern devices for handling your goods.

BERKEL MEAT SLICER

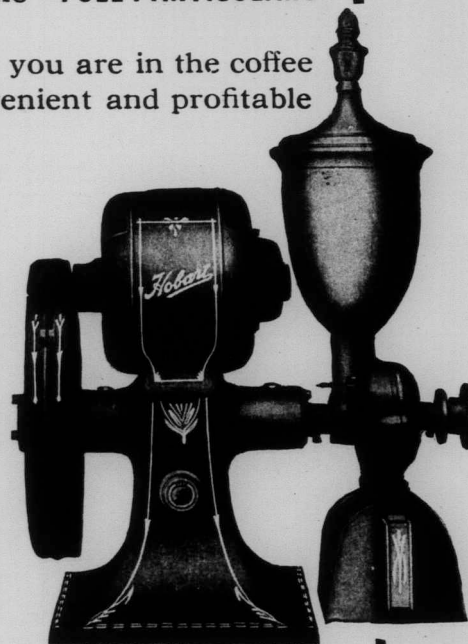
will influence new custom to your store because of the clean and attractive way in which it cuts bacon and ham.

Incidentally it will increase your sales of boned meats and will prove a very attractive ornament on your provision counter. By the use of this slicer it is possible to cut twice as much meat as with a knife. It will pay you to investigate the merits of this machine—**FULL PARTICULARS SENT UPON REQUEST.**

If you wish to impress people with the idea that you are in the coffee business right, you would find it much more convenient and profitable to install a

HOBART ELECTRIC COFFEE MILL

A great convenience, a time and labor saver, handsome exterior, beautifully enamelled and nicked, adds wonderfully to the appearance of any grocery store. The motor and grinding parts are so well arranged and of such excellent workmanship and materials that the grinding is effected in the quickest and most thorough manner. Equipped with the Hobart Automatic Release, an effective protection against accidental damage to motor, etc.—Communicate with us for further particulars and prices.



W. A. FREEMAN CO., LIMITED
HAMILTON, ONT.

THE CANADIAN GROCER
HANDLED BY
PROGRESSIVE
G R O C E R S

IT SELLS

ON MERIT

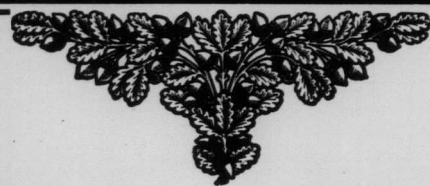


THE GIANT
5-CENT
PACKAGE

NO DANGER
OF
DISSATISFACTION



**When Our Grandfather Started
Business in 1834 there were
30,000 People in Montreal.
To-Day there are 600,000.**



This indicates the wonderful growth of the
City.

Our Business has Developed Likewise

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

The stability of a long established house,
coupled with progressive modern methods, en-
ables us to serve you satisfactorily.

Send a trial order to

Mathewson's Sons - Montreal

Wholesale Grocers and Importers
Owners of Quaker Brand Salmon
Quaker Baking Powder

P.O. Box 1570



No Dirt
Can Lodge
in the
"All-Metal"

No Wood to Warp—
—No Joints to Come Apart
SANITARY WASHBOARDS

ARE OF SANITARY,
ALL-METAL CONSTRUCTION

They sell on sight. Because of their many excellent features, they appeal strongly to every woman who has used the old style.

No nails or worn edged metal facing. It's all in one piece.

Write for particulars and prices.

Meakins & Sons, Hamilton, Ont.

Sheldon Will Show You How

More money, bigger salaries, bigger profits, are all the result of better salesmanship. If you will spend a few minutes of your spare time with Sheldon to master the fundamental principles of how to sell your product or your services to best advantage in the best market, you can immediately put yourself on the way to more money



Salesmanship is the Secret

Sheldon wants to point the way for you to a better understanding of business laws—he wants to send you a FREE copy of The Sheldon Book if you will agree to read it. This book is a key to the Sheldon Courses in Salesmanship, Business Building and Man Building. You can place yourself in reach of a copy merely by a request. Make it now and learn about a royal road to more money. Write to-day for your FREE copy.

The Sheldon School,

1152 Republic Building,

Chicago, Illinois

Mason & Hickey

MANUFACTURERS' AGENTS

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

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

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

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

E. D. SMITH
Winona, : : : Ont.
Jams, Jellies, Catsup, Grape Juice, Rasp-
berry Vinegar, Canned Goods.

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

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

WM. ROGERS
Denia, : : : Spain
Packers of the famous Caraval brand of
Valencia Raisins

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

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

Samuel Hanson & Co.
London, : : : England
Teas, Coffee and Spices.

Crescent Manufacturing Co.
Seattle, : : : Washington
Mapleine Extracts.

Nicholson & Brock
Toronto, : : : Ont.
Bird Seed and Bird Gravel.

W. H. Dunn & Co.
Montreal, : : : Quebec
Pyramid Fly Catchers.

SUCHARD'S COCOA
Neufchatel

Geo. T. Mickle
Ridgetown, : : : Ont.
White Beans.

F. D. LEA CO.
Simcoe, : : : Ont.
Manufacturers of Salad Cream Mustard.

Mason & Hickey

287 Stanley Street,

Winnipeg, Canada

The Grocer's Standby

By recommending to your customers an article that has been tried and tested and found to give absolute satisfaction, you get their confidence, you retain them and you get new customers.

SOCLEAN

THE DUSTLESS SWEEPING COMPOUND

Can be recommended without any hesitation whatever. It is the **Dustless**, the **Germless** and the **Scientific** way of cleaning up the home. Stock "Soclean," display it, talk it, sell it and watch repeat orders.

Get supplies from your Wholesaler or write direct.

SOCLEAN LIMITED

444 King St. West TORONTO Phone M. 6735



SOCLEAN

**KILLS GERMS
DESTROYS MOTHS
BRIGHTENS RUGS
PREVENTS DUST**
AND IT
INCREASES BUSINESS

ECONOMY IN STORE FIXTURES

The problem of economically preserving, yet displaying attractively, every description of perishable merchandise has been solved by the merchant who is using

THE HADLEY SILENT SALESMAN REFRIGERATOR

Keeps cool and clean: Meats, Vegetables, Butter, Etc. Does not cloud up. Handsomely and substantially made. This refrigerator will be an addition not only to your fittings but to your selling force. With plate-glass outside and 26-oz. glass inside; air-tight space between; metal ice space with drip to bottom of case beneath floor.

ICE PAN REMOVABLE IN WINTER To use case as Silent Salesman

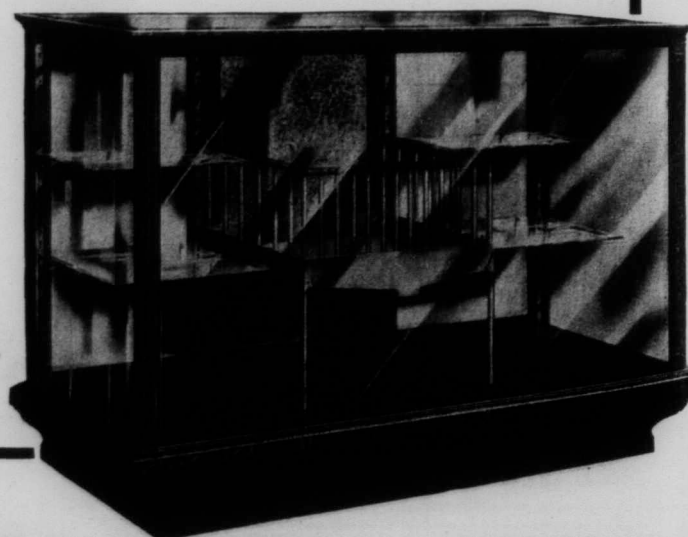
Polished plate-glass shelves; mirrors in doors; bottom of case and ice door lined with improved sanitary metal tile, in small white squares; made with bevel glass or polished marble top.

Sold on easy terms or liberal cash discount

SEND FOR ILLUSTRATED FOLDER AND
FULL INFORMATION

The S. Hadley Lumber Co., Ltd.
CHATHAM, - ONTARIO

Manufacturers Show Cases and Specialties





By Royal Warrant

to H.M. The King

¶ The only original and genuine
Worcestershire Sauce is made
by **Lea & Perrins.**

• • • • •

¶ Other Worcestershire Sauces
are **imitations**, introduced
many years after **Lea &
Perrins** had made the name
“Worcestershire” famous
throughout the world.

—ORDER—

Lea & Perrins' Sauce

Canadian Agents: J. M. DOUGLAS & CO., MONTREAL.

A
House
old enough to
have a reputation,
young enough to
be abreast
of the
times.

Packer's

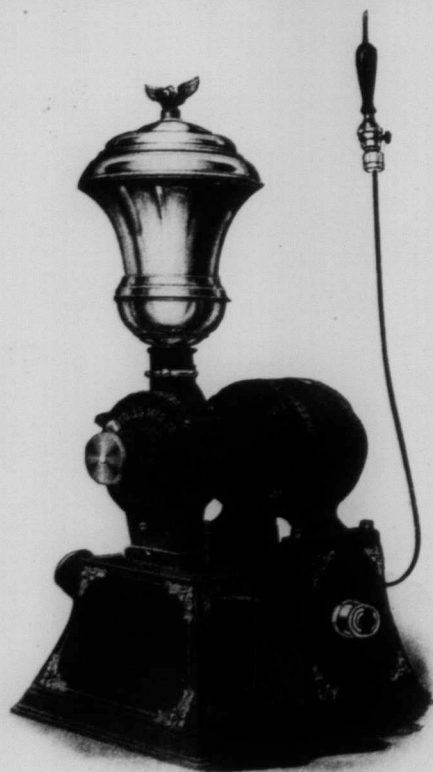
Celebrated

Chocolates

**New Goods, New Packages, New Centres
specially manufactured for the
Canadian Trade.**

Our Mr. J. P. Wright will be at the HOTEL VANCOUVER,
VANCOUVER, in a few days, with a full set of samples of the latest productions.

PACKER & CO., Chocolate Manufacturers, BRISTOL,
England



For Direct Current, - - \$65 00
For Alternating Current, - \$75.00

INVESTIGATE

THE MERITS OF

COLES

COFFEE MILLS

which are made in all sizes and styles for all purposes. We manufacture a complete line of hand mills—mills for coffee wasters and electrically driven mills, at reasonable prices.

All prices are F.O.B. Phila., Pa.

Coles Manufacturing Co.
1625 North 23rd Street,
PHILADELPHIA, PA.

Agents—Chase & Sanborn, Montreal; Todhunter, Mitchell & Co., Toronto and Winnipeg; Dore Bros., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

HOW DOES YOUR PRODUCT REACH THE CONSIGNEE?

Do you wish it to reach your customer in a broken, splintered case, battered and bruised?

Do you want the first impression to be a bad one?

Are you fond of negotiations over replacement of damaged goods, and return freight charges?

Or do you wish your product to arrive as clean and fresh as when it was packed—a condition to invite further trade?

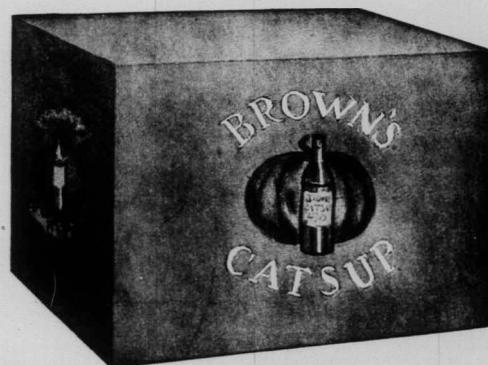
Don't you want your printed label on the package to be thoroughly legible, and the consignee's name to be clear and readable? Then use

"H and D" Corrugated Fibre Board Boxes

They will surely protect your shipment against water, damp and damage, and will save on each shipment the unnecessary freight expense of wood.

No matter what you have for shipment, we can design a better, cheaper and more satisfactory packingcase than you are now using—a case that will save from 10% to 87% in freight charges, 25% to 50% in packers' time, and 90% of your storage space.

A request to have us design a specimen case specially suited to your needs, will put you under no OBLIGATION. We will be only too glad to do so! Write us what you ship, and ask for free booklet



"HOW TO PACK IT."

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

"BANNER" GOLD BLAST LANTERNS, 1911!

Why go farther and fare worse?

You cannot do better!

Just compare ours with any other.

And they cost no more than inferior Lanterns!!

For sale by all Jobbers.



We are consistently advertising to the consumer.

This must help your sales!

Burns 15 hours longer than others.

Patent well cannot leak!!

Guaranteed Wind-proof.

Ontario Lantern HAMILTON

& Lamp Co. ONTARIO

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., Ltd.

46-52 Nicholas Street, OTTAWA

J. R. Routh, Manager

"ENTERPRISE"

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



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

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

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

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

The Enterprise Mfg. Co. of Pa.

PATENTED HARDWARE SPECIALTIES

Philadelphia, Pa., U. S. A.

21 Murray Street, New York

544 Van Ness Avenue, San Francisco

OUR SUCCESS IS YOUR SUCCESS

Are you handling our SPECIALTIES? If you are, your chances of Success are assured. If not, you are missing the benefit of our Experience and Concentration on the Highest Grade Goods of their kind.

A Few Money Making Specials

H.P. Sauce and Pickles
Lion Brand Macaroni
Crossed Fish Brand Sardines
Acme Brand Belgium Peas
French Mushrooms and Vegetables
Pure Olive Oil, bottles and tins
Bromley's Coffee Essence
Shelled Nuts of Every Description
Clarnico Grocery Specialties

These are a few of the Leading Lines that you require for your Summer trade. Every Brand the Standard of its kind.

W. G. PATRICK & COMPANY

DIRECT IMPORTERS

Toronto

Montreal

Winnipeg

Vancouver

HUDON, HEBERT & CO., Ltd.

MONTREAL

(Established A.D. 1839)

Wholesale Grocers and Wine Merchants

AGENT IN CANADA FOR

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

AGENTS IN PROVINCE OF QUEBEC FOR

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



Spring is the Cleaning Season

BON AMI

Is the Best Cleaner

**Bon
Ami**

Will do 50% more
work, or last 50% longer
than an equal weight
of any other cleanser
or polisher.

It is the cheapest.

Get One Case Now from Your Wholesaler

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

HUDON, HEBERT & CO., Limited

MONTREAL

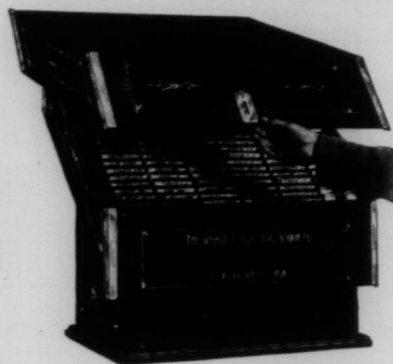
Established A.D. 1839

WHOLESALE GROCERS AND WINE MERCHANTS.

The Most Liberally Managed House in Canada



1911 MODEL
KEITH ACCOUNT SYSTEM



AS CONVENIENT TO OPERATE
AS A ROLL-TOP DESK.

A Fire

usually occurs when it is least expected. That is the reason why sound business men have their stores and stocks of goods protected by fire insurance. If you knew you would never have a fire or if you knew just when you would have a fire you wouldn't need any fire insurance, but you don't know and that's the reason you consider it good business to pay a small amount each year for fire insurance.



SELF-INDEXING, ONE-WRITING,
FIRE-PROOF

Listen Now

Before it is too late protect your accounts—your most valuable assets—through the Keith Fire-proof System.

No guess work about the fire-proof feature.
Here is the evidence—

AFFIDAVIT.

STATE OF OHIO,
COUNTY OF HENRY,
VILLAGE OF LIBERTY CENTER.

Liberty Center, O.,

} SS.)

Before me D. S. Mince Notary Public in and for

said County and State, personally appeared D. D. Bourne who being by me duly sworn in form of law, doth depose and say, that he is a resident of said village of Liberty Center and was on March 31st of this year; that he had been for several years and was up to the date above mentioned conducting a retail grocery in a part of what was known as the Liberty Hotel building and in said business used for the keeping of his accounts the Keith Credit System; that said building with said grocery store in it was completely destroyed by fire on March 31, 1909; that said fire was discovered at about 2:30 A. M. on the date aforesaid, and that at about 10:30 A. M. following, the said system was removed from the debris; that at about 2:30 P. M. of the same date he unlocked the hood and took it off of the cabinet and that his accounts were all in good legible form.

Sworn to and subscribed before me this 8th day

of May A. D. 1909

In testimony Whereof; I have hereunto set my hand and seal the day and year aforesaid.

D. S. Mince

Notary Public.

D. D. Bourne



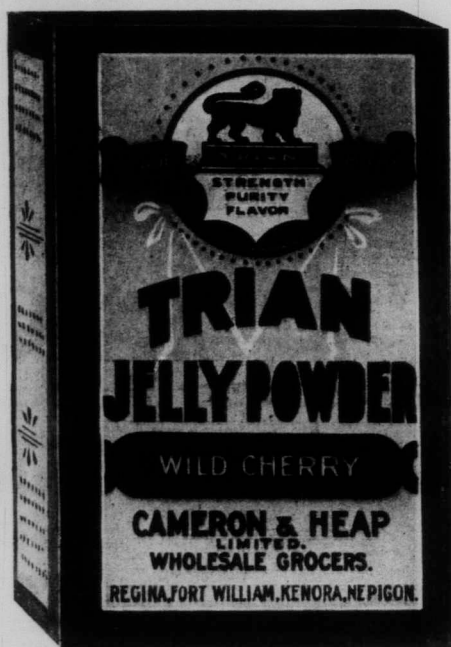
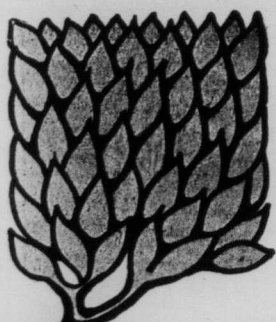
Bear in mind also this fire-protection won't cost you one cent—BECAUSE

1. The Keith System saves you money and does not cause you expense.
2. On account of the Numbering feature, it stops forgotten charges.
3. On account of the Total-forwarding feature it keeps your collections up and your bad accounts down.
4. On account of the Self-indexing feature, any number of clerks can work over the register at the same time with different customers, and your credit transactions will be taken care of just as quickly and with greater accuracy than cash transactions through a cash register. If you want to learn how to increase your profits by the use of a Keith System, ask us for catalog "G"—it will show you.

THE SIMPLE ACCOUNT SALESBOOK COMPANY

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

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



**ABSOLUTELY
PURE**

**PERFECTLY
DELICIOUS**

Jelly Powder must be of first quality. You cannot take chances with it. If you do, you will lose customers. Look for the trade-mark and be assured you are securing the purest and best for your trade.

Trian Jelly Powders Salmon and Flavoring Extracts

meet the popular favor wherever used---and help to convert your transient trade into new and permanent customers.

Under this well-known label we import and pack the products of the best known firms in Canada, and the geographical positions of our various branches enable us to save you largely in freight charges.

Moreover, we can always give you the benefit of car-load rates.

Prompt Attention

Courteous Treatment

Correspondence Invited

CAMERON & HEAP

Limited

Regina, Sask.

Kenora, Ont.

Fort William, Ont.

Prince Albert, Sask.



A GREAT SELLER

LEA'S

New Vacuum Tumblers

PREPARED

ENGLISH MUSTARD

"With the Flavor"

We could not improve the Mustard
so we improved the package.

We also pack:—

**OLIVES
KETCHUP
PRESERVES
VINEGAR
SWEET PICKLES**

LEA'S Limited, Simcoe, Can.

THE CANADIAN GROCER

"PRIDE OF CANADA" Maple Syrup and Maple Sugar

"Absolute Purity"



There's a Guarantee of Purity to Pass on to Your Customers—

Ours are brands made in the maple groves, right where the sap runs from the trees—pure, and lots of it. So we use it, *only*. No temptation to adulterate.

Our sap is supplied by members of our Association composed of farmers owning maple groves in the famous Eastern Townships, the finest maple district in Canada. Each member has a personal interest in our packing absolutely pure maple products.

We have a reputation to maintain—we will ever keep that fact before us.

You can always freely recommend, for purity, maple syrup and maple sugar branded

"PRIDE OF CANADA."



Innumerable Government tests have proved our claims. Never has a sample of our brand been found adulterated.

Quality always uniformly good.

The Maple Tree Producers' Association

WATERLOO, QUEBEC

LIMITED

Montreal Office: 58 Wellington St.

Toronto Office: 512 Dundas St.



THE CANADIAN GROCER

SOMETHING NEW
DAINTY, TASTY AND
UP-TO-DATE

PERRIN'S CORONATION BISCUIT



GROCCERS CAN SAVE MONEY IF WISE

You Eastern Township Grocers can buy
from us at same prices as in larger cities, and
WE SAVE YOU FREIGHT

How are you supplied in seed grains?

Timothy, Clovers, Oats, Barley, Wheat,
Tares, Ensilage Corn, Dwarf Essex
Rape, German Millet, Speltz,
Peas, Yellow and Red
Onion Sets, Sugar
Corn

We also handle a full line of Groceries,
Flour and Feed

Write for Samples and Prices

C. O. Genest & Fils
Sherbrooke, Que.

The Favorite Pickle



BAIRD'S
SECOND-TO-NONE
PICKLES

The Perfection
of Quality.

Johnston, Baird & Co.
Glasgow, Scotland

Agents:-Maclure & Langley, Ltd., 12 Front E., Toronto, 604
Lindsay Bldg., Montreal; W. L. McKenzie & Co. Winnipeg; R. Robert-
son & Co., Vancouver and Victoria.

Kops & Kops Ale Stout

(Non-Alcoholic)

Ideal Summer Beverages

Scientifically brewed from the finest Kentish Hops, retaining the healthful bitter principle derived from Hops only. They are, nevertheless, non-alcoholic and non-intoxicating.

There are no more wholesome, salutary, palatable beverages than these.

Possess distinct tonic and stimulating properties.

If you did not try them last Summer, we should like to make arrangements to supply a sample lot.

THE BEST FOR YOUR TRADE.

CANADIAN AGENTS—Hudson's Bay Co., Vancouver, B.C. W. L. Mackenzie, & Co., 306 Ross Ave., Winnipeg.
Kenneth H. Munro, Coristine Building, Montreal. W. L. Mackenzie & Co., 606a Center Street, Calgary. Royal Stores, Limited, St. John's, Nfld.

KOPS BREWERIES, London, S.W., England



S. T. Nishimura & Co. and T. Furuya & Co.

Amalgamated May 1st and the style of firm will henceforth be

FURUYA & NISHIMURA

Montreal Office: same address,
55 St. Francois Xavier Street.

also NEW YORK and CHICAGO

The Horn of Plenty

will surely overflow into the lap of every grocer who features

KITCHENER BRAND CANNED GOODS



Nothing that care, skill and the most minute sanitary precautions can suggest, has been omitted in the canning of fruit and vegetables under the "Kitchener" Label, and nothing but the choicest and freshest fruits are employed in our processes.

This is a line, Mr. Grocer, that gives all-round satisfaction, and leaves a really "worth-while" profit for the retailer.



*Write to-day for details
and prices*

THE "KITCHENER" BRAND

Oshawa Canning Co., Limited

OSHAWA,

ONTARIO

TEAS CROP 1911 TEAS

We are now booking orders for
our celebrated registered brands

OWL CHOP and BEAVER

No value yet in Japan Teas has equalled these brands.
We are again in the market this year with the quality pure
uncolored SUN-DRIED JAPAN TEAS.

According to latest advices from Mikado's Government, im-
portation of artificially colored teas are prohibited.

Brands of reputation for cup quality such as

OWL CHOP and BEAVER

will be in favor.

Ask for OWL CHOP JAPAN TEAS, uncolored, absolutely
pure, not sold for appearance, but for cup and quality.
Samples sent on application.

THE ACME OF QUALITY Greenbank Goods

1000 Packages "GREENBANK" Concentrated, Solid and Powdered LYE

1000 Packages "GREENBANK" CHLORIDE OF LIME, in sealed tins and drums

NOTHING BETTER.

NOTHING PURER.

Samples and prices sent with pleasure.

L. CHAPUT, FILS & CIE.

WHOLESALE IMPORTERS, MONTREAL

AGENTS

Established in 1842

The West India Co., Ltd.

ST. NICHOLAS BUILDING

MONTREAL

THE CANADIAN HOUSE OF

SANDBACH, TINNE & CO., - LIVERPOOL, ENG.
SANDBACH, PARKER & CO., - DEMERARA, B.G.

AND WITH AGENTS AND CORRESPONDENTS IN ALL BRITISH WEST INDIA ISLANDS

WE SOLICIT ORDERS AND ENQUIRIES FOR ALL
DESCRIPTIONS OF WEST INDIA PRODUCE.

Sugars	Molasses	Cattle Food
Cocoa	Coffee	Arrowroot
Pimento	Ginger	Nutmegs
	Etc., 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.

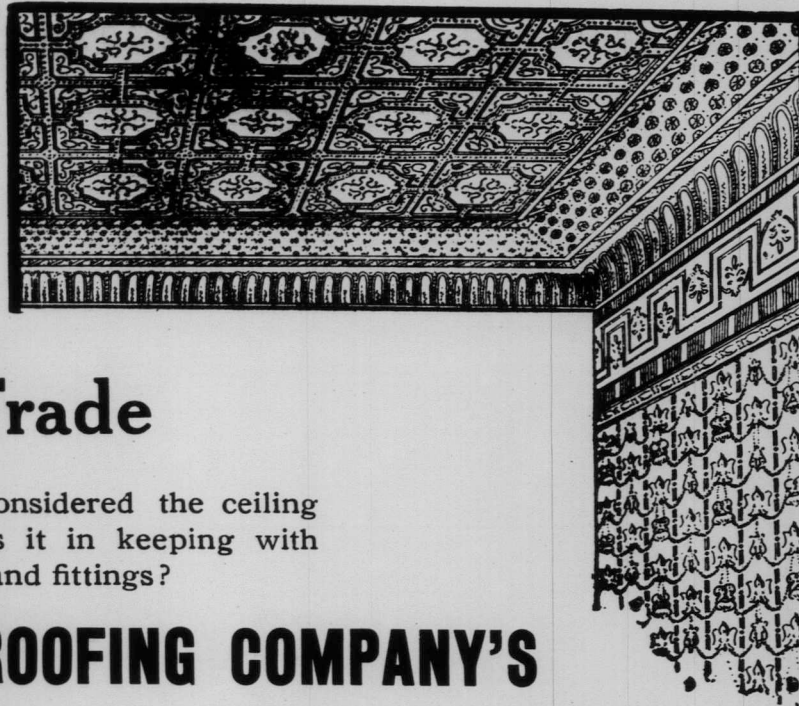
We shall also be pleased to consider proposals *re* representing Canadian firms in the West Indies and Demerara. If you have anything to sell in these colonies our services are at your disposal.

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 Attended To.

WEST INDIA CO., LTD.

**Appearance
Brings
Confidence
And
Confidence—Trade**



Have you ever considered the ceiling of your store? Is it in keeping with your tidy shelves and fittings?

THE METALLIC ROOFING COMPANY'S

metallic ceilings will add to the attractions of your store wonderfully. It's a chance for decorative treatment that should not lie neglected, and metal ceilings are fire retarding.

A multitude of grocers throughout Canada have had their store ceilings and side walls covered with these artistic metallic plates. You will be interested, Mr. Grocer, in our catalogue showing interior views of many stores, showing how they have been made bright, handsome and attractive through installing Metallic Ceilings and Side Walls.

Metallic Ceilings are sanitary and wholesome.

Will not collect dust.

Act as a light reflector.

Offer a full range of designs.

**Metallic Ceilings add 50% to
the Light of a Store.**



**THE
METALLIC ROOFING COMPANY**

Manufacturers

LIMITED

Toronto and Winnipeg

Wonderful Soap

A Household Favorite on Wash Day



'Tis said that the housewife's work is never done, but any article that will lessen the labors of washday is a welcome guest in any household.

Wonderful Soap

is unequalled for rapid and thorough cleansing of soiled clothes. Wonderful Soap does not injure the finest fabrics—its good value is maintained until the cake is finished.

We sell the good article and offer **no premiums.**

Its attractive labelling and packing assist in effecting a rapid sale, while its sterling qualities are your guarantee of repeat orders.

In selecting your staple lines place Wonderful Soap first. The profit for you will reward you for your effort.

THE GUELPH SOAP COMPANY

GUELPH, ONTARIO



A WINNER

MEADOW-SWEET CHEESE

is an easy seller and guarantees repeat orders because its delicious creamy flavor and freshness appeal to one and all.

A DAINTY 10c. PACKAGE

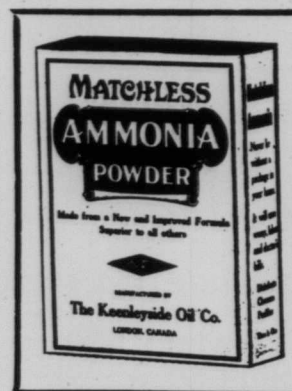
that ornaments but does not remain long on the shelf.

Hundreds a Week

are sold by many grocers.

GET IN TOUCH WITH US.

The Meadow-Sweet Cheese Co.
21 Bonsecours St., Montreal



Matchless Ammonia Powder

Is in a class by itself—because it is made from an improved formula superior to all others. It is powdered fine as flour—unlike so many brands on the market which are so lumpy.

Costs no more than the inferior powders.

Pin your faith to MATCHLESS.

MATCHLESS never fails you.

MATCHLESS is put up in a big five-cent package. Also a ten-cent one.

Get in line and order MATCHLESS—if you are not already pushing it—once used, your customers will want MATCHLESS. Do it to-day.

MADE BY

THE KEENLEYSIDE OIL CO.
LONDON, ONTARIO

Satisfaction to the Consumer Establishes Your Reputation



**Borden's
Brands**

Give
Perfect
Satisfaction



Consequently the Name

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

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

SELLING REPRESENTATIVES:

WILLIAM H. DUNN	-	-	Montreal, Toronto and Vancouver
MASON & HICKEY	-	-	Winnipeg, Calgary and Edmonton

BRAND'S A 1 SAUCE

WITH THE INTERNATIONAL REPUTATION



Make generous provision on your shelves for Brand's "A1 Sauce"—the connoisseur's preference. In mansion or cottage alike for almost a hundred years it has been delighting the palate, and is still giving a relish and zest to fish, flesh and fowl.

Now is the season to give Brand's "A1 Sauce" special prominence. But first, try a bottle on your own table—you will then be able to recommend it with enthusiasm.

We also make a full line of Meat Essences, Meat Extracts, Potted Meats, Chutney, &c.

A special shipment to hand of
Rolled Ox Tongues in Glass

BRAND & CO., LIMITED

Purveyors to
H.M. the King

MAYFAIR, LONDON, ENGLAND

T. O. BAXTER, 25 Front St. East, TORONTO H. HUBBARD, 27 Common St., MONTREAL
McLEOD & CLARKSON, VANCOUVER, B.C.

A GENUINE TRADE BUILDER

There is no finer Worcester-
shire Sauce on the market,
and you are handling an
article that will give your
customers pleasure and sat-
isfaction.



LOOK FOR

THIS LABEL

MASON'S No. 1 SAUCE

With its delicious flavor, is delightful
used with steaks, chops, fish, soups, etc.
Bottled in our modern and sanitary
factories. You can confidently recom-
mend this line and give it prominence.
It shows clean profits.

WRITE TO YOUR JOBBERS
FOR SAMPLES AND
QUOTATIONS

Masons Limited

25 MELINDA STREET
TORONTO

AT THE GATEWAY OF NORTHERN ONTARIO

*Mr. Merchant
of the North :*

Do you appreciate
what an advantage it is
to you to have an up-to-
date, generously stocked
wholesaler within reach
when you need sup-
plies?

We can not only save
you freight, but can
get the goods to you
promptly, both of which
are important econom-
ies where groceries and
provisions are con-
cerned.

**Our Customers Stick Because
Our Service is Good**

THE YOUNG COMPANY
LIMITED

**Wholesale Grocers and
Provision Merchants**

NORTH BAY and SUDBURY

MELAGAMA

TEA and COFFEE

The fact that our business has increased 700% during the past five years should be sufficient guarantee that we have the goods the people want.



With our large and well assorted stock of **Bulk Teas** and **Coffees** we can satisfy you in both quality and price.

Give Us a Trial

MINTO BROS.

TORONTO



Woodside
xxx
Granulated

**THE ACADIA SUGAR
REFINING COMPANY**

LIMITED

HALIFAX, NOVA SCOTIA
MANUFACTURERS OF ALL GRADES OF

REFINED SUGAR

This Granulated is made solely from
West Indian Cane Sugar, and it can-
not be excelled in Quality.

Richmond
xxx
Granulated

FOR ABSOLUTE PURITY
AND HIGHEST QUALITY
WHITE SWAN BRAND OF SPICES

ARE KNOWN EVERYWHERE.

For Your Protection

and the satisfaction of your customers we place the following Government Approved Form of Warranty on every tin, package, pail, box and barrel we ship.

WARRANTY

We hereby warrant the contents of this package, as manufactured by us, to be pure and unadulterated in accordance with the warranty provided for in the third Schedule to the Adulteration Act, chap. 133 of the Revised Statutes.

WARNING

Any person or persons found guilty of substituting the contents of this package with inferior or impure goods will be prosecuted according to law.

WHITE SWAN SPICES & CEREALS, Limited.
TORONTO, CANADA.

**DO YOU REALIZE WHAT THIS
INSURANCE MEANS TO YOU?**

White Swan Spices & Cereals, Ltd.
TORONTO

Why Substitute?



The Wise Buyer looks for his reputation in each purchase. Every unsatisfactory article that he sells lessens his Reputation

FROU-FROU

The Famous Dutch Wafer

is a Reputation Builder. Always of uniform quality. It makes friends of every Customer.

There is only one FROU-FROU
BEWARE OF SIMILAR SHAPED IMITATIONS



Taste the taste of FROU-FROU by sending for Free Samples.

Canadian Distributors:

MacGreegor Specialty Co.

Importers of good things to eat.
TORONTO.

THOUSANDS OF CANADIAN MERCHANTS ARE USING

Stimpson Computing Scales

The STIMPSON AUTOMATIC SCALE is made in many styles and capacities, ranging in price up from \$50.00. There is a STIMPSON adapted to the needs of every grocer, butcher, general merchant and confectioner.

We have the only automatic counter scale of ONE HUNDRED POUNDS CAPACITY and our No. 75, shown herewith, is the only one in existence that WEIGHS AND COMPUTES ONE HUNDRED POUNDS.

Among recent purchasers may be mentioned

LAPORTE, MARTIN & CO., Montreal.
GUNN, LANGLOIS CO., Montreal, Toronto and St. John.
W. H. STONE CO., Winnipeg.

Sold for cash or upon easy monthly payments. Allowances made for old computing scales of any make in part payment.

OVER FIFTEEN YEARS ON THE MARKET

Stimpson Computing Scale Co.

MONTREAL TORONTO ST. JOHN WINNIPEG
WOODSTOCK VANCOUVER Factory: DETROIT, MICH., U.S.A.

Stimpson
No. 75,
Weighs
and
Computes
to 100 lbs.



Why are You Not at the Ball Game?



RESPONSIBILITY
IS EASILY
CARRIED BY THE
MAN WHO OWNS
A

McCASKEY-GRAVITY ACCOUNT REGISTER

You can take a day off when your old-fashioned competitors are slaving over their accounts, trying to find out the status of their accounts.

You can keep accurate tab on every charge-customer with the McCaskey Register, and by its aid keep the slow pay people in mind, and the prompt ones in good shape.

You are free to devote all your attention to the selling end of your business.

Our system is well-nigh infallible.

The initial cost is moderate, and the savings are immense.

Our booklet will give you light on your problems, and help in their solution.

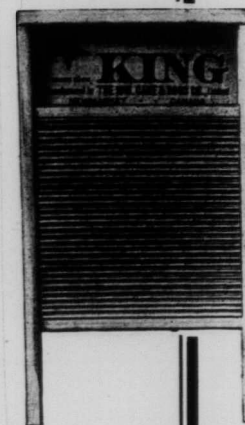
Dominion Register Co., Ltd.

TORONTO, CANADA

519-521 Corn and Produce Exchange, MANCHESTER, ENGLAND

CANE'S WASHDAY WOODENWARE

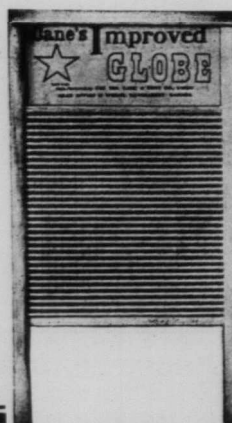
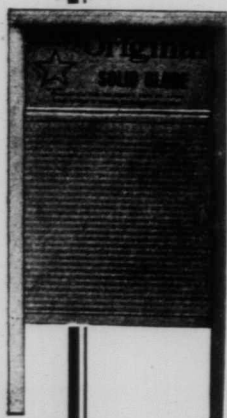
leads all other lines as the Grocer's best all-year-round seller. They easily lead all other boards for quality and price, and nothing but the best-seasoned materials are employed in their manufacture. Cuts illustrate a few of our leading lines which will prove real business-getters. We make a very wide range, which will be found to meet every requirement of your trade.



CANE'S WASHBOARDS

are very attractive in appearance, and the glass, zinc and enamel rubbing surfaces give long wear and effective service.

Are you getting **your** share of the trade offering? Specify **Cane's** when giving your next jobbing order.



The
**Wm. Cane
& Sons Co.**
Limited

**Newmarket
Ontario**

THE CANADIAN GROCER

RICHARDS

EVERY
BAR
YOU
SELL
SELLS
ANOTHER
FOR
EVERY
WOMAN
YOU
SELL
TELLS
ANOTHER



PURE
SOAPS
AT THE
LOWEST
PRICES
DIRECT
OR
FROM
ANY
WHOLE-
SALER
IN
CANADA



RICHARDS



"KING OSCAR" SARDINES

The Sardine that
made Stavanger
famous.

Are known and enjoyed by the most fastidious people. They are a staple with the masses as well. Hence sell rapidly to a large variety of customers.

NO OTHER CAN RIVAL THEM

No bones, no scales, solderless can, finest pure olive oil, uniform size and attractively packed—all tend to make them sell well.

KING OSCAR SARDINES ARE VERY PROFITABLE

John W. Bickle & Greening, HAMILTON
ONTARIO
(J. A. HENDERSON, Canadian Agents)

BJELLAND'S SMOKED HERRING IN BOUILLON

Put up by Chr. Bjelland & Co., the largest canners in Norway, also packers of the "KING OSCAR" SARDINES.

These herrings are all selected, small, summer-caught fish, and are canned under the most perfect

sanitary conditions a few hours after being taken from the water.

Smoked Herring in Bouillon is a wholesome and delicious combination, tasty and appetizing, and leaves a splendid profit when retailing for **10 CENTS A TIN.**

Ask Your Wholesaler.

John W. Bickle & Greening
HAMILTON (J. A. HENDERSON, Canadian Agents) ONTARIO



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1 an
2-lb.
Sea
Tine
Only

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"BO

'Tis Ever Increasing—

The volume of the sales of our "GOLD MEDAL COFFEE" each month shows marked increase over the preceding month. There must be some good reason for it. We can show you good reasons why you should push the sale of

WHOLE
OR
GROUND

"GOLD MEDAL" COFFEE

1 and
2-lb.
Sealed
Tins
Only.

PACKED IN AIRTIGHT TINS—making a convenient package to handle. It reaches the consumer with all its aroma, strength and delicacy of flavor unimpaired.

It pays you a handsome margin, and with its steadily-increasing sale is the most profitable coffee on the market.

Our name is on every tin—a guarantee of unequalled quality.

A CARD WILL BRING YOU A SAMPLE, QUOTATIONS AND FULL PARTICULARS.

EBY-BLAIN, LIMITED - **WHOLESALE GROCERS
TORONTO**

WHITTEMORE'S POLISHES Finest in Quality Largest in Variety



Oldest and Largest Manufacturers of Shoe Polishes in the World.

- "GILT EDGE." Oil Polish. The only Ladies' Shoe Dressing that positively contains OIL. Softens and preserves. Imparts a beautiful Black lustre. Always ready to use. Largest quantity. Finest quality. Polishes without rubbing. Retail 25c.
- "BULLY SHINE." A waterproof paste polish for all kinds of black shoes and old rubbers. Blacks, polishes, softens and preserves. Contain oils and waxes to polish and preserve the leather. Also, Russet Bully Shine for tan leathers. Large tin boxes. Boxes open with a key. Retail 10c.
- "SUPERB" (a paste) for polishing Patent and Shiny Leather Boots and all Shiny Leather Articles. Boxes open with a coin. Retail 10c.
- "DANDY" COMBINATION. For cleansing and polishing all kinds of russet, brown, or yellow boots, shoes, saddles, bridles, etc. Retail 25c. "Star" russet combination (10c. size). Russet, Brown and Ox Blood Pastes (5 sizes of each color.)
- "ELITE" COMBINATION. For those who take pride in having their shoes look Ar. Restores color and lustre to all black shoes. Retail 25c. "BABY ELITE" COMBINATION (10c. size). "ELITE" PASTE in 5 sizes.
- "QUICK WHITE" makes dirty Canvas shoes Clean and White. In liquid form so can be quickly and easily applied. A sponge in every package, so always Ready for use. Two sizes. Retail at 10c. and 25c.
- "BOSTON" WATERPROOF POLISH. A black liquid for men's and boys' shoes. Produces a patent leather shine without brushing. Retail 10c.

Send for circulars, giving full particulars of our other Polishes, to WHITTEMORE BROS. & CO., Boston, Mass., U.S.A.
For sale by ALL Wholesale Grocers

BUY WHITTEMORE'S SHOE POLISHES IF YOU WANT THE BEST



ROWAT'S Pickles and Olives

Co-operation is the secret of the success that has always attended the handling of our well-known brands. Our part is to keep the quality high and the deliveries prompt, yours to reap the benefit in constantly increased trade and the appreciation of your customers.

PATERSON'S WORCESTERSHIRE SAUCE

The most piquant of appetizers, needs no recommendation to the grocer who handles the best. If you have not stocked it, you will find Paterson's Worcester Stock a winning item on your list.

Ask your wholesaler about it

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

FOR

ROWAT & CO.
Glasgow, Scotland

YOUR WHOLESALER WILL
SUPPLY THEM





A Real Vanilla Extract

of exceptional flavor, bouquet and strength is Shirriff's True Vanilla—Selling this high-class flavoring adds prestige to your store. And it's a big seller. A profitable line to handle. More than 90 other Shirriff's flavorings.

Shirriff's True
Vanilla

A Big Selling Line

of Marmalade is undoubtedly Shirriff's Scotch Marmalade. The demand is steady and always increasing. Has that zestful and appetizing flavor that makes every one-trial buyer a permanent user.

Shirriff's Scotch
Marmalade



Popular Wherever Used

Shirriff's Jelly Powders are a very superior line. They make sparkling jellies, that stand up nice and stiff, and are beautifully transparent. True fruit flavors—very delicious.

Shirriff's Jelly
Powder

IMPERIAL EXTRACT CO., Toronto

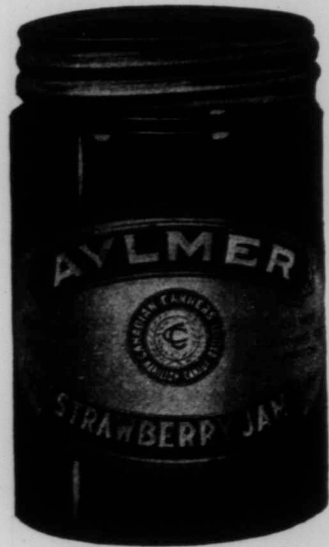
Ontario Representative, R. B. Neil; Western Representative, H. F. Ritchie
Montreal and Maritime Representative, W. H. Lyne-Usher
Quebec City Representative, Albert Dunn

THE CANADIAN GROCER

ONLY A FEW OF OUR MANY

which

The Natural Color and Flavor



GROCERS UNDERSTAND FOOD VALUES

FROM YEARS OF EXPERIENCE WITH OUR VARIED PRODUCTS GROCERS HAVE COME TO PLACE THEM ABOVE ALL OTHERS.



DOMINION CANNERY HAMILTON

Jams,

OF ALL K
FOR THE
HAVE MA
MINIMUM

The "Q
Delhi, I

THE CANADIAN GROCER

OUR MANY FINE PRODUCTS

which
Color and Flavor is Retained

YOU CAN ALWAYS TRUST OUR

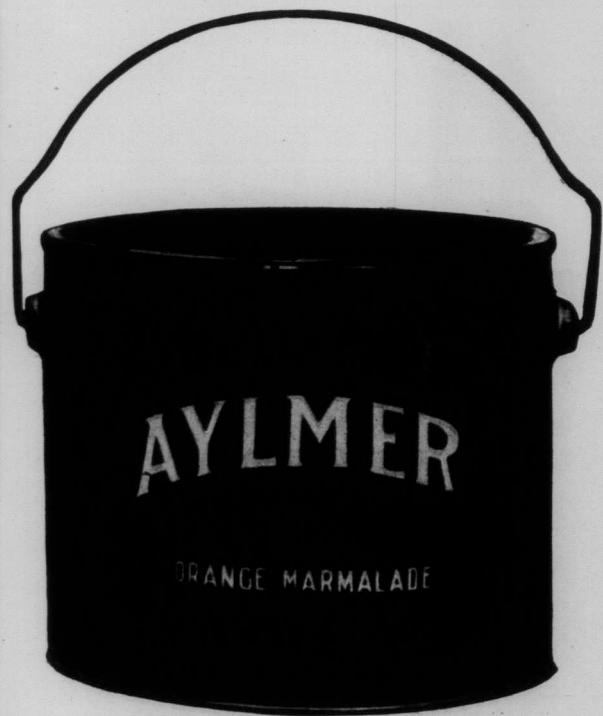
**Jams, Jellies, Preserves, Catsups, Canned
Fruits and Vegetables**

OF ALL KINDS TO BACK UP EVERY CLAIM YOU CAN MAKE
FOR THEM. BY CONCENTRATION AND STANDARDIZATION WE
HAVE MADE QUALITY CERTAIN, WHILE REDUCING COST TO A
MINIMUM.

IT PAYS TO HANDLE

The "Quality Guaranteed" Brands, such as Aylmer,
Delhi, Little Chief, Simcoe and many others—

THE RECOGNIZED LEADERS

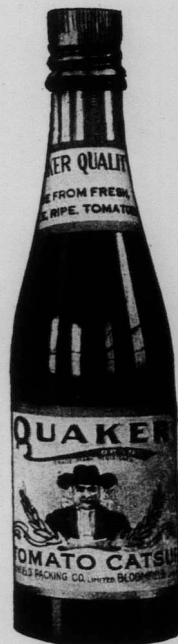


Without
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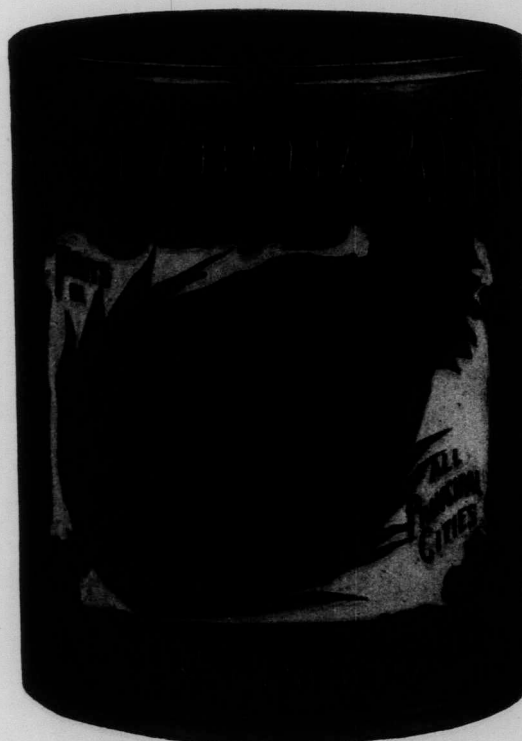
ANCE
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LL

AMERS, LIMITED

CANADA



Write us for any
information
you may desire.



THE CANADIAN GROCER

PURE FOOD LITSTER'S

EXTRACTS
JELLY POWDERS
PUDDINGS
ICINGS

SPICES
BAKING POWDERS
COFFEES
SALAD DRESSING
POWDER

The Good Luck Sign for Grocer and Consumer

For BOTH the rare quality of our products, their purity, and the care used in packing them, all combine to render LITSTER'S PURE FOODS the ideal stocks. Not only will the customers buy more readily this brand of known quality, but they will buy more freely. Good stocks mean steady increase in trade.

BE THE BEST GROCER IN YOUR TOWN.
WRITE FOR LISTS AND QUOTATIONS.

THE LITSTER PURE FOOD CO., LIMITED

1297-1301 QUEEN ST. WEST

TORONTO, ONTARIO

H. H. Livingstone, Montreal, Manager Eastern Agencies. Donnelly, Watson & Brown, Ltd., Calgary

AN ALL-YEAR-ROUND SUCCESS WITHOUT A RIVAL

There's a constant demand in every household for a good soda biscuit—the kind that reaches your customers in a crisp and fresh condition.

MEADOW CREAM SODAS



Attractively packed in cartoons bearing this registered label. Accept no substitutes.

Meadow Cream Sodas are particularly light, only pure ingredients being used in their manufacture. In the factory cleanliness is first thought. The package of fifty biscuits weighing one pound is the largest on the market for the price.

In the manufacture of Crothers' Fancy Biscuits and Confectionery a careful watchfulness for quality obtains throughout.

STOCK THESE LINES--YOU WILL
FIND A READY SALE FOR THEM

The W. J. CROTHERS CO.
KINGSTON, ONTARIO

FANCY BISCUITS AND CONFECTIONERY

One Aim In Life

The Packers of the "Thistle" Brand of Fish aim
only to produce the best there is in
Canned Fish.

Canned Where Caught

The "Thistle" Brand of Canned Haddies, Lobsters, Kippered Herring, and Herring and Tomato Sauce, are canned right where they are caught—at the water side. How better could you preserve the natural richness and delicate flavor of the fish? IMPOSSIBLE!

But that is not all, because Captain Austin has the unequalled skill of a lifetime of experience. THERE IS NO DIRT OR SLIME—NO UNCLEANLINESS TO BE FOUND IN THE "THISTLE" BRAND. The reputation of the foremost fish-curer in the country is at stake under the label of the "Thistle" Brand. BUY IT AND YOU BUY THE BEST.

"Thistle" Brand Fish

Arthur P. Tippet & Co., Agents
MONTREAL



Confectionery Specialties

Unique
Distinctive
Lines



TRADE WINNERS

GROSS GOODS
98c. per gross

PAIL GOODS

Price
per pail

Old-fashioned Chocolates
Vanilla Moss M.M., Pink and White
Cocoa Moss M.M.
Buster M.M. Sticks
Chocolate Walnut M.M. Squares
M.M. Jewel Squares
Chocolate M.M. Bars
Maple Squares
Maple Walnut Fudge
Cocoa Balls
Peppermint Rock
Jelly Roll
Peanut Roll
Boston Baked Beans

Mikado Mixed Candy,
32-lb. pails—\$2.20

Nutty Creams,
17-lb. pails—\$2.25

Fruitty Creams,
17-lb. pails—\$2.25

Mint Buttons,
17-lb. pails—\$2.00

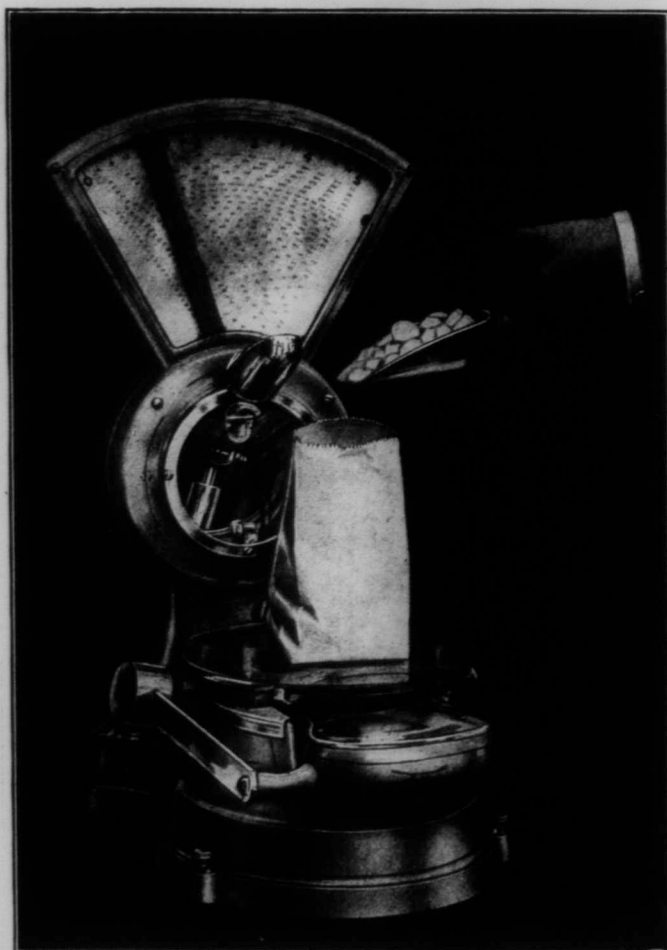
Butter Beans,
12½-lb. pails—\$1.75

8 1/2 GROSS BOXES CONSTITUTE ONE CASE

NO CHARGE FOR PAILS

Make up a five-case (or pail) order, and send it to your jobber. The goods will be shipped fresh from our factory to your store, freight pre-paid to all points in Ontario, Quebec, and the Maritime Provinces.

**SUGARS & CANNERS, LIMITED,
MONTREAL**



The Brantford Automatic Computing SCALE

has new and up-to-date features which make it the

**Most Sensitive, Most Accurate
and Longest Lived Scale Made.
No Springs, No Loose Weights.**

Will last a business lifetime.

Made especially for the Grocer and Confectioner

In 3 Styles

Write us for a colored cut and full description showing you why you need it and how to get it with a very small investment.

MANUFACTURED BY

**The Brantford Scale Co., Ltd.
Brantford, Canada.**

GOVERNMENT ANALYSIS

proves absolute purity. It shows highest percentage butterfat and solids considerably in excess of legal standard and an extremely high percentage of genuine food value.



"CANADA FIRST" EVAPORATED MILK

LEADS ALL OTHERS

The grocer who handles the CANADA FIRST popular line will daily increase his sales and gain new customers.

Our prices will show good profits.

Ask Your Wholesaler for Samples.

**AYLMER CONDENSED MILK CO.
LIMITED**

Aylmer, Ontario

HEAD OFFICES.

HAMILTON, ONTARIO

CASTOLS

CASTOLS

Have You Ever Heard the Story

of the grocer who read about a line which would assuredly bring him new customers, allowing him even sixty per cent. profit, but who had not the common sense to make enquiries about it? **HE'S DEAD!**

You're Alive! Ask Your Wholesaler

CASTOLS
HOCOLATE
ANDY

The Mother's Help.
No More Castor Oil.
The Children's Delight.

Facsimile
of the
Handsome
 $\frac{1}{2}$ Gross
Display Tin



\$2.25
per $\frac{1}{2}$ Gross
\$3.60 retail =
5c. per Block
\$2.70 Profit
per Gross
or
60% Profit

If Your Wholesaler is not here, Write us Direct. Our Agents:

Howe, McIntyre Co., Montreal; Hudon, Hebert & Cie., Ltd., Montreal; Laporte, Martin & Cie., Ltd., Montreal; J. B. Renaud & Cie., Reg., Quebec; The Denault Grain & Provision Co., Sherbrooke; J. G. Whyte & Son, Ottawa; S. J. Major, Ltd., Ottawa; W. G. Craig & Co., Kingston; Warren Bros. & Co., Ltd., Toronto; Geo E Bristol & Co., Hamilton; Maycock & Toms, Winnipeg; Cameron & Heap, Ltd., Regina, Sask.; The Codville Co., Ltd., Saskatoon, Sask.; The A. Macdonald Co., Edmonton, Alta; G. F. & J. Galt, Ltd., Calgary, Alta.; The National Drug and Chemical Co. of Canada, Ltd., Montreal; Lymans, Ltd., Montreal; Lyman-Knox Co., Ltd., Montreal; A. M. Smith Co., London.

SNOWDON & EBBITT

325 Coristine Building

::

MONTREAL

CASTOLS

CASTOLS

TIMELY GOODS

We Offer for Immediate Delivery at Special Prices:

1 Car of MILLER HIGH LIFE LAGER and MILLER
MALT EXTRACT

200 Cases Duffy & Co. APPLE JUICE

50 Cases Duffy & Co. APPLE CHAMPAGNE

50 Cases Duffy & Co. APPLE VINEGAR

200 Cases Duffy & Co. GRAPE JUICE

200 Cases Imported GINGER ALE ("TRAYDER Brand")

1,000 Cases VICHY WATER

From ST. NICHOLAS SPRINGS
"NEPTUNE" SPRINGS
"CAPITALE" SPRINGS
"SANITAS" (Sparkling)

800 Cases VICHY LEMONADES

"LA SAVOUREUSE"
"ST. NICHOLAS"

225 Cases "BACCHUS" APPERITIVE TONIC WINE

From the firm of Sarrasin & Javilliers of Dijon (France)

350 Cases BARTISSOL BANYULS TONIC WINE

From Banyuls-by-the-Sea.

350 Cases MINERVA TABLE OLIVE OIL

Guaranteed pure by the Municipal Laboratory of Marseilles

725 Cases HERMAN JANSEN GOLD FINCH GIN

Each bottle bears a certificate of purity from the City of Schiedam

*For all Information, Quotations, Write, Phone or Wire
at Our Expense.*

LAPORTE, MARTIN & CO., LIMITED

Wholesale Groceries, Wines and Liquors

::

MONTREAL

Brands of High Standing

We fully recommend the following lines of goods and brands as the produce of firms whose reputation is world wide, the superior quality of which we guarantee.

Kunkelman & Co.	Reims	PIPER-HEIDSIECK Champagne
Union Champenoise	Reims	C. A. Cardinal, Champagne
Union Champenoise	Reims	Duc d'Origny
Bouvet Ladubay	St. Hilaire, St. Florent	Duc de la Grange Champagne
Ph. Richard et Cie.	Cognac	Brandies
Mitchell Brothers	Glasgow	Scotch Whiskies
Mitchell & Co., Ltd.	Belfast	Irish Whiskies
J. P. Wisser & Sons	Prescott	Canadian Whiskies
Herman Jansen	Schiedam	Gin and Liquors
G. Pims & Co.	London	Old Tom Gin
Jules Pernod	Avignon	Absinthe and Kirsch
Diez Hermanos	Jerez de la Frontera	Sherry Wines
Vigneau et Cambours	Bordeaux	Clarets and Sauternes
Morin Pere et Fils	Beaune	Burgundy Wines
Companhia Vinicola Del Norte	Spain	Claret Wines
A. Sarrazin et Javilliers	Dijon	Tonic Wines "Bacchus"
Frederick Krote	Coblentz	Rhine and Moselle Wines
Garrett & Co.	Malaga	Malaga Wines
E. Bartissol	Portugal	Port Wines
Real Companhia Vinicola	Portugal	Port Wines
Societe des Vins de Banyuls	Banyuls sur Mer	Banyuls Wines
Cazalis et Pratt	Marseilles	French Vermouth
Gondran et Fils	Marseilles	French Vermouth
P. Garnier	Enghien les Bains	Liquors and Cordials
Miller Brewing Co.	Milwaukee	High Life Lager
Miller Brewing Co.	Milwaukee	Extract of Malt
W. E. Johnson & Co.	Liverpool	Beer, Bass' Ale
W. E. Johnson & Co.	Liverpool	Porter, Guinness' Stout
Belfast Mineral Water	Belfast, Ireland	Imported Ginger Ale
Chateau Rene Robert	St. Yorre near Vichy	Robert Soda Vichy
Chateau Rene Robert	St. Yorre near Vichy	Vichy Lemonade, Savoureuse
Source La Neptune	St. Yorre near Vichy	Natural Vichy Water
Source St. Nicholas	St. Yorre near Vichy	Natural Vichy Water
Source St. Nicholas	St. Yorre near Vichy	St. Nicholas Lemonade
Source La Sanitas	St. Yorre near Vichy	Natural Vichy Water
Source La Capitale	St. Yorre near Vichy	Natural Vichy Water
Duffy & Co.	Rochester, N.Y.	Apple Juice
Duffy & Co.	Rochester, N.Y.	Grape Juice
Duffy & Co.	Rochester, N.Y.	Apple Champagne
Blanc et Fils	Valence sur Rhone	Alimentary Pastes
H. E. Bouille et Cie.	Marseilles	Minerva Olive Oil
Societe Anonyme "Le Soleil"	Malines	Canned Vegetables
La Savonnerie "Le Soleil"	Marseilles	Castille Soap
A. et L. Lehucher	Paris	"Lecourt" Mushrooms
Societes des Usines Remy	Louvain	Famous Remy Rice Starch
Soc. Franc. du Bassin de Vichy	St. Yorre near Vichy	Digestive Tablets
Fenech Artell et Cie	Tarragona	Mass Wines
	Sanctuaire Brand	Vatican Brand

GENERAL DISTRIBUTORS:

LAPORTE, MARTIN & CO., LIMITED

Wholesale Groceries, Wines and Liquors

::

MONTREAL

ESTABLISHED 1890

WILLIAM H. DUNN

BROKER

AND COMMISSION MERCHANT

21 YEARS AT SAME
ADDRESS

396 St. Paul St., MONTREAL

Branch, 27 Front St. East, TORONTO

Branch, 402 Mercantile Bldg., VANCOUVER

Agencies at Winnipeg and Calgary



**Vancouver and Toronto
Agencies :**

BORDEN'S CONDENSED MILK CO.
AND W MELROSE & CO., TEAS
PURITY BRAND PRODUCTS
B. T. BABBITT, INC., SOAPS
PYRAMID FLY-CATCHERS
ENAMELINE STOVE POLISH

Montreal

PURE GOLD MFG. CO., SPICES
C. B. KNOX'S GELATINE.
F. W. FEARMAN'S MEATS
E. D. SMITH'S JAMS
COTTAM'S BIRD SEED
POSTUM CEREAL CO.
BENS DORP'S COCOA
ROYAL CROWN SOAP CO.
GEO. LUEDERS & CO., N.Y.
NATIONAL LICORICE CO.
CURTICE'S "BLUE LABEL"
CARR & CO., BISCUITS
GILLARD & CO., PICKLES
MOREL & CO., SARDINES.
CODE PORTWOOD CANNING CO.
CASTLE & CO., DRIED FRUITS
ROGER'S VALENCIA RAISINS
BALDJI & CO., SMYRNA FIGS
HAMBURGER & CO., CURRANTS

Our facilities are the best; *our salesmen* cover *all large Markets* in Canada.

REFERENCES:

A dozen large Manufacturers of high-grade Grocery Specialties whom we have represented for ten to twenty-one years, also—

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

We solicit accounts of progressive
Manufacturers wanting live representation.

WILLIAM H. DUNN

Selling Representative for
Borden's Condensed Milk Co.

MONTREAL TORONTO and VANCOUVER

WARNING

The Original and Genuine

Pyramid Fly-Catcher

is guaranteed to give entire satisfaction.

BEWARE OF IMITATIONS

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

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

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

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

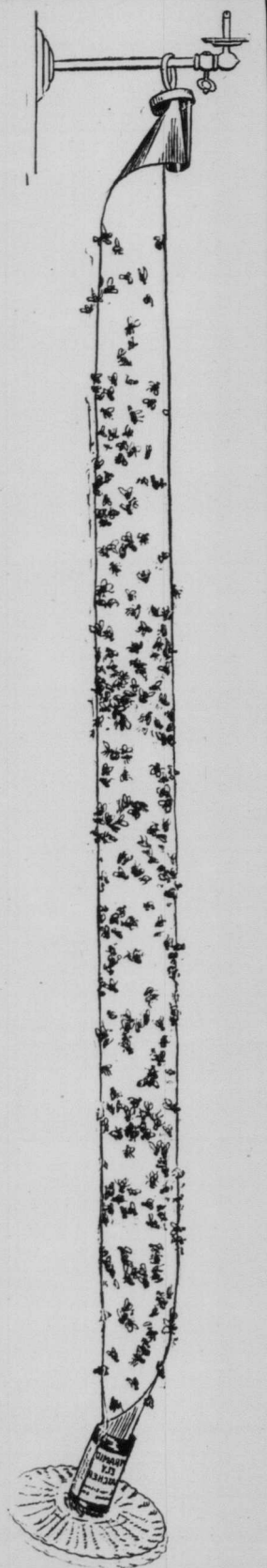
SELLING REPRESENTATIVES

Mason & Hickey—Winnipeg
Donnelly, Watson & Brown—Calgary
Andrews & Nunn—Vancouver
A. Francois Turcotte—Quebec

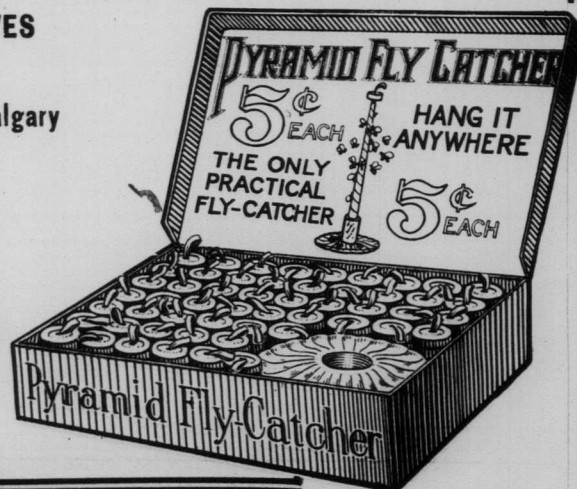
SOLE IMPORTER

William H. Dunn

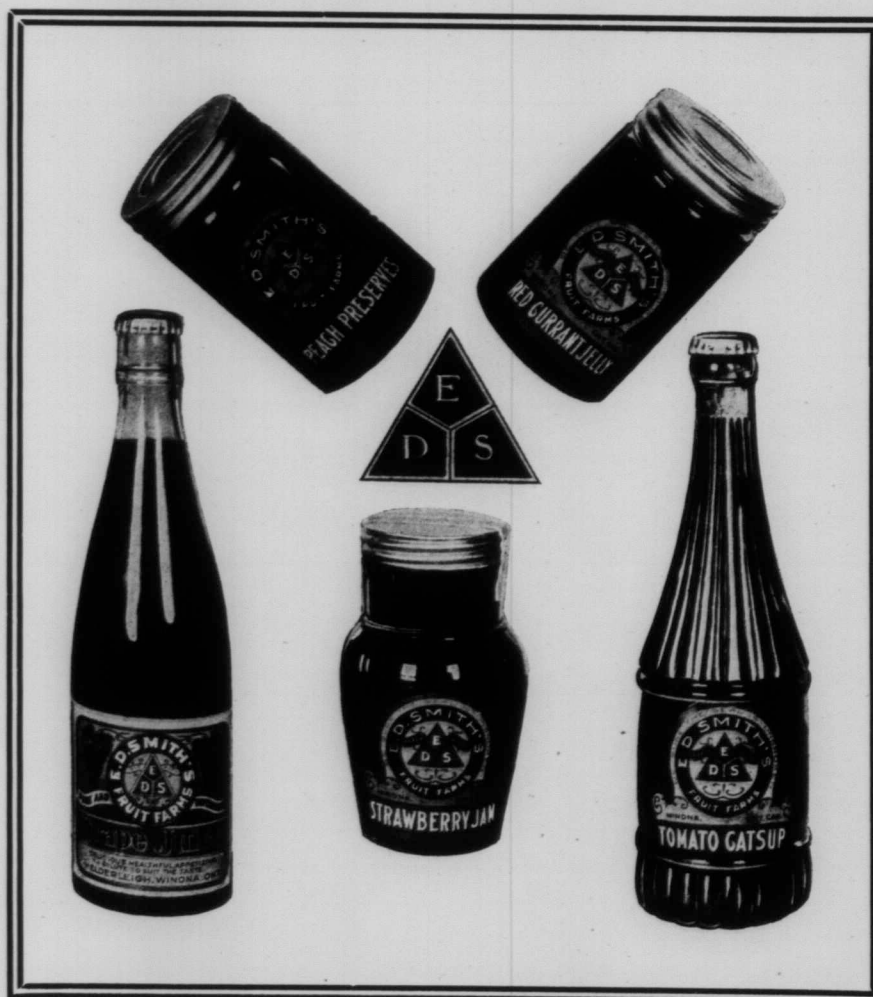
MONTREAL TORONTO
and VANCOUVER



Millions sold in
Canada.



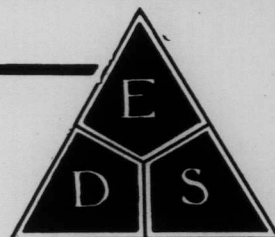
The Best Quality



A Pleasing Taste

"E.D.S." Brand

Jams, Jellies, Grape Juice and Catsup



There is no other brand on the market with a higher reputation for absolute purity of materials and delicious flavors than the E.D.S. brand possesses.

Seconding Our Claims. The Government Inspector of Foods has approved them as **BEST BY ALL TESTS** and absolutely unadulterated.

A well advertised article is generally a good seller. No product can be persistently advertised if the goods themselves are not salable and absolutely as represented.

Our Goods Bring Results for the Grocer. Their quality is published in very expensive advertising to the consumer, making the demands heavier and continuous.

E.D.S. Goods are Quick Sellers

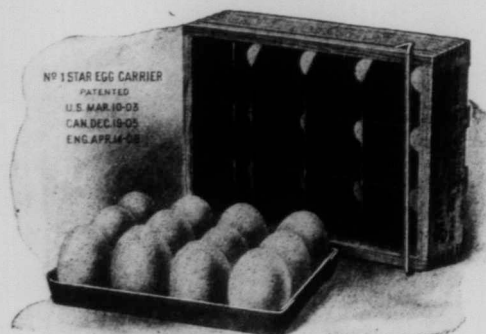
If you are not handling them—write to us for information. The effort is small and the results depend only on how largely you avail yourself of the opportunities.

E. D. SMITH

WINONA :: :: ONTARIO



KEEP YOUR STORE AHEAD



Made in one and two dozen sizes.

Do not be satisfied to be "just as good"; make yours the best and most attractive store in town.

STAR EGG CARRIERS AND TRAYS FOR SAFE EGG DELIVERY

make clerks and delivery men take pride in accurate, quick, careful methods and build up the entire delivery and store service.

This modern egg delivery system for progressive stores pays for itself in a couple of months and then pays an extra profit on every dozen eggs delivered.

Write for our two valuable books "No Broken Eggs" and "Advertising Suggestions." They explain everything in full.

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STAR EGG CARRIER & TRAY MFG. CO.
1550 JAY STREET, ROCHESTER, N.Y.

"ARCTIC" Refrigerators

Pay for Themselves in the
Ice They Save!

Our patent "Arctic" Ice Chamber is guaranteed to produce the maximum current of cold, dry air with the minimum waste of ice—you'll be surprised at the length of time your ice lasts. Every day sees more discerning grocers proving for themselves the truth of these statements. Your name and address on a post card will bring complete information to you.

"Arctic" Refrigerators are ABSOLUTELY SANITARY. Lined with 1/16 white opal glass, all corners neatly cemented glass to glass, and floor is of inlaid white tile. Impossible to crack or chip off and can be flushed or scrubbed without fear of rust or corrosion. Outside cases of solidly and lightly framed oak, richly finished, mounted on extra strong ball bearing steel castors. Trimmings are of plain brass, well polished.

This is the famous "ARCTIC" Silent Salesman Refrigerator

Very attractive and specially adapted for the grocer. Made with plate glass front and double selected glass sides, white tile floor and white opal top. Shelving is of plate glass and case in birch or oak as desired. A handsome, effective fixture. Perfect circulation of cold, dry air. Moderately priced.

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RYAN BROS., 147 BANNATYNE AVE., WINNIPEG, MAN;
DONNELLY, WATSON & BROWN, CALGARY, ALTA.

WRITE AT ONCE FOR CATALOGUE AND DETAILS

John Hillock & Co., Limited, Toronto

**YOU CAN
SELL GOODS
IN NEWFOUNDLAND**

**MR. MANUFACTURER,
HAVE YOU CONSIDERED
THIS FIELD?**

This territory is large and not always appreciated by exporters in Canada, United States and Europe, simply because they do not realize the opportunity there is for establishing a paying trade. Manufacturers properly represented can do a fine business because the colony imports largely from these countries.

Write us about your line. Our many years' experience here, and exceptional facilities for introducing your goods, make us your logical representatives.

T. A. Macnab & Company

Manufacturers' Agents, Commission Merchants, Importers and Exporters.

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

ST. JOHN'S, NEWFOUNDLAND

Codes used: A. B. C. 4th and 5th Eds. and Private.
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WHOLESALE GROCERY BROKERS AND COMMISSION MERCHANTS

WINNIPEG

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

**We Handle
Only
The Best**

Molasses,
Salmon,
Herring,
Etc., Etc.

WHOLESALE TRADE VISITED DAILY

(Morning and Afternoon)

Correspondence Solicited.

OFFICES :
BANK OF TORONTO BLDG.

**Suggest to Your Customers to Try Some of
Clark's Good Things to Eat**

They will be pleased

and it

WILL PAY YOU

A LARGE ASSORTMENT TO CHOOSE FROM

Some Specialties

Ready Lunch Beef	Sliced Smoked Beef
English Brawn	Tongue, Ham and Veal Pate
Boneless Pigs' Feet	Mince Meat
Ready Lunch Loaf	Chateau Brand Soups,
Geneva Sausage	12 kinds
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Jellied Veal	Tomato or Chili Sauce
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Minced Collops	Devilled Meats
Corned Beef Hash	Lunch Ham
Beefsteak and Onions	Cooked Tripe
Stewed Kidney	Compressed Corned Beef
Irish Stew	Cambridge Sausage

Ask your Jobber to send you an assorted shipment.

W. CLARK, - MONTREAL

MANUFACTURER

HIGH GRADE FOOD SPECIALTIES

THE CANADIAN GROCER



MAKES IT POSSIBLE

For every grocer to build up and maintain a large and profitable tea trade. To dispense with at once the necessity of carrying a large stock of tea, deteriorating in quality and eating its head off in interest.

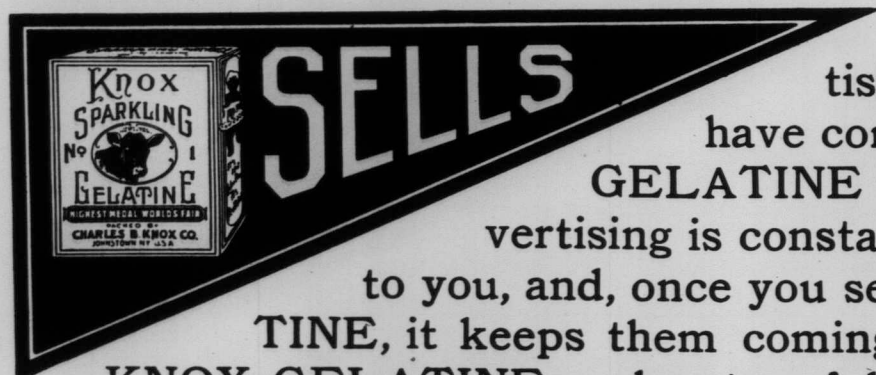
To secure a speedy, actual and protected profit on all sales and to put the tea peddler out of business.

To serve your customers with the finest tea grown, fresh and fragrant from the tea-gardens of Ceylon.

ANNUAL SALE OVER 23,000,000 PACKETS

TORONTO

MONTREAL



Quality, Steady Advertising and "Good Measure"

have combined to make KNOX GELATINE the best seller. Our ad-

vertising is constantly sending customers

to you, and, once you sell them KNOX GELATINE, it keeps them coming back again and again.

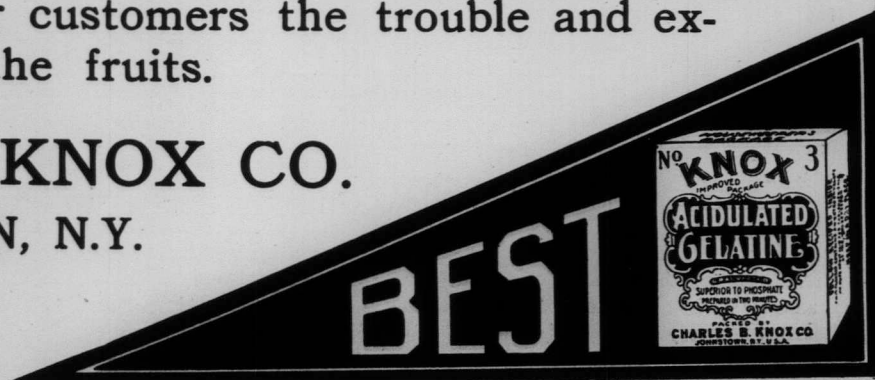
KNOX GELATINE makes two full quarts of jelly to the package. KNOX ACIDULATED GELATINE is a good leader—each package contains an extra envelope of pure fruit acid, which saves your customers the trouble and expense of preparing the fruits.

CHARLES B. KNOX CO.

JOHNSTOWN, N.Y.

Branch Factory:

Montreal, Canada





Special Feature : Constructive Salesmanship

THE CANADIAN GROCER

Established - - 1886

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JOHN BAYNE MACLEAN - - President

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PUBLISHED EVERY FRIDAY

CONSTRUCTIVE SALESMANSHIP — ITS DEFINITION.

This is a Constructive Salesmanship number. When it was first conceived, months ago, there was born at that moment the desire on the part of The Canadian Grocer to have representative dealers from every province in Canada—men who are daily creating demand in customers for goods that return a good fair margin of profit—set down their methods in black and white, in the hope that somewhere a retailer or two might see and profit thereby. This thing has been done. Some thirty-five good counter men, situated in all parts of the Dominion met the appeal half-way, and sent in their ideas. The following pages will show why nine men have been awarded nine medals

for excelling in this. The culling process was not easy, and it is only fair to say of those to whom no reward was given that there was little separating the winners from the losers. It is a pleasure indeed to be able to say this.

Sheldon has defined salesmanship as "the art of inducing people to buy product at a profit." It did not take Sheldon long to state his definition; it does not take long to write it; but it DOES take long to KNOW it. There are a great many grocers in Canada to-day who are adepts at retailing staples, but to whom the finer arts of selling other goods at a profit is as unknown as is the writing on an Egyptian tomb.

Constructive Salesmanship is beyond all this again. As the name implies, it is the constructing of all the conditions that go to make salesmanship possible into a perfect structure. It is the compelling of one essential to have a definite relation to the one next in line. It demands that the window shall attract and entice people into the store and to the counters to learn more; it insists that when the prospective customer crosses the threshold the displays and arrangements within must please the eye and promote a feeling of security; it compels that the clerks be able to explain without effort or causing annoyance, all about the goods there to be sold.

Literally, it means that all these things must be arranged to make the customer feel that "here is not a place where money is taken, but given voluntarily, in return for courteous treatment and painstaking service." It is the solidifying of the many little things into the one perfect whole." That is constructive salesmanship, and it is that which has been sought for in all the replies sent to the competition. When it has been done, it is always seen that reward has followed effort, and the men who have won to that position have achieved something as important in their eyes as the throwing out of a twin line of steel is in the eyes of the constructive railway genius.

THE CANADIAN GROCER

TRADE WITH THE BRITISH WEST INDIES.

The Royal commission on trade relations between Canada and the British West Indies does not seem to have had the effect of inducing any considerable volume of new business between these two sections of the British Empire. It is a pity. This Dominion of Canada has much that could be used in the Islands, and those little tropical centres have many lines that should be welcomed in this country. Molasses from Barbadoes comes in, it's true, but there are comparatively few other products handled regularly, into Canadian ports. Some fruit is shipped to maritime centres on the boats plying between the countries, but even in this there have been men who have objected, because it did not always arrive in first-class condition.

It has been stated repeatedly that West Indies were standing with open arms to welcome trade with Canada. Canadians who spend some of their time in the delightful climate that is theirs, in our winter season, come back dilating on the intense patriotism of the people there. And yet nothing seems to come of it all.

The United States is surely and steadily gaining control of the islands in a commercial way. They are so close, and we so far away. The fruits and tropical products shipped to the ports of the neighboring republic have not the time to spoil, and bring good prices on their markets.

THE PASSING OF THE STREET STANDS?

It is reported that one of the Solons in the Toronto city council intends introducing at the next business session of that body an amendment to the civic by-law, designed to prevent retailers from displaying goods on the sidewalk.

As only the bare fact is contained in the notice of motion it is not possible to know the real reason behind the move, but two things are to be assumed. The first of these is that in the past dealers have been inclined to abuse the privilege by blocking the thoroughfares with goods for hours at a time. The second is that the aldermen have become imbued with the idea that the health of the citizens who purchased the goods displayed outside was endangered by the flying dust and microbes supposed to be present in every city street.

On the face of things this proposed amendment would appear altogether too drastic, and just another piece of municipal legislation provoked by the sins of the few to the detriment of the many who place on their stands on the sidewalk only such goods as dust cannot affect to any extent. But if it is discussed, it will probably have the effect of having the sinners "take thought on their ways," and undoubtedly will cause those merchants who make a literal junk shop of the pavement to work a change in that policy.

SELLING LILIES AS A SIDELINE.

A splendid example of salesmanship, entailing the faculty of recognizing and grasping opportunities, came to light in one of the large Canadian cities at Easter time.

This was a case of a grocer who became for the time being a florist. His place of business is located on one of the high-class residential streets of this particular city, and there was no florist's shop within striking distance of his establishment. That is how he came to observe his opportunity, and this is how he worked it out.

He made an arrangement with one of the large flor-

ists to supply him as demanded, with supplies of Easter lilies. Of the first consignment he made a pleasing window display, so that all his fashionable customers could see how he could supply their wants, and awaited developments. They came. The residents of the neighborhood knew the danger attendant upon the bringing of these delicate plants from downtown stores, and went to him to have their wants supplied.

He had expected to fill a few orders — probably thought he would be able to clear out the original supply and a repeat, but by the time the selling was over, he made the startling discovery that he had sold exactly ONE THOUSAND PLANTS. That WAS Salesmanship.

EDITORIAL NOTE.

There must be helpful hints in this spring number for every reader of Canadian Grocer. It should not be discarded until it has been fully inspected.

There was once a man who boasted that he thought of everything. He failed in business, and it is to be supposed he even thought of that.

Millers have advanced rolled oats again by twenty cents a barrel. This is the second increase in a month, and is attributed to the strength of the oat market. But it would appear at the moment that the export demand for this cereal had fallen off a little, with a consequent weakening of prices.

An effort has been made in the compilation of this issue to print only such articles as are calculated to be of benefit to Canadian Grocer readers in every department of business. It is a big number, and is profusely illustrated, and, we think, is well worth the trouble of keeping on file for ready reference. Henry Johnson, Jr., has contributed two articles dealing with two sides of business management. Other men from all sections of the country have sent in their views on the running of establishments that will surely be of help to other merchants in some measure, no matter where they may happen to be located.

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The Canadian Grocer's
Gold Medal Competition



The Award for the Best Methods of
Creating Business

The Winners

Class A—

Centres up to 2,500 Pop.

- 1 Arthur Hopwood, New Michel, B.C.
- 2 F. C. Williams, Ridgeville, Ont.
- 3 J. Forsyth, Jr., Dartmouth, N.S.

Class B—

Centres from 2,500 to 20,000 Pop.

- 1 N. B. Good, Lethbridge, Alta.
- 2 R. J. E. McCrea, Guelph, Ont.
- 3 James J. Freed, Ft. William, Ont.

Class C—

Centres from 20,000 up

- 1 D. M. Fraser, Winnipeg, Man.
- 2 J. W. Cantin, Quebec, Que.
- 3 John H. Wilson, St. John, N.B.

Judges—Nine of the Editors of
The MacLean Publishing Co.

*Salesmanship is the Power to Persuade People to Purchase
Product at a Profit.* Sheldon

CONSTRUCTIVE SALESMANSHIP

D. M. FRASER : WINNIPEG

■ GOLD MEDALIST IN CLASS "C." ■

FROM one of the spacious business establishments located on Main street, in Winnipeg, comes the following, illustrative of the methods of D. M. Fraser, a clerk in the store of J. A. McKerchar. As might be assumed from the name, he is evidently a product of Auld Scotia, and the sterling interpretation of loyalty he places upon his position as well as the sturdy determination to both add to the business of his "master," and to his own standing as well, runs all through his story. It contributed not a little to his being granted the gold medal for the big cities.

Believes in the Window.

Mr. Fraser believes in the power of the window as a selling agent. He says that during Easter week they had a special display of hams and bacon attractively laid out there and also a quantity of fresh-churned creamery butter. This was surrounded by some splendid lilies which added a charm to the provisions in being appropriate to the season. The sales in these two lines were increased considerably as a result of that arrangement.

He has also displayed new goods never before offered to the public with a large portion of success as a reward. He cites a particular instance in pointing out how until recently one special breakfast food enjoyed a large sale in Winnipeg. A new line was brought to the attention of his "boss" in common with other grocers of the city. He was enthusiastic about the proposition because of its benefits to himself and to his patrons for this was a domestic product and as the duty was saved it meant considerable difference to the housewife. The window was well prepared. A few attractive bills were placed at the top corners of the display so as not to detract from the arrangement, and this prominence along with personal recommendation quickly boosted the new line into popular favor with the customers of the store. Now it is in steady demand.

Non-Advertised Goods.

His window has also been used to sell goods never advertised by the manufacturer to any of their customers.

In illustrating this he recalls a case of a cleaning preparation which entered

Loyalty, Integrity and Ability—Recognition of the Selling Values of His Windows, and also of Interior Display—Capacity to Sell Goods that Have Not Been Asked For—Tendency to be Always Anxious to Learn

the market not long ago, and allowed the retailers a fair margin of profit. They handled two lines of cleaners, and the one last introduced was the best one from the proprietor's point of view. So this was given a display. The stuff was tastefully arranged, a color scheme was worked in, and drew attention to the store. Enquiries came rapidly as to the nature of the new product, and on its claims and price being explained, a good demand for it was soon created, and still holds good.

Values Show Cards.

The window is dressed every week usually and twice during the fruit season, and Mr. Fraser is a firm believer in show cards and price tickets. He holds that goods are displayed in the window that they may be sold.

"If a price is not stated," said he, "it is not just to the man who takes care and interest in displaying the goods nor profitable to the proprietor of the store. People who are not customers will daily pass a window that does not shout out its message. It is the housewife that looks at a window more than any other person, and consequently prices attract her more than anything else. She perhaps does not appreciate display as much as that which deals with her purse. Care should be taken not to put in tickets that are too large or too many of them. Every article to which attention is to be directed is to be clearly marked as to price and also description given if this is necessary."

Introducing Specialties.

This Winnipeg clerk also is strongly convinced that systematic interior display pays. As he puts it, the shelves contain the goods in every day demand, and they use as much counter space as convenient for displaying new lines, believing this to be the best possible me-

dium for introducing specialties. The customer sees the goods; she probably examines them, and desires to be informed about them. When the counter is the only thing that divides customer and salesman on such an occasion, sales are easily made," he says.

"Sometimes," he continues, "when the counter space is all taken up, and there are several lines I want to treat in this way, I find it good policy to have these goods placed out of the way but near at hand. So, while speaking with a customer I await the opportunity to mention these and just put my hand down and bring out a package."

He says that it only takes a few words to be able to secure the customer's favorable attention, and for that reason considers it important to be able to place his hand on what he wants to talk about at the right time. But as sometimes clerks forget that goods are placed there for that purpose, and he thinks it a good policy to have the men constantly reminded that the goods are there.

Interior Display.

Mr. Fraser believes in displaying goods near the front door and tries to have the variety so shown as large as possible. To do this he builds attractive packages on glass shelves, has revolving china stands, and encased frame work for displaying dried fruits. He also has wire stands for vegetables and fresh fruits, and wicker work baskets for exhibiting eggs. He believes in the efficiency of biscuit show cases, and has one showing a variety of eighteen kinds of confections. Many lines of goods are sold by these mediums, he considers, that otherwise would not have been known at all, nor asked for.

In his store they always ask customers to buy goods that are not asked for. He has found that it is easy to sell a manufactured article that is highly advertised when he wants to, and it has also been his experience that he can sell a similar non-advertised article should he desire to do so, if it produces a better profit to the establishment.

Creating Demand.

Demonstrating this, he mentions one particular food stuff in the establishment, of which they keep two brands.

THE CANADIAN GROCER

On one of these, competition compelled the sale at such a price that merely a nominal profit resulted. In the case of the other, a good article which went out under their own name, a good profit was provided.

"A lady came in," Mr. Fraser relates, "and asked what brands of this particular food stuff we had in stock. I brought over a packet of our own brand, simply remarking that it was of the best possible quality, and naming the price. She wanted to know if that was the only line we had, and enquired for the other brand. I replied that we had that brand, but pointed out that most of the customers of the establishment bought the one I had first introduced. She had confidence in my selling talk, and took the package home to test it."

Using the Telephone.

In this Winnipeg store there is of course a telephone, and it is used as a means of increasing sales, Mr. Fraser telling how. Only the best clerks are allowed to take orders on a telephone. The greatest possible attention is given. "This is made necessary," he thinks, "because the telephone is used to bring before the customer the latest arrival in all new goods. Care is taken to serve her just in the same manner as if she were in the store, and an endeavor is also made to give her the advantages of any special price prevailing."

Much additional business also comes the way of the store, Mr. Fraser says, through their suggesting to customers

goods that have not been asked for. It is his opinion that many customers think a grocer's stock is confined to certain definite lines of goods. "Often," he says, "in looking over orders from regular customers, I notice that they never give my store a chance to supply certain lines of things. I knew they required them, and by drawing their attention to the fact that the lines were carried in the store, we were enabled to secure their order in full, and not in part as before." They use no newspaper space for advertising, nor do they issue circulars. The only method they use to bring their goods to the attention of the public is personal appeal and salesmanship.

Believes in Equipment.

He believes in the power of equipment to facilitate the handling of customers. They have installed a ham and bacon slicer, electric coffee grinder, computing scales, cash register, cheese cutter, display racks, biscuit cases, fruit stands, confectionery cases, cases for fancy boxes of chocolates and novelties.

He believes that all these innovations work for regularity, accuracy, the saving of time and thrift, and the increase of sales.

Their delivery is effected by horse and wagon. There are three deliveries per day to each district, and these are made at stipulated hours. An effort is made to adhere to these schedules as much as possible. There are, of course, special deliveries besides for express orders.

They have for their bookkeeping double entry system. The best features of it, Mr. Fraser says, are exactness and clearness. They are enabled to secure a full account of a customer's standing at a glance.

Reads Trade Journal.

The profits are figured on sales, because Mr. Fraser says, they can only arrive at a true profit after deducting general expenses, salaries, cost of deliveries, and all other details that have a bearing on the goods sold.

He is always seeking to add to his knowledge by studying the articles running in the trade magazines and in books. He reads the editorial and advertising sections of The Canadian Grocer for selling information. Anything dealing with the power of personality or salesmanship he has always found to have been of great benefit to him.

"I have always been able to sell goods recommended to my customers because I always made it a point that all my recommendations bear the hall-mark of genuineness," said he. "My customers depend on my word, and in good faith give them a fair and unprejudiced trial. I draw the attention of customers to new lines and include a demonstration of them. I would also allow a customer to experiment in her home with these goods. I always try to show her peculiar advantages and the saving in cost of each."

A sharp lookout they always keep for newcomers to the district.



INTERIOR VIEW OF THE STORE WHERE D. M. FRASER IS EMPLOYED.

CONSTRUCTIVE SALESMANSHIP

N. B. GOOD, LETHBRIDGE, ALTA.

□ GOLD MEDALIST IN CLASS "B." □

OUT in Lethbridge, in sunny Alberta, N. B. Good, of the Good Co., has been transacting business in such a systematic manner that he has been deemed by the judges well worthy a position of honor in this contest. As retailer he has given a most comprehensive survey of the methods he has used in building up trade in both sections. All his ideas are clear-cut and it is quite evident that he has believed in them sufficiently to risk a considerable amount of money on their well-working or otherwise. There may be some of these with which other of our readers will not agree. The Good Co., however, has proved the efficiency of them and for that reason their survey at least will work harm to no one.

Selling Oranges.

Mr. Good certainly believes in the use of his window in displaying goods. He thinks it is a great business getter, and in naming an instance in substantiation of this he said that on one Saturday his firm sold twenty cases of oranges by having the window filled properly with these southern fruits. He adds that a large price ticket was used in conjunction with the display. He has also displayed new goods in that window never before offered to the public.

Introducing New Line.

Success has followed every effort. To put it into his own words: "Our firm were enabled to secure the sole agency for a line of canned goods which had never been offered to the public before in the Lethbridge district. We filled the window with these goods and advertised them extensively in the Lethbridge evening paper and we have sold more canned goods this year than ever before. So marked was the effect of this sale, that people come in now of their own volition, and ask for that particular line of goods. The manufacturer had never advertised in this section."

For Interior Display.

He dresses his windows usually once a week, and he believes that show cards and price tickets are the proper thing to have in the window if the best results are to be obtained.

He also reposes implicit confidence in

Business Vision and the
Necessary Faith and Capacity
to carry it through—
Personal Salesmanship
—Ability to Forecast Markets—
Knack as an Advertiser
—Knowledge when Buying

the value of systematic interior display. This is what he says: "On counters and shelves we place goods known to be of good value for the price, taking into consideration the fact that the margin of profit is fair. We also, where we can, give the preference to goods of which we have the sole agency for the district." And as opposed to this policy of display of goods he wants to sell, he outlines the policy he follows when seeking to avoid selling goods upon which competition has forced down the margin of profit to a level where he considers the money to be derived from handling is not sufficient.

Hides the Goods.

Speaking in this connection, Mr. Good says: "When any of our competitors cut the prices on a certain line of goods so that there is no legitimate profit left we simply hide all the goods we have of that line until the price cutting ceases."

Methods for playing up certain lines of goods near the front of the store are the subject of much thought in the management of this firm. Silent salesman for confectionery, bread and cakes, fancy mahogany stand for biscuits, a display stand, that can be raised and lowered, for fancy bottled goods, also a counter show case for displaying any new goods—all these go into service close to the street door. And while these things are considered of great value in drawing people on to ask questions, the element of salesmanship is always kept behind that the fullest advantage can be taken of this showing.

Buy Displayed Goods.

It has been the experience of Mr. Good that customers buy many goods they see displayed in the store, and especially of that class which is given

prominent position on the counter show case or display stand.

He has installed dust-proof bin fixtures throughout the store to give the goods always a neat appearance, and in the provision department there is a curved, marble-top counter and two large oak finished refrigerators for the proper care of butter, eggs and cheese, lard and cured meats.

Personal Salesmanship.

Customers in that store are generally asked to buy goods not ordered by themselves. Mr. Good says that a manufactured article highly advertised can be disposed of more easily than another if they want to push it. But he adds that a similar non-advertised article can be readily sold if properly advocated which is done when it produces a better profit, and is of as good or better quality. "To do this well," he says, "the customer must have fullest confidence in the grocer. Then the goods can be sold, otherwise I would say that it would not be as easy."

In his case his customers evidently repose the greatest confidence in him because he goes on to recite a case in which he did sell goods that were not advertised, against goods that were.

Line Against Line.

He says: "This year Canadian canned peas were scarce and high in price, so with an eye to the future, we investigated a line of English goods and closed a deal early calling for ten cases of one hundred tins each. These cost us \$1.15 a dozen, while early Junes were 25c a dozen more. One lady came in and asked us for early June peas, but when I showed her the two tins and explained to her the circumstances, she purchased the English line and now buys nothing else. We have had to order more of these."

Telephone Sales.

This Lethbridge man has a telephone of course, and increases his sales by means of it. He doesn't wait for his customers to call up, but when anything special develops in the store, he rings them up and tells them about it. Usually it is something for that particular day. One Saturday afternoon not long ago he bought fifteen cases of Oregon

THE CANADIAN GROCER

strawberries from the Express Company at \$2 a case. To sell them that day it was necessary that the people know they had them, so personally Mr. Good became busy at the telephone and in an hour he had these strawberries all sold. Incidentally in that turnover he made the neat profit of \$27.

He uses this incident to show that it is always possible to suggest goods to a customer with good results, provided the said customer has confidence in the dealer. He also believes that this policy of suggestion should be carefully followed out because often in talking of different lines the customer may be reminded of something she wanted to get but had temporarily forgotten.

How Advertising Pays Him.

He is an advertiser, but in nothing else but the newspaper. In speaking of this he tells of obtaining direct results from one of his ads. One day he anticipated in the newspaper the arrival of a shipment of corn on the cob, and he says that the next day his profits on these goods alone were three times the cost of the advertisement.

In another instance one hundred cases of cherries arrived at the store, and he placed an advertisement in the evening paper. Next day the cherries were cleared with a net profit of \$30 or just thirty times the cost of the advertisement.

They tried circulars two or three times, but found them unsatisfactory; the city was too big. But Mr. Good is of the opinion that in smaller places where there are no daily papers this class of publicity would bring results. Out there though, the people take it for granted that a store using a circular was a cheap place and accordingly take no notice of it.

The Best Publicity.

"The best of all advertising," he says, "is to treat the customer the same as you would want to be treated yourself. We always give them the privilege of returning anything not satisfactory to them. We never misrepresent anything and by so doing I believe have made friends. They will tell their other friends which creates more new business."

Another thing he relies on is the power for good of having a special line or two that will bring customers, for that alone. His specialties are fruits and vegetables, and he thinks they are quite a drawing card in his part of the country. He would not tolerate advertising on hotel registers, bill boards and such like. To him publicity by the medium of the widest-circulated daily papers secures the best results for the money spent. Of course he changes the ads. daily.

Store Equipment.

Now as to store equipment and fixtures, the Good store is evidently dressed better than many. He says they have a meat slicer, an electric coffee mill, three computing scales, cash register, cheese cutter, a self measuring oil tank, electric wall and window fans, vegetable fountain in the window, three silent salesman, a grocery display stand, and dust-proof fixtures throughout. In speaking of the chief value of these he

transactions giving a complete record of everything that has taken place during the day.

Figuring Profits.

"As to profits we figure both ways, that is on cost and sale," explains Mr. Good, in speaking of his method of estimating in this line. "It makes no difference, for instance, whether you figure 20 per cent. profit on the selling price or 25 on the cost price. To my mind per-

We have a carload of Potatoes arriving some time this week from Shelburne, Ontario

This is known to be the finest part of Ontario for raising dry, mealy potatoes. They are mostly white stock, guaranteed, a nice average size, and all put up in (90) ninety pound sacks. Price per sack - - \$2.00

THE GOOD COMPANY

MAIN STORE
ROUND ST.
PHONE 525

HIGH CLASS GROCERS
ICE CREAM FRUIT AND CONFECTIONERY
WHOLESALE & RETAIL

DUFFERIN ST.
BRANCH
PHONE 627

elaborates on the manner in which the meat slicer cuts in uniform size, thick or thin or medium slices, as preferred by the customer. The electric coffee mill, he has found, will grind a hundred pounds of coffee in about two hours. Formerly it used to take one man a whole day to do this, because it appears that the grinding of a hundred pounds of coffee is not an uncommon thing in this store. But now he points out the saving of time and mentions that the man can go about doing other things in the store, while the grinder is doing its work automatically. His computing scales, he says, have paid for themselves through the giving of accurate weights. The cash register has been of inestimable value for referring to in case of error or dispute. As to the dust-bin fixtures, Mr. Good believes that anyone who has ever used them will agree that they give a neat appearance to the store and insure the people absolutely clean groceries.

Regular Delivery.

The Good company have regular hours for delivery. They have two waggons. One leaves the store, say, at nine in the morning and the next at ten, and so on through the day. In that way they cover the entire city. To look after the accounts they use a loose leaf system. The best features of this which they mention are monthly statements in making out accounts as posted from the daily slips, synoptic for all daily

percentage should always be figured on the cost price, because then you would be working on the actual money laid out, not on the money received."

The average per cent. profit the Good Company aims to secure is 20 per cent. on the selling price, or 25 on the cost. They usually carry a stock valued at \$6,000, without fixtures. They turn over this stock eleven and one half times a year, which totals up to a business verging on \$70,000.

Tests Goods at Home.

His methods of learning more about goods in the store, or rather as much as he possibly can learn, is also quite effective. Said he: "Every time we get a new article in I open and test the goods personally, in most cases taking a sample home and having it properly tested there, before recommending it to the customers. All the clerks are notified of the outcome so that they may be able to speak intelligently about the goods they are selling."

He reads the editorial and advertising sections of The Canadian Grocer for selling information, and he says that among the benefits derived are the hints for the dressing of windows, treatment of customers, the talks on the value of system, and the information for advertising.

Extending Business.

Of the methods he uses for increasing sales, he says that if word reaches

them of any new people coming to the city or district, he personally goes to see them. Especially is this the case if the newcomers are large buyers, and then he gets acquainted with the buyer. So also with a large concern of any kind. He sets forth the advantages these folks are sure to receive by dealing with them, and he says that in many cases the firms has gained good customers through following that method. He also makes it a point to be first if possible of all the stores in the district to handle fresh fruits and vegetables.

Buying Goods.

Describing the methods he uses in buying goods, he says: "All the buying is done by myself. I keep a complete record of the markets so as to be able to know whether goods are likely to go up or down in price, thereby in some instances saving many dollars. I might say that last year I was studying the markets on canned goods and from all the information I could get from trade papers and wholesalers, I came to the conclusion that canned goods would be from 15 to 20 p.c. higher in price in the fall than they were in the spring. Having an opportunity in June last to get the sole agency for the district, of a line of canned goods, and at a price almost as good as the others were giving the year previous, I closed a deal for 1,100 cases.

How the Printer and the Grocer Stand

Two Reasons Why Dealer and Newspaper Proprietor in Small Towns and Villages Should Stand Together to Combat The Mail Order Grievance—Value of the Local Newspaper, and The Power of Local Advertising.

THE merchant and the printer in the small town should be partners standing together in the effort to offset the damaging workings of the mail order houses in the large cities.

In this way they not only benefit themselves but are also working for the good of the town in which they live, for it is undoubtedly true that while the mail order houses are a direct drawback to the merchant in the small town and village, they also constitute a detriment to the town from which the citizens send their money away to enrich their coffers. Therefore, both the merchant and the printer have two excellent reasons for endeavoring to combat the mail order house. First, because of the benefit it will be to themselves; secondly, the benefit it will give to the town. If the regard which they have for their town will not put them into a fighting spirit, surely their own interests will.

It is found that the editor of the local paper is generally very greatly

Satisfied as to Quality.

"I might further state," he adds, "that I had first satisfied myself that these goods were equal in quality to anything that the others put out, in fact to our idea they were better. We saved on this purchase alone about \$500 which was a nice little profit in itself.

"I might also say that price book is kept where all the prices of everything we handle are set out for reference of anyone in the store. In this book we have the initial cost, the laid down cost, the jobbing price to people buying in large quantities, and the retail price so that anyone in the store can see in this book what we have in stock, the price in small quantities and the price in large quantities."

Handle in Car Lots.

"In fruit and produce we handle nearly everything in car lots, importing a lot of goods from the states of Washington, Oregon and Idaho, also from British Columbia and Ontario. This puts us on a level with the wholesaler and we always manage to sell enough out of the car to our competitors, so that on our own goods which we retail we get both the wholesaler's and the retailer's profit. We never cut the price to our customers, always keeping on a level with the rest of the retailers, for we sell a lot of goods to the retailer as well as to the consumer, and in order to do so we have to allow him a legitimate profit on the goods.

for the same reason that the newspaper reader looks over the advertisements.

The fact that advertisements are considered as valuable by the reader is generally conceded. It is a safe bet that if a paper contained no advertisements that it would have no women subscribers, and remember the women are the chief buyers.

Of course, it is necessary that you have good advertisements in order to have them read, but that is not the point. The main object is to get the spirit awakened so that you will put forth your best efforts in this necessary work.

A store than cannot develop a good business with proper newspaper advertising lacks in some of the other essentials of business success.

DID THEY GET THEM?

A southern grocer who advertised a special sale of fruits ended with "Come early and avoid the rush. Remember that the early bird gets the worms."

WARNING FROM ENGLAND.

Here is a letter sent on from Norwich in England, calling upon The Canadian Grocer to warn its readers against the evils of co-operation:

"Editor Canadian Grocer:

"I don't know if it is true that you have no Co-operative Stores in Canada. I was talking to the president of a local Society some little while back, about a cousin of his out there who keeps a store. I said: 'He hasn't got any Co-operation to fight against.' He said: 'I don't think they have any there.'

"I hope that is true. I can assure you they have proved the ruin of thousands of honest, hard-working traders here in England and Scotland. I have just read in the Standard of Empire, a brief account of an address given at the Canadian Club at Halifax by a Mr. Maxwell, of the Scottish Co-operation Society. As this advocate of the high Christian principle of elimination of the individual trader may be stumping the country, sowing the poisonous seed of one of the greatest evils that ever cursed the old country, see that your people are not fooled as we have been in the old country. The evils we have here are the Co-operative Stores and the huge Limited Companies. May Canada never be cursed with either of them.

"H. N. Rymer.

"Norwich, Apl. 24, 11."

CONSTRUCTIVE SALESMANSHIP

ARTHUR HOPWOOD : NEW MICHEL, B.C.

GOLD MEDALIST IN CLASS "A."

ARTHUR HOPWOOD, whose selling methods are given in this story is established in the little village of New Michel, in B.C. It is because of the ability shown in such a small place that he has been awarded the premier honor in class "A."

He was formerly window and stand dresser and order man to Trites, Wood Co., Ltd., of Michel, and probably for that reason he is an absolute believer in the value of his window for displaying goods. He is of the opinion that, in every way, a smart clean window appeals to the public and that a man who has his window dressed often and tastefully with seasonable goods draws the people to the store.

"The next thing you know," he says, "they are asking for some article they have seen there, and soon you have a nice little order."

This, especially when the interior display is in keeping with the arrangement made in the window. He gives one instance in a display of fruit. He put a sign card pointing out the healthful qualities of the goods and says that splendid results followed. He dresses his window once a week, and twice on special occasions, but he never crowds it at any time.

Likes Show Cards.

Show cards he believes in. He thinks that an artistic card devoted to some article he needs to push or which he thinks appeals to the public at the time, is a good thing. But he seldom puts a price ticket in the window on an article he thinks appears good to a customer.

"When that is the case," he says, "it is not long before they are inside asking the price where it can be courteously explained, and the good points of the line outlined to them."

He considers that his windows are to entice people inside. He looks upon them as a fisherman does the fly on his hook. He only prices an article when he needs to clear them.

For Interior Display.

He also is a believer in systematic interior display. On his counters and shelves he changes his goods as the seasons come round. When this letter was sent in he was featuring canned fruits and vegetables, soups, cocoa, etc. This month, he says, salmon, sardines,

Ability to Start Out in a Small Place and Make Everything Work to His Advantage—Ingenuity in Thinking Out Original Advertising Schemes—Salesmanship of First Quality.

lunch tongues, ham loaves,—things the fisherman or picnicker want, will be given preference.

And there are times when lines go out of sight beneath the counter. He does this, he says, because he considers himself there to sell goods for a living profit. These he keeps to the front and in a handy place.

Pushes the Other Line.

As for the others he keeps them but if there is another article with a better profit, and of similar quality that he can honestly recommend, he does so. And moreover he endeavors to push it until it becomes a standard article.

All kinds of small tables, racks, steps and small slabs of marble for cream and cheese he uses for displaying near the front of his store. His vegetable racks he changes as often as he has time, usually three or four times a week. And he is a believer in plenty of clean oil-cloth and white paper. "People buy the goods they see displayed in the store," he says.

Personal Salesmanship Foundation.

But it is on lines of personal salesmanship that Mr. Hopwood hopes to build up his business. He is not averse to asking a customer to buy any line of goods they may not have asked him for. He can sell a manufactured article that happens to be highly advertised more easily than the other when he wants to. But he says that when the margin of profit on such line dwindles down until it is almost out of sight, he can unearth some line of similar quality, but returning a larger profit and induce his customers to buy.

The Friendly Talk.

In this connection, he says: "I solicit every day and if a customer orders a certain line of tea or any other article, and I think that by a friendly talk I can sell her an article more beneficial

to both of us I have no hesitation in doing so. I cannot call to mind any particular case, but I am following this procedure constantly. I am on good business terms with my customers, and I never hesitate. They place their confidence in me and I respect the same always, considering myself a public servant."

Uses the Telephone.

Although New Michel is but a small village Mr. Hopwood has a telephone which he has been able to use to good advantage. In this connection he says:

"Generally I make use of the 'phone when I want to land a good hotel or boarding house order, or for that matter any time I think I can place some goods direct from the car. It saves labor in hauling and storing, especially with potatoes and such lines."

He continually suggests to customers the advisability of purchasing goods not asked for, and finds that it saves them many a trip when they are busy. Also very tritely he remarks that "if he didn't jog their memory his competitor would be before him."

Advertisement in Rooms.

This man does not believe in newspaper advertising, but only because the town happens to be too small. He uses circulars, however, and finds them to go well. Sometimes, he says, the china and the glass circular produces good results. And he also issues one twice a month announcing specials or seasonable goods or anything that happens to be moving slowly.

But he has a more novel scheme than that. It is a standing advertisement in the hotels. He considers this the only way available to induce business in such a town as where he happens to be located. He finds that it helps a lot. In one hotel he has an ad. attractively framed and placed in every room, and he says he is always getting trade through it. This is something that might well be copied in other small centres of the country.

His Store Equipment.

Now Mr. Hopwood, so strongly convinced of the merits of display in both window and interior, is also a believer in the use of all equipment calculated to save time and money in the store. He has had installed a ham and bacon

slicer, coffee grinder with dynamo, computing scales, totalling cash register, open cheese cutter, sliding bin fixtures, and electric light. "These are," he said, "all absolutely essential to any store run on up-to-date and economic lines." He also has a bill carrier wire system.

The Delivery System.

His goods are all delivered by teams. Every parcel is counted and the number of them is on the bill, also sacks, if any, and a delivery book with all particulars is handed to the driver who has to sign the same before starting out. Accordingly he checks his load by it.

He uses a loose leaf bookkeeping and turns his stock over twice in a year.

In seeking to learn more about the goods he handles he diligently reads the Canadian Grocer, and also studies a

number of technical books dealing with practical work in his business. Also, whenever a traveler who happens to know all about the article he is selling, drops in, he always tries to glean as much information from him as possible. In The Grocer he finds particularly interesting the talks with clerks and different articles and illustrations. He looks forward to it every week, and says: "Every issue teaches me something."

Wears White Coat.

Coming back to the personal salesmanship department, Mr. Hopwood says that he can sell goods he recommends to his customers. He has been, enabled to do this because they have placed their confidence in him and know that he never pushes an expensive article on anyone who cannot afford the same.

He adds: "Of course they would often buy, but it is poor policy to induce people to purchase what you know at the end of the week or month they cannot pay for. Besides, if they leave a balance they shun you and go elsewhere with their ready cash. Cut your garment according to the cloth, and do the same with a customer."

In seeking to develop his trade this man wears a clean coat and apron always, and keeps himself well shaven.

Here also is another bit of business philosophy: "Never pass a customer on the sidewalk without a pleasant smile, and raise your hat always. Be kind to the children and take an interest in everything local as far as you are able. Be one of the town's people at all times, and do this with all of them whether they are rich or poor."

Shut the Door Against Rush of Trade

Manager of Quebec Store Tells of Splendid Results That Followed Newspaper Advertisement at Christmas Time—The Window Where Eggs Were Laid to Order—System of Learning Everything Possible About Merchandise When Buying—Method in Keeping Touch With Customers in Their Summer Homes.

J. W. Cantin, Quebec, Que.
Silver Medalist, Class C.

J. W. CANTIN, the manager of the grocery department of Myrand & Pouliot, in the ancient city of Quebec, has contributed an interesting reply to this competition. He, however, submitted his manuscript in French, and in consequence it may be that some of his ideas have been lost in the translation.

Monsieur Cantin is nothing if not frank, and his views on the methods for obtaining the best results in handling a business in such a city as is Quebec will undoubtedly attract considerable interest. There are several points on which he differs very materially from most of the other contestants. But in these there is no difference in the quality of salesmanship shown. It is only in the value placed upon the ultimate result of salesmanship effort that causes this Quebec manager to look upon the whole subject from another standpoint.

As will be seen by a glance at the photograph given here the store in which he is employed is of no mean order. When it is known that the stock carried is valued at \$24,000 this will only impress itself more vividly on the mind of the reader.

Eggs While You Wait.

In window dressing and in the appreciation of it as a selling force Mon. Cantin is quite abreast of the other

successful competitors. In naming an instance where his window has caused an extension of the sales of the store, he relates how he placed in a large basket in the window a quantity of eggs. There were also a number of chickens. On a card in a corner there was inscribed the invitation: "Eggs laid while you wait," giving the price. Through this window he says he was able to sell nine cases of eggs of thirty dozens each at a profit of 5½ cents per dozen. The chickens attracted the attention of the customers, and this fact made the selling much easier.

Knows What to Expect.

Coming to another phase of display Mon. Cantin comments on the value of show cards and price tickets. He says: "When there is no card with the price, the customer sometimes is annoyed by having to enter in order to ask the price. If he sees the price he knows what to expect. If he has the required money, he comes in and buys, or gives an order C.O.D. The sale is easier with tickets."

He also favors interior display, and considers that it pays well, and among the lines placed prominently on the counters he says: "The counters we change every week. Sometimes it is merchandise which is not well known or which it is necessary to sacrifice, but this rarely happens. During Lent there

are fish preparations; in summer mineral waters; in spring sugar and maple sugar in tablets, and a complete assortment of lines such as catsup, etc., etc."

Tables at the Front.

Of the methods used for displaying goods near the front of the store he says: "We put in front of the shop merchandise which may be sold according to the season. In Lent, for example, we put a table with every sort of cheese, a table with all the kinds of fish—fresh and salt—in pretty plates and decorated with fresh parsley."

Now in regard to personal salesmanship Mon. Cantin admits that he has his clerks ask customers to buy certain goods which they have not asked for. He also says that it is quite possible for them to sell non-advertised goods as against advertised goods, if they want to, and the profit be larger.

Each Clerk Has Telephone List.

They have worked out an elaborate system doing work by telephone in this store and consider the instrument as of vast importance in keeping in touch with customers living at some distance from the store. Each clerk has his own list of customers and twice a week rings them up to inform them what is going on in the store, and to offer them fresh fish and kindred lines. Goods that are to be sold at reduced prices are also

THE CANADIAN GROCER

moved out in considerable quantities by reason of telephone calls. They take this means of informing customers when they can place an order for any line of goods with advantage to themselves.

Also when taking the orders of customers the clerks are advised to ask if nothing more is desired. Spices, vermicelli, essences and kindred lines are suggested, but they do not always persist for the reason that they do not desire to inconvenience the customer.

Extensive Advertising.

Quite an extensive advertising campaign is carried on by this firm. They have secured direct results in nearly every case. New customers have been brought to the store as a result of publicity directed along quality lines. Other ads. dealing with slight reductions in prices have had the effect of largely increasing the sales in the lines mentioned. In one case extracts and cornstarch were specially set out. Sales in those lines were noticed in almost every order, also

in vegetables, the profit returned being close to 35 per cent., he says.

They use circulars too in connection with the newspaper publicity. Last Christmas they sent out one announcing a grand sale at cut prices. This was to draw the streams of Christmas shoppers. Every house and every street in the city was covered. "The result was that on the day of the sale we were obliged to bar the doors a dozen times because there were too many people. We made a great week, even for the month of December, extra good."

Their Cash System.

As to store equipment they have installed a mill for cutting meat which helps them to sell twice as much as they sold before they got it. Also they have an electric coffee mill. This is indispensable. An electric cash system operated by motor sends the money or the change of the sale in a little box. There are four boxes at each counter. This system, he explains, gives entire

satisfaction. Each clerk makes checks of his sale through the next clerk who holds himself responsible.

Driver Held Responsible.

"As to delivery system," he adds, "we have eight wagons to handle the orders, and the methods which we use to insure good service are quite effective. The deliveries are made at fixed hours. At 8.30 and 10 a.m., and 2 and 4.30 p.m. Hurry orders are delivered by a special wagon at 11.30 and 5.30. There are special runs also to catch boats and trains. The driver is held responsible for merchandise. He must deliver them as he received them in good order. Two wagons leave at 8.30 a.m., for outlying places. Between the hours of delivery the wagons are occupied with freight. These wagons are under the direction of a man who delivers and received merchandise.

"By means of using a loose-leaf book-keeping system we are enabled to send out bills each month, and by this means



View of the Interior of Myrand & Pouliot Store, Québec.



Winter Delivery System of the Myrand & Pouliot Establishment.

we are able to follow up credits when there is one which is slow in paying."

They carry a stock of \$24,000, which they turnover six times a year.

Care in Buying.

"In learning more about goods in the store I never buy merchandise without demanding an explanation on how it is made and how used," he says. "When we receive it we mark the cost price and the sale price, and I explain to the clerks all that I know of that merchandise, and I encourage the clerks to read articles in the trade papers on the production of groceries. The trade journals are always at the service of the clerks. They serve to keep us informed on the condition of the markets and supply us with idea for putting in new goods and equipment."

In speaking of the store methods for buying goods, he says: "The clerk who has charge of the biscuit and confectionery department buys his merchandise just the same as the clerk in the meat department, who signs orders by the month. Each clerk has his department to keep up, but he gives and takes orders in all the other departments.

Surrounding Country.

"In seeking to increase our business and widen the radius of our sales we

have a clerk who does the surrounding country for city customers who go out there for a short while in the summer time. We put out fruits and vegetables in fancy boxes. We change our show cases every week and always in a different style. In the month of May articles for housekeeping and cleaning house, in June show cases devoted to goods such as fishermen would need. We advertise frequently and always with success. The public is at home in the store of which they know the history and the methods of sale and prices. They come in confident, they go out satisfied. They come in again, and in greater and greater numbers. The advertisement is to-day the most powerful factor of all those which tend to make business, and too many business men ignore the fact."

WINDOW DISPLAY.

One Man Who Believes The Window is Soul of Store.

It has been rightly said that the windows are the soul of the store. Pick out a man who takes trouble with his displays, who changes them frequently and with artistic effect, and who makes them representative of the

stock that is carried, and you have a man who is progressive and keen after business. Window display is the best form of advertising. From it the passer-by can judge of the character of the store, and get a fair estimate as to whether or not he is likely to get full value for his money—in other words he can tell if the store is worth patronizing or not.

Advertising is bringing goods before the public and getting them talked about. What better means can there be of showing them than a window display? The mind is forgetful, it is likewise covetous. A display is a reminder that a certain article is wanted; while when the eye rests on something that is not exactly a necessity but would be exceedingly nice to possess, then the bait is not thrown away. Put all you know into the windows. Do not think that anything will do for them. People are hasty in conclusions and they will not stop to think that the window may be but a poor sample of the strength of the store. If you put in a window that you do not like take it out again. Change a window twice a week if necessary, for it is a silent salesman working every hour of the day and night during which the articles can be seen, and therefore demands the best treatment.

General Dealer Moves Goods Rapidly

Ridgeville Dealer Outlines His Tactics in Supplying Customers So That They Do Not Flee to Mail Order Houses—Makes Good Use of His Window—Salesmanship Exhibited in Selling Tea at Good Profit—System of Sending Samples on Order Trips for the Clearing Out of Slow Goods or Perishable Products.

F. C. Williams, Ridgeville, Ont.
Silver Medalist, Class A.

F. C. WILLIAMS is not altogether a grocer. He is a general merchant located in a small centre. But he has shown ability to sell so many different lines of goods besides groceries that the judges felt it devolved upon them to grant him the silver medal for the class in which he had entered.

There are methods he has set down here that probably will be met with in the everyday life of many another general store, but it is the determined spirit manifested by the man, not to sit down tamely and allow the mail order houses to gobble up all the good business of his district that has set his entry apart from those of all the other general merchants.

Selling New Lines.

To begin with, he is a believer in the selling power of his windows even if he does not use them all for inducing sales in groceries. He says he finds them particularly helpful in introducing new lines of merchandise. Prints he refers to specially. He put a new piece or two in the other day, ticketed them, and had to "hand them out repeatedly to cut off lengths for curious customers." For any line he wants to push the window is utilized to give it the first "boost." Besides this when he desires to make a "special," he puts his goods in the windows, adds price and show cards, and by this means induces quite a healthy demand.

Every other week he changes his windows, and he has four of them. This may not be often enough to please many of "Grocer" readers, but he explains: "That he is out in the country; is very busy and has not the time to do better."

Price tickets and show cards both appeal to him, but it has been his experience, he says, that the latter produce the best results. He is able to make them act as out-door talkers for him.

Taking First Loss.

Mr. Williams evidently knows when to take the first loss in moving out slow goods, and has the courage to carry out his knowledge to fulfillment. As a general thing the goods he wants to sell most, or does not wish to hold over to another season, occupy the most prominent positions on his counters and shelves. He went through his shoe sec-

tion a short time ago and ferreted out all the old shoes and rubbers he could find. These he put forthwith into a big box, set it out near the door, ticketed the lot and is cleaning them out in good order.

He is convinced, too, that interior display pays, for the fact has been demonstrated to him time and time again. Just a little while ago he hung up a special line of fabric that was not moving out particularly rapidly. This he ticketed, announcing a reduction of one cent on the yard, and featuring it as a special bargain. Whether it was the one cent that turned the balance or just the sight of the goods, he did not know and was not able to find out, but at any rate there was a rush for that particular line and the whole lot will go out, he says, as a result of that display.

Suggesting Goods.

He differs a little from the other successful contestants in the methods he uses in suggesting goods, other than those not asked for by customers. Probably this is so because he knows his people and feels that they know him and his goods. But anyway, when a new piece of goods comes in he shows it, explains its fine points, and simply asks the customer to keep him and his goods in mind when the decision comes to buy that, or something like it.

Then turning to salesmanship he says he is able to frequently sell a particular line of soap at a good profit over others, and he has a word to say about tea to bear out the point he is striving to make.

He says that he can take a tea, costing one cent a pound more than the line he sells at 25 cents, and sell it for 30 cents a pound six times out of ten in place of the other. That is salesmanship, especially in a small centre where money is not the loose commodity it is in the cities and big towns.

Telephone Talks.

He has a telephone and increases his sales by means of it. When he happens to have in a line of perishable goods, as oranges or bananas in hot weather, and oysters and haddies in the winter, he always manages to sell "a nice little bunch over the phone."

Mr. Williams has the suggesting of goods down to a system. It is a definite policy that he pursues. He makes

out a list of specials each week, and has his order-takers take them out on their trips to the country. He says that he has seen that particular line cleared right out on the trip of the order men—before, in fact, customers who came to the store could take advantage of it. Sometimes it works the other way round, but the order-trip folks are given the preference, if there is any.

Uses Newspaper Locals.

He uses the newspapers a little, but does not go in for regular advertising space, because, he says, the people do not pay attention to those things. What he believes in is the use of the local columns in a Ridgeville "sheet." Often he writes these himself so that they appear rather as items of news than as ads. Besides, as he says, nearly everybody reads that column.

There is a pretty fair line of equipment in his Ridgeville store. He has a coffee mill, three sets of scales, a cheese box, five silent salesmen, self-measuring oil tanks, ball scales for sugars, and a big platform scale for nails and other lines of heavy hardware. The ceiling of the establishment is metallic, arranged in panel style and nicely painted.

He considers his show cases do a lot of selling for him, and he changes the exhibits in them from time to time. As for the self-measuring oil tank he says he would not be without it for twice its cost.

Delivery System.

He has five separate order trips—taking one day and delivering on the following. There are regular runs for certain days, and he always endeavors to live up to his obligations and effect his deliveries in systematic order. As for his bookkeeping he says he has reduced it to a system, considering as paramount simplicity and the saving of time.

Mr. Williams figures his profits on the cost price of his goods. He has found this the most satisfactory method, and says he never could see the sense of estimating on the selling price. He aims to secure an average profit of 20 per cent., and carries a stock of \$4,000, which he turns over three times a year.

Learning About Goods.

He is a careful reader of his trade paper and "pumps" the travelers all he can for information on the individual lines they are handling. He finds that

his perusal of the "Canadian Grocer" gives him a better knowledge of the whole situation, while it also supplies him with ideas to write his ads., so that they return him the biggest possible margin of profit.

Buying from travelers who come to the store he has found to be the best method of stocking. He thereby is able to scan the stock he has on the shelves and so is saved from the evil of overstocking.

To sum up, he has confidence in his goods, and his customers have confidence in him, and in his judgment. Because of this they buy goods he recommends to them from time to time. He considers it all simply a matter for confidence all round.

He sends out samples on all his trips, and gives his brightest attention to the lines he likes the best, and sees to it that his salesmen do the same. That is his business creed.

Clerk Succeeds in Selling New Goods

Salesman in Maritime City Tells of His Efforts in Selling Lines of Imported Pickles and Confectionery Never Before Shown in His City—Confidence in Selling Power of Price Tickets and Show Cards—The System.

John H. Wilson, St. John, N. B.
Bronze Medalist, Class C.

"A CERTAIN soap powder well advertised to the consumer gave us 22½ per cent. profit. Another soap powder not advertised gave an additional 5 per cent. When the first powder was asked for, I always brought the two and showed them to the customer, explaining as I did so that the second powder was not advertised, but that it was really a first-class article. I then asked them to try it, and five times out of six the powder with the higher profit would be purchased."

The above paragraph taken from the competition reply of John H. Wilson, of St. John, N.B., typifies his ability to sell certain lines of non-advertised goods even when goods that had been treated to a big publicity campaign had been asked for.

Selling New Goods.

It is typical also of the belief that the man behind the counter can sell goods that are absolutely new to the public if he wants to.

As regards window displays he says that at the time he sent along his entry to this contest the windows of the establishment in which he worked were attracting customers every day. Special displays such as pure maple syrups and sugar, honey, maple cream and kindred lines he said, had induced customers to enter the store and buy some of these goods. He adds that once they were inside it was an easy matter for the clerks to sell them other goods. Sometimes, too, the goods displayed attracted their attention and effected sales.

Pickles and Confectionery.

He gives an instance of an English pickle sold by that window. This pickle had never been displayed or advertised in St. John. He made a special window of them, adding also their vinegars,

jams and marmalade which also were new, and states that the arrangement was a great success. He cites a case in which the window had sold goods never advertised to the consumer. This was an exhibit of English confectionery.

He dresses his window every week and uses show cards. He thinks these give a finished appearance to the display, and also are valuable because the customers can see at a glance the description of the goods and also the exact cost.

Likewise with interior display. This New Brunswick clerk considers that it pays, and the goods placed prominently on their counters and shelves are principally tinned and bottled lines. They have specially made racks along the front of the counters for displaying biscuits. These racks have glass lids, so that as the customers approach the counter they have a full view of sixty tins always before them. And these sell goods he says.

Not Mere Convenience.

The telephone is not a mere convenience in his estimation. They use it extensively to increase sales. For instance, he says that should a customer call up and ask for eggs he always suggests bacon and ham as the one generally goes with the other. He finds that this sells goods. Also, should they have any new goods in he would inform the customers of the nature of the article, and tells them he will be pleased to supply a small quantity for trial. Nine times out of ten, he says, customers will order two or three of the articles he suggests to them.

Show Cards.

His firm does not believe in newspaper advertising, and except at regular seasons they do not go in for circulars, but

at Christmas and Easter they enclose a circular giving a list of specialities with every order sent out for delivery, or sold over the counter. He believes in this because when anyone requires a special article they know the prices and exactly what the store carries. Window cards round out the total of their advertising. Each week he writes a card of half sheet size with some catchy phrase and he also places in the slope in the front of the window a card about 20 inches by 8 inches naming a special article, such as choicest boiled ham sliced, and puts the price. He changes these every week, and says people come there to see what alteration has been made. The day before he sent his competition reply along his employer had told him that a grocer down the street came every week to study the cards.

The Store Equipment.

And as this man believes in interior display so does he look upon store equipment and fixtures. In their store they have a bacon slicer, and electric coffee grinder, three sets of computing scales, a totalling cash register, a cheese cutter, dustproof bins, circular vegetable stand with water spray, and electric lighting. They also have five silent salesmen.

In speaking of the value he places upon each he says that the bacon slicer gives the customer any thickness of slice required. The coffee grinder shows the coffee to be absolutely fresh, and ground while waiting. The cash register working with electricity has four small lamps which light as soon as the drawer opens, and this attracts attention to the amount purchased. The cheese cutter cuts exactly one-quarter, one-half or one pound, just as the customer desires, without any waste. They have a ceiling from which are suspended thirty electric lamps. They have a show case built into the window which draws out and in as required. All cases have electric brackets.

The Store Systems.

Delivery is another branch that is given special attention in this store. They have their own teams and have provided for a regular departure of the outfits to the different sections of the city, so that a good service is always insured their customers.

They have a loose-leaf system of bookkeeping, and he considers the best features of this are the small number of books required, and the ease with which they are handled, it being possible to see at a glance the amount the customer owes without looking up an index to find the name and folio number.

He believes in figuring profits on cost rather than on the sale price. This, be-

cause they know exactly the profit on each article, and can thereby at any time see what it has been for a certain day or a certain week. They aim to secure 20 per cent. profit, and consider this necessary because, he says, they have a very expensive store to keep up. Their stock is valued at \$5,000, and they take stock yearly.

Buys From Manufacturer.

He believes in regard to learning more about the goods in the store in asking customers how they like something they may have bought before. Usually with a good customer he keeps mental tab on some new line sold her and on her next visit asks her how she found them. In this way he keeps fully informed as to the articles on which his information is not exact. He also reads the editorial

and advertising sections of the trade papers to keep in touch with the markets, and to find out where to buy certain articles direct from the manufacturer. The latter is their policy as far as they can work it out.

Mr. Wilson says that he can sell goods that he recommends to his customers, because once they take an article vouchered for by him and find it of the quality he stated, they have confidence to purchase other lines when he advises them to.

Another method he has for increasing sales is the making of a special display and price for a certain article on a certain day. This he says draws customers' attention to the article and brings them into the store. There they have a chance of selling some other line of goods.

The Power of Newspaper Advertising

Saliesman in the Gateway of the West Relates Some of the Methods He Has Found to be Productive of Results in Disposing of Goods — Belief in Window Display and in Systematic Interior Arrangement.

James J. Freed, Fort William, Ont.
Silver Medalist, Class B.

HERE is an outline of the methods followed by James J. Freed, a clerk in the Climax Grocery, 113 South May street, Fort William, Ont.

In this story the need of ability on the part of the man behind the counter to sell goods regardless of price is brought out in a manner there is no gainsaying. Every issue touched upon by Mr. Freed shows that in Fort William the grocers are quite alive to the needs of the situation.

A Sale of Biscuits.

He believes in the selling power of all the little embellishments that can be added in intensifying the display of any kind or class of goods. He believes in the selling power of the window. He believes it is a business getter, and to prove his point he says that recently he put in a display of biscuits arranged in glass dishes with small price cards on each variety. They sold more of that brand of biscuits during the week this was in the window than two weeks previous put together. Goods that never had been advertised by the manufacturer to any of their customers, have also been sold by means of that window. In proof of this he cites a case in which a new line of bottled fruits and jelly had been introduced there. Fort William customers knew nothing of these goods previously. So effective was the display, however, that the whole of the first shipment was sold out in less than a week's time.

Displaying Goods.

The window of his store is changed every week, and the fruit window every day. He used show cards and price tickets and considers the latter as indispensable. They form in his opinion an important part in window dressing, and can also be used to good advantage in the store. Show cards with good catchy phrases often make a sale, creating a desire for the goods on which the card is placed.

Among the goods that he places prominently on counters and shelves he mentions honey in glass and comb, pickles, olives, fruit in glass, and all lines of fancy goods in similar containers. Cooked and smoked ham and bacon, soda crackers in tins and packages, and fancy biscuits in packages.

In displaying goods near the front of the store Mr. Freed says they build pyramids of glass goods on the front counter, and also have an arrangement of fruit and vegetables around the pillar in the centre of the store. Their silent salesmen filled with confectionery and also biscuit display stand are all placed in the front of the store. Quite frequently customers buy such goods they see displayed.

Selling Non-Advertised Line.

Demonstrating how a good clerk can sell a line of non-advertised goods upon which a fair profit is returned against a line upon which the profit is small but

which has been extensively advertised, Mr. Freed cites an instance in disposing of a line of imported food stuffs. They stocked this particular brand about one year ago, he said, and when a customer came in he always introduced this one, relating how satisfactory it had been to him while in camp during the summer. He would tell how he had prepared them and how they had been so very acceptable to him. This talk was to swing the customer over from the intention to buy another brand of goods, and during the winter quite a large business had been built up in Fort William for this line of imported goods.

The Telephone.

"At this time of the year when fresh green stuffs are coming in we make extensive use of the telephone," he says. "When the goods arrive customers are called up and informed as to the lines that are in fresh that morning and many orders are anticipated and received in this way. At other seasons of the year when new goods are being received the same tactics are followed. Much time for both store men and customers is saved by doing this, and I believe it to be a good practical method of increasing sales."

In addition to this he has found that three out of every five customers, at least those who are not in a hurry, will respond to clerks' suggestion that they buy goods of other lines than those which they first ordered. He considers it is only a matter of appeal. If it is properly done it will generally be crowned with success.

Newspaper Advertising.

They believe in newspaper advertising in his store and he relates three special instances where direct and good results were obtained. In the first case three thousand oranges were put on sale and the lot was disposed of at nine o'clock p.m. In the second case an appeal was made for two or three lines in the candy department. The effect this had was to increase the sales considerably, not only in the lines advertised but in others, the customers finding they needed them after coming to the store. The other advertisement was in connection with the cereal display spoken of earlier in the story, the time when the new breakfast food was introduced to Fort William households. This ad. pointed out the delicious qualities of the cereal, how it was made, and how best it could be served. The response was satisfactory, and as a missionary effort Mr. Freed says, the advertisement was entirely successful.

They do not use circulars, and at present have no other advertising scheme, but he says that they hope to publish a booklet soon giving information about

THE CANADIAN GROCER

the store and containing a price list for distribution amongst the farmers in the surrounding country.

Power of Equipment.

Store equipment and fixtures are important factors in the life of this Fort William store. Mr. Freed's story relates how an electric coffee grinder, computing scales, national cash register, patent cheese display case, biscuit case, built against the wall with sliding glass covers, biscuit display case holding twelve tins, one silent salesman, and two long counter show cases have all been installed. They use three clusters of Tungsten lamps, four lamps in a cluster, down the centre of the store, and also had the windows well lighted. Recently the firm wrote away for quotations on a meat slicer, in the belief that it would be a great money and time saver in the store.

Defining the value of each of these, Mr. Freed contends that the coffee grinder is a big time saver, and that the computing scales are money savers in weighing hams and bacons and cheese alone. The cash register he values because it shows the amount of cash which should be in the store. The biscuits in cases are kept free from dust while the same display acts as a silent salesman. The cheese case keeps the contents out of the path of dust and flies. It also prevents its drying out as quickly as would otherwise be the case.

Divides the City.

They have two delivery wagons in the Climax store. The city is divided into two sections, east and west, and each man covers the same ground every day. They make three deliveries in the morning and the same in the afternoon. The last one being at five o'clock. Orders taken after that hour are sent out on the first delivery the next morning.

Referring to bookkeeping, Mr. Freed remarks that their business is on a strictly cash basis, and that consequently there is very little bookkeeping to do. They aim to secure an average of twenty per cent. on the goods they sell.

Samples New Goods.

He reads all the special articles in The Canadian Grocer to secure methods that he may be able to learn more about the goods in the store. He also does his best to draw information from travelers about such lines as they represent. The other method he uses is to sample as far as possible all new goods as they come into the establishment. In regards to the reading of this paper Mr. Freed relates that in the issue of April 14th last he read an article on pineapples which dealt with the raw fruit and value of the fruit juice and methods of preparations. Several days afterwards he met a customer who had

never used the raw fruit, and he was at once able from the information he had absorbed to interest her and made a sale. Then again a short time ago he read an article about the source of sago and tapioca, and this has since been a benefit to him, he says, in several ways.

Week-end Specials.

They have a want book in the store in which a note is made of any line that is getting so low that the buyers may know when to re-stock. They do not

for Saturday, and he says that since doing so Saturday business has considerably increased. Nine customers out of ten buy other goods in addition to those specially advertised.

CHECK FOR ONE CENT.

A Kentucky firm sent to each address on their mailing list a check for 1 cent, payable to the lady of the house. On the check it was stated that 1c was due to the lady for two minutes of her time while she read the enclosed letter.

Sat'day Orange Special

**TOMATOES
CELERY
LETTUCE
RHUBARB**

Cheapness in price — Excellence in quality—the two things you will find in our Navel Oranges. Tomorrow we will put on sale 3,000 of this delicious fruit. They are all sweet and juicy and easily worth 30c per dozen. Sale price, per dozen. **25c**

**LEMONS
APPLES
DATES
BANANAS**

Norwegian Sardines
Per Tin, 10c

Marrowfat Peas
Per pkg., 10c

Strained Honey
Per Jar, 20c

Comb Honey
Per Section, 30c

Cheese Wafers
Per pkg., 10c

Mixed Pickles
(Sour) per qt., 20c

French Peas
Per tin, 15c

Holland Rusks
Per pkg., 15c

Toilet Paper
Per Roll, 5c

Fresh Eggs

In purchasing our Eggs, careful attention is paid to quality. We have just received a shipment from the east guaranteed fresh, at, per doz. **25c**

Dairy Butter

We have secured a few tubs for tomorrow and will be pleased to have you sample it. The price leans your way; at, per lb. **25c**

Carrots
Per pk., 25c

Turnips
Per pk., 20c

Beets
Per pk., 25c

Cabbage
Per lb., 5c

Royal Crown Soap
6 cakes for 25c

Pearline
6 pkgs for 25c

Powdered Ammonia
Per pkg. 10c

Liquid Ammonia
Pint Bottles, 10c

Comfort Lye
3 tins for 25c

Deliveries made to Westfort Monday, Wednesday and Friday

The Climax Grocery

Phone 94

EVANS & HAYES

113 South May St.

Sample of Climax Store Advertising.

stock heavily in perishable goods; they also buy light which enables them to have them always fresh and clean for customers.

Mr. Freed says that he finds explaining to a customer in brief chatty style something about the benefits of an article he is trying to sell generally sufficient in landing the sale. He first makes it a point, however, to find out all the strong selling points of the article concerned. Customers seldom fail to respond to such a recommendation.

Among the methods which they have used with success in increasing sales are specials for week-end shoppers. Each Friday they advertise one good special

The scheme attracted great attention, and did not cost much, as very few of the checks sent out were cashed, being kept as souvenirs instead.

GROCERS IN BRAZIL.

A consular report from the city of Pernambuco in Brazil says there is an excellent chance to extend the trade in American canned goods in that section. This city has a population of 225,000, the grocery trade being controlled by Portugese merchants. There are many attractive and conveniently arranged stores, and the consumption of canned goods is very large. Most of the food-stuffs are at present imported from Europe.

A Revolution Effected in Selling Tea

Tells How He Found the Sales of That Beverage When He Started in Business Twenty Years ago, and How He Worked for a Transfer of the Trade From the Tea Stores to His.

J. Forsyth, Jr., Dartmouth, N. S.,
Bronze Medalist, Class A.

"I PURPOSE," said he, "first telling of the line in which I made the greatest success in salesmanship and then how it was achieved.

"When I started in business, twenty years ago the tea department of most grocery stores was in a bad way.

Twenty Years Ago.

"The grocer was losing a large portion of that trade. It was a common occurrence to have persons come into the store to make a purchase, having in their hand a pound of tea, with a check stuck beneath the string, obtained at a tea store, or, when calling on our customers for their weekly order and suggesting tea as a possible requirement, to be told, "Oh, we get our tea at the tea store, we get checks with it."

"Whereas, to-day, every customer to whom I sell groceries, I sell tea as well. Not only that, but I sell tea to a large number of people to whom I do not regularly sell groceries. To such an extent is this so, that 4½ per cent. of my total sales of groceries is tea and the most remarkable feature of it all, is that I keep only one kind of tea and that a bulk tea.

Got Good Brand.

"When first I determined to push tea I undertook to do my own blending. I was not long in finding out that what I did NOT know about tea blending would fill a large volume. I therefore got a good standard brand, named it, "Forsyth Jr's Famous 30c Tea" and started to boom it. I have no hesitation in saying that the most extensively advertised tea is not known as well in this town as the "Famous" and if anyone thing more than another contributed to this fact and to its successful sale, I have no hesitation in saying that thing is personal conversation. No customer gets out of my store without being impressed with the merits of the "Famous."

His Advertising.

"But to make this method of selling easier and more effective, I found it a good thing to have their minds prepared somewhat beforehand, and so rarely an issue of our local paper appears that does not have some reference to it, either in the locals or in display advertising and when I start in to speak my little piece, I am met with the observation, "Yes, we saw it advertised."

"One of the quickest methods I have

used to get it introduced in a large number of new places is as follows:

Joins Manufacturers.

"I get the manufacturer of some article who values an advertisement to go in with me and we share the expense on such a deal as this; for one week we will sell one pound of tea and one tin of cocoa say, both for the price of the tea. I advertise both tea and cocoa extensively and in this way we both get our goods into homes where they have not been before.

"Occasionally we make a window display and give a small article free with each pound of tea sold. We sell crockery-ware and these gifts consist largely of odds and ends selected from the stock.

"Our blotters and calendars, programme and catalogue advertisements invariably mention the "Famous." I adhere religiously to quality. The recent market advances I have contented myself to lose rather than sacrifice quality.

"The great advantage derived from having only one kind of tea is that you can talk quantity to the tea merchant. The trade of a dealer who sells twenty different brands of tea is not worth very much to any one wholesaler, but if he were to buy that quantity of one brand his trade would be diligently cultivated."

To the judges it seemed a pity that Forsyth, Jr., stopped so soon in his reply. He does not answer all the points in the competition, but contents himself with but one achievement in salesmanship.

The competition reply of R. J. E. McCrea, of Guelph, Ont., who was awarded the silver medal in Class "B," will be found on pages 131 and 132.

Profits from Reading Magazine Ads.

Interesting Experience of Eastern Dealer Who Sought Business Along These Lines—Always Forestalled Demand of Customers Who Would Come to His Store Looking for New Lines—Visits Other Cities to Keep Abreast of Times.

DO grocers take advantage of the advertising campaigns by which manufacturers are trying to give publicity to their products?

The grocer, generally speaking, is so wrapped up in his business that he has but scant time to devote to magazine reading. The daily newspaper and his trade paper, the one keeping him in touch with the current events of the day, the other dealing solely with matters of interest to the grocery trade, these are about the limit of his regular reading.

Touching first upon another point it may be said that the grocer demands three things from the manufacturer he considers friendly to the trade. He asks for a fair profit on the goods he handles; he requires that in point of quality they be such that he can safely recommend them to his most exacting customers; and lastly the average grocer welcomes any campaign by which the manufacturer creates a consumer-demand for his goods.

Not At All Necessary.

The grocer of to-day frankly admits that the last concession is not necessary. It is acceptable, but if the other two considerations are lacking or either

one of them for that matter, the grocer often refuses to handle goods offered him under such conditions. He realizes that his customers place implicit confidence in his word. He is the court of last resort and a word from him, in the vast majority of cases will upset the demand for an article that has been



"boomed" by consumer advertising and in the handling of which due provision has not been made for his remuneration.

When He is Friendly.

But, granted that a friendly manufacturer is giving publicity to his pro-

ducts, does the grocer avail himself of this asset?

The experience of E. J. Quinn, whose store is located at the corner of St. Catherine St. west and Greene Avenue, Montreal, should prove interesting to other members of the trade. Mr. Quinn caters largely to a class of customers who demand the best and who are willing and ready to buy new goods. He was aware of the fact that there are several journals which have a wide circulation among homes for the reason that they are published for women. There are several others including a popular weekly which are very extensively read. Mr. Quinn has made it almost a duty to look through the advertising columns of the most prominent of these publications and notice what grocery or allied lines are given prominence.

Reasons For His Policy.

He felt that the manufacturer who had interest sufficient in his goods to advertise them to that extent must have confidence that the public would appreciate them after a preliminary trial. Mr. Quinn read between the lines and saw quality written there. Knowing that they were being widely advertised in his own neighborhood, he wrote for further information and, if the buying was satisfactory from a financial standpoint, he sent in a small order. After satisfying himself that the articles thus bought were as represented he put his selling forces behind them and awaited developments.

It will thus be seen that one of Mr. Quinn's business ideas has been to procure new grocery articles and introduce them to his customers. In achieving this he has been assisted to a considerable extent by advertising that did not cost him anything, but which he was wise enough to appreciate. New goods secured in this way were, therefore, not entirely new to his customers. When they would be suggested in the ordinary business way they were known to the extent that the women had noticed the advertisements regarding them in the journals just mentioned.

Visits to U. S. Cities.

To keep abreast or rather ahead of the demand, Mr. Quinn makes frequent trips to cities in the United States, business of course attracting but he always makes it a point to visit some of the big jobbers, grocers and manufacturers to find out what new goods are being put on the market. These and other means he has employed in catering to his customers, and his initiative was not long in being recognized. After one or two experiences those who dealt with him began to realize that he was eager

to give them the best the market afforded and that he was endeavoring to anticipate their desires as much as possible. If they thought they would like to try some article that was widely advertised, even though these "ads." were confined largely to one or two journals, they generally found that Mr. Quinn had a stock and that the price was just as advertised. They were receiving an advantage that was enjoyed by the residents of the large American cities and they had these goods delivered to their homes long before they began to come into general use.

Selling These New Goods.

The buying of new groceries is probably Mr. Quinn's forte but he also has to sell them. He first satisfies himself that they will pass the close inspection his customers are likely to give them. The clerks are then made familiar with them. If it is a new breakfast food for example, and a special method of cooking is required they become familiar with it. If it is a new biscuit, they learn its peculiar qualities; if a new summer beverage they know how to use it. The individual clerk is supposed to know the price and the principal points about the goods. In other words he becomes familiar with them. Only a small quantity is purchased at first and if they find a ready sale more

are ordered, the endeavor being to keep ahead of the demand.

He Posts List.

Mr. Quinn has posted regularly a list of the articles that are to receive special attention from the clerks from day to day. The list is not so long that customers are likely to become suspicious of a too strenuous effort to make an extra sale, but a few well selected items every day to be given a special selling effort on the part of the staff, has proved a good idea according to Mr. Quinn's experience.

In some cases he has found articles that were merely fads, but there were others including a new tea biscuit which now has a wide Canadian sale which proved winners.

Imports Vegetables.

Mr. Quinn has indeed a fancy stock. During the winter he imported fruits and vegetables direct from the United States markets to meet the demand of those customers who had the means to pay for this luxury. Summer beverages such as grape and lime juices and others of this kind have developed into an extensive sale. Confectionery is also a prominent department, Mr. Quinn stating that it was remarkable the amount of one fancy line of chocolates he handled every week.

Practical Criticism of Grocery Ads.

Dealer Who Knows Something of Style and Effects Goes Over Several Ads. Printed From all Sections of Country The Waste of White Space—Dignified Style of The Old Fur Company—The Value of the Firm Name—The Ad. That Tells of The Free Gift.

By a Grocer.

CRITICIZING is like judging farmers' butter at a county fair—a thankless task, but so long as I have to do it I suppose I should not mind whose toes I trample on, especially if, like a doctor, I do a little good.

Personally, I believe an "Ad." should be a sort of heart to heart talk, giving sensible, salable arguments, and backing up statements with prices. All prices are like all shot and no powder and vice versa. You have no difficulty perhaps in giving a nice little selling talk over the counter—put the same thing into print—it will pay. I remember a grocer who only changed his "Ad." once a year—Reminds you of the man who only takes a bath once a year—both equally effective. Change your ad. every day, if you only say you have fresh strawberries to-day at two for a quarter.

Went to the Ad. School.

The writer has attended ad. schools, but does not believe all they hand out

is practical. They teach you to know the names for type and suggest sending in your ads. covered with hieroglyphics, describing the kind of type you want. It only makes the printer in a country office swear. They also teach you the use of synonyms, words of similar meaning with others—see Webster, it will save you \$25. If your opponent uses a heavy border, you use a light. Be different. Individuality is success, if it's backed up by common sense.

Wasting Good Space.

Now for the ad. D. F. McLean, of Port Hood, Cape Breton, writes; "Get your Easter groceries from D. F. McLean," in the centre of half a page. I'm a good bit like the small circus boss, who on the completion of a lithograph showing his menagerie, cried: "Great Scott, man, look at all that sky wasted—stick in a giraffe, elephant and snake or two with the rest filled in with sacred peacocks." I don't believe in wast-

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Reminiscences of Thirty Years and More

John Johnston's Career as a Grocer in a Suburb of Montreal For a Period of More Than Three Decades—Fundamental Idea of Selling Foodstuffs Same as Then—Sugar "York" Shilling a Pound.

By H. Theobald.



Is salesmanship in the retail grocery business merely an innovation of to-day, or is it one of those ideas that may be termed ever old and ever new?

Glancing back it seems to be easy to trace step by step the evolution of the grocery store and it is not such a far cry either to that "meeting place" which also served as a store and in which the proprietor's chief duty was to provide wood for the stove and seating accommodation in the form of boxes and barrels for the villagers.

Thirty-six years has been John Johnston's span in the grocery business, and while admitting many wonderful changes he claims that the fundamental idea of selling foodstuffs, as it is considered to-day, shows no material change from that which was followed, but probably not fully recognized, three or four decades ago.

And that idea is nothing more than that people will pay a few cents more for quality.

Salesmanship to-day embraces many subdivisions and probably none is recognized as more important for the up-building of a business and the satisfying of a customer than to call their attention to articles of guaranteed quality and to point out to them that these are finally the cheapest and are more than worth the little extra money for them.

Wants to Retire.

Mr. Johnston has for thirty-six successive years occupied his present store at the corner of Prince Arthur street and Colonial Ave. It has served him well, or rather he has reaped according as he did sow. Now some younger man can have it but it is safe to say that Mr. Johnston will always watch it with interest. Discussing recently the changes the trade has undergone he remarked that undoubtedly salesmanship was being placed on a new basis but that one of the principal ideas remained practically the same.

After several years with a wholesale grocer in Montreal and then training with a retailer, Mr. Johnston in 1875 decided to go into business for himself. The location he chose was then beyond the limits of the Montreal of that day. St. James street, and St. Paul were the principal thoroughfares and our am-

bitious young proprietor opened for business in what was called the Tamarac Village. The suburbs were unthought of.

Pioneer Trials.

It is the gracer who has been one of the pioneers that realizes the difference between the conditions of the past. Mr. Johnston glanced along his shelves of fancy biscuits numbering a great many varieties and remarked: "When I first handled biscuits there were no more than four or five different kinds. Look at the biscuits offered to-day. I remember too, when you might have sold butter for the pail full. Those were the days when refrigerators were non est, and in warm weather unless great care was taken butter would become almost a liquid. And as to taste, most of it was awful. In the manufacture of butter alone great strides have been made, and the dairy

butter then sold would not be accepted by present day bakers. Of course there were some good butter makers but the practice was to hold the summer make for the winter when milk would become scarce, and it was natural that with a crude system of storing, the butter was likely to lose its flavor or to take those which were so unpalatable. Yes, rancid butter was a common thing in those days, I solved the problem by making arrangements with several farmers to bring me fresh butter regularly, but I often had to take the other kind, too.

Selling Sugar.

"Then take sugar. Granulated was 12½ cents a pound, and when it dropped to 10 cents the people thought it a bargain. Brown sugar was the favorite in those days, not only because it was cheaper, but there were some fine grades of Muscavados, Barbados, etc., that were good. Granulated has replaced them to-day.

"Your salesman could not have talked canned goods then for excepting lobster and salmon there was scarcely anything else put up in the canned form. There were possibly a few vegetables, but I doubt it.



More Than Thirty Years Ago.

An Ontario Man's Success in Moose Jaw

Sketch of the Interesting Business Career of E. F. Cassidy, one of the Recognized Successful Retailers of Saskatchewan—The Ideas That Have Made His Success Possible—His Belief in the Opportunities Sure to Come to Him in the Great West—His Start in Small Corner Grocery and His Advance Into the Proprietorship of Two Stores.

WELL-MEANING friends laughed at E. F. Cassidy when he left Toronto, Ont., seven years ago in search of better things in the far and freer West. He was leaving a steady and assured position for, at best, only a hope, and accordingly was set down as one of those rolling stones that gather no "moss."

Still seven years ago when Mr. Cassidy left the east he departed from a position of dependence even if it were a place of trust. To-day, as a glance at the accompanying illustrations will show, he seems fairly well situated as grocers go, and appears to have gained a firm grasp on the position of independence which he craved. Undoubtedly he has succeeded even beyond the measure of his dreams, and it is to be supposed he never came to regret the day when he turned his back on the commercial east and set his face resolutely to the ris-

ing sun and the wide-spreading prairies, whose illimitable vastness, appalls the average man.

His Business Career.

The business career of E. F. Cassidy is interesting because he didn't start in business as soon as he had "landed" in the west. He engaged first of all with T. W. Robinson Co., Ltd., and worked for them for one year and a half. Then he went over to T. J. McCammon for a year. Now, up to this time Mr. Cassidy had not set the world afire. He was bright, and always willing, but the opportunity had not yet come to him. Then times got bad—real bad. He became literally, land hungry and took up a homestead in the south country. He worked on it too until he had "proved" it, and then he came back to Moose Jaw and bought out a small corner grocery at the corner of River street and Ninth avenue. He only needed one

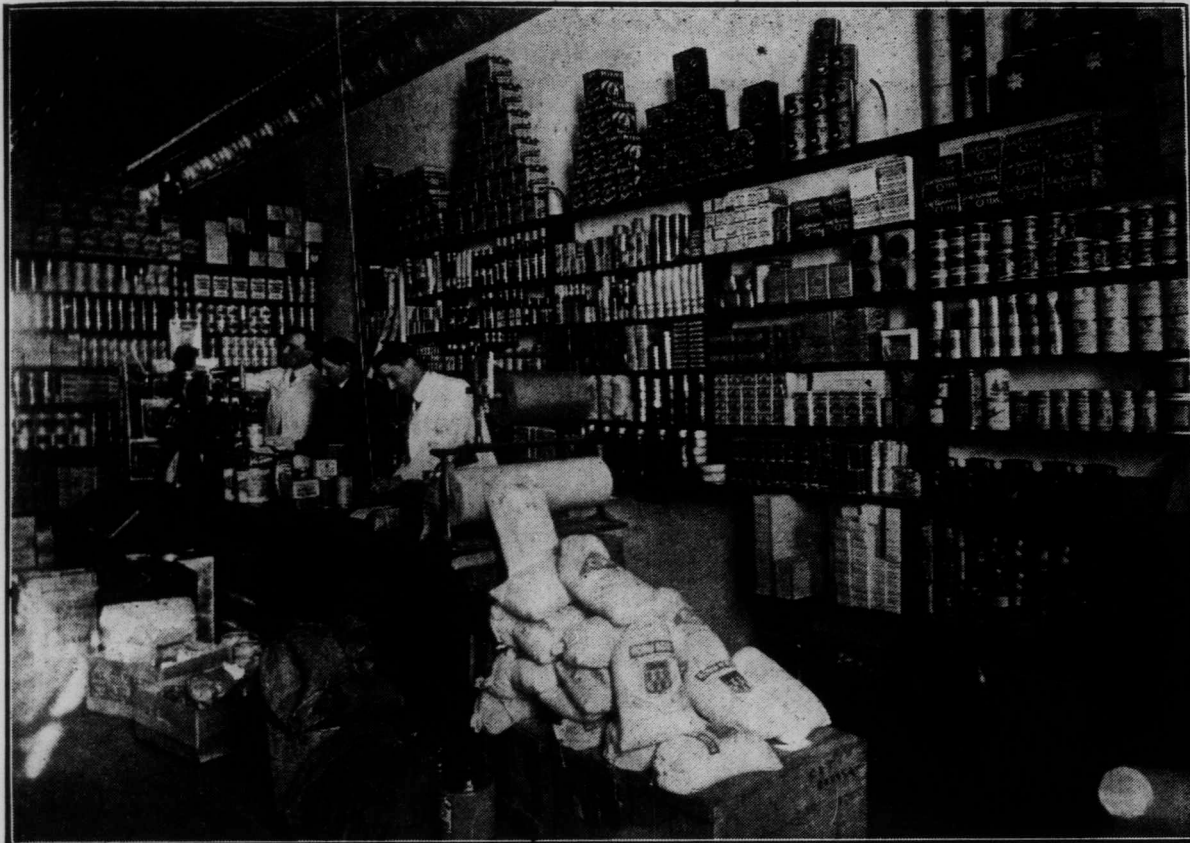
clerk and one delivery boy, but he got along. To-day his store on River street west, in the Turnbull Block, is considered by some, one of the finest in Western Canada, and a credit to the city in which he cast his lot. He requires a staff of nine assistants in that store and they are busy assistants, so one can tell he is doing business. But in addition to this store he opened last May a branch store 63 miles south-west of Moose Jaw, and anticipates opening another in a new section shortly..

A Man With Ideas.

But he didn't get along because he was lucky; he won out in the game because he had ideas and was ready and willing to back them up with cash. Mr. Cassidy is credited with being a good and a discriminating buyer, too, and no doubt that has helped a great deal. But still he will always say that it was the ideas that really counted. He is still



View of the Main Interior of New Store.—Note the Metallic Ceiling; the Modern Equipment and Particularly the Extensive use of dust-proof bins



Order Department of the Same Store, Showing the Shelves Filled With Sample Goods Covering a Wide Range.

working them out for that matter. For instance he believes in standard qualities and generally refuses to consider anything else. He sees that his goods are pure and that they are fresh when bought. He always tries to sell them when they are still fresh. He keeps the store free from mice and insects that might have a tendency to produce or spread disease. His stock, by careful watching, is turned over six times a year so that in the general sense of the word the goods are always fresh.

The store is divided into departments and each one is in charge of a competent salesman. In the crockery and glassware section he has taken care that the sets of dishes carried in stock can be made up, piece by piece, at any time. He has a section for graniteware, shelf hardware and tinware; also a stationery and sundry department at which can be purchased many lines of note paper, and even alarm clocks and cigars. He has a flour, feed and seed department, which has its own chop mill and produces its own oat chop. It is said that this department will fill orders for hay by the bale or by the car, and oats by bushel or in car lots. Then, of course there is the main, or grocery section.

A Specialist on Groceries.

It is in groceries that Mr. Cassidy glories. The other lines are all right

and necessary but it is groceries that are his special study. It might be interesting to note what he says when speaking of salesmanship. "It is easy to buy job lines and offer supposedly great bargains, but I consider such a policy detrimental to any business man who intends to carry it on permanently and in a practical way." That is what he says about it, and it is along the line of such a belief that he has shaped his course always. Just possibly that may account to some extent, for his success so far. And another thing, Mr. Cassidy says: "We have the dust-proof bins, the best yet manufactured for the grocery trade, and everything that goes into the bins is free from foreign substance." Another idea, you see that he was willing to put money into cleanliness. And to proceed: "Everything that is liable to taint—bacon, lard, butter and cheese, is kept in glass or enamelled refrigerators." He will always try to show his customers, at least, that he is much in earnest about these things.

Then E. F. Cassidy is a crank on tea and coffee. He thinks that for everybody concerned it is a waste of money to buy low grade goods, in either of these commodities. He doesn't believe much in a house-to-house canvass, but does place some reliance on and makes good use of the telephone and the post-

office. The illustrations would seem to show he is getting on, all right, and those are a few of the things he has included in his business creed.

Success and Experience.

He is not the only man who has gone west and succeeded even against the darkest forebodings of those near and dear to them in the east. There have been many such. But this story has nothing to do with these. This is only meant to show that a man who has had the proper training, and who has good ideas, and who is willing to work out those ideas, can almost always get what he wants, and to where he wants. He doesn't necessarily have to go west, but probably the west does present more openings for such a man.

Mr. Cassidy had had good experience in Toronto, eight long years of it. Part of his training had been effected in one of the large wholesale houses and the remaining three years in a large retail store. So he had lots of experience, and had worked up to a fairly lucrative position, at the end of his apprenticeship. But he could see bigger things in the west, and for him it was the proper thing to throw aside the bird in the hand, and grasp at the one singing to him in the bush. The reader may judge, but apparently he has caught the bird and capitalized the song.

When Clerk Has Customer's Confidence

Startling Comparison Between Capacity of Poor, Ill-Informed Clerk and One Who Knew His Goods—The Transaction in Pineapples—The Poor Clerk and Line of Fancy Groceries—Selling Six Cans Tomatoes When But Two Were Asked for—The Proprietors' Responsibility.

By Paul Thomson.

Anyone who watches the salesmanship ability displayed by clerks in different stores has amply demonstrated to him the reason why some clerks succeed and others fail.

In the first place the good salesman does not merely hand over the counter those goods which may be asked for but makes an effort to extend, the sales of lines already carried and also to introduce new goods to customers. He must understand them all thoroughly and must be able to present his arguments to customers in a manner that will create sales.

The difference between the good and the bad salesmen is always defined if one has an opportunity of watching the two endeavoring to sell the same article.

In a grocery store the other day a customer enquired for canned pineapple. The clerk pulled a can off the shelf, pushed it across the counter, and said: "18 cents."

"Why, I bought them for 15 cents," said the customer; "just the other day too."

"Was the can as large as this?"

"Yes, just the same size."

"That's what we always charged for them," said the clerk, with an air of finality, as if to convince the customer that he had not made any mistake. But she did not buy.

Another Talk.

How different was the talk of another clerk on the same article. The second clerk was not asked for pineapple, but introduced it to the customer himself. There was a small display on the counter and after the customer had given her order he said: "How about some canned pineapple. Here is the — brand at 18 cents. It makes a very delicious dessert."

"Why, I only paid 15 cents for them at Jones' last week."

"Those were probably in the light syrup, Mrs. Customer. They can be bought at 15 cents. These are in the heavy syrup and are much more delicious."

"I thought the syrup on the others was rather thin. I will try two cans of those."

"How about the other lines of canned goods, Mrs. Customer."

"Oh, I don't think I need any others to-day," she replied.

"You want to remember the saying, 'buy to-day for to-morrow's dinner.' Canned goods are handy to have in the house. Here is the — brand tomatoes. They are a good solid tomato. Could I send you up a couple of those?"

"Yes, you might as well send me a couple of cans," she assented.

Some Other Transactions.

Sales witnessed by The Grocer in stores recently showed that the dealer is a person who enjoys the confidence of customers, and whose word goes.

In one store a lady came in and ordered a couple of staples and then enquired for Blank's sauce.

"We do not keep that brand," said the merchant, "but I would like to show you another which is of excellent quality. This is — brand."

"Mrs. Campbell says that she always uses Blank's and likes it fine."

"Yes," said the dealer, "Blank's put up a very good sauce, but I think this has a better taste. We have tried both on our own table and this is the choice that we made."

"Then I will try a bottle of that."

Salesmanship Ability.

In another case the customer had seen an article advertised in the paper and had been so impressed that she decided to try that brand. The dealer, however, did not handle that kind and showed his

salesmanship ability by selling something "just as good."

"Give me a can of — baking powder," asked the customer.

"We do not carry that brand," said the salesman. "How would it do if I sent you Blank's?"

"No, I think I would rather have —. I saw it advertised in the paper."

"Yes," answered the clerk, "that brand is being advertised quite extensively, but I assure you that for quality this is every bit as good. Before deciding on handling any goods, we always make a thorough test and I feel quite safe in offering you this." And so that part of the sale was completed.

In Selling Tomatoes.

"How about canned tomatoes," said the clerk. "We have — brand. They are a good solid line and are put up by a reliable firm."

"You may send me up two cans of those."

"Will two cans be enough? They are a nice handy article to have in the house, as they can be prepared for a meal in a short time. They will keep for any reasonable length of time, you know."

"Well, I suppose that I might as well get a half dozen cans when I am at it," said she.

In another store information about goods was helpful in interesting a cus-



A Sale—A Ludicrous Attempt.

tomer and a sale followed. The clerk was wrapping up a parcel of sugar and the customer, perhaps merely for something to say remarked, "Those are quite large pineapples."

Pineapples on Trees.

"Yes," said the clerk, "those are the larger size, known as 24s. I was reading the other night about the pineapple. I always had the idea that they grew on large trees."

"Do they not?" inquired the customer, who seemingly had the same notion.

"No, they grow on a shrub about 3 feet high, only one pine growing on each plant. There is not so much waste in these larger ones. Those are nice and juicy," he said, "and make a splendid dessert fruit."

"I believe I will try a couple," replied the customer. The clerk had concluded his information by pointing out the good qualities of those particular ones in such a manner as to make a sale.

Sometimes one finds clerks who seem to take no interest in the making of sales at all. Even when they have been in the store for a considerable time, they do not know all the goods car-

ried, where they are in the store, how much they are worth, what they are used for or any of the other essentials that go to make up a good clerk.

Such a clerk was discovered in a grocery store the other day. A customer entered and inquired for a certain line of fancy groceries which many stores do not carry. This store did but the clerk evidently had never considered pushing its sale, for when the customer enquired for it, he was a little uncertain as to whether they had it and at least did not know where it was, so he had to go to the back of the shop to enquire of the "boss." He had considerable trouble in locating it but at last got a package and handed it to the customer with, "that's what you wanted, isn't it?"

An Uncertain Clerk.

"Yes," said the customer, "how much is this worth?"

Again some more trouble for the clerk. "How much is this worth," he called to the boss, who was still at the back of the store.

The price was in this wise transmitted back to the customer, who then en-

quired regarding the quality of the goods and the clerk replied: "Yep, I think it's pretty good stuff."

Such a statement would not greatly impress a customer in regard to the quality, nor would she be altogether pleased with any part of the sale. What the boss should have done when the customer left was to inform the clerk that he wanted salesmen in his store and not dummies.

Proprietors to Blame.

Sometimes, proprietors are themselves responsible for a clerk's making a poor showing in selling goods, in that they constitute a poor example themselves in some cases. They neglect to point out to clerks just how they should proceed in making a sale. Sometimes a clerk will be found who hardly knows that a certain article is in stock. Sometimes he does not know the price and rarely any talking points in connection with it. This is the fault of the merchant who should have advised the clerk when the new article arrived, told him the price and given him some information that would help him to sell it.

Business Creed of a Successful Dealer

Customs Which One Proprietor Considers as of Vital Importance—Attention to Details and Personal Supervision of Individual Wants of Customers—Belief in Specialization of all Lines of Goods Carried—Cleanliness as an Essential—Methods to be Followed in Competing With Mail Order Houses.

Close attention to details and personal supervision of the individual wants of customers are two points which John F. Holloway considers as having been of vital importance in the building of his business which is located in an important residential section of Toronto.

He believes that these things are absolutely necessary to any grocer who has to meet the competition of progressive mail order houses. In following out this idea himself he has met with more than the usual measure of success. His business, taken over less than five years ago, shows an increase of nearly \$35,000 a year, and it is still growing. Moreover, when it is considered that John Holloway left a good position with a prominent retail grocery house with but \$100 to branch out in business for himself, the faith which he reposed in his own ideas becomes more apparent.

He has had, however, wide experience through having served his apprenticeship in some of the best retail establishments in the Old Land. The ideas he assimilated there, and the methods used there in handling good class trade, he has incorporated into his own business,

and, of course, he has introduced new innovations as the ingenuity of those men working on new equipment for the grocer brought out new schemes from time to time.

To-day John Holloway has brought up his business to a fairly high level, and he entertains hopes for a still larger growth in the future. His ideas might be of interest to many retailers throughout the country, and The Grocer will give them in his own words:—

In Father's Store.

"My father," said Mr. Holloway, "was a grocer in the Old Land, and it was in his store that I gathered my first impressions of the grocery business. He was a good grocer. However, I soon drifted out to secure positions in other stores, and I can say without boasting, that I have worked in some of the best retail establishments in England. I mention this because it was in these stores I began to assimilate ideas of the trade which have been of wonderful assistance to me in this country, even if I have been here for the past eleven years.

"I might mention among the firms with which I was connected in England, those of Jackson in Cheltenham, and Cunnington & Skene in Richmond. The last-named establishment would be considered probably old-fashioned in this country, but had a splendid and a high-class trade. It was in that store I became accustomed to handling customers of high standing in society. It was a frequent occurrence in that store to have the Lord Mayor of London and the Duke of Teck come in and purchase their own supplies of goods. This will go to show something of the stability of the firm and the esteem in which it was held by its customers. That was twenty years ago. Later on I moved into Herefordshire in the town of Ross. There I obtained another experience of an altogether different character. The trade was not particularly high-class and was of a mixed nature. It was, however, extensive and good. On the one hand we had a wide farming community to cater to, while on the other was the famous forest of Dene. There were also collieries and other mining establishments so that you can see the trade in Ross was fairly wide-spread.

THE CANADIAN GROCER

He Comes to Canada.

"Thus through it all I was able to gather quite a good experience on the handling of many different kinds of customers. Probably I would still be there had it not been that the manager of one of the great retail houses in this country had once occupied a similar position to mine in that town. He visited there on one occasion and talked to me of Canada. After he had returned to this country the desire grew on me to come to this country. I wrote him asking if he could provide a place for me. The answer came back almost immediately to come. I came. In that retail establishment I remained for nearly seven years. Probably also I would still be there had not one of my business friends, a retailer, persuaded me to strike out for myself. I can still feel the cold shivers running down my back when I think of the time I came to that decision. I had just about \$100, and of course had to secure a good line of credit from the wholesales. But I came here and took over this business formerly run by B. Panter on the understanding that the turnover was about \$20,000 a year. It didn't prove that to me, the total business amounting to not more than \$15,000. The next year, 1905, it went up to \$21,000, and this year it will go above \$50,000. The annual increase can easily be figured from these turnovers.

Caters to Individuality.

"I believe in catering to the individual customer, and think it is along that line that every grocer must build up his business. Especially is this true of a city dealer who is compelled by force of circumstance to meet the competition of great and progressive mail order houses. He cannot close his doors sharp on the minute and neither can he refuse to deliver goods when wanted. He is beset by difficulties on every side, and it is only by the most careful thought that he keeps clear of all the business rocks that confront him. It is all very well to say that the retailer in Toronto can run his business on the same basis as the manager of a mail order house operates the grocery department of his establishment. There is no comparison between the two. On the one hand the department store has a wide-spread trade and has clerks in charge of each section. It is a well-known fact that any man who is able to devote his whole time to one particular line becomes wonderfully efficient in that line. For instance, a man weighing sugar day in and day out will become a machine depended upon to parcel up so many barrels of sugar per hour, and so many per day. All other departments are the same. The question of distribution and sale then becomes nothing more than a question in mathema-

tics. The whole thing is systematized to a marvelous degree.

Humoring Cranks.

"Following out my argument, let us suppose that I put a man at my door to keep out all prospective customers, say at six o'clock in the evening, the system the mail order houses follow. How long do you think my people would stand for that treatment? Not very long. They come to me, I consider, simply because they can get individual handling of individual fads if they want it. That is why I have always given the closest kind of attention to the study of the characteristics of all my customers. And that is how I have succeeded in building up the trade I have now. Some women come in here with a special idea in some particular line of goods. They want "so-and-so" and they want it done up "so-and-so," and it should only cost "so-and-so." I don't believe in shutting off these people because it has always been my experience that their peculiarities were confined to one line of goods. What I lost, if ever I did lose, on that one thing I usually more than made up in some other line.

Departmentizing Business.

"I believe," continued Mr. Holloway, "in departmentizing business. My trade, however, is not big enough for me to do this, at least I feel that way about it. If it were I could put a man in charge of my provision department who would never have to leave that department. He could, I have no doubt, save me a great deal of money if only in the cutting of meats. And he would also be able to gather about him a class of customers who would come to him even though they moved away from that locality. I believe that implicitly. And so with the other departments. My men would become specialists and so could cater in better fashion to the particular class of customer desiring those goods. But there are very few dealers in this country who really can afford to go in for that kind of thing because it always costs a great deal of money to take the plunge.

Afraid to Expand.

"It seems to me most of us grocers have a fault, no matter how apparently successful we are. I mean to say that very few of us would consent to spending \$100 to-day even if we reasonably expected to gather in twice that amount in a few months' time. It's peculiar but it is so. I have such a question in my mind now. Take my confectionery department for an example. I intend adding another silent salesman to my equipment for that section and I have no doubt did I but place a young woman in charge of that alone she could build up lucrative trade. But you see the question of wages and expenses while all this is being done has to be consider-

ed, and although I feel sure of the ultimate profit, it is just a moot point whether the young lady will be appointed or not. I am inclined to think that when the time comes the department will simply be added to the rest of the business, and yet I have a pretty fair volume of trade in candy lines.

Cutting Prices.

"I don't believe in cutting prices. When my head clerk comes to me and says: 'Jones, down the street, is selling a certain line of canned goods three for a quarter, and is also selling more sugar for the dollar than we do. Hadn't we better meet his price? I have always said: That's all right but if you start this thing where are you going to stop?' 'It's all very well to meet Jones' competition, but supposing Brown starts to cut in some other line, logically I should have to cut to meet him also. So I have just continued the even tenor of my ways and refused to cut for any man. Probably I have lost a good many customers, but I have always been content to let them go because I believed they were not the best class of customers for me to hold on to. The cut-rate trade I have always considered as not a good class, and personally I don't believe it ever will be. It is the business that comes in one or two lines alone that happens to be cut. When other things are wanted they go somewhere else. It is at best only a transient trade and might come to me one day and go to someone else on the others. I have never regretted my stand in holding out for fair prices.

Should Have Abundant Help.

"Another thing I don't believe in is cutting down in the quantity of help in the store or refusing to add to it when the business demands that it be done. But while I say I don't believe in this, probably it could be held up to me that I have not been as prompt in adding to my staff as I should have. I have four men now, and I should have five, because there are times in the day when these four men cannot handle the trade that offers itself. I believe there should be always just a little more help than there is business to handle. That generally leaves one clerk available to catch anyone coming in. I think that is one of the principal rules that should be followed if any man is to rise to success. I hope I will be able to carry it out myself in the future.

Cleanliness a Watchword.

"I believe absolutely in cleanliness of store, refrigerator, and cellar, and in carrying the best line of goods that can be bought to suit the individual requirements of the customer. I believe in good fixtures because they tend to brighten the store and to convey a general atmosphere of prosperity to the mind of the trade you are catering to.

THE CANADIAN GROCER

I believe in good store equipment, although I never went in for fads. Every new piece of equipment that I have put in has proved a dividend producer for me. Scales and cash systems, vegetable display stands and other innovations have all returned their cost and more to me. I believe that no dealer should try to get along without at least the necessary time-savers unless he absolutely cannot afford it.

Moving "Stickers."

"There is one thing I have not developed to a system and I feel that I should have done so. That is in connection with the getting rid of slow stocks. I don't mean to say that I haven't disposed of such goods because at the present time I don't believe I have \$50 worth of "stickers" in the establishment. But I mean that I have never brought the thing down fine enough as

to know when to take the first loss and make it the only loss. In that regard I have lost money because I have refused to cut say to 10 cents when I later on had to let the stuff go at 5 cents. That is what I mean by finding out just when to take the first loss and be content. When you do that you save money in the end. At the present time I have a table which I set in the front part of the store and use it for the display of goods I want to move out. Usually I put price tickets on this stuff so that the time of the clerks is not taken up unless a purchase is in view.

His Creed.

"So that is my creed. I believe in close attention to details and personal supervision of the individual wants of individual customers; the cleanliness of the store and all its furnishings; order

in the stock room, and the use of all equipment which will tend to make labor lighter and save time of the clerks, the specialization of help as far as possible and the holding up of prices so that a fair profit can be obtained in all departments."

"I am absolutely and entirely opposed to the giving of discounts in any shape or form. When a customer is given fair value for money received there is no need in my opinion for a grocer to give out one or two per cent. of his legitimate profit to hold that or any other business. In the first place there are very few of us who really make a profit large enough to warrant the giving of such a discount. I know that is so in my case, but if I did I never would consent to handing out with the left hand what I take in with the right. But I have never needed to do this.



PRODUCT OF DEFINITE METHODS.

Interior View of the J. F. Holloway Store, King Street West, Toronto. Note the Extreme Length of the Establishment, and also the Neatness of the Whole. The Biscuit Boxes to the Right, All Come Out, and Drop Something in the Fashion of the Door of a Sectional Book-Case. The Fruit Display is Worthy of Notice as is also the Provision and Milk Department at the Rear. This is a corner Store and Has Entrances From Two Streets.

Switched Community's Demand for Tea

How London Dealer in Taking Over Store Refused to Stock Up Certain Line of Tea—The Crucial Test With One Customer—Belief in Selling Power of Newspaper Advertising—The Grinding of Coffee—Association.

IN the building up of Harry Ranahan's business in London, Ont., there stands out an exhibition of salesmanship that is seldom outclassed these days.

When "Harry" took over his present business some years ago a steady demand for one particular line of tea went with it. He had never stocked this line because he had always considered that the margin of profit allowed by the shipper was not large enough to compensate for the trouble of handling it. Accordingly he foresaw no end of trouble in switching the trade of customers cultivated to one line, to another, even if he was firmly convinced that the tea he desired to substitute was equally as good, or for that matter, price for price better than the one carried by the former occupant of the store. But at any rate he did not stock the former tea.

The Crucial Test.

Through extensive and persistent advertising in the papers his name became known pretty well all over London, and there were many who knew of him and his place of business whom he did not have any acquaintance with. One day shortly before noon a man telephoned him, one of these men whom he did not know, and requested that he call at his house during that noon hour as he wished to see him. Mr. Ranahan went. He found the man in question, a trainman, anxious to change from another dealer and to transfer his account to him. The request was granted. Then the lady of the house, informed Mr. Ranahan that she had always been accustomed to buy — tea, mentioning the price.

"I am sorry madam," the dealer replied, "but I never have stocked that line of tea.

"But I have always been accustomed to get that kind. I like it and my husband likes it, and I don't see how we can very well change. I suppose you could arrange to get in at least a limited supply for my special use.

"Oh yes, I could," replied Mr. Ranahan, "but personally I cannot see why you should want to pay 5 cents more a pound for your tea than you should have to pay."

"Why no, certainly not," broke in the head of the house, "we do not want to pay any more than is necessary for any line of groceries."

"Well I'll tell you what I'll do. I'll send up a pound of tea I have in stock for you to try, and will let you have it for 25 cents. Now if this is not as good

in every sense of the term as the beverage you formerly purchased at 30 cents I will give it to you for nothing.

Customer Satisfied.

"They tested the tea," continued Mr. Ranahan, "and the result was that they have taken nothing else since that time, and are entirely satisfied with the change. Of course I was too, because it meant larger profit for me on the transaction. So I have been using that incident with good effect in every case where a demand is made for that particular line. Usually the argument that points to their securing an equal quality of tea



The Problem of Selling Tea.

for less money has a telling effect, and as soon as they come into the store, I have lost few customers on that account. Had they insisted on securing that one kind, I doubt if I would have met them in the matter, because I do not believe in handling any article that does not return to me a living profit.

"At the present time I have but very few of these lines of goods in stock. In fact all of them could be contained in about three feet of shelving. As it is I keep those hidden away, and never suggest their sale. They are stocked only to satisfy people who absolutely insist on securing them. Travelers who come in wonder why it is their lines do not

move out faster, and I tell them out and out that I do not try to sell them.

Coffee Grinding.

"And even as I have made a success in working out my tea trade in this way, I can probably say the same for my coffee business," continued Mr. Ranahan. "I believe there is a good deal of selling power in the custom of grinding coffee just when it is demanded by customers when they come in the store. It is very well to grind up several pounds, and leave it to fill the demands for a day or longer, but I am of the opinion that when coffee of this kind is asked for it should be ground right on the spot. The frequent working of the mill fills the air with the fragrant aroma of this beverage and I think it sells a great deal more coffee than people imagine. There is a suggestiveness about it that causes people's attention to turn to it

even though they had no thought of buying it before they entered."

Believes in Advertising.

This dealer is a great believer in the selling power of newspaper advertising. He believes absolutely in telling all the people he can all about the goods he handles as often as he can. And he doesn't believe in running stereotyped copy day after day. He is always racking his brains to work out some catchy phrase to attract the attention of the average reader, and that he does do this is evident by the large trade he does by a medium of the telephone,

He also believes in the fullest possible use of his window space as a selling medium for certain lines of goods. He is of the opinion that this display should be made as attractive as possible and knows for a certainty that time and again his window has created demand which otherwise would probably not have materialized at all. In this connection he mentions oranges and pine-apples. Now and then he works in a display of these fruits, and he says that in every case the sales during the next day or two were always much heavier than any other.

Expects a Fair Profit.

But in every case Mr. Ranahan endeavors to sell only such lines of goods as return to him a reasonable margin of profit. That is the central idea of his whole business. He believes that he can push certain lines of goods at ad-

vantage to himself and that he can also hide away certain other lines of goods, and bring them out only when absolutely demanded. He considers that he has demonstrated that fact in changing the style and character of the demand for tea that held when he first took charge of the store. He is not averse to going far afield for his supplies, believing that so long as he gets good quality articles he does not need to worry about where they are made.

Value of Organization.

Mr. Ranahan has also very definite ideas on the benefits to be derived by the average grocer from co-operation and association with fellow dealers. He believes the lot of the small man would be improved considerably if he would meet others in the trade oftener than is now the case. In the opinion of the London man it would be a good thing for every

dealer to be joined in one great national association, which would be as the name implies representative of the trade from the Atlantic to the Pacific. Some such vision as this he is hoping for although he has no definite idea as to the methods to be used in its accomplishment. So far he has only been preaching the advantages to be gained in frequent meeting of dealer with dealer, in the exchanging of ideas of different localities, and in the powerful influence such an organization would exert, whether sentimental or otherwise, on the minds of people who would have to sell them goods.

"It is a pity that the grocers are so jealously afraid of one another," concluded Mr. Ranahan. "If it were otherwise we might be able to accomplish something by standing together with the good of one considered as the good of all."

Regulation of Insurance Conditions

Insurance Expert Declares That in Reforms the State of New York Leads the Continent—Massachusetts Much to be Commended—Great Value of the Research Work Carried on by Merritt Committee—Report to Legislature Most Important—Combination Necessary to Equitable Rating.

By E. P. Heaton.

(Manager Insurance Department Canadian Manufacturers' Association.)

THERE is an old saying in the North of England to this effect—"What Lancashire thinks to-day, the people of England think to-morrow." This may be the outgrowth of self-opinionated public opinion in the Northern County, but it passes for more than a joke.

On the continent of North America, and including our own Dominion, the great State of New York is generally recognized as a pivotal state in matters of insurance, and it may be said with truth and unchallenged that in this particular phase of commercial activity "What New York thinks and does to-day, the rest of the Continent thinks and does to-morrow." In making this statement I am not unmindful of the part that has been played by the State of Massachusetts, which state may be acknowledged as blazing the trail of Mutual Insurance Organizations, of pioneering effective insurance control, and of setting an excellent example in investigating fires by the employment of competent fire marshals. For all these, and more, Massachusetts is much to be commended; nevertheless, when the Continent requires to be stirred and shaken to its outermost circumference New York

State has been and will, no doubt, continue to be the storm centre.

Making of Hughes.

On reading the title given to this article one intuitively recalls the Armstrong Committee, which made the name and fame of ex-Governor Hughes, but which proved the undoing of many mighty men in the world of finance. Nor does one forget the stir that followed in Canada in the appointment of the Royal Commission on Life Insurance, nor of its disregard of the effect of evidence brought before it on the future of strong men in other spheres. This is now history!

In New York State another committee has concluded its work, but inasmuch as the temptation to use large funds in a questionable manner, which was shown to have been, at the time of the Armstrong investigation, one of the weak points in the system of life insurance was not found to exist in fire insurance (the principal cause of the appointment of this latest committee), the absence of scandal and intrigue in high financial life has unfortunately undermined the importance of the work and findings of the committee, and in the

opinion and judgment of the writer one of the most important reports ever made to a Legislative body is being shunted and side-tracked and is not receiving the attention to which it is entitled. This is so, as far as the Canadian press is concerned; at all events, I have seen scarcely a passing notice of the work or recommendations of the committee even in papers pleased to designate themselves "Insurance and Financial."

Most Complete Report.

Because of the great value of the research work carried on, and of the most complete report filed with the New York Legislature by the Merritt Committee on February 1st, 1911, I offer no apology for a review of the same in the columns of Canadian Grocer.

The resolution appointing a joint committee of the Senate and Assembly directed them:—

"To investigate as speedily as possible . . . the business methods, operation, management, supervision and control of all Insurance Companies other than those doing life insurance business, including fire insurance exchanges and state local boards of fire underwriters, and relations of such companies, ex-

changes and boards with legislation... to the end that such remedial legislation may be enacted or changed . . . as will prevent a recurrence of any abuse or evils disclosed."

The sessions of the committee lasted from September 27th, 1910, to January 6th, 1911, during which 184 witnesses were examined and 5,500 pages of oral evidence and 1,500 pages of documentary evidence were received. It will be at once apparent therefore, that the work of investigation was exhaustive, thorough and complete, and that its findings ought not only to be received with the greatest respect, but entitled to the most respectful consideration.

Where Investigation Centred.

The report of the committee embracing 164 pages of closely-printed matter is divided into six sections. With the first five we have no concern, even the committee itself did no more than dip into the subjects grouped under these five headings, but the sixth section dealing with—

"The business methods, operation, supervision and control of fire insurance companies, exchanges, and state and local boards of fire underwriters"

was the one upon which the investigation centred. Our review of the report is confined to this sixth and last section—

The committee, recognizing the technical character of the subject and the desirability that it should be presented in a logical and consecutive manner, attempted, so far as it was possible, to take up its details according to the following plan :

"The companies and their relation to the State—State supervision.

"Statistics regarding the amount and character of the fire insurance business.

"The organizations among the companies.

"The principles involved in the furnishing of fire insurance indemnity.

"The interior organization of a company—its officers and agents.

"The actual detailed work of a company—getting and doing business.

"The settlement of losses—adjusting.

"The theory of rating.

"Rating organizations.

"The New York Fire Insurance Exchange.

"The Suburban Fire Insurance Exchange.

"The Underwriters' Association of New York State—the Up-state Association.

"Factory Mutual Insurance Companies.

"Miscellaneous Mutual Insurance Companies.

"Town and County Co-operative Insurance Companies.

"Inter-insurance Associations.

"Lloyds.

"Local agents and their problems—the expense problem.

"Brokers.

"Complaints by the insured and the answers thereto by the companies.

"Fire prevention."

This is an ambitious programme for a committee to undertake, even although they were aided by legal and expert assistance, but no one reading the report can deny but that the work was well and thoroughly done, and that the conclusions reached are mostly sane and wholly impartial.

An Unusual Arrangement.

The manner of arranging the report is somewhat unusual, but is nevertheless simple, clear and logical—qualities often missing in a work of this kind. It will be borne in mind that I am only reviewing Section No. 6 of the report, and

of this article is to present the views of a committee of able men, presented in a most able and impartial manner, I intend to let the report speak for itself by numerous quotations and extracts. It will, therefore, be understood that the views are not those of the writer, but of the committee, observations of the writer will be indicated as such.

Question of Rates.

"The difficult problems of the fire insurance business all centre in one way or another about the subject of rates. This is an important matter in any business, but in fire insurance there are difficulties and peculiarities that make it particularly important. In a manufacturing business the price of an article is largely determined by the cost of production and this can, in general, be definitely ascertained. In a mercantile business the



The Armstrong Committee which Made the Name and Fame of ex-Governor Hughes and Proved the Undoing of so Many Mighty Men.

that section is divided again into two parts—the first takes up the items involved in the plan previously outlined, and is based upon the evidence submitted during the investigation and with this remark we may leave it.

Part 2 of Section No. 6 is a careful analysis of the problems involved and some of these are worthy of special emphasis as bearing upon similar problems met with in our own Canadian experience.

It will be manifest that many of the items have a particularly local application and these I shall pass over. Others, however, while being local in character involve principles common to both countries, and I select some of these for more extended reference. As the object

selling price is determined by the buying price.

"In fire insurance companies in which the assessments are made after the losses, the rating problem has no particular difficulty ; but in stock companies, where the premium is collected in advance, the anomalous condition arises that a price must be set to pay for something that has not happened and may not happen at all.

"The price has, therefore, to be based upon the 'expectations' of loss, or the 'Hazard' as it is called. What should be the rates for a planing-mill and for a fire-proof office building ? This is equivalent to saying, 'what is the hazard of each,' or in other scarcely more illumin-

ating words, 'What is the expectation of burning of each.'

"Fortunately there is one guide in this matter, the past; otherwise the problem would be quite hopeless. If experience has shown that out of every thousand planing-mills there are the equivalent of twenty-five total losses, and, if this planing-mill is deemed typical of the thousand, a rate of \$2.50 per \$100 of insurance should prevail (this is without loading for expense); if the mill is deemed to be below the average of the mills upon which the experience is based, 'underwriting judgment' must be invoked, in lieu of more precise knowledge, to decide how much larger the rate must be.

Rate Measures Destruction.

"Theoretically the rate measures the destruction that would occur in some thousands of just such buildings under just such conditions; practically, what the underwriter has to work on is what has happened to buildings that in certain respects resembles this one, and the problem of rating is the adaptation of this experience to the particular risk in hand.

"Granted that the problem of rating is very difficult; the practical result is that it is impossible to make rates properly on the basis of a single company's experience. The experience even of the largest companies is not extensive enough to insure the proper working of the law of averages on all classes. It is very natural, then, and from this point of view desirable that the companies should, for this purpose, combine; for not only can they thus make rates more effectively but, since rates on the same classes are needed by all, it would be a useless expense to have the work duplicated. So far, therefore, as the making of rates goes, it is desirable that the companies should combine; but in actual practice the combinations of the companies are not only to make rates but to maintain them, and the desirability of this is another question which will be discussed later."

Open Competition.

"We have now to consider the effect of open competition in fire insurance. It is not necessary to theorize about this for there is plenty of evidence in the rate wars which were formerly carried on and which to some degree still prevail. The universal effect of such periods of open competition wherever and whenever they have occurred has been a cutting of rates to a point that was below the actual cost of the indemnity. If the rate war had been general this would have meant the ultimate death of the company, and rate wars of even a local character, lead, if long continued, to the dissolution of the smaller and weaker companies. The mutual character of in-

surance is so strong that nothing which tends to produce inferior protection can be for the public good. It has not done the policy-holder any good to get cheap insurance if, when the test comes, the protection is found to be worthless.

"The fact that rates are controlled by competition, and not entirely by the hazard, is shown also by the experience of the companies on sprinklered risks. The Mill Mutuals, as is well known, were the pioneers in what has resulted in a revolution in the construction and equipment, from a fire-preventive point of view, of factories. The plan of standardization and inspection which was adopted by the Mill Mutuals, and which is referred to in more detail elsewhere in this report, was so successful that the stock companies, in order to retain even a share of this business, were forced to adopt the very same plan. To



Competition is Keen.

this end associations were formed, one with headquarters in Hartford, and one with headquarters in Chicago, known as the Factory Insurance Associations. Some twenty of the principal companies are members of these organizations.

Combination and Equity.

"Our conclusion, then, is that combination and equity in rates should be inseparable; not only has experience shown that equitable rates are impossible in the absence of combination, but conversely, if there is to be combination then out of it must (by the help of law if competition is not sufficient) come equitable rates; that is, IF COMPANIES ARE TO BE ALLOWED TO COMBINE THEN IT MUST BE ONLY ON THE ASSURANCE THAT THE RATES WILL BE EQUITABLE.

"The state is certainly justified in taking any steps necessary to see that this condition is maintained.

"The nature of competition in fire insurance is certainly very different from that in most other enterprises. To compete with a railroad it is necessary to

build a new line, and when it is there it is there once for all and must be maintained unless the investment is to be a total loss. But the investment in a fire insurance company consists entirely of securities; there is no plant to speak of, even the agency system consists for the most part of agents who are already in the field for other companies. It is, therefore, a business that capital can be very readily thrown into and from which it can be just as readily extracted—usually, by re-insuring.

Dearth of Business.

"It is a business, furthermore, in which competition is very intense—for this reason: Outside of the large cities the business of the country could be done by a dozen companies, but in large cities there is a dearth of insurance—this is because of the conflagration hazard—150 companies are bidding for the business that could be done by a dozen; the competition is, therefore, very keen, since it is necessary that each should have a slice to balance the business which is exposed to a conflagration.

"Beside the competition of companies that are inside the organization, board companies, so-called, there is in general a competition from the non-board companies. These companies, not being members of the organization, are not bound to observe any particular schedule of rates. As a matter of fact they inform themselves with regard to the board rates and to a degree observe them, cutting the rate where it becomes necessary to secure desirable business. The competition of the non-board companies of course tends to keep the board rates down. In most parts of the country there are many non-board companies. In New York City, however, the companies that are authorized by the state are all members of the Exchange."

Rating and Competition.

Having thus freely quoted important sections of the report on the allied subjects of Rating and Competition, it is well that I should now explain that my purpose in so doing is to make way for what I conceive to be one of the most important, almost startling conclusions, stated by this committee, viz. :—

"It has been demonstrated by the experience of all times and all places that open competition in fire insurance is an unstable condition which leads to the general weakening of the companies, and eventually to the elimination of small companies, further, that under open competition there is always discrimination in favor of the policy-holder with influence.

The Only Alternative.

"The only alternative to open competition is, however, combination not merely to make but to maintain rates.

This in general or certainly to a degree makes it impossible for the public to obtain insurance except at the prices fixed by the combination. This inability to bargain is resented by the public and the rate-making organizations have been referred to as trusts and combinations in restraint of trade.

"NOT ONLY IS COMBINATION NECESSARY FOR EQUITABLE RATING, BUT CONVERSELY THE MAKING OF EQUITABLE RATES IS THE CONSIDERATION WHICH SHOULD BE DEMANDED OF THE COMPANIES FOR THE RIGHT TO COMBINE."

it is an inferior article and the profit on it very small. Instead of educating the people up to the use of the best grades which also pay the best profits, they are trying to build up a business on price.

"I have followed merchandising for some years now and have made a careful study of it and know that the merchant who is going to stay in business must sell quality goods.

Building on Quality.

"Actual cases have demonstrated this fact time and time again. Two stores

Educate the Public to Quality Goods

Heartburning Expressed by Winnipeg Wholesaler Who Explores The Never-Ending Fight Between Dealers to Cut Prices Down to a Level Inconsistent With the Doing of Business—The Folly of the Merchant Who Builds on Price, and the Wisdom of Building on Quality.

IT all happened in the office of a Winnipeg wholesaler. He was not talkative, and it was seen by the two visitors that some subject of interest would have to be introduced to put him into a talkative mood. One of the visitors had just witnessed a sale of rice in a grocery store in which the lowest grade had been sold at the lowest profit. Naturally his mind turned to that.

"Has there been any improvement in the quality of rice sold in this country of late," he asked.

The proper topic had been touched upon. The wholesaler manifested interest immediately and he began to throw off some of the philosophy he had been pondering on.

"Yes, there has been some improvement in the quality of rice," he said, "but it has been slow, very slow indeed, much slower than I would like. It's a pity, for the better grades of goods are the best to the merchant who sells it and to the consumer who uses it."

The Spirit of False Economy.

"Say, do you know," he said, assuming the attitude of a professor lecturing a fractious pupil, and pointing his revolver finger straight at the visitor who had asked the question "that the people of this country, perhaps more so than any other, equally civilized, are seemingly filled with a spirit of false economy."

"Take for instance, tea," he continued. "Cannot the people of this country see that buying a cheap tea and having to use twice the quantity is not saving money, cannot they see besides that the flavor is lacking in the lower grade teas."

"Now in Ireland, down-trodden country as it is, and from which stories of poverty have always been coming, I am informed that the cheapest tea that the retailer sells is worth 80 cents per pound. Think of that! While here"—and he plainly exhibited his disgust at the state of affairs—"If you ask them 40 cents a pound for tea they will holler as if you had jumped on their toes with

both feet. In many parts of this country even now, you will find farmers who would withdraw their trade from a dealer who charged them 40c for tea. As long as it is tea they seem to be satisfied and thus they force the dealer to sell 25 cent tea on which he makes little profit and which in the end is not as cheap to the customer as are the higher grades."

Farmer as "Cheap John."

He shifted his weight to another position showing that he had not completed his oration, and continued, "When you come to think of it, the farmers of this country are the biggest bunch of "cheap Johns" possible. It must be admitted that there are some who are not in this class, but take the large percentage and they are hunting for the cheapest thing that can be bought. Those who go in for produce bring in their good butter and eggs and sell them at high prices and then go home and eat some old cheap fat pork, instead of acting like sensible people and keeping some of their own wholesome food at home."

"It is no wonder that they are not healthy, eating all the cheapest food that can be scraped together. And then when they get sick, what do they do? Do they go to a doctor and get professional service? No; they again follow false economy and dose themselves with some cure-all patent medicine. Even in this they do not buy the best but are still looking for the cheapest."

Fault of the Merchant.

"This lack of regard for quality in the goods which they purchase is to a large extent the fault of the merchants. Instead of making quality the key note of their business, it is cheapness instead.

"John Jones and Tom Smith are grocers doing business side by side. Jones puts an article in his window and marks it at 10 cents. Now, Smith will be in a terrible state of mind until he gets something similar that he can, by close clipping, sell at 9 cents. And of course,



Pointing His Revolver Finger.

start up in the same town. No. 1 is making price the foundation on which he builds his business while No. 2 is building on quality. For a time No. 1 does a good business because low prices will attract people. But which is the one to stay the longer? Which one is it whose trade continues steadily on the increase without any set back? It will be found to be No. 2, everytime, the fellow who builds on quality. The price man is like a skyrocket. For a time he makes a big flare but it soon dies down."

And having thus expressed himself, much of which, it has to be admitted is true, he turned again to his work, and the visitors silently departed.

JUST BE CHEERY.

Cheerfulness is at once a tonic and an inspiration. A smile is a good investment—an honest, cheerful laugh sells goods—it disarms suspicion—it transmits a wireless call for business. Cheerfulness is contagious—you cannot look an honest, good-natured chap in the eye and hold a grouch. Every good salesman—every successful business man—knows this. He knows the commercial value of a smile. A true salesman walks straight into the confidence of his customer by the grace of a pleasing manner. Courtesy and cheerfulness are part of the salesman's stock in trade—they are an asset in every business—they are the legal tender in every country—they are the passwords between all peoples.

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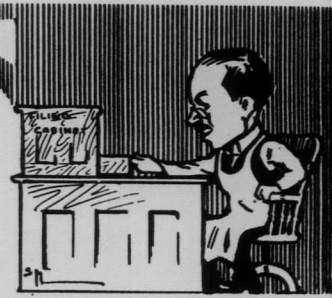
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Some Book-keeping Methods



Financial Standing on One Diary Page

Simple and Novel System Worked Out and Followed by a Dealer in Maintaining Watch on His Bank Account—How He Guards Against Giving Check When no Funds in Bank to Meet it.



FOR some time, just for my own benefit, I have been endeavoring to work out some simple system by which one could avoid the over-drawal of the bank account. The result of my studies might be of service to other grocers and so I write this article.

I read in The Grocer that a bill was to go before the Ontario Legislature to prevent the giving of checks when the maker had no funds to meet it. Now that is just what my system is good for. It makes a man feel sure of the amount he has in the bank, and will help him to prevent issuing a check when there is no funds, unless, of course, he wishes to do so designedly. I knew my idea was alright and could be made practicable, but I made a bungling mess for the few attempts in not getting the figures in the proper place on as small a space as possible, and with neatness, but now, I think I have succeeded.

Where Check Stubs Fail.

My idea is to know just what a man has in the bank at all times no matter where he may be. True, we can keep tabs on the check stubs, I have done so, but found there was not ample room for checks, drafts, notes, etc. Besides we don't carry the stubs about with us, and our bank book will only tell us what we have put in the bank and does not show what the bank has paid out for us until the end of the month when the book is balanced up.

Our book of bills payable and receivable will also tell us how we stand so far as drafts are concerned and that too is not always at our command. A man may be asked on the street for a check in settlement of an account and he may get it if the party knows how his account is at the bank. Otherwise he will probably be asked to go back to the office, the party owing wishing to see how his bank account is by looking it

up himself, or by having his bookkeeper do so. If he finds that he is about even, I think its a good bet he says to his creditor "call on-day," pending another deposit during the interval, than to give him a check that he knows will be refused at the bank.

Draft Got Start of Him.

Drafts are becoming more in vogue and I like them but we sometimes forget about a draft becoming due and think we have more in the bank than we have. I made a mistake more than once in giving a check when I was sure there were funds to cover it, and I thought I was keeping a close watch, but a draft got the start of me. With my new plan I can offer no excuse for a mistake, as I know at any time or anywhere how I stand by just referring to my little vest

pocket diary, and, do you know, I believe a man makes money by keeping it. When he looks at it and knows that his bank account is none too healthy, it has a tendency to make him more careful and spend less money on luxurious or unnecessary articles. If he can meet all obligations at the bank and don't give much credit, he will soon find that he is getting his stock paid for if he even should not have much ready cash. I wish I knew my way round in giving you my views and get more to the point with less writing.

The following demonstration will explain.

The Demonstration.

J. B. has in the bank on Jan. 1st, \$900. On Jan. 3rd he deposits \$92, making \$992. On Jan. 5th a draft is due for \$87 (which the bank will pay), the latter taken from the \$992 will leave to J.B.'s credit \$905. On Jan. 7th he issues a check for \$101, leaving in bank \$804. On Jan. 9th he gives three checks as follows: \$84.72, \$57.98 and \$78.96. This \$221.66 taken from \$804 will leave

IN BANK				DRAFTS & CHECKS PAYABLE			
1911				1911			
Jan. 1st.				Jan.			
3 D/c	92.00	900--00		5 Dft.	87.00		
		992--00		7 Chk.	101.00		
		906--00		9 Chk.	84.72		
		804--00		9 Chk.	57.98		
12 D/c	98.00	882--34		9 Chk.	78.96	221.66	
		680 34					

Drafts & Notes

~~10 Dys. Gunns Ltd. 1910
Amt. \$22.75 Accp. Dec. 20.
due Jan. 5th Pd.~~

45 Dys. Chas. Risher (1911)
Amt. \$127.24 Accp. Jan. 1st
due Feb. 17.

15 Dys. Peterboro Cereal
F.D. Amt. \$6.50 Accp. Jan. 3.
Due Jan. 15.

When crossed thus X are past notice. When the others come due, I transfer amt. and subtract from bank acct. and then X it.

The Page of Mr. Donovan's Diary Showing How He Keeps Track of His Bank Standing and the Dates Upon Which His Drafts Fall Due.

\$582.34. On Jan 12th he deposits \$98 placing to his credit again \$680.34 and so on down, drafts on left leaf being for deposit and draft on right leaf meaning draft, check for cash. When a change is made or something done with these foregoing figures a line is drawn through them as per example on diary sheet.

Watching the Drafts.

In another part of same diary, I keep account of when drafts are accepted; in whose favor; the amount; when same falls due. Every morning I look this account over to see if any drafts are due that day and if such is the case I subtract the amount from the bank account as per explanation, and again, in the evening see that I have all checks accounted for issued during the day. But usually I put them down when given, so that every morning before any banking

business is done, I know just how I stand.

I like this plan now, as it is so simple, there is no bother, and best of all, no guess work about it. I would consider it a good idea for any merchant like myself and it would probably prove convenient for many larger ones.

I would have suggested to keep all checks out of the way unless there are ample funds to meet all demands. Checks are more home and local affairs. There the debtor is under the eye of his creditor, and if in difficulty a new arrangement and an amicable settlement can often be arrived at between the parties concerned. But as for drafts, they are more generally from outside and should be given the preference and honored, being presented by different banks for acceptance.

at the top, being cut away. The sheets are then set in in rotation first with a name to the left and next with the name to the right so that each name is always in clear view. The idea is to take the last duplicate sheet upon which payment has been made on a credit account and put it in this index system, so that a glance will show just how much the customer owes without there being any figuring at all. This amount is carried on to the check book of the customer concerned so that the next time she purchases anything the new liability is added and the total carried forward again.

Seems Complicated.

"The explanation would seem to make this system rather complicated and difficult to handle. In reality, however, the working out of it is simple, and there is little work to do. With the close of each day's work the exact status of every account is indexed in this way on the last order duplicate sheet of the customer, so that next day when business resumes there is no difficulty about the standing of any customer. She may come in when she will and pay so much on account and there is no loss of time in finding out just how much she owes. If there is any dispute the duplicate sheets from the check book are there to speak for themselves. But we never have had any trouble at all.

Invoices Similarly Treated.

"All our invoices are treated much in similar fashion. They too are kept in a card indexed system, which is maintained in the big lower drawer of my desk.

The Home-Made System of Picton Dealer

Simple Arrangement Worked Out for Proper Care of All Accounts—Simplified Method of Handling All Invoices — The Scheme of Registration—Small Box Holds Accounts of All Customers of Store—Cost Was Insignificant.

Beverly McDonald, Picton, Ont., has a bookkeeping system so compact, while home-made, that he has been able to condense the business of one year and a half in a little tea box only slightly more than a foot long. He made a study of this question considering it one of the important problems of the grocery trade, and the system he has evolved is one that meets his requirements to a nicety.

The work involved in taking care of all his accounts so that he could know at any time just how everything stood was wont to worry Mr. McDonald. There used to be a great deal of writing and he found that a good deal of time was taken up in this way which should have been turned to some other, and more valuable occupation only the proper system need be worked out. He went to work on the problem about a year and a half ago. The answer didn't come to him all at once, and he says he does not really know where the original inspiration came from. He admits that probably while on a visit somewhere he saw some system displayed from which the idea started in his own mind. Anyway, he has it, and it works, and that is the principal point as far as he is concerned.

"I worked out this scheme," said Mr. McDonald to The Grocer, "because I wanted to be able to systematically keep track of all my discounts, all my accounts, and all my cash transactions in as simple and concise a manner as possible."

He then explained the working as follows:

The "System."

"In a little box about a foot and a half long and 5 or 6 inches wide and as many deep on top of my desk and in easy reach of all the clerks I keep an indexed list of all my customers and their accounts.



What is this Customer's Account, Anyway?

These are separated, one from the other, by tin sheets with the name of each customer pasted on at the top of each sheet, the remaining portion of the tin

As an invoice comes in from a manufacturer or a wholesaler it is checked over, and entered in a book are the amount, the discount, and when it is due. This

THE CANADIAN GROCER

invoice is placed in its proper division in the system and as the book is always ready on the desk there is never any possibility of losing the cash coming back to me by the discount route. When payment is made the date and amount are entered in the discount book on the same page so that each transaction is begun and completed on the same line on the same page of one book. Then as the invoices are marked paid they are stored away for future reference in any box that you may care to use for the purpose.

Bookkeeping Simplified.

"The balance of the bookkeeping system is equally simplified. Each day in a cash and salesbook we keep on one page a record of the number of registrations made by the cash register (which is

to say the number of times it is rung up during the day), the number and amount of credit sales, the number and amount of "received on account" payments, the total cash received and paid out, the debtor and credit columns, and total cash. All these are confined to one page, so that it is possible to have a whole month's business entered on one page of the ledger.

"Whenever I want to look up any particular day's business I never have to go to more than one book to find it out. This system is equally valuable to my mind when it comes to comparing any one day or week with any other day or week. It also leaves a man so that he can look back and see what he has done during the week, an Saturday night before he closes up shop. There is never

any trouble about it. We have never received any complaints or had any accounts disputed, and the clerks consider it a great time-saver. It also saves me the expense of carrying a book-keeper or doing that work myself.

Cost Insignificant.

"The cost is insignificant. I went over to the tinsmith and got him to cut me out the little sheets of tin and also to slice off the top, half way over, so that I could past the name on the other half and leave a space to see the next one ahead. The tea box didn't cost anything because I had it myself and neither did the little oblong container I use to keep the record of the accounts of the customer. It saves me in outlay for ledger books because I hardly use one book a year.



A Successful Easter Window.

Residents of Brantford, Ont., and vicinity will probably recognize this window. It is one of those used at Easter time by the Cash Bargain Grocery in the Telephone City, and it is claimed that it proved a big success.

The arrangement is tasteful and attractive, and all of the constituents are strictly seasonable. No doubt many a weary passerby experienced a feeling of pleased relief glancing at that window, so redolent of a pleasant meal in that

period of fast and waiting. The eggs and chicks, and lard and hams and bacon and cheese are all neatly put in, and there is no doubt as Arthur Harp, the man who built it says, that it induced a considerable volume of trade.

It Thrives in Residential District

A Short Description of the Career of George Rogers, Who Runs the Establishment Pictured Below—Built Five Years Ago Under His Supervision, and is Commodious and Compact—Considers Himself Cured of Follies of Youth, and Does Not Cut Prices—Believes in Early Closing.

The illustration given below is that of an interior view of the store of George Rogers on College St., Toronto. It was built for him five years ago under his own supervision, and is most commodious and yet compact. The photograph hardly does justice to it.

The left hand side which is well arranged for the display of all kinds of bottled goods and different lines of biscuits is not well shown. Then at the back of the store, near the door opening to the store room beyond there is a provision counter and canned goods display that is also interesting, and is barely visible. On the second counter on the right hand side there is a computing scale which is hidden, and the cash register in the centre is barely noticeable.

It may be noted that the ceiling of

this store presents an unusually neat and clean appearance. It IS clean and neat. Also in the ceiling near the left hand corner of the picture there is a sky-light nearly six feet long which connects with the outer air and supplies daylight into the establishment until well on to closing time during most of the year.

Mr. Rogers moved into this store in March of 1906. The first year his business amounted to \$25,000. Last year the turnover was more than \$35,000, showing that the trade as far as he is concerned is in a healthy condition. He is opposed to the cutting of prices, believing that as a man grows old in business he forgets such youthful follies, and so far, while he has lost a few customers who have gone to other stores in the neighborhood because of lower

prices in some lines, he has never regretted his stand in this regard. He believes in securing the best quality goods consistent with fair price, and believes also in handling only such lines as will return to him a fair living profit. Of course as he admits himself, it is not always policy to do this.

He believes in early closing. On ordinary nights if you happen to pass his place after seven o'clock at night you will always find the store closed up. He doesn't feel that he is losing much. On Friday evening, however, he stays on a little later to dress up his window for Saturday.

He always has a nice fresh supply of green goods when they are in season, and believes this side line is necessary and that it also induces a great many sales of other lines of goods.



A Store That Was Built to Order.

Newfoundland Business Criticised

Firm in Placentia in Old Colony Ask for Investigation of Their Methods of Transacting Business and Report on Standing—The Detailed Reply — All Expenses Not Given—Rent Should be Charged Whether Building Owned or Not—Should Include Interest on Capital Account—Equally Curious.

By Henry Johnson, Jr.

BELOW there is given the statement of a Newfoundland firm and the requested criticism of Henry Johnson, Jr. The whole proves an interesting article.

Henry Johnson, Jr.—

Dear Sir,—Seeing your last article in "Grocer" of Feb. 24, and finding same very interesting, we would like you to criticise our doings and let us know if we are above or below the average, or if we could do better under same circumstances. We have about 1,500 people and 17 stores here. Our business in 1907 was \$13,220.98; 1908 was \$16,381.47; 1909 was \$20,551.12; 1910 was \$22,717.02.

Two Brothers.

We are only two brothers in the business, as our senior member sold his interest to us for \$320 per year while he lives. Our expenses for 1910 were as follows:

Advertising	\$ 200.00
Charity	14.87
Jr. member	860.54
Interest	233.79
Sr. Members	250.00
Labor	3.31
Kerosene Oil	13.72
Paper and Twine	42.97
Managing member	1,009.93
Repairs	21.73
Postage Stamps	56.84
Stationery	25.14
Wants—such as lamp chimneys, wicks, coal buckets, etc.	110.91
Wages to 3 employes	284.50
Coal	17.59
Gas mantles	9.57
Telegrams	16.10
Life insurance an our two lives.	233.75
Traveling expenses	44.82
Gasoline for light	41.21
Bonus to employes	40.00
Present to sister	20.00
Water tax	11.40
Ground rent on a piece of land.	8.00
Magazine	2.00
	<hr/>
	\$3,581.59
National Cash Register	320.00
Computing Scales	205.00
McKaskey account register	320.00
Motor boat for freight	450.00
	<hr/>
	\$4,876.59

Includes Wages.

You will see this amount includes our own wages and we own the land and

buildings ourselves and do not pay any rent. There is \$1,295 for the last four items that will not have to be bought any more.

After paying the first expenses of \$3,581.59 we cleared \$2,735.00 net profit. We get from 25 to 50 per cent. on everything except flour, pork, molasses and lumber. We think our expenses are too high but don't see where we can cut them down as you will note. We don't think this life insurance should be in the expenses, but still we must put it somewhere as it has to be paid before there will be any net profit left.

Good Net Profits.

Any information you would give us would be appreciated, and if you wish to criticise it in The Grocer do so as an outpost. Please do no mention the town.

We think our showing of \$2,735 very good net profit. Certainly this includes the scales and registers and motor, still leaving a balance of \$1,440. Besides this store we also have a branch store connected by telephone which does a business of \$2,000 per year, in charge of a girl at \$12 per month, but the profit of that store is included in the \$2,735, but the expenses are not in our list of expenses shown here.

Trusting to hear from you in the near future, we remain,

BLANK BROS.

Placentia, Newfoundland, April 6, 1911.

The Answer.

This is an interesting statement in that it gives us conditions in a new country where population is scattered, distances are great, supplies of all kinds necessarily difficult to get, the variety limited mostly to staple articles, and competition so moderate that margins are yet wide. The statement is not complete for the reason that the expenses of the branch are not given, though I am inclined to think those are probably very moderate, and for the further reason that rent is not charged as an item of expense, as it should be notwithstanding the ownership of the premises.

Charge Annual Proportion.

Of the investment in permanent appliances, the registers, scales and boat, only an annual proportion should be charged off. That proportion, in the case of all but the boat, should be 10 per cent., but seeing no depreciation on

other appliances is taken into account, I figure all of it at 20 per cent., which would be right for the boat in any event. Thus we have the stated expense account of \$3,581.59 plus depreciation of \$259, or a total of \$3,740.59, which yields the ratio of somewhat under 16.44 p.c. on sales, and we have the net profit of \$2,476, which shows a little over 10.9 p.c. net on sales. Certainly a gross profit, or margin, of 27.34 p.c. looks like good business to us, who are in the more populous regions where a gross margin of 18 p.c. to 20 p.c. is considered about the limit of possible accomplishment.

Interest on Invested Capital.

There is another item of expense which should be included, the interest on invested capital, according to my way of figuring; but that is a matter I should like opinions on as some have differed with me on this question. For instance, one merchant whom I know very well makes approximately 24 p.c. on his capital annually, after having charged into his expense account 6 p.c. for interest. One well informed trade paper friend of mine insists that this merchant should not charge up any interest, since his investment actually is in his business and not elsewhere, and that, consequently, he does not make 6 p.c. and 24 p.c., but really shows a net annual profit on his capital of 30 per cent. Of course, that is really as broad as it is long, but I should like to know whether others agree with me or not—and if not, why.

Close Family Business.

This is a very close family business and therefore the method of charging up the expenditures is not very important. The chief aim in such cases should be to get it all in, and that is what these brothers are evidently doing. Properly, of course, each should be charged personally with all he draws out of the business and out of his drawings he should pay his own life insurance and other personal expenses; but it is really immaterial and works out just as well the way they are doing it.

Out of Personal Resources.

I should be much interested in learning how they regulate things between themselves; that is to say, on what basis the managing member drew \$1,009.93 in the same time that the other drew \$860.54; because they must have some system and I should like to know

about it. I should also be very much interested, and I am sure it would interest others, to know on what basis the bonus is computed and paid to employes.

The present to the sister, by the way, is another item which should have been contributed out of the personal resources of each of the brothers.

General Delivery in City of St. Thomas

How Collective System Came to be Tried Out in Railroad City, and How it Has Apparently Justified Its Existence Already—Dealer Tells of Heartburnings of Old Individual Method and the Money the New Scheme Saves Him—Sold Horses and Wagons—How it Works.

While co-operative and other systems of centralized delivery have been operated successfully in many towns in Canada it has generally been argued by those who favor the individual method that only in small places would the scheme work out to advantage.

In this connection it may be interesting to note that several merchants of the city of St. Thomas have taken up the idea and that it seems to be working out to excellent advantage to all concerned there. In this case the delivery is not co-operation, but is a simple business-like arrangement between one man and grocers and butchers and other merchants of the place. It has only been in operation for a little more than a month, but the saving has been so substantial that one or two of the men concerned have sold their delivery outfits and have definitely committed themselves to the new venture.

The system now being tested in St. Thomas has already been tried in four or five other towns in Ontario. It had never been attempted in any place larger than three or four thousand population, because as has already been noted, city dealers generally deem the idea only possible of working out in small places.

How It Started.

In St. Thomas it had its beginning about the 1st of April. Shortly before that the man who has the system visited the city and called on several merchants to test the feeling in regard to his proposition. One or two listened favorably to him and a meeting was called to further deal with the matter. Unwittingly they selected the night upon which the Hydro Electric project was being celebrated, and accordingly but very few of the dealers turned out to the delivery meeting. The man with the idea was not daunted by this, and a few days later he did succeed in getting a number of the men together. One or two of the big dealers in the town decided to give his system a trial, and so he came to St. Thomas.

Eight Wagons Going.

By the time the scheme had been in operation for two weeks eight rigs were in commission. These are of uniform

appearance and the drivers are all men and the outfits look well on the street. Deliveries are made at nine and eleven in the morning, and at two and five in the afternoon. On Saturday nights there is one delivery extra. John Butler, of Butler Bros., discussing the question with The Grocer after the innovation had been fairly launched, expressed himself as highly pleased with the venture. He said:

"I wouldn't go back to the other system now unless I had to, because this new scheme saves me money every week. It costs me, maintaining two rigs, about \$35 a week, or probably a little more than that, for my delivery. Under this new contract I have all my sending done for just half that amount. And the saving in money is not the only advantage.

How It Works Out.

"In the old days it used to worry me considerably when I would go home late on Saturday night or probably early on Sunday morning, when I thought of the horses. I never knew whether they would be fed or not, and owing to the conditions under which the boys were working I could hardly feel it in my heart to blame them, if they did overlook some little part of the care of the animals. Coming in at midnight after a long and wearysome day's work, they never felt much like turning in to fix up the delivery horse before going home, because even as it was they seldom got home before one o'clock on Sunday morning.

"The result of this was that usually I would waste a considerable part of Sunday either worrying about the horse or visiting the stable, to see that they had been attended to. Now all of that is past, and I can go home on Saturday night without a vestige of worry of any kind. That is in itself a considerable item, and must be taken into the estimates when one talks of the saving of the central delivery system. But there are other things."

That Pesky Little Order.

"In the days of individual delivery it was not an uncommon thing to have a woman come into the store just about closing time and order some paltry little article or two and insist on having

the parcel sent up to the house at once. If we wanted that woman's trade we had to oblige her in that particular and often the delivery boy and the horse and wagon would have to make a special trip out to the outskirts of the city with a can of sardines or something equally insignificant. No dealer ever stops long enough to estimate how much it costs really to deliver an item of that kind and how much energy it takes out of both proprietor and delivery boy to effect it. All of that is past.

Women Fell in Line.

"When we started this system we sent out circulars to all our customers informing them of the hours of delivery and the time it would be necessary to order goods, if they would have them go on any special run. There are no more of the one item trips. Just as soon as the women found they could not expect their stuff at unearthly hours any longer, they rapidly fell into line and are now ordering so that all the work is cleared out by the time the last delivery in the afternoon.

"That means that when the clerk knocks off work at the end of the day there is no order left unfilled, and no customer to cause him worry in the hours of his rest. We can all go home now feeling that nothing has been left and that no customer can come in the next day to cause trouble over the non-delivery of her goods.

The Delivery System.

"The way the centralization is worked out is simple but it is effective. Supposing for instance that there are five of us grocers under contract for the system. Nine o'clock can be set for illustration purposes as the hour of first delivery. On our floor the clerks have arranged the goods going to the east, west, north and south, in separate piles. Four rigs drive along to the door, the goods are packed in the wagons going each respective direction, and at 9.20 a start is made from the store. Within half an hour of that time again every customer affected by that delivery will have received her goods. If it is not at her house, say before 10 o'clock she will know automatically that her order was not placed, in time to go out on that run, and that she may expect it on the next one. It is surprising the way all our customers are meeting us in this regard. They have adopted the spirit of the organization and now give us plenty of time to get the stuff to them in daylight.

Probable Expansion.

"At the present time there are but eight rigs in the service which will mean that probably from fifteen to twenty men and boys are employed by the concern. The presiding head, however, says that he hopes to have fifteen outfits working in this city before summer

time. I believe that he will. I know for a fact that there are several men in town who are balancing the question in their minds even now as to whether or not they should change from the individual to the collective delivery. Then again there are some who are dependent on delivery stables for their horses, and accordingly are loth to give up the one system until the other had demonstrated its usefulness. I don't think there will be any difficulty about that. When the

"In my opinion this central delivery is the one and only system for this city. It has come to stay as far as I am concerned, for I have already sold my two delivery horses and outfits as well. No more for me the worries over broken harness, broken rigs, forgotten orders, shoeing expenses and all the other troublesome incidentals, going in to make up an individual delivery system. There were some doubters at the outset who thought the people would never be

By Cleanliness All Business is Measured To-day

A young man was delivering bread. As he was about to enter a house, another man came out of it. "Take this in," the driver called, and threw the loaf up the steps to the other fellow. The latter, however, missed the loaf, which bounded, back down the steps and was ultimately taken in the house by the driver.

It hardly seems possible that in the present day of merchandising that such uncleanly methods are employed in the handling of foodstuffs. However cases still spring up to notice as bad or worse than this. The day is fast passing away though and merchants are fast realizing the fact that cleanliness is absolutely necessary in the handling of food. The dealer who wishes a continuance of trade must give particular attention to cleanliness in connection with the handling of food. Displays and everything connected with them should be suggestive of cleanliness. The grocer should see that counters, show cases, knives, plates, scoops and scales present an appearance that will induce customers to buy instead of turning them away.

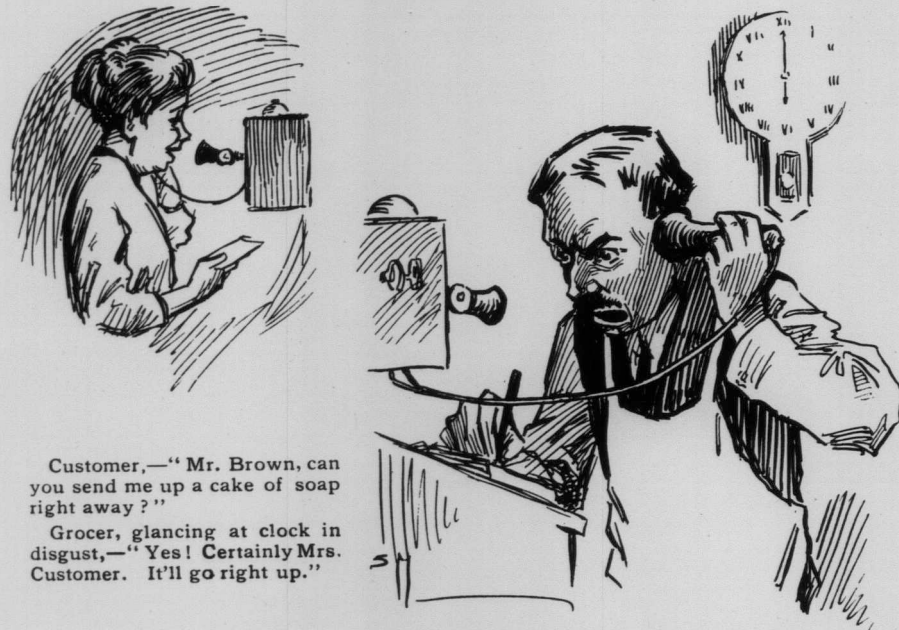
SELLING AT COST.

An Advertising Phrase Which Public Have Outgrown.

"A grocer who advertises his goods as selling at cost, is either foolish or untruthful," said a merchant recently.

This is true, to a large extent. The people have outgrown that phrase. They know that no man can sell goods at cost without some reason if he expects to continue in business. Yet many grocers still cling to this phrase in advertising and in so doing destroy the confidence that people would otherwise place in them. Knowing that every dealer must have a profit on his goods, this leads the reader to think that he is trying to make believe he is selling at cost when he really is not. Or if he is really selling at cost, there must be something wrong with the goods or he would not do so.

However, this does not mean that when a grocer advertises "at cost" that either of the above are true. There may be cases when a merchant might sell at cost, as for instance when he has a large stock of any line he wishes to get rid of, or when he is making a drawing card of any one line. But of course the true reason should be given to customers in such cases that they may not form a wrong opinion.



Customer.—"Mr. Brown, can you send me up a cake of soap right away?"

Grocer, glancing at clock in disgust.—"Yes! Certainly Mrs. Customer. It'll go right up."

The Bane of Individual Delivery

butchers can come in and secure a service to suit their needs, surely any other dealer can be satisfied. If there is any really urgent delivery to be done we send a boy out on a bicycle, but that is only done in exceptional cases.

How Contract is Figured.

"Under his present method of contracting the delivery chief takes into consideration the number of rigs the grocer or dealer has in his individual service. He considers the amount of work done and sets a value upon it. The price is put down in the contract as a fixed thing, and there is never any trouble about it. Occasionally he will make a mistake and will strike one man's average too low or maybe a little too high, but those things work out in a coddle of weeks' time. I have heard that he considered one or two of the dealers in St. Thomas were getting too much service for the money they are paid, but that will be regulated soon if he demands it, and I don't think there will be any trouble.

satisfied with anything short of an individual care for each, but this has been clearly shown. The women of St. Thomas, as in every other place in which this system has been tried, have risen to the occasion and have changed their own day around to meet the requirements of the new delivery. As time goes on this can only be improved upon. Personally I anticipate no trouble, but only further release from care in the extension of the scope of this scheme.

ARTIFICIAL RIPENING OF FRUIT.

The Federal Food and Drug Board of the United States has decided that artificial ripening of fruit is an illegal process. It changes nothing but the appearance, the board contends, the fruit actually remaining as green and immature as before. Fruits, such as bananas, oranges, tomatoes and many others which are necessarily picked green because in no other way could they be fit to sell at the end of the journey, will, if the new ruling is observed, have to be picked ripe.

Automobile Twice as Fast as a Horse

Two Toronto Dealers Discuss Relative Merits of Horse and Motor Deliveries—One Considers Auto Replaces Two Horses and Does Better Work at Reduced Cost—Hard Tire Type—Promptness in Delivery That Counts.



WHILE the merits of automobile delivery are still debated among retail merchants and the change from the horse is not general in Canada, more merchants are giving this method of deliver-

ing study, while others are making actual trials.

To the grocer to whom the outcome of this enterprise is uncertain, the first cost seems a big item, and for another thing they are not as familiar with the expense of running an automobile as they are with horse delivery.

J. Ingham, Jr., retail butcher, 5 Market St., Toronto, is highly pleased with the principle of automobile delivery. Mr. Ingham has used a car in this work for a year and expresses himself well satisfied with results. In speaking of it he said: "I would say most decidedly that my car will and does do as much work as could be done by two horses, and besides gives a much prompter service."

Saving of the Automobile.

"For the two horses that I consider this automobile takes the place of, it cost formerly \$7 per week for their feed, harness, etc., and I had to have two men for delivering to whom I paid \$10 per week. To the driver of my automobile, which cost me \$1,000, I pay \$13.50 per week.

"The upkeep of my machine costs me a fraction less than \$1.25 per day. This amount includes repairs, gasoline, oil and the keeping of my machine at a garage. The amount expended varies a great deal each month, but on the average, it has cost me during the past year about \$1.25 per day."

Mr. Ingham's car is of the hard tire type. He has operated it for a year and has just now had to purchase the first new pair of tires which cost \$10 a pair. The gasoline and oil for a good long day's run does not cost more than 60 cents. A comparison of costs between this system and the one formerly in use as given by Mr. Ingham, are:

Original Cost.

2 horses and waggons at \$350 ...	\$ 700
1 automobile	1,000
Maintenance, wagons, per week—	
2 delivery men @ \$10	\$20.00
2 horses keep @ \$3.50	7.00
	<hr/>
	\$27.00

Maintenance, auto, per week—	
1 delivery man	\$13.50
Repairs, gasoline, etc.	7.50
	<hr/>
	\$21.00

"I believe," he said, "that for any moderate sized business that it is the best plan. A great many look at the first cost. I did the same, but after a little study I decided to take a chance and I am well satisfied. For one thing, it is always ready for use. It is always ready to take care of an extra rush of business for which formerly I found it necessary to keep an extra horse. And when it is not in use, it is not costing anything for maintenance."

Advertises the Business.

"It also advertises a dealer's business by showing people that you are up to date and are trying to give them prompt service. Since I installed the auto delivery my order trade has doubled and while I do not say that all this increase is due to that, I may say that a large part is due to the advertising done by it and the better service which I am able to give patrons by its use.

"Last Saturday was an extra heavy day, but I was able to take care of all the business with the car and on that day I am sure it did as much as three men and three horses could have done. All the orders were out on time, while if I had been delivering by horse I would not have been able to handle all the business."

Goes All Over the City.

"I deliver all over the city and in all quantities and have to make frequent stops and I find it covers the ground much quicker than a horse. Service is the thing that counts in business and quick delivery is one of its important parts. If you disappoint a customer by late delivery, your business is certainly affected.

"What is most important in automobile delivery is to have a reliable driver, one who will look after the car properly and also do the delivering right. I believe if a man decides on using a car that it would be much better to select a man on whom he can depend and to give him an education on how to drive and look after the car, before starting him to work."

A Fish Dealer.

Gallaher & Co., retail fish and fruit dealers, King St., Toronto, is another firm that has been using the automobile and well pleased with results. They

now have two cars in operation. They purchased their first two years ago and after a year's trial, they were so well satisfied with results that they purchased a second. They formerly had six horses delivering, but now they have only one which they use for delivery in the immediate district. They figure that the cost of repairs, gasoline, etc., for each machine costs \$25 per month. They have their own garage. The same drivers manage the cars that formerly drove the wagons. Their cars cost \$1,300 each.

A Comparison.

Here is how it looks in dollars and cents:

Original Cost.

5 horses and wagons, \$350	\$1,750
2 cars at \$1,300	2,600
Maintenance, wagons—week—	
5 drivers at \$10.00	\$50.00
5 horses keep at \$3.50	17.50
	<hr/>
	\$67.50
Maintenance, automobile—week—	
2 drivers at \$10	\$20.00
Repairs, gasoline, etc., 2 cars ...	12.00
	<hr/>
	\$32.00

Per Year.

Wagon delivery, \$3,510; auto delivery, \$1,664. Difference, \$1,846.

What They Say.

In speaking of it they say: "It is the promptness in delivery that counts and the accommodation which it affords customers. It can go twice the distance in the same time as a horse. If an order is waiting, you can send it right out, and what does it mean? Nothing but a little gasoline. With a horse you are always waiting, so as to take all at once and save the house, so that delivery is not as satisfactory."

When asked in regard to its use as an advertising medium, they said: "It is an advertisement in the fact that it gives prompt delivery. That is as good an advertisement as any store can ask for."

JUST REMEMBER.

Nothing is cheap enough to be wasted.

An advertising bluff is called quicker than any other.

When business rushes past the door, The show card turns it to your store.

A first class sign on the outside of your store is a good advertisement. If you have not one now, see to it at once.

Treat the new boy as if you expected him to make good and stay with you indefinitely, rather than as if he might get bounced any minute.

First Move on the Order Route

Experiences of The Young Clerk Who Was Given an Opportunity to Make Good on the Route—His Failure and Seeking After the Reason—The Second Chance and Ultimate Success—The Possibilities.

By The One Who Did It.



HE man on the order route must not be merely an order taker. He must be a person with all the positive qualities of salesmanship if he intends to

make a success. The salesman behind the counter has the goods there which he may show customers to help back up his selling arguments but with the man who is taking orders from house to house, it is different.

I remember my first day on the order route. That day I was merely an order taker and a very poor one at that. I had been delivering for a short time and one day owing to the illness of a man on one route, I was sent out to take orders in his place. If they had sent a dummy around with a card soliciting their orders, it could not have been worse. I remember that at each house that morning when the door opened, I was there with my parrot-like rhyme: "I am taking orders for Jones. Do you want anything this morning?"

It was Monday and the housewives were busy at the week's washing and it was much easier for them to say: "No, I don't think there is anything to-day," than stop from their work to search the pantry.

To Pick Potatoes.

Those few words turned me down as much as if they had pitched me bodily out of the house. Sometimes, a customer perhaps through pity would give me a little order but my morning's work did not amount to much. The boss was not at all pleased with the results of my work and plainly gave me a hint to that effect and sent me down cellar that afternoon to pick over potatoes, work which generally was given to the youngest delivery boy to do.

As I proceeded with this unpleasant work I began to think over the day's happenings. Since I had started in the store, my thoughts had always been of the time when I would be promoted to order-taking with the more genial work and better salary connected with it, and here when I had a chance to prove my worth in that position, I had failed and badly too. Instead of going up a step,

I had dropped back for I had been sent to do the junior's work.

I did some real hard thinking that afternoon and analyzed the reason for my failure pretty closely. I decided that in order to make a success of order taking, I must change my methods.

I realized for one thing that I had been too easily turned away by leaving when the customer said: "I don't think there is anything to-day." I saw that was the point where I should come in with some suggestion in order to make sales.

I saw also that I must understand the goods and know how to talk about them, so I began to learn as much as possible about them, listened to the clerks making sales and secured a grocery trade paper from the boss in order to secure pointers.

The next time I was given a chance to take orders, I was fully prepared and the boss was greatly pleased with my work.

Work Up Confidence.

There are certain lines along which the order taker must proceed in order to succeed. He must work up a feeling of confidence among his customers, so that when he recommends an article, they will have faith in him. He should see that the orders are carefully looked after and that they are served just as well as if they came to the store themselves. Unless this is done a continuance of trade cannot be expected.

Suggestion is a mighty important thing in taking orders. It is quite often the case that the housewife cannot think of things she really needs and the clerk should bring these before her.

Of course naming everything in the store over in a sing song manner is of little use. It gets but little business and is hard on the customer's nerves. They will dread your next visit while you want to make such an impression that they will be glad to see you each time.

Take one thing at a time and even if the customer did not intend to order it, you may present it to her in such a manner as to make a sale.

For instance, you may name over a long list in which dried peaches is included and she might not buy but chances are she would be more apt to if you said: "What about dried peaches? We opened up another box this morning and they are excellent

stock. They are not dear either at 13 cents and make a good dessert fruit."

Name the Small Items.

Often a customer will be in need of some little article which she does not think of importance enough to order by itself. These are good things to start an order on. Say, "Now we are coming up this way, and if there is anything at all which you want, we can bring it up. Any of the smaller items such as salt, pepper, spices, soda or baking powder." Often there are some of these smaller things she requires which may lead to larger orders.

Some specialty is also a good thing to start an order on. Some order clerks have something special each week to interest customers. It is generally some line which customers do not buy every day and which if brought to their notice they will buy. These are often leaders for a good sized order.

ILLUMINED WINDOWS.

How Merchant May Take Advantage of Warmer Weather.

The warmer weather now approaching will induce people to frequent the streets more. They will also be more tempted to stop to view a window display and this therefore gives the merchant a cue by which he may increase sales, for at this time of the year it will be greatly to his advantage to see that the window is kept neatly arranged.

Another fact of importance is that the people use the streets more in the evening and have more time to stop to view a window that presents an attractive appearance. The merchant should therefore see that his window is well lighted that the display may show up to the best advantage. The poorly lighted window will receive no attention at all, while the well-lighted one will attract the gaze of nearly everyone passing.

Light is a good advertisement and money invested in it gives good returns. The merchant would do well to make a study of his window and consider if it is illumined well enough to attract attention. If it is not he should not stop at a little expense to put it in proper shape.

MILLIONS OF BANANAS.

Forty million bunches of bananas were imported into the United States in 1910. The United States is the world's largest importer of bananas. The United Kingdom comes next, her imports in 1909 being 6½ million bunches.

OUTPUT OF BEET SUGAR.

The output of beet sugar in Canada during last year was 8,874 tons. The area planted in sugar beets was 9,350 acres producing 67,373 tons of beets.



CHILDRENS OUTING JUNE 2ND

Special
GINGER BREAD MEN
12 ¢ Dozen

Advantage of Show Card Publicity

Card Writer Explains Some of the Possibilities of the Show Card—Considers It of Undoubted Value in the Selling Scheme of Any Good Store—The Method to Adopt in Writing—How to Mix the Paint and Prepare Brush for Action.

By J. L. Wyckoff, London, Ont.

DO you take advantage of the special occasions to increase your sales?

Of course every merchant makes preparations for extra business at Christmas and Easter; some more and some less; but how about St. Patrick's Day, St. Valentine's Day, twenty-fourth of May; when there is a special opera or circus coming to town or the many other special occasions which occur from time to time in the course of the year? All these special occasions mean extra business to the merchant if properly handled and provided for.

Cards Not Expensive.

The most inexpensive method of advertising these specials is by using your show windows and neatly written show-cards, and if the card is illustrated by a picture which is appropriate to the special time and to the wording of the card it will double its value, and the extra sales will well repay for the time and trouble spent on that card.

Not only do your sales increase at the time but you are insuring your future business, people will get interested in your store and will be wondering what new "stunt" you will be doing next.

Pleasing Children.

Perhaps some time before mid-summer the school children of your town will have a picnic. Then get up something that will appeal especially to the children. Perhaps it might be a box of candy, a box of biscuits, or a small basket of fruit. Trim your window with these goods and have a card announcing the special placed conspicuously in your window. If you use newspaper advertising then so much the better, use your space to advertise your special. But there is one thing not to overlook—have good cards. Something neat, that can be easily read at a glance; if you have never tried this scheme try it the next time there is anything out of the ordinary happening in town. It is worth while.

Like Extra Salesman.

A show card system in your store will bring just as good results as an extra salesman. It will sell more goods, and will appeal to every one, especially if the price is on the card. This is important as people are mostly interested in prices.

Cards could be placed about the store calling attention to seasonable goods. There is always something seasonable in the grocery store. One season follows closely another so closely that new goods are always coming in to keep the public interested. The judicious use of show cards about the store would suggest the goods in such a dignified manner that many an extra sale would be made.

Change Often.

The cards should not be used long at a time. Change them every few days, otherwise they will get stale and lose their value. It is just the same with your window display; if not changed of-

ten it soon becomes part of the landscape. People no longer see it and it takes up valuable space which otherwise might have been profitable.

After the long winter and months of feeding on canned vegetables and preserved fruits, the human system craves for fresh and green vegetables and fruits, and in the spring when the sun comes out and all nature takes a new grip on life, then is the time to make a special showing of green vegetables and fresh fruits.

Spring Longings.

There is no other season in the year when a window display of green goods could be used to better advantage; people are longing for something green and fresh. A carefully and artistically arranged green-goods window will attract a great deal of attention, and that is where the show card could be used to increase your sales. Small cards could be fastened to each pile of vegetables, and read something like this: "Crisp Butter Beans," — "Tender Lettuce," — "Crisp Cucumbers," — "Celery Without Strings," or other snappy phrases. Combined with the price and an artistic display this will make a combination that for quick sales will be hard to beat. Who could pass the card "Crisp Cucumbers?" You can fairly taste them and feel them crunching between your teeth.

Writing Not Difficult.

Show card writing is not as difficult as it appears, and with a little practice and the proper tools anyone can make fairly good cards.

The best brushes to use are red sable riggers in sizes 5-9 and 12. These can be brought to either a flat edge or a point, just as the worker's needs demand.

There are a number of good brands of show card paint, ready to use, now being manufactured and sold at a small cost. A few years ago it was almost impossible to get a ready-mixed show-card paint that would flow evenly and freely from the brush.

How to Mix.

Then it was necessary to mix it yourself. This is done by taking a small quantity of dry color on a saucer or palette, add a few drops of alcohol and grind thoroughly with a palette knife, a small quantity of mucilage, and add water until it is about the same consistency as thin cream.

I always mix my own paint and find it more satisfactory than any of the ready-to-use kind, except the white, which is excellent.

Assortment of Pens.

An assortment of soennecken pens are a necessity to every card-writer's out-

BUTTER MINTS

Special To-day

One Pound

22¢

Good Example of Price Card.

fit. Small cards can be written very rapidly with these pens. In fact, with a little practice, you will soon become so expert with the use of these pens that it is almost as easy to dash off a card as it is to write with an ordinary pen.

The Writing.

The mere dipping of the brush in the color is not all that is required before applying to the card.

To thoroughly charge a brush, after dipping in the color, work brush back and forth on a palette or piece of glass, turning to right and left several times, after which draw it gently toward you on one side, the side now resting on the palette to be applied to the card.

This may seem to be a long tedious piece of work, but after a few trials, it can be done very rapidly. Keep the brush well charged and use gentle pressure on the point and you will be surprised with the ease and rapidity with which you can work.

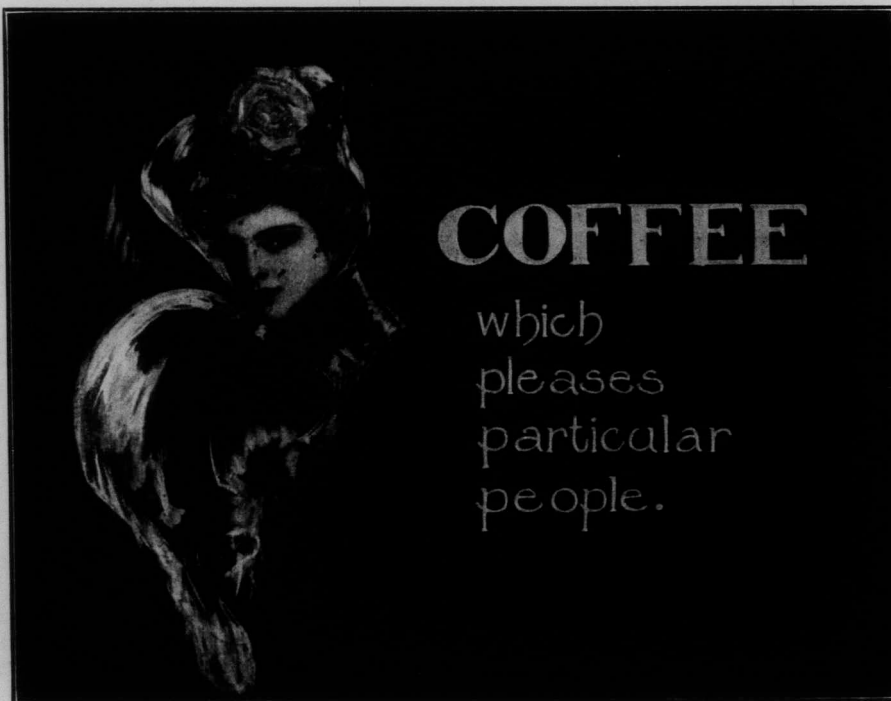
BRINGING RETURN TRADE.

Disaster Follows Price-Slashing of the Bargain Lot Buyer.

Low prices do not attract customers for long if the quality is lacking. This statement has been proven many times.

A store was recently opened in a small town with a great flourish of advertising and setting of very low prices. There was at once a big rush of business while the other stores showed a big decrease. The merchants who knew by the prices quoted that the goods must be of low quality, wondered how long that condition would hold.

The new store was bound not to stand long because the goods carried were in most cases of inferior quality. The proprietor was strong on buying bargain lots, old stocks or anything that would allow him to slash prices. The result was that a customer would come in, buy a quantity of goods but would find before they were used that they were of poor quality and would go back to the old store, where only the best was served, for the next lot, leaving the new bargain store strictly alone. It is generally found that most people, while they wish to purchase as cheaply as possible, would rather pay a little more and get the best grades. It is well for every merchant to think over this matter and consider if he is selling the quality of goods in all lines that will bring returned trade.



A Card That Sold Coffee.

What Others are Doing With Confectionery

Outline of Methods by Merchants in Different Parts of the Country Who Have Made of This Department a Paying Investment—The Ottawa Man's Ideas—Bracebridge Dealer Considers Display as of Paramount Importance—Prince Edward Island Sales.

SOME time ago The Grocer wrote to several merchants requesting that they forward their views in connection with the handling of confectionery in the grocery store. The response has been generous, and the ideas presented below will no doubt be of assistance to dealers in all parts of the country, who are hesitating whether to take up the line or leave it distinctly alone.

Editor Canadian Grocer,—“I do not make confectionery a side line in my store,” writes an Ottawa grocer. “I make it a regular line, and depend on it to make up for the small profit I receive on many lines of staples. In many towns the grocers have allowed the druggist to capture all the candy trade. I do not think it should be. Managed properly confectionery is a line which gives a good profit in itself and besides when taken full value of, it also attracts other trade.”

Profits Good.

“That confectionery when properly looked after returns a good profit is allowed by most merchants. If the grocer received an equal rate of profit on sugar and soap as he does on candy, he would soon be on easy street. Therefore, instead of giving his time to selling his customers sugar at a starvation profit, if the grocer would expend the same amount of energy on the promotion of candy sales, the profit on the balance sheet at the end of the year would total up to a much more pleasing amount.”

“Display is one of the necessities for the sale of confectionery. Placed under the counter or in the drawers, business is not liable to be brisk, but attractively displayed as they can easily be, results should be good. Many people visit your store daily and most people have an appetite for sweets. You have seen a display of candy that fairly made your mouth water. That is the way you want to show your goods, so that they fairly force the person to buy.”

Ottawa.

S.

Bracebridge View.

Kirk Bros., Bracebridge, Ont., is another firm that has given special attention to the sale of candy. They are well pleased with the results.

“In reference to the confectionery department of our store,” they write,

“we find it just as profitable as the average good grocery turnover. The bulk goods in high-grade chocolates realize for us a nice profit, while the package goods have a tendency to reduce that by the inactivity of some of the lines.”

“For displaying the best quality of confectionery we have provided large silent salesmen, while the candies that retail from twenty to thirty cents per pound will be found in shelves with glass fronts. For this purpose we choose the lowest shelves and get strips of glass. Plate glass is preferable as it is much the strongest. The glass is cut about six inches wide and fitted so that each piece may be taken out separately and cleaned. The confections are poured into the shelves which make an attractive display, while the goods are in view of the customers until the last pound is sold.”

In Prince Edward Island.

“Customers called nibblers have been responsible in a measure for the slim results of the confectionery department in many country stores, as also have bad scales and unclean surroundings, but the above method of showing these goods has greatly facilitated this department in our store and I am sure will make good for others who adopt it.”

M. & A. McLeod, of Charlottetown, P.E.I., like Kirk Bros., consider display as of paramount importance. They say:—“With regard to the confectionery department of our store, we find a silent salesman and a good counter show case about the best manner of displaying goods to promote sales and to make sure that they be clear of dust. We also keep a few good lines continually on the counter with show cards attached. We change these before customers get tired of any one line, and then come back in a few weeks to the same lines again, so that in this way customers never get tired of any one kind of goods.”

Question of Management.

It is a fact that some stores do not derive a big profit from their confectionery. Bad management is generally the cause. A store was recently found where the clerk was weighing out 10 cents worth of high grade chocolates on a scale with a capacity of 160 pounds. Quite likely the candy department was

a source of loss and nothing else could be expected. Correctness of weight is one of the necessities in protecting profits on candy. Especially in this line, clerks seem to be careless in weighing. The amount that is lost in overweight in some stores would be a fair profit in itself.

The scales should be the most exact that can be purchased, as in high grade chocolates, a little overweight each time amounts to a great deal.

Loss in Weight.

Suppose that in selling 40-cent chocolates that in each ten cents worth an ounce over is given, which in itself does not look like very much. But that amounts to 40 cents per box of five pounds, and if 20 boxes were sold in a week it would mean a straight loss of \$8.00.

It is wise also, to have the scales right where the candies are, for if it is a distance away, and there is a little overweight, the clerk is liable to allow it go.

In some stores sales do not amount to enough to pay for the room or the investment, as enough attention is not given to the extension of sales. Go into it lightly at first and gradually work up a trade. Be careful not to overstock, but to buy often and in small quantities and thus maintain a fresh stock. There is a difference between overstocking and carrying enough varieties to suit the fancy of your different customers.

A Montreal grocer has his biscuit and candy department together. The biscuits are placed on the shelves at the back and the candies on the counter. He has not a show case but plate glass sloping backwards with the candies piled up against it. The scales are placed at the back of the counter so that the weighing is done with the least trouble and loss.

TEA AND COFFEE CARD PHRASES.

Those who use our teas are pleased. Get the habit.

Good coffee is healthful. Everybody likes ours. Try it.

You don't save money when you buy a cheap tea and use twice the quantity. Try our high grades.

Did you order tea? If not, why not?

Are you satisfied with the coffee you are using? If not, try ours.

Teas that please.

Don't spoil the meal with poor coffee. Get ours.

Coffee means good coffee with us.

He Knew Somebody Would Get Business

Why Montreal Dealer Announces Himself in Favor of Circular Advertising—Can Send Out Six a Year for the Cost of Newspaper Ad.—Located in District That is Rapidly Filling Up, and is Getting the Bulk of the Trade.

By H. T.

DIRECT and highly satisfactory results from circular advertising has disposed J. Herbert Swift, who with his father owns and manages Swift's Provision Stores, corner of Fairmont and Waverly streets, Montreal, to regard with favor this form of attracting the public's attention.

In addition to this the cost of his method is comparatively small, especially when considered with some forms that are generally used.

Last year, Mr. Swift, for the reason that he is a believer in advertising in general, chose a daily paper as a medium. Recalling that experience he said: "I paid \$121 for a regular advertisement that I do not believe brought me \$5 in actual results. I tried to make my advertisement as catchy as the space under contract would allow, but it was to no avail. Then as a business tonic I resolved to try the circular idea, and the result has been extremely pleasing."

Mr. Swift's Plan.

"I wrote out a statement," Mr. Swift explained, "of what I desired to say in my circular. I paid a little attention to the introduction, desiring to make it brief, but also appealing. Then, I selected a few articles which I was confident were worthy of a special notice, and gave a short note to each. My idea with circulars is not to make them price-cutting advertisements. You may get a few orders in this way, but the general experience seems to have been that those who take advantage of the prices that are cut buy these goods to the exclusion of the others, and it is generally the latter that you wish to sell. Talk quality in your circular rather than price, although I believe the price should be quoted with the articles."

The Cost of This Circular.

In contrast to the cost of the newspaper advertising, Mr. Swift estimated that the first circular he distributed cost him the following:

Printing of circular (3,000)	\$8.00
Rubber stamp30
Envelopes (\$2.55 per 1,000)	7.65
Distribution	2.00

Total

Therefore, for the amount of money spent last year in newspaper advertising,

Mr. Swift could send out six circulars this year, three thousand being distributed each time.

Direct Result.

Mr. Swift has already sent out two this year, and for a special reason. He is located in a district that is rapidly growing. People are moving in regularly, and it must necessarily follow that some one in the neighborhood is going to get the business. The circular method therefore is more of a tonic to the regular business, and affords a means of introducing the store to new customers. Mr. Swift can cite many cases of the results that he has secured. In the list of articles mentioned in one case, Mr. Swift referred to Green Mountain potatoes. His own customers and people he had not heard of before, called or phoned in orders for these potatoes. Others mentioned the fact that they read of these potatoes in the letter received at their door. It happened that at that time, good potatoes were scarce.

Some Peculiarities.

Another instance. On the list a line

print butter was another feature, and so on. The value of the circular as an advertisement is not at all questioned by Mr. Swift. He is satisfied that it is a good idea, and many of his new customers are attributed to its work.

A Striking Instance.

As an instance of what the letter really did in the way of securing new customers, Mr. Swift pointed to a long line of new houses. "There are twenty-seven families in these houses, and they have only recently moved in. I sent circulars to each house and I believe we have at least three-quarters of the trade from that group of dwellings alone."

This is an instance of the value of a good circular as a means of introducing the business and the store to prospective customers.

The Distribution.

One of the chief factors in its success lies in getting it into the household. Mr. Swift had a rubber stamp made of the words, "To the lady of the house," all in capital letters. This was stamped across the centre of a plain envelope. Another stamp was used to print in the corner, the store name and address. The envelope was not sealed but the flap was turned in. Mr. Swift felt that the residents of his community, new and old, had seen his delivery outfits passing and repassing, and they would be attracted by the name on the envelope.



Somebody Will Get the Business.

of English biscuits are given some prominence. The value of the circular was once more proved by quite a number of enquiries from Old Country people, who were glad of this opportunity to secure these English goods. A brand of

Thrown Under Verandah.

The next step was to secure several reliable boys. They were sent around through a particular district leaving one at each house, with the understanding to get it inside if possible. The let-

ter slots were useful and helped a great deal. The boys were instructed not to ring the door bells. As might be expected, Mr. Swift found one boy who disposed of a large number of the circulars under one verandah. That is one of the evils that must be guarded against.

He intends to continue this method of advertising, thus indicating his satisfaction with the results received. The individual grocer will probably follow his own ideas, for there is no set of rules to be remembered, but the essentials comprise a neat introduction, emphasis upon quality rather than price, and a

list of articles that will be especially attractive.

Some grocers in following the circular method of advertising, send them out regularly and more frequently than Mr. Swift's plan, but they are generally aiming at a different object than was the latter.

To Make an Intermittent Flashing Sign

Simple Scheme by Which Dealer Can Get More Out of Regular Window Displays—Place of the Flashing Sign in the Business World—How This Little Grocers' Help is Made by Merchant Himself—The Painting of the Sign and Fixing of the Entire Arrangement.

By C. D. Browne.

NOW that the wonderful "white coal" from Niagara has been brought, so to speak, to the very doors of all the little dealers in all the little towns in Western Ontario, and since the development of electricity in other parts of the country has gone ahead with wonderful rapidity, retailers might well turn to this agency for help in the problem of illuminating to best advantage the displays of goods in their windows and in their stores.

In all the large cities the so-called "flashing sign" has gone on steadily increasing year by year until now the main thoroughfares of some of the larger Canadian cities vie in splendor with New York's famous Great White Way. It is strangely interesting to find one of these pieces of advertising picking out letters and emblems in fire far up in the night. But at the same time these electrical displays have a drawing power little short of marvelous, and the dealer that has gone in for this method of advertising has taken a big step in securing a hold on the imagination and pockets of the common people.

The Money That is Spent.

Hundreds and hundreds of thousands of dollars are represented in this industry to-day, and the total seems to be steadily increasing rather than showing signs of abating. And yet it is possible always for a merchant or manufacturer using this means of making his name known to the public to overstep the limits of prudence and launch into a scheme that will cost much more money than it will return to him in business. So while there are numerous specialists in this class of display advertising who refuse to consider anything but the largest class of business, there are also many who have made a study of obtaining the maximum of advantage from the minimum of expenditure. Clever men have been taxing their ingenuity to discover little things that will with small outlay return a good harvest in trade to the user.

In just such a manner as this one man has come out with an idea which will no doubt serve to brighten the window displays of many a retail establishment. It is quite simple and anyone at all of mechanical bent can put it into working shape with very little effort or trouble.

Briefly, the scheme consists of the assembling of a wooden box, a strong electric light, some cardboard, and sign painting skill. And in some cases the latter is hardly required, as will be shown presently. If any retailer would desire to illuminate, say a display of oranges in a window, this arrangement should prove ideal. It would multiply several times over the selling power of the window make-up.

The Requisites.

If he would do this the first requisite would be to take an old wooden box of a size sufficient for the advertising he desires to use and place it in the forefront of his window. It can easily be draped and kept out of view. The next step is to remove the lid from the box and fit it with an oak frame finished dark so that it will not be conspicuous. The next is to fit a pane of glass to this frame. It must be of the description known as ground glass so that the advertisement which is put on the back of it cannot be seen except when the light is flashed on. After this has been completed to satisfaction the next item is the writing of the advertisement. Unless the retailer is experienced in this it might be wise to call in the services of some local sign writer, at least for a time.

A good plan is to take a piece of cardboard the size of the glass, mark out the lettering on it, and cut the letters away with a sharp knife. It can be seen that when this is placed behind the glass the advertisement will show in letters of light on a dark background. Care must be taken, however, that closed up letters like "O" and "B" are cut with ties across as in stencilled lettering. If this is not done, the centres will drop out,

and the whole effect of the sign spoiled.

Another Method.

Another method is to take a painted window bill which will suit the size of the frame and paste it on the back of the glass. It should first be oiled to make it thoroughly transparent. Either of these two suggestions are simple enough for any amateur to work out to satisfaction.

Now that the box has been made the only thing lacking is the light. Gas can be used, but electricity by reason of its handiness and safeness is preferable and in addition the cost of the equipment is less than is the case with gas.

Let us suppose that electricity in this case is to be used. An electric lamp of flexible wire should be suspended in the centre of the box.

Fixing the Flasher.

Let us also suppose that the advertising matter either cut out in cardboard or consisting of the window sign pasted on the back of the glass has been prepared. All that is lacking now is the automatic flashing on and off of the light. It would be generally supposed that this would be the most difficult of all. Such is not the case.

The intermittent light is produced by an automatic device known technically as a "flasher" which any good electrician can supply at small cost. The installation is simple. All that is necessary to fix this flasher in position is to cut the wire at any point (after seeing of course that the current has been switched off, bare the ends of the wire so that the metal is visible for nearly half an inch, and insert one end into each of the terminals of the flasher. The work is now finished. It may be that the automatic effect may not be obtained for a minute or two, but it is generally said that it does work to perfect satisfaction after the first few trials.

It rests with the dealer to make the box in which his light is contained any size that it is suited to his needs. It is generally to be assumed, however, that

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the medium-sized arrangement attracts as much attention as the larger and has a much more artistic appearance. The idea of the intermittent advertiser is to announce in letters of light the product that is being advertised. It is therefore only reasonable for the dealer to take the stand that passers-by should only be given as much to read as can be read in the flashing of the light. To make one or two flashes necessary for the complete reading of the advertisement would not be in his best interests. The fewer words used behind the glass the better.

Will Sell Goods.

The beauty of this scheme is that there seems to be no limit to its usefulness. It isn't a sign that flashes out its message persistently night in and night out, but it tells a different story every evening if the manipulator so desires. Being humble and placed in humble surroundings and lacking the peculiar background of the black wall of night, this little intermittent sign in the grocery window will not attract as much attention as will its big brother placed high at the top of some mighty skyscraper. But it will draw the gaze of people passing by, and there will be many to stop and read its message and give more than a passing glance to the display of food-stuffs behind. It supplies a touch of newness to a business considered by the public drab and commonplace, and the man who takes advantage of its power

to-day is the man who will probably be considered as possessing advanced ideas in any community, small or great.

The Cost Small.

Supposing, as was said before, a merchant desired to advertise a special line of oranges. Would it not be a simple matter to pick out the word "oranges" in big letters for the centre of the glass and put the brand and the price above and below? This would comprise but four or five words at most, and could easily be read by the passer-by. So with any other line of goods. The point to be made could be set forth on the little intermittent advertiser and there is no doubt that the utilization of this would at least increase the sales of that display to a considerable extent. The cost of the power used in a night or in a week would be insignificant as power to-day is cheaper than it ever was and is steadily becoming more so as the years pass on and the radius of its use widens.

Gas Can be Used.

There are those that say that gas can be used as easily in this connection as can electricity, but it is said that the cost of the flasher is much greater when gas is the illuminating force than it is with the white coal. But it can be done. And to anyone who desired to try the experiment and either did not have or could not get electricity the lack should not hold him back from at least

investigating the utility and selling power of the idea.

Sign painting to-day has become a highly cultivated art, and the amount of money that is being spent upon it yearly is little short of stupendous. Manufacturers of special lines of goods everywhere see to have become inoculated with the virus of the idea, and signs are being reared high on every hand.

Signs of the Times.

If this expenditure returns a profit to the manufacturer then the home-made apparatus of the little dealer is equally sure to return him dividends on his work and outlay. Intermittent display advertising is going to occupy a much more prominent position than even it does to-day. At least all the signs of the times point that way, and it might be well for the general retailer to at least consider how he can best take advantage of this craze that seems to have taken possession of the general public.

There probably are contrivances to-day designed to do just the same work as the home-made contrivance described here. To those who can afford the necessary outlay these expert-made arrangements would appeal as more desirable perhaps. But there are undoubtedly many small dealers to whom any unnecessary expense looms large. It is for these particularly that this story was written. If it should prove the success suggested it would soon make possible the purchase of a more elaborate affair.



AN OTTAWA INTERIOR.

View of the interior of the store of T. Pinkerton, Rideau and Dalhousie Streets—note the attractive arrangement carried out in the shelving, also the neat and sanitary effect produced by white walls and ceiling. The refrigerator is shown in the background.

Ways of Caring for a Growing Business

Merchant From Prince Edward Island Writes For Information—Moving on Always and Always Crowded—Intending to Put in a Meat Market—Business Half Cash, Good if Rigidly Maintained — The Butchers' Trouble — Delivery and its Anxieties—The Handling of a Cash System.

By Henry Johnson, Jr.

INSERT the following letter fully as much for what I cannot do for the writer as for what I can suggest; hoping that some of my readers may feel moved to speak up with good pointers.

Henry Johnson, Jr.—

Dear Sir:—First we wish to compliment your paper generally, which is full of good information for every grocer. We get more than our money's worth. The grocer who does not read your paper regularly does not know what he is missing.

Still Crowded.

Now we ask for a little information for our own benefit. We have been in the grocery business for the last fourteen years and have outgrown from one small room to a good sized double room, and still we are crowded. Now we are to occupy a room 50 feet front by 90 feet deep. The rent will be more than double that we have been paying, but as we are intending to put in a meat market, of which we have always felt the need, besides the new location being about the best in town, we feel safe in paying such rent. We have a good trade in groceries and feel confident that the big majority of our customers will buy their meats of us.

Half and Half.

Our business runs about half cash and half accounts from 15 to 30 days. Our credit customers are of the very best for we do not take any chances. An applicant for opening an account with us must show the cleanest record or we do not care for his trade. In going into the fresh meats business we find that we know absolutely nothing about it and we should be glad to pay anyone who knows for information in that line.

The hardest problem that we have always with us is the delivery. We find it very expensive. We advertise and that brings us trade from every corner of the city. Our city has a good population and is very scattered. It keeps us busy to give the trade good service. We run two teams and an automobile.

Interested in Soda.

What effect will the meat business have on our expense? Can we make the two lines more profitable than groceries alone? We notice talks on

delicatessen, which appeal to us very much. We are also interested in soda fountains, which we know yield big profits. Can you give us the general lay-out and best way to display the most profitable goods in a store of groceries, meat market, delicatessen and soda fountain combined?

One more thing and probably the most important is, what would be the best system to handle the cash? Cashier, cash register, carriers, or some other good way to keep tab on salesmen and cashier? We wish to repeat that we should be glad to pay anyone that knows for any good information or advice. Hoping that you will favor us with an early reply, we are

Respectfully your,

SUBSCRIBER.

Charlottetown, P. E. I.

A Concise Statement.

That, I submit, is a very concise statement, covering about all a man could ask by way of general information. I am only sorry I cannot answer many of the inquiries; and I fear that, on other matters, I can only give some ideas, which are open to any amount of discussion; but here goes.

Manner of handling accounts is ideal. With such a method, where the rules are carried out strictly, the credit business is better than cash over the counter. But there must be nothing weak-kneed about it, or it will fail disastrously—and often the merchant will fail with it.

Meat Expenses High.

I cannot say anything about meats in general, never having had any experience with them; but I understand that the expense of handling meats is much greater than in the grocery line—and there are some other disadvantages which intensify the troubles of grocers. For instance: Did you ever realize that the grocer sees his customers too often? He does; or rather, his contact is too constant. Compare the dry goods merchant. He has a visit from his customer once a month, twice a month or once a week. He sells her five, or ten, or twenty dollars' worth of goods at one time, makes one delivery, and is done—that is, many times.

Delivers Too Often.

He may have and often does have kicks, come-backs, various troubles; but

the point is, the contact is had so seldom that, even if there is trouble, the instances are comparatively far between and adjustment is comparatively easy; there is not the multiplicity of transactions which open the way for so many little misunderstandings and errors as will lead the customer to conclude that "there is nothing but mistakes in a deal with Smith!" And right here is the trouble, as I see it, with the meat business—that the meat man delivers literally every day; which means that whereas the grocer runs 15 or 20 chances of getting into trouble with his customer each month, the meat man runs 30 chances.

Sales Small.

The sales are uniformly small, too, which is another disadvantage; though this is not such a factor after all, for the average grocery sale is smaller, probably, than most of us think. In my own store the average sale, last time I investigated this part of it, was some thirty-three cents. Still, butchers make money, so there must be a correct way to conduct that part of the business; and undoubtedly somebody will help this correspondent with suggestions.

The delivery problem I covered last week, so far as my present experience goes. I may have occasion to change some of my ideas again later on.

Delicatessen Special.

I have had little experience with delicatessen and, personally, do not want any. If the store is so situated that many people can "run in" for such things and carry them home, well and good; but if the delivery problem is going to enter, I should hesitate. This, is, of course, only another way of saying that delicatessen is a special business which, to be a success, must be handled in a special way. Same applies to the soda fountain, with which I have had no experience.

Needs a Drawing.

The general lay-out is a big proposition, the correct treatment of which would fill an entire article very easily. I cannot even barely suggest any arrangement without a drawing of the store, showing where and how the front faces; and the knowledge whether it is a corner store or not. And right here I should like to say that this matter of lay-out is of far more importance than

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most grocers realize. It is, in fact, the most important item with which we have to deal. On the correct arrangement depends the greatest degree of success.

Of Paramount Importance.

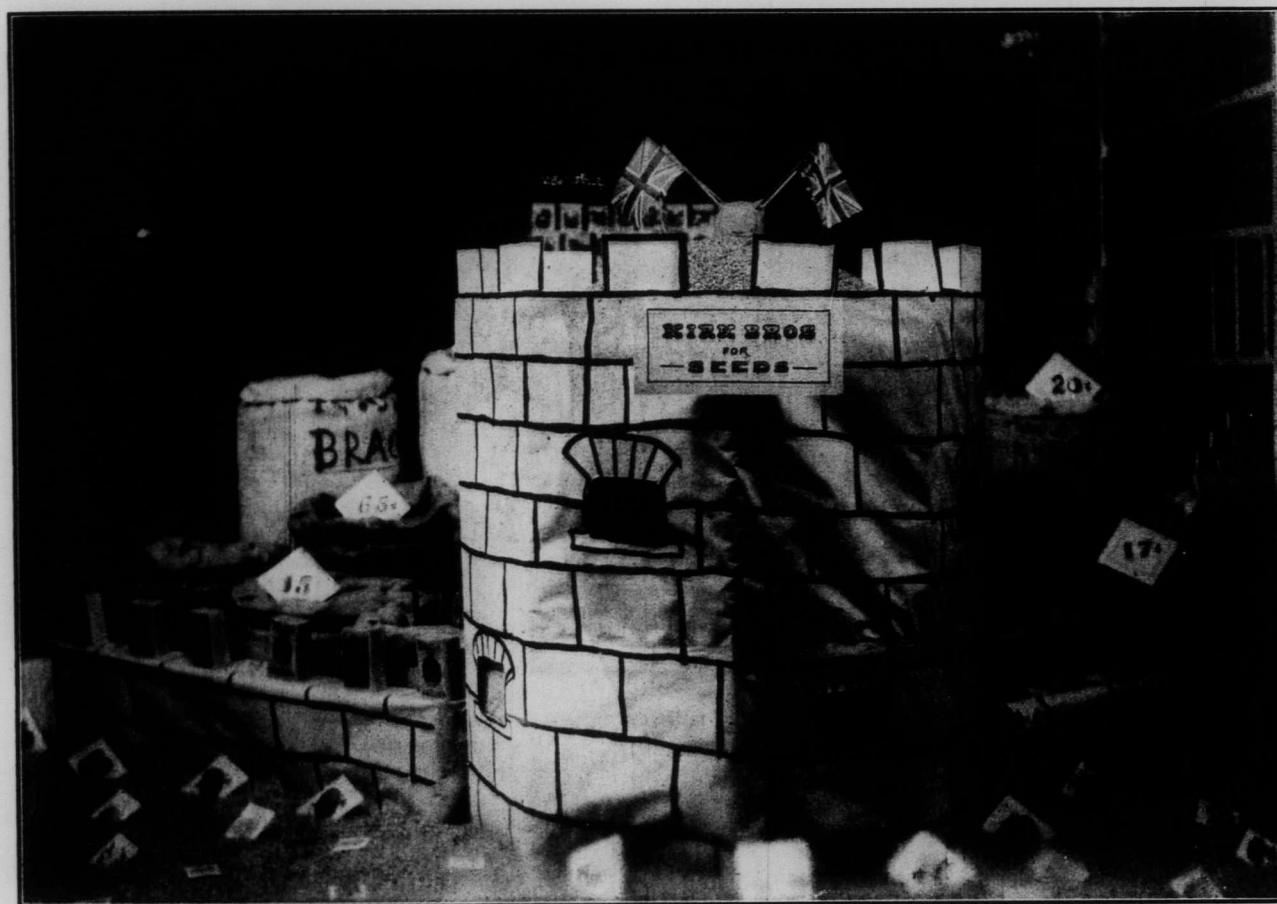
I have spent many months on such a problem in the past; and if I had it to do again, I should want to spend a year, arranging and re-arranging. Not only do we want display made in the right relation each part to the whole; but the matter of economy of space; the saving of work and steps; the placing of counters, cases and scales so that they will yield the maximum of service

for the minimum of effort—all these things must be wrought out literally "with fear and trembling" so paramount is their importance. To make a bare outline of a good store plan is real work; but I will make it to the best of my ability for these gentlemen if they will send me the plan I ask for; and in doing it I shall be repaid through the added experience I shall get out of the work—otherwise I should feel much inclined to shirk the task.

Handling of Cash.

The handling of cash depends so much on the arrangement of the store

that I shall mostly leave that for the plan to be sent me. For a store with one entrance it is not hard to place a cashier properly. If there are more entrances, the problem is complicated. With a moderately large business a fine arrangement is a cashier's desk near the entrance, the desk to be equipped with a two-drawer, best make register, one drawer to be used by the regular cashier and the other drawer by her relief. The customers mostly "pay cashier" by hand as they pass out; while long distance change is made by means of a carrier with checks.



BRACEBRIDGE, ONT., SEED WINDOW.

The accompanying illustration is that of a seed window dressed by Kirk Bros., dealers in groceries, flour and feed, fruit, etc., in Bracebridge, Ont. The cut hardly does the display justice. It is always difficult to procure a photograph portraying all the little details of a window arrangement. When seeds are the constituents it is doubly difficult and almost impossible, because the little

grains register on the plates all of like color. In the tower, standing out prominently in the background, all of the loopholes are filled with different kinds of grain. All this has been missed. There is still enough, however, to demonstrate that the window is an excellent example of the window-dresser's art, and that it sold seeds, as it was intended to do. The little packets in the

foreground cover a multitude of varieties, and there must have been something there for everybody who would be in need of seeds. The tower, and the effect of the battlements of which it is the corner stone, would tend to attract and hold the attention of the passerby, which is necessary if the seeds and grain within are to be sold.

A Regina Dealer on Collection of Debts

Considers the Gathering of Past-Due Accounts the Most Unpleasant Duty the Merchant Has to Perform—How He Advises the Accomplishment of This—Believes in Personal Visits and in the Promissory Note.

By F. R. West.

A MERCHANT of Regina, Sask., considers the collection of accounts "About the most unpleasant duty in the business." Especially does he feel this way about those long past due.

"It is the aim of the dealer," he says, "to collect these with the smallest loss and least trouble possible. It must be done so that the customer will not be offended, or that too large an amount need be taken up in the collection.

"The trouble," he thinks, "is that bills are not rendered to customers often enough, the result being that the total soon runs up to an amount that the customer cannot conveniently pay. When an account is opened with a customer there should be an agreement as to the limit of the account and the time of payment. When the bill reaches the amount, it should without delay be presented to the customer. If a customer's account within a certain time exceeds earnings, there is going to be a struggle to get even. You are going to have some difficulty in keeping their account within a satisfactory limit.

Time to Collect.

The time to get after an account is immediately after it is past due. If it is not paid at once, start in to collect it.

"The promissory note has been found a good way to collect past due accounts. It is a liability which the debtor seems to give more attention to than a mere account. They may promise to pay the account within a certain time, but in the note you have it in writing. For the man whose salary is not large, it is some times advisable to split the account into several notes of convenient size coming due at different times. If a large note comes due and he knows he cannot pay it, he is liable to disregard it altogether, but if it is of moderate size, he will likely make an effort to meet it. In most cases it is best to place a note with the bank for collection, for the debtor seems to make a greater effort to meet his obligations with the bank than a private individual.

No Child's Play.

"The collection of each account," this merchant continues, "is a separate problem in itself. Collection is no child's play. It requires real effort. Few accounts can be collected in exactly the same way. Each one has peculiarities

of its own in regard to the amount, the time it has run and the person to be dealt with. The idea is to collect it as soon as possible with the least bad feeling so as to retain the person as a customer if possible.

"The customer should be approached tactfully at first so as not to offend, gradually making your demands on them a little stronger.

Personal Visit Best.

"At all times, a personal visit is best, no matter whether you are asking for your money for the first or the tenth time. Your letter may not be answered, but they must give you an answer when you call in person. Calling at the house will often cause a person to square up rather than let the neighbors see you come so often. Do not at first use too forcible language but convey the idea that you must have the money. Do not if possible make the person angry for then they may make you go to great difficulties to collect it.

"Suppose you find on inspecting your books, a number of accounts which are long past due. If you determine to attempt to collect these you must have some system of working. When an account has run a year or so, you need not expect to collect it on first trial and you must therefore have some follow-up system.

In Collection Book.

"Place these accounts in what is termed a collection book, allowing a page to each customer. On this page note exactly what you do to collect that customer's account. If you write asking him to let you have a payment on your account before a certain date, place the exact words in the collection book. Then you will know by referring to it, what to say in your next letter and how strong to put it.

"I have seen a collector send out a notice:—'I must ask you to settle this account for sure before March 10th,' then perhaps in a few weeks, in going over the books he would forget that he had written before and say: 'I find a balance on our books against you of \$7.10. Could you let us have a settlement?' He should have made his letter stronger than the first and put: 'You neglected a remittance before March 10th as we asked. We must ask for a payment within two weeks, or we shall have to take other steps to collect.' By

the book method, knowing what he said in the first letter, he would have written the second one correctly."

A Prince Edward Island merchant gives some ideas in regard to curtailing accounts. "When a customer's bill begins to exceed what you believe is a satisfactory limit, you should not try to sell them any more goods than they really require and buy without any encouragement from you. It is to the interest of the dealer to keep a customer's account within a certain limit, for if it gets to a sum they cannot handle easily, they leave you and you lose their trade and have also the bother of collecting their account."

From the other end of the Dominion, in the Province of British Columbia, a grocer writes: "When a man leaves town owing you an account, you should find out the names of his friends and neighbors from whom you can generally find out his place of residence. Sometimes it is best to get in touch with his employer and have him mention the matter to him. If a man leaves with the idea of never paying, sometimes it is best to keep drawing a little out of him at a time by threatening until it gets down to a moderate amount and then lay low until you get him in such a position that you can make him settle."

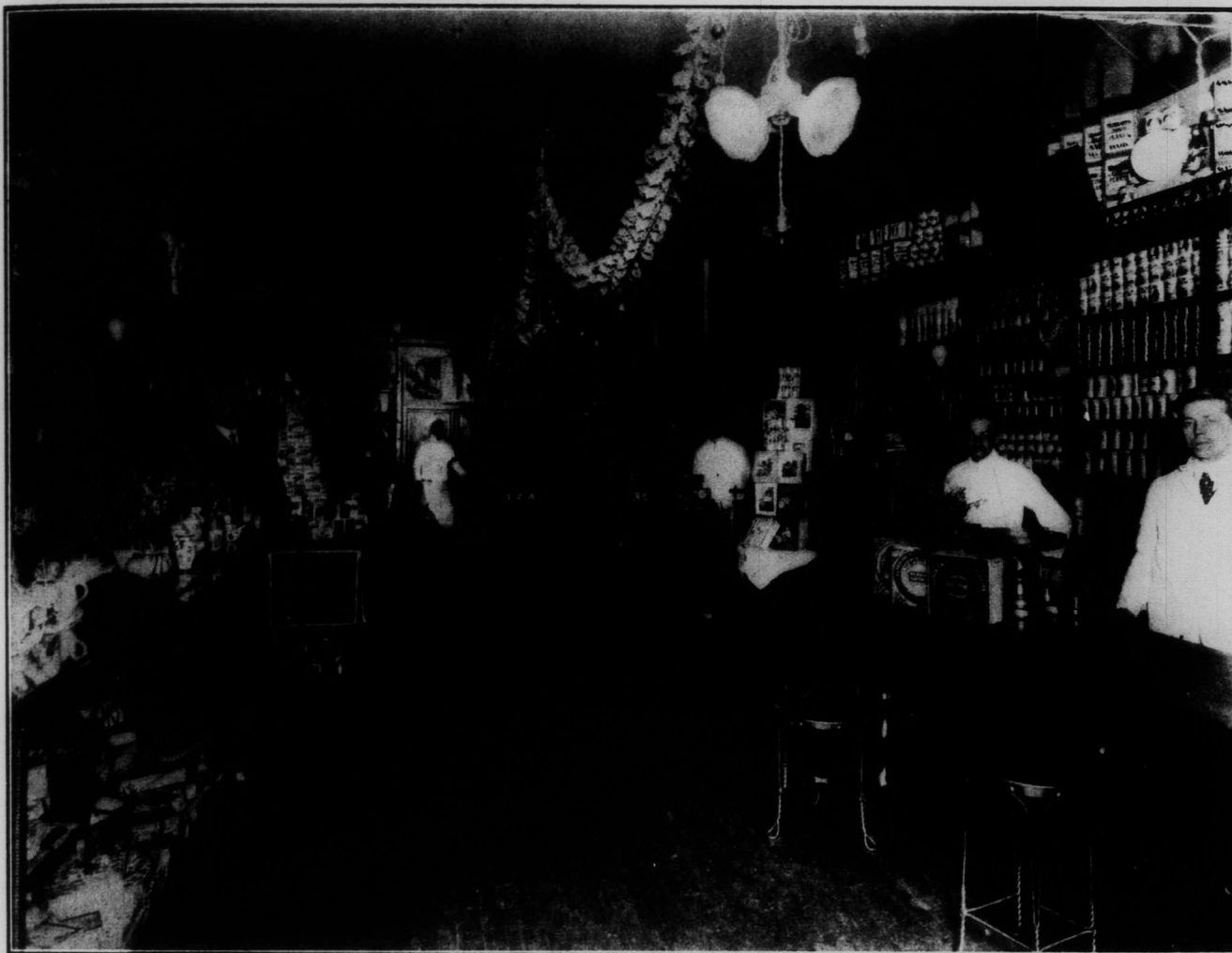
The following method as submitted by a dealer is given without endorsement or comment: "Very often when a customer owes you an account it is very difficult to get them to come to you to make any arrangement in regard to it's payment. Sometimes in order to do this, I render them the bill adding two or three dollars to it more than they really owe. This brings them to the store to protest that they do not owe that amount. I look up their account, and explain to them there has been a mistake in sending out the account. Then when I have them in the store I ask them to make some arrangement in regard to it's payment. My brother merchant may argue that it is bad to admit to a customer that you made a mistake, but a customer who will not come to see you about his account, is not liable to give this much attention."

WITH AN ILLUSTRATION.

An illustration in your advertisement is a good thing but be sure it has some practical bearing on the subject dealt with in the advertisement.

HIGH PRICED CHERRIES.

The first box of California cherries was offered on the New York market on April 28th, and sold for \$100, or \$10 per pound.



Result of Twenty Years' Work.

Through careful management and strict adherence to business principle, H. G. McDonald, of 223 Sorauren Ave., Toronto, has succeeded in building up a good business in one of the residential portions of the city. The accompanying photograph of the interior of his store shows clearly some of the ideas that have been introduced into the business.

Mr. MacDonald has been in business in Toronto for 20 years, eight of which have been spent in the present building. After a brief experience as a clerk, he launched into business for himself and has gradually built up his present trade. Four clerks are kept busy all the time while it requires two delivery wagons to look after that portion of the business. Orders are taken in the immediate vicinity twice a week, but at present, Mr. McDonald is giving special attention to supplying those engaged in railroad construction work at Parkdale.

But if there is anything that Mr. McDonald is strong on, it is display, which is clearly shown by a visit to his store.

Two show windows, one of which borders on two streets, thus making it of special value, are used to good advantage in promoting sales. In the interior of the store, as will be seen by the photograph, goods are displayed in such a manner as to make sales.

"It pays to have nice fixtures. They certainly sell goods," says Mr. McDonald, and he has carried this belief into actual practice. Just inside the store, is a show case in which pastry is displayed, which is made a special for to attract trade. A silent salesman is used for showing box candies and two counter show cases for the display of bulk candies. Another fine salesman case gives prominence to pickles, sauces, olives, olive oil and other high-grade bottled goods. There is also a display case for toilet soaps and another for cheese, while at the rear of the store, is a display refrigerator which serves a double purpose, that of keeping goods and also of showing them so as to make sales.

The shelves are all nicely finished and

Mr. McDonald believes that it pays him on account of the added attractiveness it gives to the goods. On one side there are two mirrors set into the shelves while the other side has one, as well as one in the window. Bottled goods are piled up in pyramids in front of these, which makes them show up well. On one side there is also a closed-in wall case for essences and other small bottled goods.

On one side at the back of the store, as will be seen in the photograph, Mr. McDonald has a built-up display of goods that brings many lines prominently before customers. It commences at the floor and extends some distance above the counter, allowing a variety of goods to be shown.

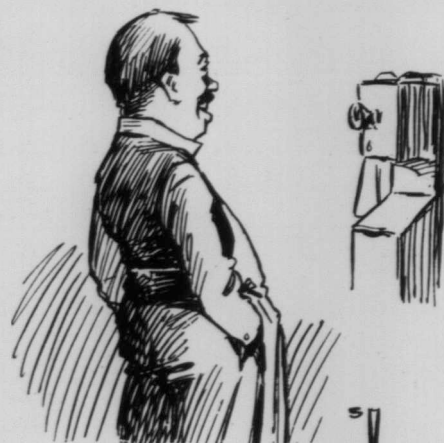
A specialty is made of supplying customers with the best in butter and eggs. Great care is given to the securing of fresh supplies only, and also to keeping them perfectly in the store. This is a special line which, besides the amount of trade done in it, itself, attracts other business to the store.

On the Possibility of the Telephone

How Dealer Concluded His Instrument Was not a Dividend Producer, But Decided to Take One More Chance — How He Widened the Scope of His Business and Sold Many Lines of Goods—The Methods.

VERY often we find grocers who say that the orders received over the telephone do not amount to enough to make it a paying investment. Quite often we find that these same grocers have made no efforts whatever to make it a good paying investment. They have the telephone installed and leave it to work out its own salvation.

The telephone offers a good opening to the grocer for the extension of trade and the wise dealers will use it to good effect. A New Brunswick dealer recently said: "Like many others I believed that results from the telephone did not measure up to the amount expended and



Something in It After All.

had almost decided to have it taken out when I began to realize that I had never tried to make any use of it myself, leaving it entirely to customers who might chance to think of using it. I decided to try to work up some new business by means of the instrument and so began each day to take some special article, and introduce it to customers through the 'phone. I did not confine myself to regular customers, but rang many others up, who in some cases through this method became regular customers, and often besides selling the special article which I gave prominence to each day, I succeeded in making sales of many other lines."

In many cases customers get very unsatisfactory service, through the telephone, because incompetent clerks are allowed to answer it. This work should be assigned to only the brightest clerks who will be able to give intelligent information about the goods and prices. Many a customer has decided not to use the phone, because she had difficulty in explaining what she wanted to the person in charge.

The real salesman, when a customer enters the store, does not merely hand out the articles that are asked for, but attempts to introduce other lines also to the customer. It should be the same with the telephone. The person who answers it should not merely take

the customer's order, but suggest other lines to them in such a manner as to make sales.

Very often a clerk will be heard to say, "That's all, is it Mrs. Customer?" He suggests to them that that is all and they readily assent. The true salesman, however, when he has taken the given order, will say: "Now what else, Mrs. Customer? We have some fine imported tomatoes to-day at 10 cents. Would you like a few of those?" and thus continue a talk that will sell goods.

Talk Sells After Interval of Month

Traveler Relates Little Trick of Salesmanship That Led Him to Visit One Particular Store a Full Month After a Clerk There Had Obliginglly Shown Him New Goods—The Value of Keeping Eternally Selling.

By Colin C. Jones.

TRAVELERS have an excellent chance to study merchandising methods and to see the reasons for success and failure among the merchants and clerks. A drummer recently told the writer that clerks who are often aroused to attempt to show better salesmanship by introducing new goods, have been discouraged at the start just because they could not see actual results. They decide to increase sales by this method, but because they do not really make sales in the first few trials become disappointed, although they may have done a great deal of good missionary work, by paving the way for future sales.

Results are Not Direct.

"Salesmen should realize the fact," continued the traveler. "that results are not always direct. The customer just at that moment may not have any use for that article, but at some future date when she needs it, she will most likely go to the store where it was shown to her. I have the same thing occur to me in my own work. If I did not attempt to sell more goods than the customer asked for, my sales would fall very flat. I am constantly at work trying to introduce articles which they do not ask for or which they have never sold. Sometimes I sell at the time. Sometimes several trips afterwards, the customer will ask me about that article and I know that my work has not been in vain, although at the time I might have thought that I had wasted my time."

Good Salesmanship.

"Yes," echoed another traveler, "I had an example myself not long ago which showed that results do not always come direct. It was over two months ago that I was in a store with a friend who was making a purchase, when a bright looking young clerk who

will no doubt some day be a leader of salesmen, stepped up to me and said: 'I would like to show you a range of hats which we have just received.' Although I replied that I was not in need of any he passed it off lightly with: 'Oh, that doesn't make any difference. I just want to show them to you,' and soon he had me at the hat display where he selected a particular hat, described what it was made of, the different shapes it could be put in, and pointed out its many good qualities in a highly commendable manner."

"I was well pleased with the hat, but told him that I did not need one



Talk Sells After Interval of Month.

just then and that it was too bad to put him to the bother of showing it to me. 'That's all right,' he replied, 'you may need a hat some other time and I am sure you will find this one just what you want.' About a month afterwards I was in need of a hat, and this clerk had pointed out the good qualities of that particular one so well, that I went to that store to buy, although it was somewhat out of my way to go there.

Methods in Selling the Quality Goods

Salesman in Royal City Store Explains How Non-advertised Goods are Sold Over Advertised of Similar Goodness, But Which Give a Smaller Profit—Show Cards and Price Tickets the Cheapest and Best of All Salespeople—Methods of Delivery System—Power of Newspaper Advertising.

R. J. E. McCrea, Guelph, Ont.
Silver Medalist, Class B.

DEFINITE convictions as to the methods to be followed for the proper retailing of goods stand out prominently in the reply sent in by R. J. E. McCrea. It is in the busy little city of Guelph, Ontario, that Mr. McCrea works out his theories.

An Orange Sale.

This competitor believes in using the window for displaying goods, and he is indeed confident that it is a force as a business getter. Illustrative of this he mentions particularly an orange sale of one Saturday when the results totalled up to the substantial turnover of thirty cases. He says he has often displayed new goods in the window never before offered to the public, and has had success in selling these lines. In this connection he mentions dried peas in packages, soups, jelly powders, teas, coffee, baking powders, and extracts. Speaking of a case in which his window had sold goods never advertised by the manufacturer to any of his customers he says that he dressed his window during the Lenten season with a line of herring in tomato sauce, and that he had as a result a satisfactory sale of these goods. The window is dressed twice a week. With specials and bargains for Saturday on Friday night, and on Monday with new goods for introduction during the week.

Show Cards Salesmen.

He always uses show cards or price tickets, and defines them as "the cheapest and best salespeople in the store." He considers that a ticketed article is half sold, and advances the argument that women like to sell themselves the goods they buy. They like to decide for themselves, and besides they know when a price is displayed on goods they may be looking at whether they can afford to buy without there being any useless information passed between the clerk and herself.

Systematic interior display pays, he thinks. On the counters and shelves of his store they place bargains and all new lines, and also articles that have a bright appearance and so work for attractiveness in the store. Sometimes they place certain lines of goods out of sight under the counter.

In telling of the methods used in the store for displaying certain goods near

the front, he mentions orange bins containing one case, tables for special displays, oyster cases, glass show cases for confectionery, and glass fronted counters for package teas. He believes that women buy goods they see displayed in the store, and buy them particularly because all women like to see what they buy.

Mr. McCrea says that he always asks customers to buy certain goods not asked for. To use his own words he says: "I take all they will give and then introduce new lines." He seems to imply that he never interrupts a customer in giving an order under the belief that to break in at such a time tends to confuse the customer and to cause the store at that particular time at least to lose a certain quantity of the order which may be forgotten in the flurry.

Selling Cleansing Powders.

This salesman says that a highly advertised manufactured article is more easily disposed of to a customer if the clerk wants to sell it, but a non-advertised article of similar quality can be sold just as easily, and this is done when it produces a better profit. He cites an instance of a cleansing powder. This was a new line. The selling talk he used was that it was cheaper than another line which they have previously sold, but that it was just as good in point of quality. The talk continued: "We can give you three packages for 25 cents instead of selling the other at 10 cents straight." The point was insisted upon that the buyer was not paying for the advertising of the other line and that also the new article was of domestic manufacture. The stipulation was made that if the goods were tried and found to be unsatisfactory the money paid out for it would be cheerfully refunded.

Telephone Saves Trips.

There is a telephone in the McCrea store and it is regularly counted upon to increase sales of the establishment. The method followed there is to ring up certain customers every morning before the delivery waggons start out on their run in that direction. This is done because it saves extra trips and often lands orders which otherwise would not be given. Customers are also informed

from the store by telephone of any special line that may have come in of all special sales and notified of all bargains.

Good Missionary Work.

Goods not asked for are always suggested to customers. He says that this policy results in the sale of extra goods, but he points the warning that salesman must not insist too strongly in the matter. He believes implicitly that a clerk can often annoy as well as sell, but he concludes hopefully that by this method of suggestion a great deal of good missionary work is done and that many future sales are effected when the results seem to be the least important.

Power of Grocer Ad.

Mr. McCrea is a great believer in newspaper advertising, and has frequently forwarded copies of his endeavor in this regard to The Canadian Grocer for criticism. He says that once an ad. of his offering tea at a certain price was published, together with a criticism, in this paper. As a result he says that that an order came to them all the way from Nova Scotia for a chest of that tea.

As another illustration he says they advertised sugar one day in the local papers at a special price and that when the business was closed for the day it was found that eighty bags of this staple had been disposed of.

Believes in Advertising.

He doesn't believe in the use of circulars as part of an advertising campaign because he says that the results are or have at least been in his case, poor. He finds this to repeat itself in regard to programmes and other forms of novelty advertising. The public he says, does not respond as is the case with the newspaper publicity. Other advertising methods he believes in, include good delivery wagons, the giving away of novelties to farmers at country fairs, and the sending out of a canvasser to gather in new business. He says that the country fair part of the campaign is good as far as results are concerned, and also that canvassing for new business is productive of excellent returns.

Store Equipment.

Mr. McCrea is a believer in equipment, and in his store there are installed

THE CANADIAN GROCER

computing scales, meat slicer, electric cash register, coffee grinder, display bins, glass front display shelves and electric lighting. He looks upon the electric cash register as a particular value in speed and accuracy, and in honest dealings. The refrigerator saves the perishable goods and the coffee grinder insures fresh coffee always. The display bins sell goods, and the electric lighting shows the goods.

The Delivery System.

In store ceilings he says that he prefers the metallic. The window is large and has two panels. He would rather that it had but a single plate glass.

As to delivery, they have four horses and the methods for insuring good service in this department are simply contained in having one head driver and the others with their own routes. They have three runs in the morning and four in the afternoon.

They keep a check on the orders and the drivers are responsible for goods.

In book-keeping they have an envelope file check system and ledger. The best feature of this is that for small accounts, it is handy and quick. The ledger he says is best for big accounts. It is accurate and always ready.

He figures profits on sales always. The average that he aims to secure is 25 per cent. It should be that he says.

Learning the Goods.

He strives to learn more about the goods in the store by reading about the source and cultivation of various spices, teas and other products in *The Canadian Grocer*, and he says he diligently delves into all possible books relating to grocery matters. He finds that the trade paper is useful to him because it gives him ideas on prices and in the getting of prices, ideas on store management, and other departments of regular grocery business.

Keeps a Want Book.

As to the store methods for buying goods, in the McCrea store there is a want book kept by the heads of the department. Great caution is exercised and cash is paid in every case. All possible discounts are taken, and the travelers are treated with every possible courtesy.

This clerk believes that goods can be sold to customers on the recommendation of the man behind the counter, because the purchaser knows that she can trust the judgment of the seller for at least the first trial. In describing the other methods used for the increasing of sales he says that one article is pushed each day. New goods are displayed on the counter, and an ad. is pasted in the window. Show cards are used, and the people in the store demonstrate continually any new article. All the new orders are sampled before being sent on to customers.



A Corner of the McCrea Store, Guelph, Ont.

In Growing Blades of Business Grass

The Merchant Who Has Come to Realize That Success of His Business Depends Almost Entirely Upon His Selling Power—The Story of the Canned Chicken—Why Salesmanship Demands Vision—The Story of Tom Baggs and His Study of Housekeeping—Caution to be Used in Campaign.

By Victor Lauriston.

THERE was a time when land was cheap. That was the time, too, when stores were few and far between. When the farmer wanted to make more money, he took out a patent for another hundred acres or so. The cross-roads store-keeper did not need to go after business—it came to him because it had nowhere else to go.

But that was another age in Canada's history. Nowadays, when the farmer wants to make more money, he studies how to make two bushels of corn grow where one grew before. And the merchant, with half a dozen competitors in a couple of blocks, goes after his business and gets it only when he goes after it hard enough.

Blamed the Weather.

Meanwhile the storekeeper, if a certain amount of business didn't come to him, blamed the location, the weather, or the bad crops.

Now, the merchant realizes that the success of his business depends largely—almost entirely—upon his own selling power. He must make two, three or four sales where one comes to him.

The salesmanship of to-day consists in selling to the customer more than he came to buy—and sending him away satisfied that his extra purchases are better business for him than for you.

Chicken Came Home.

It happened a winter ago. "Gimme a pound of coffee," remarked a customer. And then as the grocer handed down an advertised brand, "Do you mean to tell me," he queried, jocularly, "that they've got canned coffee now? Why, they're canning everything nowadays, aren't they?"

The grocer smiled.

"That they are," he returned. "Why, we can sell you chicken—chicken already cooked for you, with all the bones taken out, with the real chicken taste and guaranteed tender—cheaper than you can buy the uncooked bird on the city market."

"I'll try it if I ever get rich enough," remarked the customer, as he sauntered out with the coffee under his arm.

Customer Came Back.

That was in March. In the middle of June the self same customer dropped into the self same grocery.

"We're going down the river for a picnic," he remarked, "and I thought

some of that canned chicken you mentioned a while back would be just the thing for lunch."

The grocer whisked a can from the shelf in businesslike fashion.

"Going down in a launch?" he questioned. "Yes. A day on the water certainly gives you an appetite. It pays to take a nice lunch then. We sell lots if cooked meats to customers—corned beef, jellied hock, veal loaf, cooked ham. Most of them take two or three kinds, for sandwiches."

Selling Other Goods.

The customer decided to vary the chicken with some corned beef. By the time this was wrapped the grocer had impressed on him the added zest imparted by pickles—good quality pickles. He worked in a can of prepared mustard incidentally for sandwich purposes.

"I suppose you will have plenty of cake?" added the grocer. The man's recollection failed him, but he readily agreed that a pound of mixed biscuits would be a pleasant addition to the menu. A bit of suggestion many months back had brought the customer back for one item of his picnic lunch—and intelligent suggestion had added to this first sale several items more.

Topical grouping.

Salesmanship demands vision, just as much as does empire building. The man who, with his fancy picturing future farms and cities, throws two lines of steel across an unpeopled prairie, has, after all, very little on the man behind the counter who believes in his inmost heart that the man who buys one box of macaroni at thirteen cents will purchase two for a quarter and invest in some cheese as well. Each takes chances on missing the mark; and each makes better returns as a result of taking chances.

Topical Salesmanship.

"Topical salesmanship" is the term one dealer applies to his method of suggestion.

Mentally, he groups his goods, not according to price, but according to the uses to which customers put them. Instead of looking at each article individually, he co-relates them. He has his house-cleaning group, his pickling group, his preserving group, his light lunch group—and so on. The same article may be mentally classified in half

a dozen groups. That is non-essential. The gist of his scheme is that he trains himself to think of these articles in logical groups. Mention preserving, and in an instant he can call to mind, and deftly suggest to a customer, all the items necessary to the progress of strawberries from box to sealer.

Mental Kicks.

"Frequently," he declares, "a customer not helped out by suggestions from the grocer will forget some needful article, or will fail to think of something he would otherwise buy. He may order the article when he remembers, but in many cases he just administers a few mental kicks for his forgetfulness. My policy is to suggest to every customer at least one article in addition to that for which he first asks. I may call his attention to a new line of goods. Where he buys for a certain purpose, I take that as my cue and make suggestions along the same line. Suppose a housewife buys a broom in house-cleaning time. The chance is that she will respond to suggestions of furniture polish, sweeping compounds, and kindred house-cleaning accessories. In the preserving season, in booking an order for a crate of strawberries, I make a point to mention sealers, rubbers, sugar, spices for pickling, sealing wax—and suggest the experiment of canning pineapples when they're cheap."

An Advisory Capacity.

In carrying out this idea, remember just one thing. Crowd the idea of selling well into the background. Never importune the customer to buy. Make your suggestion in a purely advisory capacity, as though you were a self-constituted committee of one to attend to his comfort and welfare.

Many merchants adopt this advisory role, particularly toward customers of long standing. "I am solicitor general to your kitchen," declares one; and in that capacity he invites consultations from people who buy, and urges them to bring to him such little difficulties as may beset their grocery experiences. A personal relation is thus built up.

To suggest successfully, you must know; and to know you must study your business—and more than your business.

The Story of Tom Baggs.

Tom Baggs (I'll call him that because it isn't his real name) is one of

the best grocery salesmen I know of. He was a country boy when he started clerking in Thompson's store a few years ago. Tom was young, and possessed the usual modicum of ambition. He had a vague idea that he was there to learn the grocery business, and that eventually he might set up in business for himself. Between doing a thing in the line of duty and not doing it, he believed in doing; and that he did he instinctively preferred to do well.

In came a customer one day and slammed down fifteen cents for a cake of —. (That's as good a name as any for a scouring compound used for the finest class of metal work). Tom wrapped up the cake, and jolted the cash register.

The Garrulous One.

A garrulous lady arrived some hours later.

"Have you anything good for cleaning windows?" she enquired, in part.

pick up a cake of Cleno on the counter, Tom Baggs read on the wrapper the significant words: "Unexcelled for cleaning glass."

And, with that cake of Cleno a few feet away he had sent a customer to the drug store where, doubtless, the same article would be sold her.

"Only fifteen cents," some clerks would have commented, and then forgotten. But the petty incident jolted Tom Baggs from his every-day vague complacency on the subject of the grocery business, and set him thinking.

To Study Goods.

If he had known everything about the uses of Cleno, he would not have missed that sale. Logically, if he knew everything possible about every other item in stock, he would make many more sales through added ability to supply unnamed "somethings" for this purpose or that. He set himself to study the goods. To "know the goods" became



Better Go to a Drug Store for Something to Polish Windows.

"Mine are dirty and I want to make them shine. Soap and water take off the dirt, but soap and water don't make them bright."

Tom picked these nuggets of meaning out of a whole quartz mountain of words, to which he listened in a sort of bored way. On the spur of the moment he couldn't think of anything in stock that would make windows shine. "Better try a drug store," he suggested, politely; and Mrs. Garrulous went out.

Fifteen minutes later, happening to

for him an essential article of faith in his religion of grocerydom.

Household Affairs.

It was probably weeks afterwards that the chance remark by Mrs. Garrulous regarding the failure of soap and water to produce a shine recurred to him. He was at the moment full of the—new idea of "knowing the goods." The old woman's words, tossed up amid his thoughts one day like driftwood on the crest of a wave, struck him "all of a heap."

"Why did I never think of that before?" he demanded.

He had evolved a new philosophy of grocerydom: That the grocer existed to cater to the house-keeping department of every family. Yet how many grocery clerks knew anything of the processes of their mother's kitchens?

In Landlady's Kitchen.

How many, for that matter, knew that, while soap and water were good enough for washing windows, something additional was needed to make the panes glisten like the Koh-i-noor?

That was why Tom Baggs suddenly became deeply interested in his landlady's kitchen, and commenced to study household arrangements with a keen and observant eye.

His fellow clerks quickly noticed, too, that Tom never shirked the usually unwelcome task of waiting upon the garrulous old women who wanted to tell their whole experience while buying five cents worth of clothes pegs. And, if he was willing to place an old woman like Mrs. Garrulous on the same plane as bright little Mamie Reilly who attended dancing school, why, they were quite willing to let him do it. So, while the other clerks talked to Mamie Reilly, the bigger proportion of the housekeepers—women who had, some of them, decades of household experience behind them and were past masters in the art—fell to Tom's lot. He listened to them with a patient attention that won for him a reputation as a remarkably polite young man. Further, he amassed much information in regard to housekeeping.

The Dreary Menu.

Amid this information he discovered some common weaknesses in housekeeping. The bane of the average home, he speedily learned, was a dreary sameness in the menu. The average woman knew a limited number of dishes—her repertoire of puddings ran to six or seven—and these she repeated at almost set intervals. "Drive any man to drink," mused Baggs.

As the outcome of much thought he suggested to the proprietor a "Broaden Your Menu" advertising campaign. The advertising talks dilated on the charm of a varied menu to the man of the house, the fact that the most successful wives were those who could always produce a dainty surprise at dinner—and so on. Each advertisement embodied a recipe for some attractive dish calling for one or more ingredients whose ordinary sale didn't class them as staples. Later, a recipe book embodying the entire list was issued by the store. The campaign cost money; but it boosted the sale of many articles generally regarded as mere side-lines, without cutting into the staple to any appreciable extent.

The Value of System in the Stock Room

Being Just a Word or Two on The Folly of Having Order in Every Other Part of the Establishment and Chaos There—A Place for Everything and Have Everything in its Place—Some Suggestions.

By Henri R. Daniels, Dresden, Ont.

SOME night when you have taken the printed slip from your time-checking, total adding, clerk watching, customer-recording, cash register and, perhaps, assured yourself that system was a good thing, step out into the storeroom and ask yourself a few questions. Honest, now do you think you could tell just exactly what you have in that heaped up, tossed together litter of bags, boxes, barrels, fish kegs and dear knows what all? And don't you think that it would be worth something if you could tell at a glance just what you had?

Just Pure Guesswork.

There are premium oats, and salmon, and matches, because you can see the labeled ends of the packages; you feel reasonably certain that some of those bags contain oyster shell, and there ought to be a sack of rice somewhere: but all this is pure guesswork. Why! you could call in the first passerby, and he could give you as much information. What you want, and what you must have, if you are going to succeed, is that comprehensive grasp of the thousand and one little details of the art of buying and selling that will enable you to put your hand at a moment's notice upon any article in the store.

To Prevent Overstocking.

Perhaps a little more system in the stockroom, a little more care exercised in arrangement, would have prevented an occasional bit of overstocking, an occasional loss of perishable goods? You were surprised the other day when Atkins, your head clerk, unearthed that package of spoiled haddies. Then, too, there was that unfortunate little incident which cost you Mrs. B——'s trade, because the yeast cakes she had purchased at your store had lost their strength. All this and much more comes crowding in upon you, and now that you are interested, I shall try to indicate briefly a few ideas which we have found helpful in maintaining some show of order in the stockroom.

Everything in Its Place.

Never take a package from the carter and rush to put it in the most convenient place. This is very easy at the time, but soon results in chaos. Keep a clean space about the doors for the temporary placing of newly-arrived goods, and leave them there until some of the staff

have time to remove each package to its correct place.

Classify all case goods wherever possible. With the small stuff, such as bluing, yeast cakes, etc., this cannot be done; so do the next best thing; group these articles, and allot them a certain corner.

For Bags and Brooms.

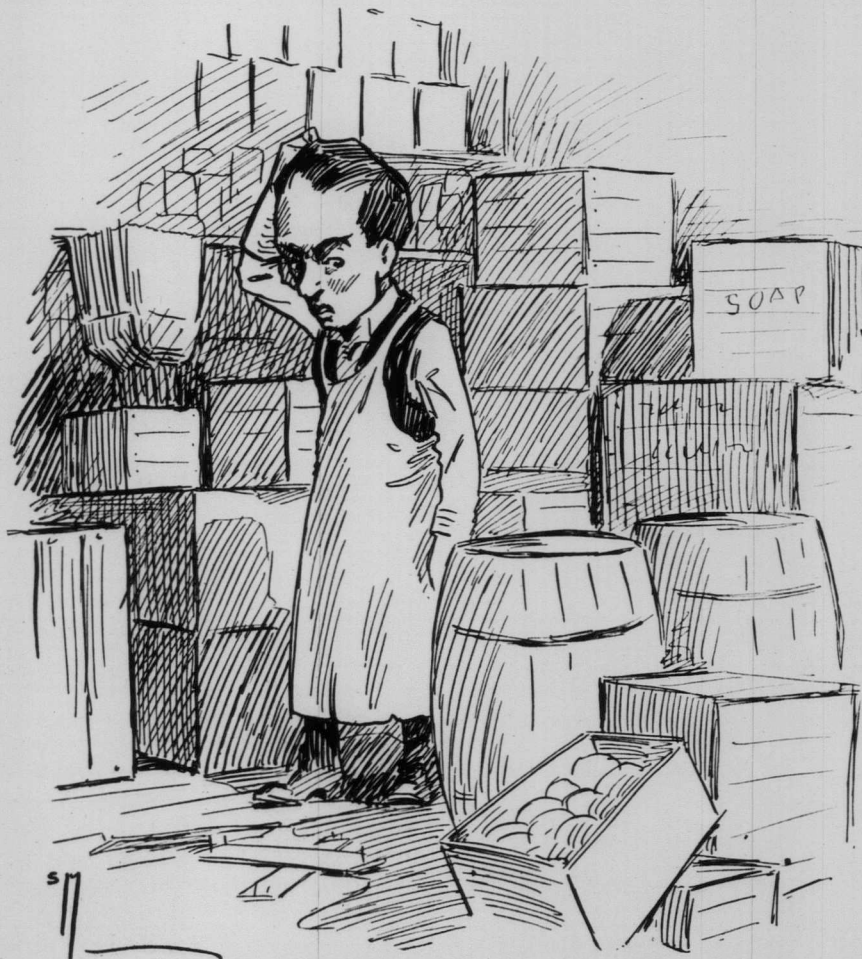
For paper bags construct a shelf about 7 ft. long x 18 in. wide, and 4½ ft. from the floor. Make cardboard tickets, showing size of bags, and tack these along edge of shelf. This will be one of the handiest features of your storeroom, and well worth the little time required to build it. For brooms we use racks attached to the wall at a height of eight feet. These are simply parallel slats about 2 in. apart and long enough to contain one dozen brooms.

Some Suggestions.

Most grocers are compelled to economize space. This can be achieved by a little study of the stock, and helps to prevent confusion. For flour, a table formed by laying inch boards on empty packing cases will be found a great convenience. The sides may be knocked out of the packing cases and the space underneath utilized as storage room. The above hints are but a few of many that may be worked out with very satisfactory results, and besides adding greatly to the efficiency of the store, means a positive saving in time and labor.

Those merchants who intend to make plants a specialty this year should be started by now. This can be made a profitable side line by proper methods and also serves to attract trade.

The store is judged by its appearance and with the opening of spring the grocer should make any needed improvements. The delivery wagon should not be forgotten in the general spring clean up.



Wherever Did We Put That Box of Yeast?

Practical Methods in Retail Stores

Fredericton Dealer Who Finds It Good to Render Praise Where It is Due—Winnipegger's Provision Methods — Department Store System—Bag Holder Saves Time and Money For Regina Merchant—Toronto Man Who Considers Refrigerator an Absolute Necessity.

Bag Holder Saves Time and Money.

Regina, Sask., May 18.—A local grocer is satisfied that he made a good investment when he purchased his bag holder. In speaking of it recently he said: "For a number of years, I had no regular bag holder, I would leave the bags of all sizes on the counters, show cases and other places. The result was that I could never find the required size without a great deal of trouble, and quantities of them were constantly being tossed on the floor and destroyed. I purchased a bag holder and it has paid for itself several times over. The bags are always kept in first class shape, none are destroyed, while the saving in having the required size on hand is a great deal, while the convenience has also to be considered."

Refrigerator a Necessity.

Toronto, May 18.—"A refrigerator is not only needed in the grocery store, it is an absolute necessity," said Wm. Miller, a grocer, on Yonge St. "The grocer who tries to get along without one is pursuing a course of false economy. It is one of the things that the grocer has to have. Without it he can not hope to have his perishable goods in good condition, and without right goods he cannot hope for a continuance of trade. The amount he saves from goods that would otherwise spoil is a big item but the most important is supplying customers with goods in the best condition. It pays the dealer to purchase a good refrigerator, even if he has to pay a little more, for the amount of ice that a good refrigerator will save will soon make up for the extra cost. Besides a good refrigerator will hold in the cold air while a poor one will allow a good deal of it to escape."

Believes in Harmony.

Summerside, P.E.I., May 18.—A local grocer believes that good-will should exist among the merchants in every community. In speaking of this recently he said; "Business men could do much to benefit themselves if they would only work together in the interest of the business which they are following instead of continually knocking each other as is usual. Now, the grocers in this community work pretty well together, which is to the advantage of all concerned. If my competitor across the street advertises a sale of canned

goods, I do not do the same and cut prices away down so that neither of us is making any money. When he is conducting a canned goods special I turn my attention to some other line, such as dried fruits, so that the efforts of both of us bring results not only in sales, but in the amount of profit."

Advertising Scrap Book.

Vancouver, B.C., May 18.—A local merchant keeps what he calls an "advertising scrap book." It is just an ordinary book on the front of which is inscribed: "We handle all the high grade goods." In the inside is pasted cut-out advertisements from magazines and newspapers showing goods which he carries in stock.

In speaking of it he said: "I believe there is nothing like dealer and manufacturer working together, and of the merchant taking full advantage of the manufacturer's advertising. The book is placed on the counter and a customer while waiting just naturally picks it up and looks it over. There she will find that we carry goods which she has seen advertised in the magazines and perhaps which she had thought of sending for. At any rate it should be of as much value as a book that you had printed yourself."

In Selling Provisions.

Winnipeg, May 18.—"I always try to display a piece of ham or bacon in such a manner that it would fairly make the passerby's mouth water for a meal off that particular piece," said a provision man recently. "That is the way to appeal to your customers in order to make sales, in my opinion. Attractive presentation so as to appeal to the eye and palate of the public is the big asset in promoting the sale of provisions." The first essential is that it be displayed prominently, and therefore it is wise to have the provision counter situated where the goods will be brought most frequently under the customer's eye. Arrange the goods so that the customer will be impressed, and if they do not buy at the time, they will know where to go when they do wish to purchase.

"The appearance of a plain whole ham or roll on a counter does not particularly appeal to a customer's appetite.

It might make a sale if the customer had intended to purchase, but the idea of the dealer is to work on the customer's appetite so as to make them purchase. Now instead of showing a whole roll or side on a counter, I cut it in two, lay the two pieces on a platter, place some lettuce or other green goods alongside and it presents a very appetizing appearance."

Watching for Pick-Ups.

Montreal May 78.—A business in order to be successful must show a profit in every department, which is only possible by proper attention to each department by those in charge. One of the large departmental stores in this city recognize that fact and the system is such that each department must look carefully after the profits in their part of the business. In these large stores a large quantity of goods is "picked up" and clerks have to be on the alert or the thefts would cut down the profits in the department, for which they are responsible. Detectives are employed to watch for light-fingered individuals who sometimes make a visit. If they secure any goods off these people, the department from which it is taken are obliged to buy them back, so that each time this happens, it makes a decrease in the balance of profit that the department would otherwise show. If, however, any clerk of a department detects someone in the act of taking goods, and notifies a detective they are handed back to the department. In this way clerks are given a good reason to keep a sharp look out that articles may not be taken.

Praise Where Praise is Due.

Fredericton, N.B., May 18.—"If window trimmers in many stores received more encouragement from the merchant in their work," remarked a dealer yesterday, "they would put forth more efforts in this direction. Some merchants withhold praise even for an exceptional good trim, fearing that the employe may form an exalted opinion of his work. I know from experience that when a trimmer receives some recognition of this good work he puts more brain work into the details the next time, to produce something even better. If he finds that the boss seems to pay no attention to it, whether it be good or bad, he will likely drift and take little pains in fixing it. The boss should at least take a great deal of interest in the window, which is one of the greatest selling mediums, and should encourage the window dresser to make it as valuable as possible."

Latest Review of Grocery Markets

Trade Seems Satisfactory—Sugar Sales Not Brisk—Raws Steady—Dried Fruits Strong—Big Sale of Tomatoes to Canadian Jobbers Reported From Baltimore—Canadian Sardines Reported Down 50 Cents per Case—Teas are Strong—Review of Manitoba Trade for Year—Optimistic Feeling Prevails Throughout the West.

See also Provisions, Cereals and Fruit Pages Following.

QUEBEC MARKETS

POINTERS—

Canadian Sardines—Down 50c.

Dried Fruits—Firmer.

Canned Tomatoes—Stronger.

Montreal, May 18.—So Canadian jobbers have to go into the United States market for canned tomatoes! A report in another column of this issue announces a recent purchase of 30,000 cases of canned tomatoes to Canadian jobbers, the story emanating from Baltimore. This report at least substantiates the statements given out by the canners last year when they announced a short pack to the trade. More than one grocer was inclined to think otherwise. Jobbers have been telling from week to week about reduced stocks, until some were practically cleaned out. Others had bought more heavily and were in a better position. Therefore, an announcement to the effect that jobbers have had to go out of the country does not come as a great surprise to those who have followed the markets. It may not have been expected as soon as this.

A city traveler for one of the large wholesale houses here states that the high price of dried fruits is cutting down business almost to a minimum. "The trade I call on are doing hand-to-mouth business. Grocers," he said, "admit to me that they only want sufficient goods to say that they have a stock. Raisins, prunes, dried apples, apricots, these are the lines in which the effect is most noticeable. Men who used to have appreciable weekly sales of all these lines are practically without any goods now. They ask for but one box of raisins and so on. The price has proved prohibitive to their customers, and they do not care to handle goods that may hang on their hands." This traveler is of the opinion that this price-soaring, if long continued, will give the dried fruit business a hard blow.

Among the articles received from across the seas this week were pickles, arrowroot, canned herring, pineapples (canned), starch from England; gin Holland; light table wines, brandies and canned vegetables from France; wines from Sicily, and also from Spain. Ale, of course, formed part of the cargoes from Great Britain.

Canadian sardines are reported down 50c a case, from \$4 to \$3.50.

The market continues steady, with demand quite satisfactory. Failures this year have been comparatively few. The City of Montreal does not show conditions as satisfactory as those in the surrounding country. It is claimed by those who have followed the market for years that following a winter of light snow-fall there is a tightness in the city. Collections among a particular class class have not been as good as they might be and, of course, the grocers catering to them have to wait until the money comes in. With not a few of the smaller grocers in the city conditions are rather pressing, but the summer is opening up well and this little stringency should soon pass. In the new districts grocers are opening up every week. The wholesale trade express satisfaction with the situation and they may be taken as an accurate criterion.

Sugar—The market here is steady and unchanged. Enquiries are encouraging in number, but there is no special feature to the trade.

A recent report on sugar conditions says: "It would seem that sugar prices have been advanced all they can be on developments in regard to the production. If we are to have higher values they will come because of an improved demand. A constantly growing demand for refined can be counted upon. We are at the outset of the season of greatest consumption. That should keep prices steady. There are sufficient supplies on hand to meet an ordinary consumption. But the fruit crops promise well, the refiners are carrying many thousands of tons less sugar than they had a year ago, the rapid advance and the demand they have had to supply preventing them accumulating a surplus, and with good trade ahead during the next four months the market should be steady enough with a good chance of bringing prices up nearer the European level."

Granulated, bag	4 60
" 30-lb. bags	4 70
" Imperial	4 45
" Beaver	4 45
Paris lupin, boxes, 100 lbs.	5 50
" " 50 lbs.	5 50
" " 25 lbs.	5 60
Red Seal, in cartons, each	5 35
Crystal diamonds, bbls.	5 30
" " 100 lb. boxes	5 40
" " 50 lb. "	5 50
" " 25 lb. "	5 70
" " 5 lb. cartons, each	5 75

Crystal Diamond Dominoes, 5-lb. cartons, each	0 37 1/2
Espe ground, bbls.	5 05
" " 50-lb. boxes	5 15
" " "	5 45
Powdered, bbls.	4 85
" " 50-lb. boxes	5 05
Phoenix	4 60
Right coffee	4 55
No. 1 yellow	4 35
No. 2 "	4 35
No. 3 "	4 20
Bbls. granulated yellow may be had at 5c. above bag prices.	

Syrups and Molasses—Jobbers are delivering molasses this week. The market is unchanged, both in molasses and syrups.

Molasses, to arrive, car load lots	0 28	0 29 1/2
Fancy Barbadoes molasses, puncheons	0 31	0 33
" " barrels	0 34	0 36
" " half-barrels	0 36	0 38
Choice Barbadoes molasses, puncheons	0 31	0 33
" " barrels	0 34	0 36
" " half-barrels	0 36	0 38
New Orleans	0 25	0 26
Antigua	0 20	
Porto Rico	0 20	
Corn syrups, bbls.	0 65 1/2	0 65 1/2
" " "	0 65 1/2	0 65 1/2
" " 35-lb. pails	1 70	
" " 25-lb. pails	1 30	
Cases, 2-lb. tins, 2 doz. per case	2 25	
" 5-lb. " 1 doz. "	2 60	
" 10-lb. " 1 doz. "	2 50	
" 30-lb. " 1 doz. "	2 45	

Dried Fruits—The market loses none of the strength that has been mentioned heretofore. The situation seems to be growing tenser every week. Prices are certainly following that course and the exact character of the situation may be judged by statements to the effect that the big wholesale houses admit shortages of this line and other exhausted. Not that dried fruits are off the market, but the present situation is so strongly the combination of short spots and uncertain futures that there is nothing but firmness to the market, and it will likely continue so for some time.

A recent letter from Patras is to the effect that about 14,000 tons of currants suitable for export remain in the country. Up to the end of March the total exportations amounted to 102,000 tons, being 28,000 tons short of last year's total exports. From these figures and from the fact that the new crop does not come on the market for months yet the real significance of the situation will be apparent. Recent reports from the Mediterranean district report frosts, which have done serious harm to the nut, raisin and currant crops.

Evaporated apricots	0 19	0 21
Evaporated apples	0 14 1/2	0 16
Evaporated peaches	0 11	0 12 1/2
Currants, fine filistras, per lb., not cleaned	0 07 1/2	0 07 1/2
" " 1 lb. packages, fine filistras, cleaned	0 08	0 08 1/2
" " Patras, per lb.	0 08 1/2	0 09
" " Vostizma, per lb.	0 08 1/2	0 09
Dates	0 05 1/2	0 06
Figs	0 11	
Figs, 2 crown	0 08	0 08 1/2
Figs, 4 crown	0 09	0 10
Figs, 6 crown	0 11	0 12
Figs, 8 crown	0 10	0 11

THE CANADIAN GROCER

be better, according to report. "Good in spots," remarked one dealer.

Sugar.—The sugar market is stationary. Raws, while they have made little headway over a week ago, are steady and barring any unfavorable news from the primary points, will probably continue strong. The estimates of the total Cuban yield still differ considerably.

Extra granulated, bags.....	4 70
" " 50 lb. bags.....	4 80
Imperial granulated.....	4 50
Beaver granulated.....	4 30
Yellow, bags.....	4 30
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, bris.....	5 10
" " 50-lb. boxes.....	5 30
" " 25-lb. boxes.....	5 40
Powdered, bris.....	4 90
" " 50-lb. boxes.....	4 90
" " 25-lb. boxes.....	5 30
Red Seal, cwt.....	7 10
St. Lawrence Crystal Diamonds.....	7 50
Paris lumps, in 100-lb. boxes.....	5 60
" " in 50-lb. ".....	5 70
" " in 25-lb. ".....	5 90

Syrup and Molasses.—The coming of warmer weather generally means a slackness in the corn syrup trade, but business is reported as quite satisfactory for the season. Maple syrup is also receiving attention. Molasses is inclined to quietness on this market. Barbadoes reports that the total of the crop this year will be about the same as last year and that the amount to be exported is growing gradually smaller.

Runs—	Per case	Maple Syrup—	Gallons, 6 to case.....	4 80
2 lb. tins, 2 doz.....	2 25	" " 12 ".....	" " 12 ".....	4 40
" " in case.....	2 25	Quarts, 24 ".....	" " 24 ".....	4 40
5 lb. tins, 1 doz.....	2 60	Pints, 24 ".....	" " 24 ".....	3 00
" " in case.....	2 60	Molasses—		
10 lb. tins, 1 doz.....	2 50	New Orleans,		
" " in case.....	2 50	medium.....	0 30	0 25
20 lb. tins, 1 doz.....	2 45	New Orleans,		
" " in case.....	2 45	bbles.....	0 25	0 25
Barrels, per lb.....	0 03 1/2	Barbadoes, extra		
Half barrels, lb.....	0 03 1/2	fine.....	0 45	
Quarter ".....	0 03 1/2	Porto Rico.....	0 45	0 30
Quart ".....	1 70	Venezuela.....	0 30	
Pails 2 1/2 lbs. ea.....	1 20			

Dried Fruits.—Raisins, especially seeded, are firm at the advance noted last week, while the condition of supplies in both prunes and evaporated apples are well known by the dealer. It has been pointed out before that the scarcity of prunes and evaporated apples had thrown the weight of demand on peaches, and that these would likely rule firm. It now looks as if this would be the case. Although the crop last year was comparatively larger than many other lines of dried fruits, these goods seem to be getting into rather small supply, and should bear attention. Holders of currants in the primary markets are not disposed to make any concessions in regard to price and that fruit continues in its firm position. Trade in the different lines, considering the high prices, is quite good.

Prunes—		
30 to 40, in 25-lb. boxes.....	0 17	
40 to 50 " ".....	0 16 1/2	
50 to 60 " ".....	0 12 1/2	
80 to 100 " ".....	0 12	
Same fruit in 50-lb. boxes 1/2 cent less.		
Apricots—		
Choice, 25 lb boxes.....	0 18 1/2	0 20
Flavor.....	0 20	0 22
Candied Peels—		
Lemon.....	0 09	0 11
Orange.....	0 10	0 12 1/2
Citron.....	0 15	0 17
Figs—		
Blanes, per lb.....	2 1/2	" " 0 11 1/2
1 1/2 inches.....	0 08	0 10
2 ".....	0 08 1/2	0 10 1/2
2 1/2 ".....	0 09 1/2	0 11 1/2
Umbrella boxes.....	0 12	0 14
Tapioca, ".....	0 04	0 04 1/2
Bag figs.....	0 04 1/2	0 04
Dried peaches.....	0 12	0 12 1/2
Dried apples.....	0 08	0 09 1/2

Evaporated apples.....	0 15	
Currants.....	0 15	
Fine Filberts.....	0 07 1/2	0 08
Patras.....	0 08	0 08 1/2
Uncleaned 1/2 cent less		
Balans—		
Balans, fancy.....	0 10	0 12
" " extra fancy.....	0 11	0 13
" " Valencia selected.....	0 14	0 16
Seeded, 1 lb packets, fancy.....	0 08	0 08 1/2
" " 16 oz. packets, choice.....	0 09	0 09 1/2
Dates.....	0 05	
Halloweens—		
Full boxes.....	0 05 1/2	0 05 1/2
Sails.....	0 05	
Package dates, per 1 lb.....	0 06 1/2	0 06 1/2
Fards choicest.....	0 10	0 10 1/2

Tea.—Teas, especially Ceylon, which has a large consumption in Canada, are firm. While the Japanese ruling has not as yet had any effect, still it has helped in creating a firmness generally in tea. The new Japanese crop is opening and cables so far have been higher, but the general situation, it is said, cannot be based on these early reports which may not reflect the true condition of the crop as a whole.

Coffee.—Prices on the local market are steady and unchanged with trade fairly active.

Rio, roasted.....	0 18	0 20	Mocha, roasted.....	0 25	0 28
Green Rio.....	0 15	0 16	Java, roasted.....	0 27	0 28
Banco, roasted.....	0 22	0 23	Mexican.....	0 25	
Marosiba.....	0 23	0 24	Guatemala.....	0 22	0 24
Bogotas.....	0 23	0 25	Jamaica.....	0 20	0 22
			Chicory.....	0 12	

Rice and Tapioca.—Tapioca is steady at the higher prices quoted last week, which seem to be well warranted by the condition of the primary markets. Sago is also firm. The primary market in rice is rather unsettled. Local trade is only normal.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal.....	3 00
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Rice, stand B.....	0 03 1/2	0 03 1/2	Sago, medium brown.....	0 05 1/2	0 06
Rangoon.....	0 03 1/2	0 03 1/2	Tapioca—		
Patras.....	0 05 1/2	0 06 1/2	Bullet, double		
Japan.....	0 04 1/2	0 06	goat.....	0 08	
Java.....	0 06	0 07	Medium pearl.....	0 06	0 06 1/2
Carolina.....	0 10	0 11	Flake.....	0 08	0 08 1/2
			Seed.....	0 06	0 06 1/2

Spices.—Trade continues normal for this season of the year. The market taken generally is strong. Cloves are firm, as are also peppers, while allspice, ginger, mace and nutmegs are steady at present quotations. It will be some time before the yearly increase in trade begins to be felt, but dealers are apparently satisfied with the business being transacted now.

Allspice.....	Bbls.	0 14	0 15	0 17	0 75	0 80
Cinnamon.....	0 24	0 25	0 27	0 20	0 90	
Cayenne pepper.....	0 23	0 24	0 26	0 20	0 90	
Cloves.....	0 24	0 25	0 27	0 20	0 90	
Cream tartar.....	0 25	0 26	0 28	0 20		
Curry powder.....			0 25			
Ginger.....	0 22	0 24	0 26	0 20	0 90	
Mace.....			0 20		0 75	
Nutmegs.....			0 30		1 00	
Pepper, black.....	0 18	0 16	0 17 1/2	0 75	0 90	
Pepper, white.....	0 24	0 25	0 26 1/2	1 00	1 10	
Paslay spice.....	0 23	0 24	0 26	0 80	0 90	
Pickling spice.....	0 15	0 16	0 18	0 75	0 75	
Turmeric.....			0 15			
Mustard seed, per lb. in bulk.....					0 12	
Celery seed, per lb. in bulk.....					0 20	

Nuts.—Prices are steady at the slightly higher prices noted last week. Brazils are holding steady at present quotations. Trade is normal for the season of the year, some houses reporting a brisk demand for shelled varieties.

Almonds, Formigetta.....	0 15	0 16
" Tarragona.....	0 16	
" shelled.....	0 35	0 38
Walnuts, Grenoble.....	0 15 1/2	0 16
" Bordeaux.....	0 14	0 15
" Marbois.....	0 15	0 16 1/2
" shelled.....	0 33	0 40
Filberts.....	0 12	0 12 1/2
Pecans.....	0 18	0 20 1/2
Brazils (new crop).....	0 16	0 18
Peanuts, roasted.....	0 10	0 12 1/2

Beans.—The situation in beans is practically unchanged,—prices for the best quality being quite steady.

Prime beans, per bushel.....	1 90	2 10
Hand picked beans, per bushel.....	2 10	2 25

Olive Oil.—The Wine and Food Export Journal of France, says of olive oil: "The manufacture of 'extra' olive oil has not increased to any great extent. The present temperature is doing a great deal of good to the olive orchards and the remainder of the crop will doubtless allow of a greater amount of the superior oils, quotations for which are still firm, the only easiness in prices being in those for quite secondary oils."

MANITOBA MARKETS

Winnipeg, May 18.—Perhaps no better illustration of the progress of the entire west, and the general optimistic feeling prevailing could be given than a review of the western grocery trade, for the twelve months preceding this date. In every line of groceries the history has been one of steady advance in the volume of business transacted, from month to month during this period. Money has been fairly plentiful and all the wholesale houses have been, and are very optimistic regarding the progress of the west, and the chances of a good crop this year. Prices prevailing in many of the lines have been considerably higher than last year, and while wholesalers have by no means been lenient with the retailers they have not pushed delinquents too hard.

Optimism is the great factor in the up-building of the west, and this is noticeable on every hand. Last year in spite of the fact that considerably increased stocks were obtained the majority of the lines were underestimated rather than overestimated, with the result that this spring buyers were on the general scurry to replenish stocks, that under normal trade conditions would have lasted the entire season.

Dried Fruits.—The dried fruit situation this year was an entirely unique one, and one that is not likely to occur for many years to come. Prices prevailing throughout the entire year have been extremely high, various unavoidable circumstances having controlled conditions. At the commencement of the season, prices were moderately low, and the majority of the buyers went in for limited supplies. This was done in the face of a fairly light crop, but which under normal crop conditions in other countries would have been quite sufficient for the home demand. A world

DID IT PAY?

Are You Going to be Stung Again?

Mr. Retail Grocer:—

Don't you remember the time when your shelves were full of shop-worn and unsalable Breakfast Foods? Are you going to permit the same thing to be repeated?

There is a smooth salesman coming around to see you. Maybe he has called already.

He is a generous, big-hearted cuss.

He is going to give you a present of a case of goods, or else a generous rebate, which amounts to the same thing.

All that he wants you to do is to buy two or three times the amount of Breakfast Food that you need.

Not very good business is it?

The bright Grocer fully understands that when he stocks **KELLOGG'S TOASTED CORN FLAKES**, he is sure of a clean, steady sale of the goods, a nice clear profit of over twenty-six per cent.—in addition to the unique Coupon Deal, and absolutely no stale, unsalable goods left on hand.

Why then bother with imitations?

Handle and push the only genuine
TOASTED CORN FLAKES—KELLOGG'S

MADE AT LONDON, CANADA

changes in the
extra standard
at \$4.75, Un-
bright yellow

for pork pro-
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k, clear bbl..... 23 00
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atoes, bbl..... 2 75
ons, Egyptian
r lb..... 0 03
muda, crate..... 2 00
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i, bag..... 1 40
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case, twin, new... 0 14
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G TO.

men in the world
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is in demand.

How Clerk Won Through to Independence

Story of Boy Who Was Rewarded by Clerkship for Earnest Endeavor to Sell Goods While on the Round—Luck and Laziness Not to Go Together—The Taking Into Partnership — The Fire—Persistence Wins Big Reward.

By One Who Was One

"LUCK and laziness do not go together. The man who climbs must prove himself and know when to grasp his opportunities. The best advice to a young man is old and simple. Let him get knowledge and understanding. Let him determine to make the most of himself by doing to the best of his power such useful work as comes his way. There are no new recipes for success in life."

Such is the advice given to him who would attain greater things, by James J. Hill, the railroad man, who controls 20,000 miles of railroad in the United States and Canada, and who made his start in life behind the grocery counter in a small Canadian village.

Born in a log house at Rockwood, seven miles east of Guelph, Ontario, young Hill at the age of fourteen, owing to the death of his father, was forced to give up school and help support his mother and her six children. He secured a position in the village grocery store. His pay was one dollar a week. However in his first position he proved his worth and his salary was raised to three dollars a week.

We cannot all be James Hills. Opportunities presented to him and which he grasped are such that we cannot hope for. But we can, by following along similar lines, attain much greater success in life than will be ours if we are content to but drift along through life without any definite object in view.

To the young man who is willing to apply himself diligently to the work, the grocery business offers as good a chance as any other commercial endeavor. The young man who shows industry and determination will not long stand on the bottom rung of the ladder. He must first of all have the ambition to mount to heights above, but where is there a young man who has not? In the grocery business, even the youngest delivery boy has dreams of the day when he will be manager or owner of a business. Every boy builds these castles in his youth but it is only the ones with determination who ever reach those dreams in reality.

Hills of Incessant Labor.

How then may the young man in the grocery business hope to succeed? By giving careful study to the business in which he is engaged, by making a study of his goods, methods of salesmanship, and methods of management, but above all by having a determination to prove his worth. Some day he will look back

with satisfaction upon the steep path up which he has traveled.

The road to success in the grocery business as in any other walk of life leads up over the hills of incessant labor and down through the valley of obstacles, but constant application and endeavor will in the end lead the ambitious youth to the position he desires. Rome was not built in a day, and the young man in the grocery business cannot expect to achieve great things in a short time. But he should remember



Cultivating a Business.

that others before him have succeeded, and that there are excellent chances for him to do as they did.

Another incentive to the clerk in this country is the fact that all our leading merchants are self-made men. They are those who have by diligent application raised themselves from the ranks. Scores of business men could be mentioned in this country who once stood behind the grocery counter in the position of the clerk, and many of them did not even have the advantages that most clerks of to-day have. But they have succeeded and you can do the same.

"That man started to work for me just 15 years ago as delivery boy," said a merchant the other day, referring to a man who is now proprietor of three stores and with bright prospects ahead.

"I have been greatly interested in him and have been closely watching his steady advance."

Started Pretty Small.

"I remember he started in with me at \$2.00 per week and from the first showed his ability and determination. He was very careful in his delivering, seeing that every parcel was put down at the customer's home in proper condition. But what impressed me most at the

first were his attempts to get business. When he was out delivering, he often used to get quite large orders, which other boys had never tried to secure, as they figured they would have to deliver them again and had no particular liking for it as it was done by means of a push cart. However, he was different and had not been with me long until I recognized his value in selling goods and promoted him to clerkship. He made friends quickly and was on intimate terms with all the customers. He had ideas of his own and was constantly bringing out some new method of getting business.

"The first spring business got very dull and for a time he kept busy dusting and cleaning until everything was perfect. He then conceived the idea of going out and hunting up business. Having received my consent, he started out, and succeeded in keeping trade quite brisk. He stayed with me four years and by that time knew the business as well as I did, and was just as much concerned about the amount of business and profit.

Offered Partnership.

"He went to a little larger town and entered the employ of a grocer there. He clerked for him over a year and then the grocer recognizing his ability offered him a partnership. There was a total of \$2,400 in the store, and while he had saved \$800, he did not like to take a third interest, so he came to me and I made him a loan of \$400, so that he could get a half interest in the business. For security he gave me a mortgage on his portion of the stock. In three years the two had moved into larger quarters and considerably increased their stock and volume of business. His partner at this time was offered a government position and so the young man had the chance of taking over the business himself which he was able to do with the money he had saved.

Burnt Out.

"A good manager and salesman and with a thorough grounding, now with the reins in his own hands, things began to look bright. However, there are obstacles which every man runs against and about a year after taking over the business he was burnt out, and though he carried insurance, it did not completely cover his loss.

"He was not discouraged though, the reverse seemingly serving to make him put forth still greater efforts. He opened up again in another district where competition was keen. He saw that if he were to succeed, he must have some feature, so he opened up an ice cream parlor in connection with his store and the two combined boomed trade for him. He had soon regained the ground lost by the fire

SPECIALS

STRAWBERRIES

"MONARCH" BRAND IN HEAVY SYRUP

Sanitary Cans - - - \$1.40 per doz.

ONLY FIVE CASES TO ANY ONE BUYER

APPLES

FINEST QUALITY

3s. - - - \$1.20 per doz.

DRIED FRUITS

Nonpareil, Choice Peaches	25s.	-	12
" "	50s.	-	11 1/2
Evaporated Apples	50s.	-	15
Comadre Figs	-	-	3 3/4
Natural	28s.	-	3 3/4
Monarch Fancy Seeded Raisins	-	-	8 3/4
Floresca	"	-	8 1/4
Jay Ef Choice	"	-	7 3/4
Easter Lily, Choice Seeded Raisins	-	-	8
Payne's Selected Layer Valencias	-	-	6
Luscious Seedless Muscatels	50s.	-	7 1/2
Apricots, Choice	25s.	-	17
" "	50s.	-	16 1/2
" Fancy	25s.	-	18

H. P. ECKARDT & CO.

Wholesale Grocers

Cor Front and Scott Streets :: TORONTO

The Latest News From Trade Centres

FOREST CITY NEWS.

London Retail Grocers' Association to Have Moonlight Excursion.

London, May 18.—At a meeting of the Retail Grocers' Association, held in their hall last Tuesday evening, it was decided to run a moonlight excursion on June 7th. They have chartered the steamer "Forest City" for a two hours' sail on Lake Erie, and have also engaged an orchestra for dancing. No doubt a large number of the clerks and their lady friends will enjoy this part of the program.

The matter of the annual excursion was left over for a special meeting to be called by the president.

A resolution of condolence with the widow of the late J. A. Tucker was passed and order to be spread on the minute book; a beautiful floral wreath was sent by the association. The President, Mr. Norman McLeod, Vice-Pres. G. B. Drake, and Treas. Thos. Shaw, represented the association at the funeral. Mr. Tucker was a valued member of the association ever since its inception and he will be greatly missed. He leaves a wife and two young sons, to mourn his loss.

PAID RENT WITH NAIL-PULLER.

Retired Grocer Recalls Old Time Economies.

St. Louis, U.S.A., May 18.—"When I was in the grocery business," said John Mischel, retired grocer of this city, "I paid my rent by using a nail puller. I did it by saving all the boxes and barrels and selling them at the end of the month or so. I could sell them at a good profit because I did not take a hammer or hatchet and knock the heads in or rip off the lids, but because I used a nail puller and extracted the nails in the right way, without injuring the heads or lids."

"Success in the grocery business," he continued, "comes from watching the business end and taking care of the little things. You have to watch the business if you want to make money.

"I always counted the fish I got and always counted the pickles too. I often found shortages in both, and saved money by doing it. Many grocers fail because they do not watch these 'little things.'"

SELLING POWER OF A WINDOW.

Montreal Dealer Clears Out a Line of Figs.

Montreal, May 18.—The selling power of a window was well exemplified on

Saturday in the grocery store of John Robertson & Son, St. Catherine Street, West. A special sale of figs was put on for the purpose of clearing out a stock the house decided to get rid of. The figs in boxes were given a prominent portion of the window, and a show card placed beside it. The announcement not only included the price but also a reference to the quality of the fruit. The price was reduced to half the usual figure, a fact that was not overlooked by the public. The result was a sale of between 300 and 400 boxes during the one day. It was learned that on a former occasion a special sale of that kind resulted in a sale of about 700 boxes. Of course the price was an allurements but the card was invaluable.

FINES FOR LAW-BREAKERS.

St. John Council Makes Early Closing Compulsory.

St. John, N.B., May 18.—For several years past in this city, it has been the custom among the retail grocers to close their places of business each evening at 7 o'clock, with the exception of Saturdays or nights before holidays, when the closing hour was generally extended three or four hours. In years gone by this rule has been abided by only through the honor of those engaged in the business, that is, the grocers kept their word to close at 7 p.m., although they were not compelled to do so.

At a meeting of the municipal council this week, however, it was decided to proclaim early closing as law, and to subject merchants in all branches of trade to a fine of \$40 for closing later than the stated hour of 7 o'clock, except on Saturdays or evenings before holidays. Of course this law will make but little difference with the grocers, other than that they will now be compelled to close early, whereas formerly, they did so voluntarily. The law will probably become effective about the first of June.

FIRST USED WAGON IN ST. JOHN.

St. John, N.B., May 18.—A. S. Sprague, who has conducted a grocery store in Main street, for thirty years at the same stand, has sold out his business to Messrs. Robinson. Mr. Sprague has been very successful since starting in business with the late John Souther, thirty years ago, and recalls with interest, old-time customs in contrast to modern methods of selling goods. Mr. Sprague was about the first grocer in the northern section of the city to use

a delivery wagon to convey goods to his customers, at that time a sloven being the chief vehicle employed, and used only for carting heavy goods.

THE VALUABLE SALESMAN.

The salesman is much more valuable if he is able to make suggestions that will assist customers. Women do not know just what to order at certain times, and it is well that the clerk be able to make some good suggestions. Just at this time of the year the housewife finds herself in somewhat of a quandary in the matter of having something different for the meals each day. Often a customer will say: "I don't know what to get for a change to-day. We are tired of tomatoes and corn, and there seems nothing to take their place." If you are able to suggest some different line that she would like, such as beans or peas, she will be very thankful. At other times they will want a change from the dried fruits for pie filling. Here is your chance to suggest canned pumpkin or apples, lemons or bananas, or perhaps you have a prepared pie filling on your shelf that she would like. At other times she is preparing for a luncheon or other similar affair and would appreciate any advice which the clerk could give in this line. The trouble with many clerks is that they know nothing about these matters, and are therefore unable to make any intelligent hints to the buyer. It is, however, part of their business to learn this and they will make themselves much better salesmen if they will give a little thought and study along this line. Merchants would do well to take the lead in this and set an example to the clerks.

SELLING POWER OF LIGHTS.

It may cost some to light a store properly. It should also be remembered that it costs still more to leave it half lighted. A well-lighted window or interior helps a great deal in the making of sales.

A well lighted store in a block of poorly lighted places of business will generally get the bulk of the trade. It stands out like a beacon and has a peculiar attraction for customers.

It also shows the goods up much better. Take for instance a display of pickles in a window. With a poor light, the passer-by can recognize that they are pickles but cannot read the brand on the bottle, or other little details. With the well lighted window, in addition to the mere display, the strong light is reflected back by the bottles, and the brand and price card can be distinctly read. A much better impression is made on the customer.

After Forty Years

One of the most successful retail grocers in Canada, whose business capacity has enabled him through all the varying conditions of over forty years to keep steadily on the highway of success, building one of the largest retail trades in the Dominion and accumulating a large fortune, said to the writer the other day, "Cheap trade is no good to any man. It doesn't stick. Quality of goods and quality of service are the two things to consider in the grocery business."

Practical advice, this, and it applies especially to tea.

In **RED ROSE TEA** you have quality that has made it a standard among tea experts, and this, combined with such efficient service, has won and holds the confidence and co-operation of the trade.

Your customers cannot buy tea of better quality than Red Rose.

Try recommending it.

Red Rose Tea

BRANCHES—

7 Front St. East, Toronto
315 William St., Winnipeg

"is good tea."

T. H. ESTABROOKS
ST. JOHN, N.B.

FREQUENCY OF SAILINGS

Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

PICKFORD & BLACK
HALIFAX

CHEVALIER, POULIOT & CIE.

Wholesale Grocers
Proprietors famous "Congo" Brand
Guaranteed Goods.
Correspondence Solicited. Address us at
JOLIETTE, QUE.

POULTRY REQUISITES

should be featured now. A number of your patrons are using incubators. Why let them get their supplies from the mail order houses? Show them that you can meet their requirements.

Incubators & Brooders

English and American, from \$8.50 up.

Write us for Catalog.

THE POULTRY & SUPPLIES SALES CO.

109 Place Youville MONTREAL

WINDSOR SALT

CAR LOTS OR LESS. Prompt shipments
Write us for prices. Phone order at our
expense.

TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, MANAGER

Highest price paid for DRIED APPLES

O. E. ROBINSON & CO.

Established 1886

INGERSOLL - ONTARIO

Would you like our Weekly Circular?

When writing advertisers kindly mention having seen the advertisement in this paper.

The
Condensed Ad.

page
will interest you

LAING'S

This is the name to look for on provisions you sell. It is the guarantee of high quality. For years **Laing's**

Hams and Bacon

have enjoyed the very highest of reputation, simply because the packers never allowed quality to deteriorate.

Laing's experience, combined with careful attention to smallest details, ensures excellence.

Experts do the selecting and curing of all Hams and Bacon.

For pleased customers sell **Laing's**
"Meats that Satisfy"

Also keep on hand a good stock of
Laing's Canned Meats

Laing's Lines are carefully packed, Government inspected, and guaranteed as to quality. A full range is packed.

Laing's Compound Lard Excels. Same price as others but of a perfection all its own.

Our Monthly Price List is very complete and full of valuable information.

Free to dealers for the asking.

THE
Laing Packing & Provision
COMPANY, LIMITED
MONTREAL

-L-A-R-D-

It looks very much like higher prices for lard. There is not so much being made, because live hogs are lighter in weight, and there is a good demand for pure lard. We do not think you can go astray if you buy at present prices.

F. W. Fearman Co.
HAMILTON LIMITED

Roll Bacon

ESPECIALLY MILD CURED.
AS FINE AS ANY BREAK-
FAST BACON.

WE ARE MAKING A SPEC-
IAL CUT IN PRICE AT
PRESENT.

THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants

Packing Houses
FERGUS

70-72 Front St. East
TORONTO

Provisions Decline [at Montreal

Supplies There in Excess of Requirements — Other Markets Rule Fairly Steady—United States Markets are Slightly Easier—Old Country Markets Quite Weak Yet—Butter is Easier Under Increased Supplies—Eggs Showing a Somewhat Similar Tendency.

Canadian live hog markets have ruled steady to a shade easier. Provisions in Montreal have seen a general decline in prices, owing apparently to the accumulation of supplies on hand. The Old Country market for bacon is as yet quite weak. The western states' hog market ruled higher last week, owing chiefly to moderate supplies, but was slightly lower at the beginning of this week under liberal arrivals.

One authority says: "It looks like a moderate run and a steady market the rest of this week, but we expect a pretty heavy run again next Monday. Think there are plenty of hogs to supply the demand, and do not believe that prices will make any permanent advance for a few weeks yet; in fact, we are likely to see another decline just as soon as runs increase, but feel that prices will not go any lower than they did last week."

The general tone of the butter market is also towards easiness. The arrival at most centres continues large, the production at many points exceeding that of the same period last year. With the prospects for the production of butter good, it does not appear as if higher prices should be seen for a short time. However, the heavy demand from the West and the Pacific Coast which was felt a few weeks ago might at any time relieve the producing centres of any surplus. Present makes are not such as to allow storage, full grass butter not having yet started to be made.

Eggs are unchanged to a shade easier under steady receipts. While stocks at some centres have been stored in limited quantities others feel it unsafe with talk of reciprocity to store supplies at present prices. Some United States houses are offering eggs which they will hold in storage until any time up to January next and lay them down at Canadian points at a lower figure than eggs can be stored here at present.

The new make of cheese is increasing and prices exhibit a slightly easier tone. Old cheese, however, is very limited in quantity and prices are firm.

MONTREAL.

Provisions.—Owing to supplies being in excess of requirements, a general decline in prices was felt this week. Some lines of barreled pork have declined \$1 to \$1.50 per bbl.; pure and compound lard is off and so are hams. The market

for live hogs was somewhat weaker. Dressed remained the same. Demand for pork products is fairly good, but supplies have apparently been creeping ahead.

Pure Lard—	
Boxes, 50 lbs., per lb.	0 10 1/2
Cases, tins, each 10 lbs., per lb.	0 10 1/2
" " " " " "	0 10 1/2
" " " " " "	0 10 1/2
Pails, wood, 30 lbs. net, per lb.	0 10 1/2
Pails, tin, 30 lbs. gross, per lb.	0 10 1/2
Tubs, 50 lbs. net, per lb.	0 10 1/2
Tierces, 37 1/2 lbs., per lb.	0 10
One pound bricks.	0 11
Compound Lard—	
Boxes, 50 lbs. net, per lb.	0 09 1/2
Cases, 10-lb. tins, 50 lbs. to case, per lb.	0 09 1/2
" " " " " "	0 09 1/2
" " " " " "	0 09 1/2
Pails, wood, 30 lbs. net, per lb.	0 09 1/2
Pails, tin, 30 lbs. gross, per lb.	0 09 1/2
Tubs, 50 lbs. net, per lb.	0 09 1/2
Tierces, 37 1/2 lbs., per lb.	0 09 1/2
One pound bricks.	0 10 1/2
Pork—	
Heavy Canada short out mess, bbl. 35-45 pieces	21 50
Lean pork	16 50
Canada short out back pork, bbl. 45-55 pieces	21 50
Clear fat backs	23 00
Heavy flank pork, bbl.	20 00
Plate beef, 100 lb bbls.	8 25
" " " "	16 00
" " " "	23 50
Bolled ham, small, skinned, boneless	0 21
" " large, skin on roll	0 20
Dry Salt Meats—	
Green bacon, flanks, lb.	0 11
Long clear bacon, heavy, lb.	0 11
Long clear bacon, light, lb.	0 11 1/2
Hams—	
Extra large sizes, 25 lbs. upwards, lb.	0 11 1/2
Large sizes, 18 to 25 lbs., per lb.	0 12
Medium sizes, 13 to 18 lbs., per lb.	0 13 1/2
Extra small sizes, 10 to 13 lbs., per lb.	0 15 1/2
Bone out, rolled, large, 18 to 25 lbs., per lb.	0 14
" " small, 9 to 12 lbs., per lb.	0 15
Breakfast bacon, English, boneless, per lb.	0 14
Windsor bacon, skinned, backs, per lb.	0 17
Spiced roll bacon, boneless, short, per lb.	0 13 1/2
Hogs, live, per cwt.	6 65
" " dressed, per cwt.	9 50
Country dressed hogs, per cwt.	8 00

Butter.—The production of butter shows larger figures than those quoted for the same season previous year. At country points prices are easier and the general market is in the same direction in sympathy with the tendency at country points.

New milk creamery	0 23
Dairy, tubs, lb.	0 18
Fresh dairy rolls	0 21

Eggs.—The market is unchanged in price, but the general tone is easier owing to the heavy receipts coming in. The demand continues good.

New laid	0 19	0 20
Selects	0 23	0 23

Cheese.—The local market is easier in tone. The make of cheese is increasing, but the season is considered several weeks late. This is especially true of parts of Ontario.

New make	0 13	0 14
Quebec, large	0 14	0 14
Western, large	0 14	0 14
" " twins	0 14	0 14
" " small, 20 lbs.	0 14	0 14
Old cheese, large	0 16	0 16

TORONTO.

Provisions.—On the surface, the provision market appears featureless this week. Prices down the whole list are

unchanged from a week ago, and whether temporarily or not, the decline in live hogs has halted. Higher prices were paid by some packers towards the latter part of last week, but are again this week announced at last week's opening price, namely \$5.75 at country points. The Old Country bacon market is still reported quite weak.

Long clear bacon, per lb.	0 10 1/2	0 11
Smoked breakfast bacon, per lb.	0 16	0 17
Pickled shoulder	0 09 1/2	0 11 1/2
Roll bacon, per lb.	0 11	0 11 1/2
Light hams, per lb.	0 15	0 16
Medium hams, per lb.	0 14	0 15
Large hams, per lb.	0 12	0 13
Cooked hams	0 20	0 21
Fresh shoulder hams	0 12	0 12
Shoulder butts	0 14	0 15
Backs, plain, per lb.	0 17	0 18
" " pea meal	0 17 1/2	0 18 1/2
Heavy mess pork, per bbl.	20 00	21 00
Short cut, per bbl.	23 00	24 00
Lard, tierces, per lb.	0 10	0 11 1/2
" " tubs	0 10 1/2	0 10 1/2
" " pails	0 10 1/2	0 11
" " compounds, per lb.	0 09 1/2	0 10 1/2
Live hogs, at country points	5 75	5 75
Live hogs, local	6 00	6 00
Prepared hogs	8 50	9 00

Butter.—The tendency is toward easiness again under continued heavy shipments, especially in creamery which is down another cent. Supplies are not of a quality to allow storage, and with the demand not measuring up to arrivals, an easier feeling is only natural. Dealers are not at least looking for higher prices, while if heavy shipments continue, there is danger of further easiness in the market.

Fresh creamery print	Per lb.	0 22	0 23
Creamery solids	0 20	0 21	
Farmers separator butter	0 19	0 19	
Dairy prints, choice	0 18	0 19	
Fresh large rolls	0 18 1/2	0 18 1/2	
No. 1 tubs or boxes	0 18	0 18	
No. 2 tubs or boxes	0 17	0 17	

Eggs.—Eggs are unchanged to a shade easier. There is a fair arrival. Some dealers are storing stocks, while others regard it as a gamble to do so at present prices, in the face of the pending reciprocity proposal. "Prices will have to come down to a level with United States prices," said one dealer. "Eggs are being offered at St. Paul and other Western United States' markets, by firms that will store them until January next, supply cases free and lay them down here from 3/4 to 1 cent. below the price that they can be stored at here now."

New laid eggs	0 19	0 20
---------------	------	------

Cheese.—New cheese is slightly easier and prices have been shaded 1/4 cent. per pound. Trade is not overly brisk in any make of cheese, as new is not ready for present use and old is in small supply and high in price, from 14 1/2 to 15 cents being asked.

New cheese—		New twins	0 13
Large	0 12 1/2	Stiltons	0 14 1/2
Old cheese	0 14 1/2	0 15	

Poultry.—"Decidedly quiet at unchanged prices" is the report in regard to poultry.

Fowl	0 14	0 15
Geese	0 14	0 15
Chickens	0 18	0 18
Ducks	0 17	0 19
Turkeys	0 20	0 21

The Real Meaning of the Word Quality

Typical Instances How One Dealer Continually Realized on His Excellent Service—Man Who Got Things That Were Wanted—Man Who Delivered But Once a Day, and Lost Nearly All His Customers.

By James Simpson.

THE meaning of the word "quality" in the grocery store goes farther than the handling of high grade goods for it also pertains to the kind of service that the store gives to its patrons. The quality of "treatment" which a store gives to its customers decides to a large extent the patronage which that store shall receive.

If Jones and Smith, two grocers on the same street, can buy goods at the same price and on the same terms, they should be able to sell those goods at the same figure. The getting of trade then resolves itself into which store can give the best service to its customers.

A lady customer was about to visit, a grocery store to order some goods. There was one article of which she was doubtful whether the grocers in her neighborhood kept or not. She said: "I will go to Jones'. If they haven't it, they will get it for me."

Realizing on Service.

There was a case in which the grocer had realized upon a reputation for trying to give the best service to custom-

ers. It resulted in bringing a customer by another grocery to his store. If he had not impressed this customer with the service he gave customers, she would likely have stopped at the first store she came to.

The writer was in a Winnipeg home not long ago when the housewife was sending a youngster to the store for a parcel of goods. "You had better go to Smith's," she said. "They take more care in wrapping up the parcels. You will not be so apt to break it on the way home."

Thus Smith by his care in wrapping up goods had gained this woman's favor.

One Who Knew.

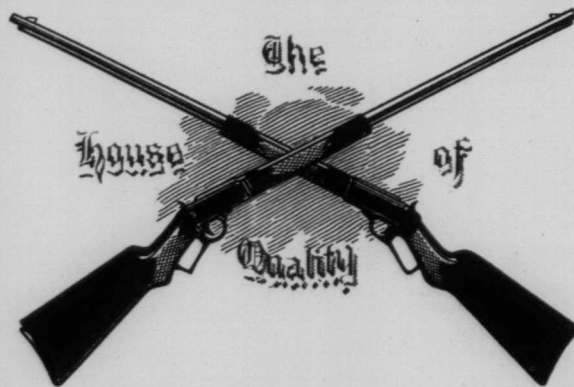
But Smith showed himself a person who knew that service counts. When the youngster asked for the goods—50 cents' worth of sugar—Smith sent one of his clerks back with the youngster to carry the parcel. Thus he made a still better impression on the customer, and she remarked: "I like to deal at Smith's. He always tries to please his customers. I went down to Johnson's

one morning last week and ordered some goods and he did not send them up until late in the afternoon, and when he did get them here, the parcel of cornmeal was broken open and quite a bit of the contents lost. When I pay for goods I like to have them delivered in proper condition."

The matter of delivery is another important factor in the grocery store's service. The store that can have goods delivered shortly after they are ordered is the store that will attract customers.

Delivered Once a Day.

A merchant several months ago decided that he would deliver only once a day. He thought customers were requiring too much of him by asking for goods to be delivered at all hours. In a month he found that many of his best customers were making a large reduction in their purchases. He began to enquire the reason and found that they were ordering from him only those goods which they were not in a hurry for, while when they wanted goods at once, which was quite often, they ordered from the dealer who gave prompt delivery. It was only because he had an old established trade that he held even the partial trade. After considering the matter again he decided that he would go back to the old method of delivering three times a day.



Where the famous 'Pon Honor food products are manufactured under Government Supervision.

Some of Our Specialties:—

"MAPLE LEAF" Breakfast Bacon, put up also wafer-sliced in fancy pound cartons.

"QUALITY" Breakfast Sausage in fancy pound cartons.

"QUALITY" open kettle rendered Pure Leaf Lard.

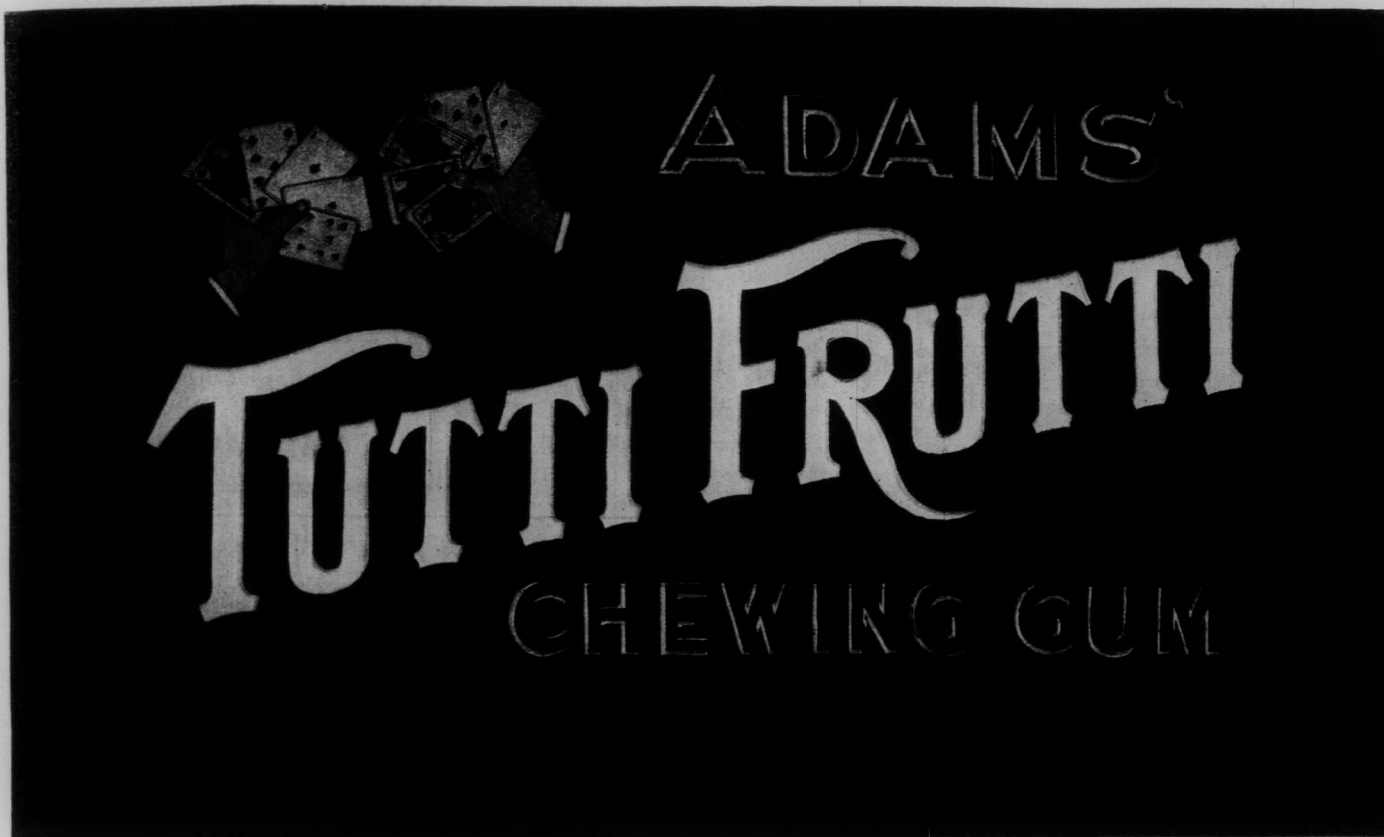
Our regular lines include all kinds of Pork and Beef Products, farm and dairy Produce.

ALL QUALITY GOODS.

GUNNS
LIMITED

Pork and Beef Packers
TORONTO

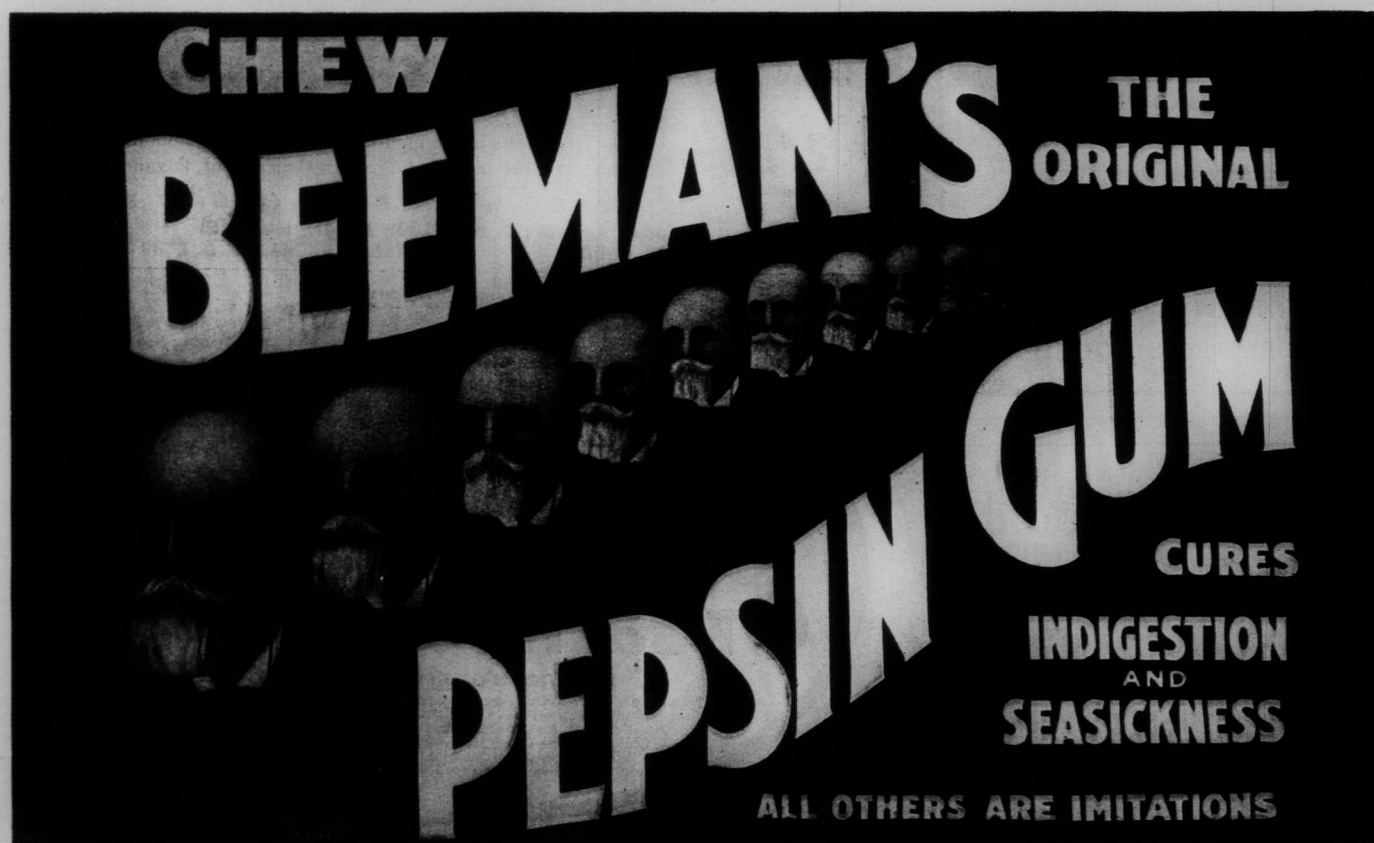
WATCH for these on the Bill Boards!



ADAMS
TUTTI FRUTTI
CHEWING GUM

The advertisement features a dark background with several playing cards scattered in the upper left corner. The brand name 'ADAMS' is at the top, followed by 'TUTTI FRUTTI' in a large, stylized font, and 'CHEWING GUM' in a smaller font below it.

WATCH and see that you have them in Stock!



CHEW
BEE MAN'S THE ORIGINAL
PEPSIN GUM
CURES
INDIGESTION
AND
SEASICKNESS
ALL OTHERS ARE IMITATIONS

The advertisement features a dark background with a row of several bearded men's heads in the center. The text 'CHEW BEE MAN'S' is at the top left, 'THE ORIGINAL' is at the top right, 'PEPSIN GUM' is in a large font across the middle, and 'CURES INDIGESTION AND SEASICKNESS' is at the bottom right. A small line of text at the very bottom reads 'ALL OTHERS ARE IMITATIONS'.

WATCH your profits accumulate!

Flour, Pork, Grain,
Smoked Meats
AND
General Provisions
ALSO
Hay and Oats
GEO. TANQUAY
LOWER TOWN : QUEBEC

R. F. CREAM & CO.
General Brokers and
Commission Merchants.
Flour, Grain, Provisions,
Teas and General
Groceries
75 Dalhousie St., Quebec, P.Q.

If you want the best
**Butter, Eggs, Cheese,
Hams and Bacon**
communicate with us. Our
prices are right. It will
pay you.
EDMOND & COTÉ
22 St. Peter St., QUEBEC

L. E. Dastous & Co.
Grain and :: ::
General Brokers
Sherbrooke, - Quebec
SPECIALTY { Sugars and
Dried Fruits
Correspondence solicited from
foreign shippers

Leard's Lobsters, Canned Chicken,
Chicken Soup and Quahaugs.
Write for prices.
W. A. LEARD
SUMMERSIDE, P.E.I.

The W. H. ESCOTT CO.
WHOLESALE
Grocery Brokers
187 BANNATYNE AVENUE
WINNIPEG
COVERING
MANITOBA and SASKATCHEWAN
CORRESPONDENCE SOLICITED

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



A REVOLVING
DISPLAY STAND

Filled with green vegetables at this time
of the year would be simply irresistible,
and your sales would be increased; goods
saved from waste and profits doubled.

LET US TELL YOU ABOUT IT.
George Bonnycastle, Winnipeg, Canada

NO CHEMICALS are used in the manufacture of
EPP' COCOA
Epps's flavour is the natural flavour of fine cocoa, and is cocoa as it should be.
'MILENIA MILK CHOCOLATE'
Melts in the mouth with a delightful smooth-
ness and a lingering delicacy of flavour.
MADE WITH FULL-CREAM MILK.
Special Agents: C. E. COLSON & SON, Montreal
Nova Scotia: E. B. ADAMS, Halifax. Manitoba: BUCHANAN & GORDON, Winnipeg

**7
QUARTS
15
Cents.**

Foster Clark's Cream Custard
is as superior to ordinary Custard as Rich
Cream is to ordinary Milk
Equally delicious eaten alone or with Stewed Fruit.
Sold in 10, 15 and 25c. tins. Also 5c. pkt. to make 1 quart.

**Foster Clark's
Cream Custard**

THE CREAM OF ALL CUSTARDS.
There is no more delicious dessert. Your customers will be quick to tell
you this. Why not let us send you a sample packet FREE?
Agents: W. H. Malkin Co., Vancouver, for British
Columbia; The Harry Horne Co., 30 King St.
West, Toronto, for Ontario. Agencies open
for live Firms at other points.

Send for
Sample Free
On application a 5 cent packet of Cream Custard will be posted free from
Foster Clark Ltd., Maidstone, England.
Agents: Darby & Turnbull, 179 Bannatyne Ave. East, Winnipeg, for Manitoba.



Grocers : A pleased customer and a fair profit are sure indications of a successful Grocer. To insure success care must be taken to select such goods as are sure to give satisfaction. Magic Baking Powder is made of the choicest of materials, and cannot fail to please the most discriminating customer. Every pleased customer is a valuable asset.



MAGIC BAKING POWDER



Contains no Alum and conforms to the high standard of Gillett's Goods.



**E. W. GILLETT COMPANY LIMITED,
TORONTO, ONT.**

WINNIPEG

MONTREAL



BRUSHES

—NEW LINES—

Very attractive values.
Better finished than ever.

SEE THEM BEFORE YOU BUY.

Manufactured by

Stevens-Hepner Co., Limited
PORT ELGIN ONTARIO



NEGRESS

PURE RICE STARCH

Manufactured by
Charles Vermeire-Van Geeteruyen
HAMME, BELGIUM

White, Blue and Cream

Suitable Packages for all markets

Write Sole Agents

PRESCOTT & CO.

63 Corporation Street
MANCHESTER, ENGLAND

Believes in Persistent Advertising

Policy Followed By Big Store in Montreal That Has Always Produced Results—The Typographical Error That was Made Good at The Counter—The Customers Who Came in Asking for Lines of Important Goods—Circulars Sent Out and Clerks Kept Always Informed.

By Henry Thomson.

HERE may be retail grocers in some parts of the Dominion who use more newspaper space than Fraser, Viger & Co., Limited, Montreal, but few have pursued as consistent an advertising policy, and likewise it might be safely said that few have obtained better results than this grocery firm in the eastern metropolis.

Get Direct Results.

They are firm believers in daily newspaper advertising and an almost endless number of instances might be cited to show that direct results are regularly received from their advertisements. When customers take the trouble to clip out the "ad." and bring it down to the store, they feel they are getting good results.

One particular case was recalled by Mr. Alex. Davidson, manager of Fraser, Viger & Co. It happened that by a typographical error (which by the way covereth a multitude of sins and errors) one line in their ad. read, three tins of canned peas for twenty-five cents, where it should have been two.

Lived Up to Mistake.

The error was not discovered until too late and it was decided to give the three tins just as the "ad." offered, but at the same time to tell the customers that it was a mistake. Mr. Davidson concluded that it would be another opportunity to find out to what extent the "ads." were being read. All doubts were removed by that day's experience for many took advantage of the printer's mistake. The idea of giving the extra can rather than disappoint the people who came to claim it, cemented the bond with the customers where a refusal might have turned some of them away. When they found out that the store was living up to the error in the "ad.", those who took advantage of it went away with even a more favorable opinion of the company's methods.

It Sells New Goods.

Newspaper advertising is a valuable asset to a grocer who is endeavoring to sell new goods. This has been Mr. Davidson's experience as manager of Fraser, Viger & Co. This firm frequently takes up new lines which must be introduced and the selling power within the store is much enhanced by the introduction given through the newspaper space that

has been contracted for. It is interesting to note a few of the instances of how new lines have been secured and what has been done with them.

Built Up Sardine Trade.

A member of a prominent club in Montreal once mentioned to Mr. Davidson certain Norwegian sardines which he had tasted somewhere in his travels and which he wished could be obtained in Montreal. Mr. Davidson decided to try a small lot and ordered one case, following a policy of what might be



All Doubts Were Removed by That Day's Experience.

called caution with unknown goods. It was not long before a general demand was felt for these sardines and now the firm has its own brand and Norwegian sardines are sold everywhere.

Wanted Another Line.

Another customer was traveling in Egypt and secured a particular wine from the estate of the Baron de Rothschilds. It was mentioned to the firm when the customer returned to the city and now is carried rather extensively. Another instance was a caffeine-less coffee. It was introduced by this firm practically entirely through the medium of the press and of course by the selling power of the clerical staff. Mr. David-

son makes trips to the Old Country and invariably brings back with him a score or more of new lines including all kinds of articles that are to be found in a grocery store. A customer asking for some new article not carried in stock is accommodated, and the other customers are tried for the purpose of learning whether the article is likely to become generally popular.

Circulars Sent Out.

Apart from the newspaper advertising and the selling power of the clerks, circulars are sent out regularly. One method of accomplishing this is by sending a circular to each customer with every financial statement, generally monthly. Mr. Davidson is also a believer in the idea of giving special selling attention to one or two articles every day, and this method is regularly carried out. Seasonable goods receive special consideration. Lime juice, for

instance, is not an appropriate selection for this method in winter time.

Changing The "Ads."

Any Montrealer reading either the principal morning or evening paper knows the name of Fraser, Viger & Co., if they have never seen the store. The company's advertisement is always in the same position and always on the same page. Moreover, it is changed practically every day with the result that every ad. has a special interest to the reader. In addition the articles referred to are chosen for their value to the consumer and special attention is given to the seasons and the articles that are respectively appropriate for them.

How to Increase Your Cereal Trade

"CANUCK" Cereals are quickly **DISPLACING** the inferior Cereals with grocers who realize that a **SATISFIED CUSTOMER** is their best asset—

--Because, "Canuck" Cereals are the **FINEST** on the market.

It will **PAY** you to **STOCK**

"CANUCK" ROLLED OATS

"CANUCK" OATMEAL

"CANUCK" GRAHAM FLOUR

"CANUCK" MAIZE MEAL

"CANUCK" SPLIT PEAS

"CANUCK" FLAKED WHEAT

"CANUCK" CORN FLOUR

**"CANUCK" GOLD DUST
CORN MEAL**

They are packed in regulation sized packages and the margin of profit will please you. Let us quote prices on the quantity you sell per month.

The Chisholm Milling Company, Limited

FOOT OF JARVIS STREET,

TORONTO, ONTARIO

ROYAL



BAKING POWDER

Absolutely Pure
The only baking powder
made with Royal Grape
Cream of Tartar
No Alum, No Lime Phosphate

ALL grocers should carry a Full Stock of Royal Baking Powder.

It always gives the greatest satisfaction to customers, and in the end yields the larger profit to the grocer.

THERE IS NO SUBSTITUTE

CANADA:
No better
Country



MOTT'S:
No better
Chocolate

"Elite"

true to its name, the best cooking and drinking chocolate made.

Diamond

nothing better for eating in this style is made anywhere AND IN ADDITION good profits to the retailer.

Ask your jobber.

John P. Mott & Co.
Halifax, N.S.

SELLING AGENTS:

J. M. Douglas & Co. Montreal
R. S. McIndoe Toronto
Jos. E. Huxley Winnipeg
Tees & Persse Calgary
Johnston & Yockney Edmonton
Frank M. Hannum, Ottawa



Jersey Evaporated Milk

being enriched by greater evaporation will keep fresh longer after opening the cans than any other brands.

The salt sea breezes and excellent grazing lands accounting for the special richness and flavor of Reindeer Jersey Milk.

Your jobber will ship this brand if you specify "Jersey" and charge you factory price.

REINDEER LIMITED

TRURO CANADA

ORIGINATORS AND PRODUCERS
REINDEER MILK REINDEER CONDENSED COFFEE
JERSEY EVAPORATED MILK REINDEER CONDENSED COCOA

Do You Realize

what it means to handle biscuits in perfect condition? Why, it is the very crux of a successful biscuit trade!

Carr's Biscuits



are sent out in air-tight tins, are well packed and invariably reach the retailer in first-class condition, crisp and fresh. Prompt delivery is guaranteed.

Send your order to our nearest Agent.

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Montreal and Toronto; Hamblin & Bereton, Winnipeg and Vancouver, B.C.; L. T. Mewburn & Co., Ltd., Calgary; T. A. MacNab & Co., St. John's, Newfoundland.

No Grocery Stock is Complete

Without

Grape-Nuts

Demand exists everywhere.

A sure seller at good profit.

There's no risk in stocking Grape-Nuts, because the sale is guaranteed.

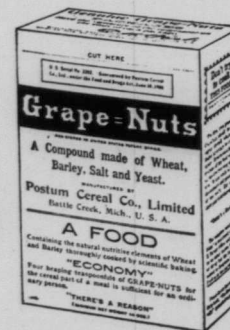
Millions of users know

"There's a Reason"

FOR

Grape-Nuts

Canadian Postum Cereal Co., Ltd.
Windsor, Ont.



Rolled

The advance of rolled firm in the high It was also considered millers but not hold prices which has weak quotation a certain inhibited la

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Rolled Oats Advance 20 Cents a Barrel

Result of Higher Oat Market as Pointed Out Last Week—
Oat Market, However, is Slightly Easier Again—Wheat Values
Not so Strong as a Week Ago—Flour Firmness Relieved to
Certain Extent—Favorable Prospects for Wheat Crop.

The feature of the week was an advance of 20 cents per barrel in the price of rolled oats, which cereal was reported firm in the last issue in sympathy with the higher values for the raw material. It was also pointed out that flour showed considerable strength but that many millers believed the wheat market would not hold and were inclined to leave flour prices unchanged. The wheat market has weakened with a slight reduction in quotations, and flour has therefore lost a certain amount of the firmness it exhibited last week.

"Those who have anything like an intimate knowledge of the wheat situation feel assured that the present advance will be continued for several days, but that ultimately a sharp break will follow. In a market such as this the break may, of course, come at any time, and as a result it is considered to be an exceptionally dangerous market to trade in. The operations of the big Chicago manipulators continue to be the overshadowing influence, and as long as conditions remain in the present state of uncertainty normal influences must be laid aside."

The world's supply of wheat on May 1, was 193,983,000 bushels compared with 187,983,000 last year, and 136,844,000 in 1909.

However, a despatch from Chicago says that sentiment among some wheat traders has undergone a change to the bull side based on a hardening of the situation abroad, unfavorable crop outlook in Russia, reduction in the world's supply and the fact that crop prospects may not continue so favorable."

The advance of 20 cents in rolled oats makes the second rise of that amount within a month due to the higher values in the oat market. However, the market has weakened slightly this week, export bids being lower.

MONTREAL.

Flour. — A bullish tendency in the wheat market has added new strength to flour. The prospects for the new crops according to report depend largely for their brightness upon weather conditions. The movement has changed from a bearish tendency to the opposite direction. There is a good demand for flour and a feature is the increased demand from European sources for spring wheat flour with quotations slightly higher. As stated above, the market is slightly firm-

er with the tendency just now tending upward.

Winter wheat patents, bbl.	4 80
Straight rollers, bb	4 30
Manitoba 1st spring wheat patents, bbl.	5 30
" straight patents, bbl.	4 80
" strong bakers	4 60
" second "	4 20

Cereals.—Rolled oats have advanced 20 cents per barrel. The firmness in the market was referred to last week. The demand for cereals continues steady and satisfactory.

Fine oatmeal, bags	2 35
Standard oatmeal, bags	2 35
Granulated "	2 35
Bolled cornmeal, 100-bags	1 70
Rolled oats, bags, 90 lb.	2 15
" barrels	4 60

TORONTO.

Flour.—As pointed out last week, some millers were inclined not to raise flour prices, believing that wheat would not hold its position. This has been the case, and while No. 1 Northern Manitoba was quoted at \$1.00½ a week ago, it has now dropped to 99 cents, thus lessening the firmness in the flour market to a certain extent. One miller in speaking of the situation said: "With the present large available stocks of wheat, I do not think we will find it needful to raise flour prices." However, wheat quotations will rule the flour market, but the wheat situation at the present does not look very bullish. Ontario wheat is holding quite firm at prices ranging around 85 to 86 cents.

Manitoba Wheat.	
1st Patent, in car lots	5 10
2nd Patent, in car lots	4 60
Strong bakers, in car lots	4 40
Feed flour, in car lots	\$ 00 3 20
Winter Wheat.	
Straight roller	4 15
Patents	4 60
Standard	4 50

Cereals.—The firmness in the rolled oats market noted in our last issue has resulted in an advance of 20 cents per barrel in the price of that article. The oat market, however, has developed a slightly easier feeling. Cornmeal is quoted from \$1.75 to \$1.90. Trade in the general line of cereals is normal.

Rolled oats, small lots, 90 lb. sacks	2 25
" " 25 bags to car lots	2 15
Standard and granulated oatmeal, 25 lb. sacks	2 45
Rolled wheat, small lots, 100 lb. bbls.	2 75
" " 5 bbls to car lots	2 65
Cornmeal, 100-lb. bags	1 75 1 90

THE WEEK'S TRADE CHANGES

Interesting Items About Canada's Grocery Dealers From Coast to Coast.

Towns Bros., grocers, Dundas, dissolved.

ONTARIO.—R. A. Harper, grocer, Hamilton, sold to C. B. Ellison.

Eric C. Jamieson, grocer, Hamilton, has moved into his new store at the

VOTES FOR WOMEN"

may be a pretty live issue in some parts of the world. But it is more than likely that the women of your locality are more interested in keeping house. To such women the incomparable crispness of MOONEY'S PERFECTION CREAM SODAS is a constant source of delight, which can be made increasingly profitable to you by handling MOONEY'S as a specialty.

The Mooney Biscuit & Candy Co., Limited

FACTORIES AT

Stratford, Ont. Winnipeg, Man.



Oakey's

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

THE CANADIAN GROCER

corner of Wilson and Fairleigh streets. He has added a meat and poultry department.

Duncan Forsythe, general merchant, Kingsbridge, has assigned.

John Nott & Son, have purchased the grocery of T. P. Galbraith, Dunnville.

Agnes B. Robertson, groceries and crockery, Cobourg, sold to W. W. Law-
rason.

Mahon Bros., general merchants, Campbellville, dissolved, Ed. Mahon continuing.

QUEBEC.—The assets of J. A. Ger-
vais, general merchant, Point aux
Trembles, have been sold.

J. A. Mercier, general merchant, St.
Damien, has assigned.

J. A. Giard, grocer, St. Hyacinthe,
has offered to compromise.

The assets of J. W. Vaillancourt, gen-
eral merchant, Tring Junction, have
been sold.

MARITIME PROVINCES.—Jas. And-
erson, general merchant, Church Point,
N.B., deceased.

E. M. Spragg, grocer, St. John, N.B.,
sold to R. G. & F. W. Dykeman.

H. S. Armstrong, grocer, Moncton,
N.B., succeeded by Armstrong & Mc-
Farlane.

WESTERN CANADA.—J. E. Gerard
has opened a general store at Dufrost,
Man.

W. S. Shipman has commenced in groc-
eries at Winnipeg.

A. McKinnon has opened a general
store at Dilkie, Sask.

E. W. Anderson has opened a grocery
store at Buchanan, Sask.

S. Ritchie has opened a grocery store
at North Vancouver, B.C.

S. R. Sylvester, Bergan Valley, Alta.,
has opened a general store.

Vance Bros., are opening a general
store at Grandview, Man.

Macdonald Bros., have opened a groc-
ery store at Edmonton, Alta.

J. Valinsky & Co., have opened a
general store at Komarno, Man.

B. Rosenfeldt, general merchant, has
moved from Kamsack to Foam Lake,
Sask.



"Always The Same"

Milled from the very best wheat,
with every advantage given by in-
telligent use of modern equipment,

**ANCHOR
BRAND FLOUR**

is "always the same," of uniform excellence, the highest
standard of flour quality.

Manfd. by Leitch Brothers Flour Mills,
Oak Lake, Manitoba, Canada

SECURE THIS AGENCY

Make sure of your trade by stocking this brand of flour, milled successfully during 25
years under one management and proprietor, and kept up at "top notch quality and
uniformity" at all times. Many customers have continued their patronage for over 20
years without ever seeing our salesmen, though incessantly canvassed by all the other and
largest Mills of Standard excellence. We are open to appoint a responsible exclusive
agent in every town not already represented—dealers preferred—and co-operate with
him in the sale of "Anchor Brand Flours."

MAKE GOOD PROFITS

Write us to-day for full particulars about "How to obtain exclusive trade, free
from price cutting, with assured profits." Notwithstanding the acknowledged
superior quality of our mill products, our prices are never higher than the Standard
market quotations, and oftentimes they are lower.—Moreover, we protect our customers
at all times.

SALES DEPARTMENT AT OAK LAKE, MAN.



**Does Advertising
Help You Any?**

As between two brands of the same
product, one advertised to consumers,
and the other not, can't you practically
always sell the advertised one easier?

Apply your answer to our Drome-
dary Dates, which are and have been
advertised to your customers in all the
leading magazines, as compared with
ordinary bulk dates. Is there any
comparison as to their comparative
salability?

And we haven't mentioned one very
important fact—their relative attrac-
tiveness. Dromedary Dates, selected
fruit, clean and moist in a tight car-
ton; and bulk dates, exposed to the
dust and sold from a broken and
crumbling bundle.

The carton means a good deal more
in dates than it means in most other
things.

We also pack **ROYAL EXCELSIOR** and
ANCHOR BRAND package dates.

The Hills Brothers Co.
Beach and Washington Streets, NEW YORK

CHRISTIE

When it comes to Biscuits the grocer who knows stocks

CHRISTIE'S

Because they are the best

The superiority of Christie Biscuits is unquestioned. Since particular women from coast to coast call Christie Biscuits "The Best Baked" and "The Purest of all Pure Foods," the reasons for the wise grocer's preference are self-evident.

There's just one surety of biscuit purity—rigid inspection of every ingredient entering into the "bakes," combined with cleanly, scientific baking under modern and sanitary conditions.

CHRISTIE BISCUITS are the best and purest because we take every precaution that makes for biscuit perfection. For fifty years we have endeavored to bake the best biscuits—we have been insistent on high-grade quality—we have constantly improved our facilities, until to-day our big factory is known as the cleanest and most modern in all Canada.

All our energies have been concentrated in the making of better biscuits. The name "CHRISTIE" is not only a surety of biscuit purity, but also a household word all over the Dominion.

N.B.—Christie Biscuits sell more than biscuits.

Christie, Brown & Co., Limited
TORONTO

BISCUITS

The Baker is Still Far From Supreme

Just a Few Hints to the Effect That the Canadian Housewife is Still Using a Large Quantity of Flour — How One Dealer Corners Trade in Average Town—The Season for Cereals—Displays.

By Henry D. Brown.



HE baker is still far from being supreme. The love of the home-made bread still lingers. The amount of flour used by the housewife is still large and should form a large portion of the merchant's trade. Especially in the country there is a good demand for flour while even in the towns and cities, there are many who still bake their own bread, while many more could be induced to, if proper methods of selling flour was used. At any rate in all communities there is a good sale for pastry flour.

A housewife the other day was about to bake. She needed some flour and some other lines of groceries. She said: "If I go to Janes at the first corner, I will not get good flour. Smith, keeps good flour, but he is three blocks away." But she went the three blocks to Smith's and bought all her groceries. The merchant should think over this. It shows that the flour trade controls a great deal of the general trade of a customer.

Why is It?

"Why is it," said a traveling salesman the other day, "that some one grocer in every town seems to corner the flour trade?" Further probing into the matter seemed to show that every such merchant gave particular attention to the selection of his flour. It is decidedly one of the lines in which quality and not price rules. Where is there the housewife who is not willing to pay a little more for her flour, if she is sure that it is good? Many merchants take chances and give a customer a poor flour, believing that the lower price will prove an attraction. But the quality of the bread which that flour makes rules future buying and that is the reason that such a merchant fails to build up an extensive and steady trade in this line.

Hard to Win Back.

It is also a difficult matter to win back a customer who you have disappointed by supplying with a flour that did not make good bread. Even if a brand he may offer them in the future may be of the highest grade, that mer-

chant will find difficulty in selling it to the customer. A customer in buying flour will generally always ask you: "Is it a good flour?" and of course the answer is "yes." That is as good as guaranteeing it. He stakes his reputation behind it in that one word and if it turns out bad, he has lost the confidence of that customer.

Selecting Brands.

Some dealers give no attention to the

selection of brands. As long as it is flour they seem to be satisfied. But it has been shown that the dealer who wishes to build up a trade must handle good flour.

Window Display.

Window display is another manner of promoting sales. Here is a suggestion for a flour window. At the front, in a circular form, place small bags of flour. Behind this in the centre have a pan with flour heaped up in sloping form. Behind this raised up a little, have a large sack of flour sitting upright. On each side of the pan of flour have a slight elevation on which is placed some good large loaves of bread and further outward full sacks of flour. This can be headed: "More and better bread—that's what you want."



"Dessert 's Coming, and it's Jell-O."

Ice Cream might get such a greeting as the children give Jell-O, but not pie or any of the common kinds of pudding. The little folks like Jell-O and it is good for them.

JELL-O

is pure, sparkling, beautiful and delicious. It is so perfect that it is the delight and pride of every housewife to serve it on her table.

The merchant who furnishes what housewives want has solved a trade problem that has bothered a good many business men.

There are seven Jell-O flavors.

THE GENESEE PURE FOOD CO.,
Le Roy, N. Y., and Bridgeburg, Can.

Eliminating the Risk In Buying Flour

Life is too short for dealers to study up and become expert on every line of goods they buy. How many, do you suppose, could select the best flour from a dozen different brands if there were no labels on the bags or barrels?

PURITY FLOUR



Western Canada Flour Mills Co.

Limited

Toronto, Montreal, Ottawa, St. John,
Goderich, Winnipeg, Brandon, Vancouver

All brands of flour look very similar to the untrained eye. So, you see, ordinarily there is a certain element of risk in buying flour. It is to eliminate this element of risk that we stamp the PURITY trade-mark on certain bags and barrels of our flour. These bags and barrels of flour consist exclusively of the high-grade portions or constituents of the best Western hard wheat. There is no low-grade flour in them, nor is any soft wheat flour added.

The PURITY trade-mark stands for the highest standard of quality yet attained in the milling of flour. It stands for certainty—for satisfaction to the dealer and the user. You take no risks when you give your order to the PURITY flour salesman, and you are safe in recommending PURITY flour most highly to your customers, especially to those who desire

“More Bread and Better Bread”

Give Your Customers

Redpath

**Extra
Granulated Sugar**

It is in your interest to supply
your customers with the BEST.

Make a test yourself. Place
samples of other manufactures
alongside it. You will see the
difference and recognize the
advantage to you of recom-
mending it as the BEST. : :

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

Established in 1854

BUSTER BROWN BRAND LEMONS

Care is taken to pack our lemons in a manner that will be satisfactory to every buyer. Our largely increased sales are an evidence of that confidence which must exist between buyer and seller when the interests of each are best served. No fruit is handled that shows more profit, a steady margin of gain. **Why not try to sell more Lemons?**



PROFITABLE, REFRESHING, HEALTHFUL
and a TONIC for jaded nerves. Order always

OUR PACK OF LEMONS

See that every box you buy is packed by

FRATELLI FOLLINA, Palermo and Messina
ITALY

W. B. STRINGER, - TORONTO

Canadian Sales Agent

To Help the Grocer in All Departments

Suggestions Calculated to Make Work of Handling the Business Lighter—The Value of Mailing List, and Methods of Securing One—The "Low-Stock" Book, and Its Important Place in Store Management—Other Ideas.

By J. B.

NO matter how large or small his business may be, the merchant should keep on hand a mailing list, revised to date, that he may at intervals send letters and circulars to his customers or those he wishes to become his customers, without loss of time in compiling the list.

The merchant must necessarily know the value of a mailing list. First, for regular customers, showing them that you appreciate their trade, and in an endeavor to cause them to increase their purchases. Secondly, for the occasional customer, to interest them so that they will become regular patrons of the store and then for those who have never dealt with you, but whom you wish to do so.

The list of regular customers is easily prepared by going over your books. By engaging occasional customers in conversation you can generally secure their name or address, and in this manner compile your second list. The names of those who have never dealt with you may in the country and village be secured from a voters' list, which may be had from the clerk of the municipality for a small sum. In the city those in your neighborhood whom you wish to interest may be secured from the city directory.

To those on this list, circulars, announcement of sales or of introduction of new lines may be sent.

The Personal Letter.

For the merchant who has the time a personal letter is a good trade puller, showing the people that you are taking a personal interest in them. A typewriter is a valuable aid for a merchant who wishes to take full advantage of his mailing list.

Want Book.

A want book is one of the necessary things in a grocery store in order to keep the stock complete. Without it a dealer will continually be running out of certain lines of goods, and that is a bad thing for the business.

Those merchants who wait for customers to ask for a certain article before they discover that their stock is gone, are inferior stockkeepers, and need to prepare some method to keep their stock complete.

Just Simple Book.

A simple book in which the clerk may note the goods that are getting low will

do for the small store. In the larger store, it is well to have one of the clerks check over the stock every couple of days and see what lines are getting short, so that they may be bought before the stock completely runs out. This checking of goods may be easily done in a store where the stock is kept in a proper manner, and where all the stock of one article is kept in one place. With goods arranged properly a sweep of the eye along the shelf will show whether any article is running short. But without the want book there are many things which are liable to be forgotten. It should always be kept in a handy place, so as to be convenient for the clerks.

Future Orders.

The merchant should have some method of keeping track of his orders for goods for future delivery. If he does not do this, he is liable to forget and re-order the same article again so that he finds himself with a double supply on hand. For this, all that is necessary is a simple file or book. If a traveler leaves a copy of the order all that is necessary is to place it on the file or pin it in the book. If you should order by mail you should make a copy of the order yourself, or instruct the company you order from to send you one. This will eliminate all double ordering, and gives you an idea of what goods you have contracted for.

A price book both for the keeping of cost and selling price is a useful thing for the grocer. The merchant cannot keep his invoices so he can look up the cost of an article without trouble, but in the cost price book if properly kept it is only the work of a moment to find this out. The merchant quite often requires to know the cost of an article and this saves hunting through a long list of old invoices. The prices should be checked up whenever a new shipment of an article is received, so as to keep the figures correct. Now for the merchant who marks all his goods with the selling prices as they come in, a selling price book is not really necessary. However if this is not so, a selling price book should be kept for the convenience of clerks. The price of those articles which are not often called for may be forgotten by the clerk.

Discount Book.

Many merchants who realize the importance of taking their discounts, keep

a book that they may miss none of these. As the invoices come in, all those on which any discount is allowed are placed in this book, with the name of the firm, the amount, the percentage of discount, and when it must be paid in order to get the discount. In this way they make sure that they do not miss any.

Draft Book.

A merchant in order to be prepared for his drafts when they come due, should have a draft book by which he can tell at a glance just how much he will be required to pay for a certain time ahead. This is very simply prepared. One page is devoted to each month. When a draft is accepted, the date it is due with the amount is placed in the draft book under the proper month. As the drafts are paid, it is checked off so that the merchant knows the amount of his obligations for the next day, the next week or month. Supposing a big draft comes due in a certain week. He looks up the draft book and finds he has a number to meet that week, and he will at once plan for to meet them when due, while if he did not have the draft book, he might not know about them until notified by the bank.

HAPPENINGS ON COAST.

Items of Interest to British Columbia Dealers.

Vancouver, May 18.—George Bevilockway, of Nanaimo, has sold his grocery and dry goods business to James S. Knarston. The business was established in 1860, by A. Meyer & Company, and was purchased by Mr. Bevilockway in 1892, who previous to that time conducted a grocery store on Victoria Crescent.

A new grocery business in Nanaimo, has been opened by Charles Rawlinson and William Glaholm. The former has been with the A. R. Johnston Company for twenty years, while Mr. Glaholm grew up with the same business, of which his father was a partner at the time of his death. In their employ is Richard H. Sherwin, who has had eleven years' experience in the grocery business, four of which was with the A. R. Johnston Company.

The Retail Merchants' Association of Chilliwack, has unanimously decided to adopt the summer half holiday weekly, continuing until the end of September. The holiday was instituted two years ago, and the members in discussing the favor were much in its favor, both the merchants and the clerks looking forward to it. The day set is Thursday

Before placing a tap in a vinegar barrel, if placed in hot water for a few minutes, the wood of the spigot will swell enough to keep it from leaking

WHAT THE PRESS SAYS:

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



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

RAMSAYS LIMITED

29-31 Vitre Street,

MONTREAL





CENTURY SALT

Every step in the preparation of Century Salt for the table is taken under the strictest sanitary conditions—Purity First.

Century Salt is All Salt

It is impossible for any foreign matter to get in during the process, and it comes to the grocer packed ready for delivery. **SELL THE BEST—THAT'S "CENTURY."**

THE DOMINION SALT COMPANY
SARNIA ONT. **LIMITED.**



ARE YOU SELLING
QUEEN QUALITY PICKLES ?

If you are, you know their good quality, how nicely they are packed and what a constant demand there is for them.

But if you haven't been selling them, stock up at once, they are a veritable gold mine for the grocer.

10 and 20 oz. BOTTLES

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

WRITE FOR QUOTATIONS.

TAYLOR & PRINGLE CO., LIMITED
OWEN SOUND, ONTARIO

Interior Display a Valuable Asset

Feature of Merchandising That Should be Considered as Almost of Equal Value to Window Display — Necessity of Changing Arrangement Often—Goods About Pillars—Offerings Should be Seasonable.

By James D. Smith.

WHILE the show window is a mighty important thing in modern merchandising, interior display is not neglected by those merchants who have studied the matter, and the grocer should look well after this method of increasing sales. Those who have put forth special efforts in this direction have found that the amount of time expended in this work has been spent to good advantage.

Extra care must be taken with interior displays, as they are more minutely examined by customers than is the show window. This is generally given only a glance. But the displays within the store have to be made so that they will catch the eye of the person that is purchasing or looking around.

All such displays should be timely, giving special prominence to goods that are in demand on account of the season. It will mean more money for the merchant, as sales will be larger in the line displayed if it is seasonable, than if not. For instance a display of oranges, nuts or candies, just before Christmas would make more sales than a display of tomatoes, although a display of tomatoes even at that time would cause an increase in sales.

Should Be Changed Often.

Display should be changed often, so that the customer will not be presented with the same old sight on each visit to the store. A customer after seeing a display once, loses interest in it, so it should be the aim of the grocer to have something new for her to see each time. Even if it is presented only in a different manner, it is better. Displays should constantly be interchanged and even tearing down a display and replacing the same goods in the same manner will make an improvement because of the removal of dust that is taken up in the changing.

The grocer caters to appetite and has an excellent chance to increase sales by placing eatables in tempting array. Take advantage of customers' appetites and place the goods in such a manner as to tempt them to buy. You have quite likely seen displays in candy and fruit stores that have brought a longing for a taste to you and have caused you to buy.

Made Around Pillars.

Displays may be made around pillars, and in odd corners that could be used for nothing else. Many stores have

bare spots about the shelves and counters that would be greatly improved by display, and advantage should be taken of all available space, for it makes more money for the merchant.

Ideas for display may be gained by visits to other stores and to larger towns. Very often by visiting another store, you will get a valuable plan for increasing the amount of your display. Proper fixtures help a great deal and merchants should not stop at a small expense for fixtures if it is going to bring him more business.

Same Rules as in Window.

In making interior displays about the same rules should be followed as in window display. The main idea is that it be symmetrical and evenly balanced, and not only present an appearance of attractiveness, but also carry out its real aim. That is to sell more goods. Price tickets will be found a valuable

asset in making sales and plenty should be used.

Then again, the shelves themselves in a store should display goods to the view of customers, so as to make sales. They are not merely places to be filled up, but points where goods may be attractively presented to the customer. To carry out the selling idea, goods of one kind should all be placed together as a quantity of goods makes sales easier as customers will not think that they are just a few left overs.

Canned goods should not be stored in a damp place as it will rust the cans and destroy the labels.

If a box is kept handy in which waste paper and dirt off the counter, may be placed, it will keep the space behind the counter much cleaner.

The house-fly is a terrible breeder and the grocer should start early in the season in his efforts to exterminate this great pest of the grocery store.

Those merchants who do not do so, should make a practice of ringing up a number of customers each day, and enquire about their wants.



It looks all right, but will it sell goods?

**THE SAUCE
THAT MADE
THE OTHERS
ADVERTISE**

HOLBROOKS

Imported Absolutely!

The rapid growth of the sale since its introduction into Canada six years ago---due to its excellent quality, moderate price, and supported by live and persistent advertising, has attracted unusual interest even from competitors---a sure proof of its growing popularity.



HOLBROOKS WORCESTERSHIRE SAUCE sells at a popular price---25c., and yields a larger profit to the retailer than any other advertised sauce.

HOLBROOKS LIMITED

FOUNDED WHEN GEORGE THE THIRD WAS KING
CANADIAN AND AMERICAN OFFICES:

40 SCOTT ST.

MANAGER
H. GILBERT NOBBS

TORONTO

Head Office and Manufactory - Birmingham, England

Oranges Still Command a Steady Trade

Tomatoes and Strawberries are too High in Price to Materially Affect Orange Trade—Prices are Higher—Navel Season Drawing to a Close—Apples are Scarce—Potatoes are Scarce in the West—Not Overly Plentiful at Any Points—New Potatoes From the South.

Oranges are enjoying a satisfactory trade despite the fact that the sale generally falls off at this time. However, this year lines which generally take their place are none too plentiful, or else they are too high in price. Prices on oranges have strengthened again this week, the end of the navel season being not far off. There is some little waste shown in the lower grades, but the best are arriving in good condition while the arrivals at present are mostly of the better class of fruit. Prices are still quite reasonable which is in part responsible for their steady sale.

Pineapples are beginning to be shipped from primary points in larger quantities, arrivals in New York this week from Cuba and Porto Rico being fairly large. One dealer said: "With the heavy supplies just opening, there may be a little easier price for a short period but I do not think for long." Shipments will continue in fair amounts for probably five weeks when they will start to drop off. Florida pines are just starting and the crop will not be heavy, although the quality promises to be good.

Apples are certainly apples just now. Supplies are short at all centres, and prices are high. Nova Scotia reports spies selling at \$8 per barrel, while in both Montreal and Toronto, the markets are extremely bare and quotations as high as \$8 per barrel.

Sweet potatoes are gradually being taken off the market, with new potatoes from the south steadily gaining in favor although present prices restrict trade. Canadian potatoes are in short supply in all the western provinces, while Nova Scotia reports supplies growing smaller. Receipts at Toronto and Montreal are steady, but none too large in volume, but it seems uncertain whether this is due to the smallness of stocks held or the busyness of the farmer.

Fruitmen are looking for an increase in business for Victoria Day. Being recognized as a holiday in all parts of the Dominion, there is always an increase in the fruit and green goods business, and with favorable weather this year should be no exception. Dealers should figure on their requirements in time that they may receive their goods in plenty of time.

MONTREAL.

Green Fruit.—Favorable weather has augmented the sale of fruit of late.

Strawberries are popular and the demand has been rather heavy. New fruit has been generally in good condition. Lemons are growing in demand with the continuation of summer weather and the market is firm. Grape fruit is also moving out well and affords the grocery trade an opportunity of opening up a new line. Fruits are finding their way before the public more and more every week.

Apples, bbl.	6 00	8 00	Oranges—	
Spies.	7 00	8 00	Cal. navels.	3 75 4 25
Bananas, bunch. .	1 50	1 75	Valencia.	4 50 5 00
Cocoanuts, bags. .	4 25	4 75	Mexican.	2 00 2 25
Grape fruit, Flo. .	3 50	4 75	Pineapples—	
Lemons.	3 00		Florida, case. .	4 00 4 50
Limes, a box . . .	1 50		Strawberries, N.	
			Carolina.	0 17 0 25

Vegetables.—Tomatoes are again high-er this week. Supplies are light, and in spite of high prices the demand is well maintained but is small compared to what it might have been with a steady and ample supply. Asparagus is down in price largely due to the arrival of new Canadian grown goods which are beginning to go into consumption. Sweet potatoes are being gradually taken off the market as the weather grows warmer. New beans, beets, radishes, etc., are in fair demand but it is still light.

Asparagus, boxes			Onions—	
of 2 doz.	8 00	10 00	Spanish, crate .	3 00 3 50
Asparagus, Cana-			Egyptian, bag. .	3 00 3 25
dian, basket. . .	1 50	2 00	Bermuda, crate. .	3 50
Beans, hamper. .	3 50	4 50	Potatoes, bag. . .	1 25 1 40
Beets, doz.	1 25		New Bermuda	
Carrots, doz. . . .	1 25		potatoes, bbl 6 50	7 00
Cabbage, crate. .	3 80	4 50	Parsley, crate. . .	2 00
Cucumbers, bas. .	3 25	3 50	Parsnips, bag. . .	1 00 1 25
Cukes.	2 00		Radishes, dozen	
Garlic, 2 bunches .	0 25		bunches.	0 50
Green Peppers,			Spinach, bbl. . . .	1 75
small basket . . .	1 25		Tomatoes, crate	4 50 5 00
Leeks, doz.	1 75	2 00	Turnips, bag. . . .	1 75
Lettuce—				
Boston lettuce. .	2 75	3 00		

TORONTO.

Green Fruits.—The orange trade is keeping quite large in volume, despite the fact that it generally drops off with the advent of the warmer weather. This is accounted for by the fact that lines such as strawberries and tomatoes which generally take their place are in rather scanty supply. Navels have advanced another 25 cents per box, and are now quoted at \$3.50 to \$4.00. Strawberries at 18 to 20 cents are rather high for the demand to be heavy, while the quality at present is reported to be none too good. Tomatoes at present are in very short supply on this market at the high quotation of 4.50 to 5.00. This is favorable weather for the lemon trade, and they are going out freely at steady prices.

Pineapples

Are now arriving in fine shape. Prices reasonable.

ORANGES

Are still receiving two cars weekly of Volunteer Brand.

NAVELS

Stock as usual. Fine Mediterranean Sweets and Valencia case oranges.

Messina Lemons Tomatoes
Cucumbers New Potatoes
Asparagus, etc.

Bananas Grape Fruit

Can fill your orders with any stock



25-27 CHURCH ST. TORONTO
are Largest Receivers

Is This Lemon Weather ?

WELL YES

Buy a few Boxes of

"ST. NICHOLAS"
"HOME GUARD"
"KICKING" or
"PUCK"

They sell like hot cakes in
the winter.

J. J. McCABE

AGENT

TORONTO, ONT.

Apples, bbl. 3 50 8 00	Oranges—
Apples, box 1 75 2 50	Med. sweets.... 3 00 3 50
Bananas..... 1 00 1 75	Navel, large... 3 25 3 75
Coconuts, sack 4 75	Navel, small... 3 75 4 00
Grape Fruit—	Pineapples crate 3 50 3 75
Florida, per case 4 25 5 00	Strawberries—
Lemons—	Carolina, qt.... 0 18 0 20
California..... 3 50	Tomatoes, case
Massina..... 2 50 3 00	of 6 baskets... 4 50 4 75
Limes, box..... 1 25	Rhubarb, doz. 0 75

Vegetables.—A normal trade is being done in vegetables, both old and new under favorable weather conditions. Canadian asparagus is cheaper at 75 to \$1 per dozen, as is also Boston head lettuce, which is quoted at \$1. Old cabbage is about done, while the imported South Carolina product is higher in price, at \$2.75 per crate. Egyptian onions exhibit a slightly easier feeling while Florida celery is about done, and as high as \$4.50 is asked for any that there may be offered.

The potato situation is unchanged, and there are differences of opinion regarding future movement. One dealer said: "With a good demand being felt here, the advancing price at some Ontario points, only a normal offering and a big scarcity in the west, it looks to me like a strong market." However, other dealers hinted that the present limited offerings were due to the busyness of the farmer, and that there might be an increase later.

Beets, Louisiana doz. 1 25	Boston head let- tuce, doz. 1 00
Canadian beet, bag 0 60 0 75	Boston head let- tuce, hamper. 4 50 5 00
Cabbage, South Carolina..... 2 25 3 75	Onions—
Carrots, Cana- dian, bag..... 0 50	Texas, case.... 2 50
Carrots, Louisi- ania, doz. 1 00	Egyptian, sack. 3 00 3 50
Celery, Florida, case 8's, 6's, 4's 3 50 4 50	Potatoes, Onta- rio, bag..... 1 00 1 10
Cucumbers, hamper. 3 00 3 25	Potatoes, new, bushel..... 2 75
Endive, 12 heads 1 00	Sweet, hamper. 2 75
Wax beans, ham- per 3 0 3 50	Parley, per doz. 0 75
Green beans, hamper..... 2 00 2 50	Parasnips, bag. 0 40 0 50
Lettuce, Cana- dian, head.... 0 30 0 40	New turnips, p r 11-qt. basket. 0 50
	Asparagus—
	Canadian, doz. 0 75
	Spinach—
	Hamper..... 0 7
	Barrel..... 2 25

Never clean windows when the sun shines on the glass, as the moisture dries unevenly before it is taken up by the cloth. If the dry process is used it is difficult to polish the surface evenly.



LYNCH'S BISCUITS ARE SOCIAL FAVORITES

They are attractively done up and arrive at your store as crisp and dainty as when they leave our ovens.

Creamalt Sodas—Family Pilot Graham Wafers—Ginger Snaps—Seed Sugar—Fig Bars—Crimp Sugar—Lemon Creams

Lynch's Limited—Sydney, N.S. Manufacturers of Biscuits, Bread and Confectionery

HIGH CLASS BANANAS

Over 3,000 Bunches sold last week.
New Banana Rooms being built to accommodate the increased business.

We are the recognized Banana leaders.

WHITE & CO., Limited
HAMILTON TORONTO

SPECIALTIES FOR VICTORIA DAY

"Golden Orange" brand Navels. Fine flavor and full of juice.

BANANAS

Send along your orders for the 24th trade.

PINEAPPLES

Extra Fancy—Good Color—all sizes.

STRAWBERRIES

Fresh arrivals every day, very Fancy quality.

HUGH WALKER & SON
(Established 1861) GUELPH, ONTARIO

How to Make the Fruit Department Pay

Merchant Who Knows Food Values and Methods of Preparation Has Secured Good Grasp on Success—Hard Work Done on Fruit Diet—Their Medicinal Properties—Uses of Raspberries and Strawberries.



KNOWING the great food values of fruits, the many ways in which they may be prepared for the table and to utilize their comparative cheapness, is to give the dealer arguments that should help to make of his fruit department a valuable asset of the business, at least during the summer months.

The good season for the sale of fruits is with us, and the grocer should make the most of it. Below are given the food values of different fruits and as each of these come on to the market, the dealer might use the argument to advantage in pushing their sale.

Their Sustaining Quality.

Many people have the idea that fruits are taken more for the agreeable taste than for the benefit to the system, whereas the best and hardest of work can be done on a meal of fruit. There are several reasons why fruit is important as a food. It is itself a food, a complete and full nutriment for the body. It is of essential value in assisting other foods to be digested, and is of utmost value in helping the body eliminate waste matter. The acid in fruit assist in digesting the fats in food. In some forms of disease fruit is given because it is both curative and nutritive.

Fruits supply a variety of flavors, mineral substances, some carbo-hydrates and necessary waste for aiding in intestinal movement. The flavors are most valuable possessions as stimulants to the appetite and aids to digestion. The acids are converted in the body into the corresponding carbonates and so help to render the blood more alkaline. In some diseases, such as scurvy, this property is turned to good account.

Assures Health and Energy.

Recent investigations show that fruit as a food, assures both health and energy. Ripe fruits are absolute necessities to the people. Their acids and sugars render fruits in combination, perfect health and strength givers and provided their selection is based upon a knowledge of their qualities and virtues, they will readily tend to prolong life.

At the same time it should be remembered that good quality fruit is of the

utmost importance. Fruit eating enables us to check the encroachment of death upon life, which comes through ossification of the tissues of the body and bones. The fruit juice cleanses the earthy matter from the tissues and in this way tends to prolong life. In the fruit garden man can be assured a perfect body and a perfect mind.

Properties of Oranges.

Oranges are considered very healthy fruit. They are exceedingly agreeable to most palates, they quench thirst, refresh the stomach, help to subdue fever and replace laxatives. They have acquired a reputation as a curative for several ills. In Paraguay, the natives regard the orange essence as a valuable medicinal ointment with extraordinary healing properties.


The nutritive value of the banana is

about equal to the potato and of rice. They contain less water and more nitrogenous matter than most fresh fruits. As a medicine, it is said to dispel constipation in children and for adults has good effects in cases of acute indigestion. Bilious people are advised to eat the banana in the morning.

The Strawberry.

Strawberries are very healthy, digestible and refreshing and may safely be eaten in quantity. They are considered the mildest of all the cultivated fruits, are very cooling and wholesome with laxative qualities. The juice of the strawberry is a good natural preparation for the cleansing of the teeth. Strawberries contain only very small proportions of citric acids.

The raspberry and blackberry belong to the sub-acid class of fruits. The raspberry loses its freshness and becomes mouldy sooner than others, but as a food, it is second to none, containing a good portion of sugar. From them is made a vinegar that is a particularly cooling and refreshing beverage in fevers and hot weather and which is regarded as a very valuable medicine.

By Royal  Letters Patent.

NELSON'S

Gelatine and Liquorice

LOZENGES

Should be in your confectionery department.

C. NELSON, DALE & CO., LTD.,
WARWICK, ENGLAND.

See that Advertisement over there, where the hand points ?



That's a Sample of the Advertisements we run in the Newspapers to let your Lady Customers know about



DYOLA
ONE DYE FOR ALL KINDS OF GOODS

Then they look around your store for a Handsome Little Cabinet like the one shown here. SMALL Stock, SPLENDID Profit, SATISFIED Lady Customers, FULLY Guaranteed to give PERFECT Satisfaction or Money Refunded. Splendid

MUTUAL Advertising Proposition. Send Post Card for full particulars.

The Johnson-Richardson Co., Limited
Montreal, Can.

OUR PART.

Well, Well!

THIS is a HOME DYE that ANYONE can use



I dyed ALL these DIFFERENT KINDS of Goods with the SAME Dye. I used

DYOLA
ONE DYE FOR ALL KINDS OF GOODS

CLEAN and SIMPLE to Use.
No chance of using the Wrong Dye for the Goods one has to color. All colors from your Druggist or Dealer. FREE Color Card and STORY Booklet to, from The Johnson-Richardson Co., Limited Montreal, Can.

A GENUINE
TRADE-BUILDER



KLENZINE
Contains Ammonia
in its Purest Form

KLENZINE

Help your customers make their work easier, and they will help you increase your sales by always asking for

KLENZINE

It acts like magic with very little muscular effort in cleaning bath tubs, sinks, etc. Works with equal success for china and glassware—and makes clothes look snowy white. Can be used for washing the finest fabrics with perfect safety.

A line that is constantly in demand. Order a stock—the profit is good.

The Alpha Chemical Co., Ltd.
Berlin, Canada

June Windows—Suggestions as to Scope

Show Window Becoming More Widely Recognized as a Selling Power—Customer Judges Store by Appearance of Window—Demand Increases With Warmer Weather for Goods That Can be Quickly Prepared—Preserving Time and its Possibilities.



THE selling value of the show window is becoming more generally recognized in all lines of business. Especially is this so in the food trade. Through it, the merchant can appeal to the public's appetite in a manner that will mean more business for him. It has been demonstrated time and again that it is one of the most valuable assets the merchant has.

"Take away my windows and you take away my business," said a merchant on one of Toronto's main streets recently to The Grocer.

"I depend on the amount of goods sold through the window to pay my rent, and it is only through them that I am able to make my business pay. I can trace the source of many of my best customers to my windows and that is the reason that they are so valuable to me."

Some the Other Way.

Still there are those who do not fully recognize the enormous advantages to be reaped from the window, or, if they are aware of the fact, they do not take advantage of it, so as to benefit themselves. This is shown by the poorly-dressed windows which are still found in many stores. There are those merchants who seem to be entirely satisfied if they have their windows filled with goods, regardless of their salesmanship power. This should not be and the wise merchant is beginning to fully recognize the fact.

The customer generally judges the store to a large extent by the appearance of its window and for this reason if no other, it behooves the merchant to give such attention to his window that its appearance will favorably impress customers.

First of Summer.

June, the first month of summer, so the family almanac tells us, is near at hand. It is an excellent month for the merchant to put forth special efforts and take full advantage of the possibilities which his window affords. It is a season of the year at which the window may be made particularly attractive and as during this month the weather is of such a nature that the streets are frequented a great deal, the direct benefits to be secured by giving special attention at this time are very

great and the grocer should already be making plans that those benefits may be as great as possible.

With the approach of the warmer weather, the demand increases for those lines with which meals may be prepared in the shortest time and with the least amount of labor. Now is the time for the merchant to seize the opportunity presented for building up a good trade during the summer months for such articles, for the merchant who interests customers in these lines early in the season will receive a large share of the business during the remaining portion of the season. And in this respect the show window may be used to good advantage.

A Suggestion.

A suggestion for such a window might be the arrangement of three steps on which these articles could be arranged. On the bottom one could be placed pickles and olives. On the second one, on one side canned vegetables, and on the other canned soups, while on the top one show three or four kinds of canned meats. Topping this a card with some suitable inscription, such as: "We solve the problem of summer meals at least expense and trouble."

Cooked ham enjoys a good summer sale and can either be shown with the canned meats or a show card presented, informing customers that you carry it.

An Attractive Display.

Last year a store had a very attractive window display, which was headed: "Suggestions for every meal." This window also had the step idea brought into use. On the bottom one, which was headed "breakfast," was shown several lines of breakfast foods, camp coffee, and in the centre a pyramid of oranges. The one headed "dinner" contained canned soups, cooked ham, canned vegetables, pickles, pie filling and quick tapioca, and thus covering the whole meal. The "supper" step had canned meats, olives, cheese, canned fruits and fancy biscuits.

The Midnight Lunch.

The window in question (the idea can be followed or not according to the trimmer's notions) had far above all, a shelf with a card, "The midnight lunch," which contained crackers, cheese, sardines, lobsters, pork and beans and pickles.

Other ideas will present themselves to the trimmer, but the idea is to im-

press the customer that you have goods that will allow them to prepare meals quickly and at no great cost. Another idea is to show different lines in the display and in the centre have a clock set at 5 minutes to six, and a show card: "Prepare a meal with these goods in 5 minutes."

Of course, June is remembered as the month of many marriages, and the idea of a June Bride window will at once suggest itself to the trimmer. Numerous new homes are being established during this month throughout the country, and the merchant should make a bid for their patronage. Personal application is a good method, but a good window, bringing out the idea, will not only attract those who have recently taken the important step, but will create general interest. In this way many ideas can be worked out, first to create interest in the window, and secondly to sell goods.

The Preserving Season.

The appearance of a table in the window set for two, and the addition of hearts, flowers, wedding bells, bridal arch or any other appropriate setting will first create interest, and then have some neat displays, but not too many to carry out the real intention of the window, and that is to sell goods. Some inscription bearing on the window should also be shown.

June finds the preserving season getting well under way, as home grown strawberries begin to arrive in large quantities, and, of course, this suggests three items to the grocer's mind, namely, fruit, sugar and sealers. Some very good windows combining these three articles can be made by the grocer. We give a suggestion for a display along this line. In the background, raised about three feet above the window floor, is a shelf covered with sealers, the front ones, if at all possible, filled with preserved fruit, thus giving the idea that they are all filled. In front of this, in the centre, is placed a couple of crates of fresh berries, with a card, "Good, solid fruit." On one side is a pyramid of sealers with a card, "Air tight jars," while on the other side is a pile of loose sugar with a card, "The best sugar." At the front of the window is an inscription, "A good combination," while above the shelf a show card, "A shelf of good fruit is the housewife's pride."

THINGS THAT SHOULD NOT BE

Sitting around on the counter, discussing matters with people who come to loaf and not to buy.

Advocating a customer to buy an article because it is cheaper than another.

Yawning and stretching while a customer is giving an order.

The

"M

CA



IX

The Way to Stimulate Your Tea Trade

While you keep your customers supplied with the most satisfactory tea at the minimum price, you need have no fear of the inroads of either competitors or house to house peddlers.

"MAYBELL" CEYLON TEA

in 5 and 10 lb. lead lined decorated chests,

is more attractive in appearance and quality than any other tea at anything near the price.

The following prices will enable you to meet every price offered through peddlers and get a **LARGE MARGIN OF PROFIT.**

5 lb. Box (8 to a Case)	- - - - -	24c. per lb
10 lb. Box (4 to a Case)	- - - - -	23½c. "
50 lb. Half Chests	- - - - -	20c. "

All in Sealed Lead Lined Packages.

CANADA BROKERAGE COMPANY

Toronto, Ont.

LIMITED



Confidence Brings Trade

We are working overtime filling orders for Baking Powder. Sales are increasing daily, and we are continually receiving repeat orders. Our facilities for handling this large growing trade have been increased and we can give you prompt service. Quality and right prices are responsible for this. Insist on

Sweetheart Baking Powder

A FEW OF OUR WINNERS—

SWEETHEART COFFEES—Refreshing and Appetizing.

SWEETHEART JELLIES—A Delicious Dessert.

SWEETHEART EXTRACTS—Finest Fruit Flavors.

TRADE BUILDERS AND TRADE RETAINERS.

IXL SPICE and COFFEE CO., - London, Ont.

WESTON'S



New Factory erected in Toronto, corner Richmond and Peter Streets, to be run in addition to present plant on Soho Street—2 blocks north.

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

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



The demand for Biscuits has increased rapidly.

Commencing in 1901, supported and backed by the demand for Weston's Biscuits, we have been able to supply a satisfactory and rapid trade.

The reason of this success is to be sought in the quality of the product.

Quality always commands a premium. Confidence in Weston's Biscuits on the part of the customer is based on the fact that our Biscuits are made in quality and flavor.

If a Weston Biscuit has not found his way to you, write us for price list.

We solicit mail orders and will give every attention to all demands. We have a full line of Candies, and orders for which are filled with biscuit soda.

GEORGE WESTON
Limited

Limited

TORONTO

S BISCUITS

The demand for Weston's Biscuits has increased with great rapidity.

Commencing in a small way, supported and backed by the local demand for Weston's Bread, we have been able to build up a very satisfactory and rapidly growing trade.

The reason of this is not far to seek.

Quality always brings its reward.—Confidence in Weston's Biscuits on the part of every customer is based on the fact that our Biscuits are unsurpassed—in quality and flavor.

If a Weston traveller has not found his way to your section—write us for price list.

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

GEORGE WESTON,
Limited
TORONTO



Weston's Marshmallows

are absolutely UNEQUALLED in quality and appearance. You might just as well buy the best---prices no greater than for ordinary goods.

Weston's Cocoanut Macaroons

A delicious Biscuit for those whose fancy runs to the higher grades---in bulk or packaged.



Weston's Sodas

We guarantee every package. The best materials and carefully graded flours are used to produce a Biscuit which we consider has no superior. Put up in all size packages, in free corrugated boxes or in bulk.

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gas
the

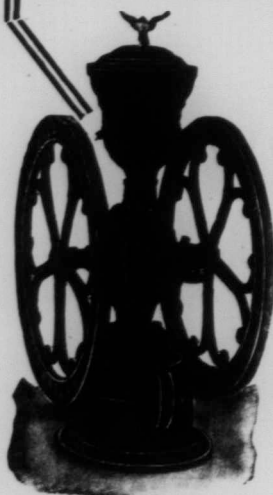


You are the man we want

—that is, if we haven't yet had the pleasure of putting an

**ELGIN
National Coffee Mill**

in your store. No mill can match the "Elgin" for rapid grinding and easy running, and it is unsurpassed for attractiveness and finish. Equipped with special adjuster device and the new style force feed steel-cutting grinders



Ask any of the following jobbers for our illustrated 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.; Kelly, Douglas & Co., Ltd.
HAMILTON—James Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour & Co.; Dearborn & Co.
REGINA, Sask.—Campbell, Wilson & Smith.
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

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

**PEEK, FREAN'S
GOLDEN
PUFF
BISCUITS**

**PEEK, FREAN & CO.,
LIMITED
LONDON, - ENGLAND**

Contractors to the Admiralty

Steady and Profitable Sellers!



Keep on the safe side by handling lines of world-wide repute.

PURNELL'S

Sauces, Vinegars and Pickles

are purity personified. They never fail to satisfy the consumer and increase the profit of the retailer.

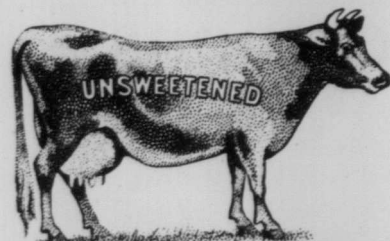
Sold by all Canadian Jobbers.



Here's a list of our agents:

Charlottetown, Horace Haszard; St. John N.B., E. C. McMichael; Montreal and Ottawa, G. S. Harding, Canada Life Building; Halifax, N.S., J. Billman, 238 Hollis St.; Quebec, Cy. A. W. Dunn, 67 St. Peter St.; Toronto, Lind Brokerage Co., 73 Front St. E.; Hamilton, J. H. Stratton & Co.; Winnipeg, Carman Brokerage Co., 141 Bannatyne Avenue E.; Vancouver, B.C., C. E. Jarvis & Co., Room 10, Flack Block, Hastings Street.

PURNELL & PANTER, LIMITED
 Bristol, Eng. - - Est. 1750



ST. CHARLES MILK

**St. Charles Evap-
orated Milk**

as a quick seller has no peer. It assures you good profits. Now is the time to stock up with St. Charles Brand.

Every can is guaranteed

**St. Charles Condensing
Co.**

INGERSOLL, ONT., CANADA



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



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

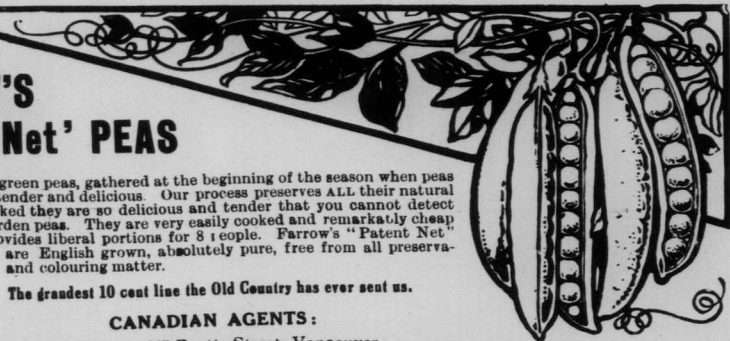
FARROW'S 'Patent Net' PEAS

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

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

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McLeod & Clarkson, 847 Beatty Street, Vancouver.
W. G. Patrick & Co., 77 York Street, Toronto.
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W. A. Simonds, 89 Union Street, Main St., Winnipeg.
Ruttan & Chapman, Fort Garry Court, Main St., Montreal.
Rose & Laflamme, 400 St. Paul St., Montreal.
C. E. Choate & Co., Pickford & Black's Wharf, Halifax.



COUNTER CHECK BOOKS



Write for samples and prices; we are now in a position to give better service, with no advance in price.

F. N. BURT CO., Ltd.

TORONTO - MONTREAL

Phone Main 2511

Phone Uptown 5962

Strength

Purity

Your guarantee of profit lies in
"COW BRAND"
Baking Soda



because of its popularity with the housewife!

Order from your jobber.

CHURCH & DWIGHT

LIMITED

Manufacturers

Uniformity

MONTREAL

Reliability

Strong, delicious Coffee can be prepared in one moment without trouble by using

SYMINGTON'S COFFEE ESSENCE

Your customers will appreciate this, and when they find that SYMINGTON'S has the flavor, strength and aroma of the finest Coffee will become regular buyers. It is the purest and most economical of all Coffee Essences.

Thos. Symington & Co., Edinburgh and London

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





Fish - Oysters



Nova Scotia Ships Lobsters to States

Record Shipment of Season—American Markets Offer More Attractive Prices—Lobster Canneries on East Coast Now in Full Operation—Steady Arrival of Fresh Fish.

Fresh fish are arriving steadily and are meeting with a good demand. Speaking in general terms the supply is rather liberal in the prominent lines and prices are quite reasonable. Dealers report that not only is the demand steady for fresh lines, but that smoked fish are still moving satisfactorily. New fillets and haddies are arriving regularly and are going into consumption.

All parts of the country are taking them up, especially the West, where the growing population has created a big fish trade. Haddock and cod are plentiful, and prices are quoted lower. Whitefish and trout are in good demand. Business, on the whole, is quite satisfactory.

Nova Scotia last week sent a record shipment of lobsters to the American markets where better prices are obtained. Good catches are reported from the north shore of Prince Edward Island, and the factories are now in full operation. Fresh fish are reported less plentiful at Halifax. Plentiful supplies of halibut are reported at British Columbia with a steady demand.

QUEBEC.

Montreal.—The fish market continues fairly active, halibut, haddock and cod are in good supply, and quotations on the latter two varieties are lower. Dressed perch and bullheads are arriving freely, as are also alewives. Brook trout are still scarce. Whitefish and lake trout are arriving steadily, and are in good demand.

There is still enquiry for frozen fish.

FRESH	
Alewives (shad herring) per 100 fish.....	2 00
Dressed perch, per lb.....	3 10
Dressed bullheads, per lb.....	0 10
Haddock, per lb.....	0 04
Haddock, fancy shore, per lb.....	0 05
St-ak cod, head-less per lb.....	0 05
Halibut, express per lb.....	0 09
Salmon, per lb.....	0 22
Salmon, Gaspe lb.....	0 35
Shad, buck, each.....	0 30
Shad, roe, each.....	0 70
Lake trout, lb.....	0 11
Pike, per lb.....	0 07
Whitefish, lb.....	0 10
FROZEN	
Codfish.....	0 03
Haddock.....	0 03
Halibut, per lb.....	0 09
Pike round lb.....	0 06
Pike, dressed & headless, cases 150 lbs, per lb.....	0 05
Tran pike.....	0 05
steak cod.....	0 04
Mackerel.....	0 11
Salmon, B.C., red 0 09	0 10
Gaspe salmon.....	0 15
per lb.....	0 09
Qualla salmon.....	0 09
No. 1 Smelts, boxes, 10 and 15 lbs, each.....	0 07
Whitefish, large.....	0 07
Whitefish, small.....	0 06

SALTED AND PICKLED	
Labrador sea trout, bbls.....	12 00
Labrador sea trout, half bbls.....	6 50
No. 1 mackerel, pail.....	2 00
4 bbls.....	8 00
No. 1 pollock, bbl.....	6 00
Scotia herrings, No. 2, bbl.....	6 00
Lake trout, half bbl.....	6 00
Choice mackerel half pail.....	2 00
Salmon, B.C., red, bbl.....	14 00
" " pink, bbl.....	12 00
" " Labrador, bbl.....	16 00
" " " bbls.....	8 50
" " " trcs., 300 lb.....	21 00
Salt seas, per lb.....	0 07
Scotch herring.....	1 00
Holland herring, bbl.....	5 50
" " " keg.....	0 75

SMOKED	
Blosters, large, per box, 60s.....	1 10
Haddies.....	0 08
Herring, new smoked, per box.....	0 25
Kipperd herring, per half box.....	1 00
New fillets, per lb.....	0 10

SHELL FISH	
Shell oysters, bbl, choice.....	12 00
XXX Shell Oysters.....	10 00
Lobsters, live, per lb.....	0 35
Oysters, choice, bulk, imp. gal.....	1 40
" " bulk, selects.....	1 80
Solid meats—Standards, gal., \$1.75; selects, gal., \$2.	

PREPARED FISH	
Boneless cod, in blocks or packages, per lb.....	6 1/2, 7, 8, 10
Shredded cod, 2 doz. in box, per box.....	2 00
Skinless cod, 100 lb. case.....	6 75
Dried cod, medium, 100 lb. drum.....	7 00
Dried cod, large, bundles.....	6 00

NOVA SCOTIA.

Halifax.—Nova Scotia this week sent a record shipment of lobsters to the Boston market. The steamer Boston taking from Farmouth on Wednesday, 1,604 crates, of a live quality. On the local markets only small lobsters are offered, and they are quoted this week at \$1.50 per dozen. Reports reaching here from the north shore of Prince Edward Island are encouraging. Some large catches of lobsters are being made, the boats landing from 1,500 to 2,000 pounds each, daily. The weather conditions have not been favorable for fishing on the Island shore, but the prospects are that the season's catch will be large. The lobsters are large and well filled, and are exceptionally good for the canneries. All the factories are now running on full time.

BRITISH COLUMBIA.

Vancouver, May 18.—One of the largest catches of halibut for some time was brought in last week. There is a good demand for this fish. Those who taste halibut off the ice and when fresh out of the water declare there is a great difference in the flavor and firmness, the packing in the ice, while keeping the fish good, does not keep it hard.

An oyster company which has beds at Boundary Bay, brought in this week a shipment of 1,200 sacks of seed oysters from Worcester, Mass. In all 34 carloads of seed oysters have been brought out this season by various companies operating in the vicinity of Boundary Bay. This business was started less than ten years ago and has expanded rapidly.

ONTARIO.

Toronto.—Supplies of fish on this market are quite plentiful and demand is of a steady nature and quite satisfactory in volume. Fresh varieties are coming in for a large portion of the trade, with frozen fish also receiving their share of attention. Prices are unchanged this week.

FRESH CAUGHT FISH	
Steak cod.....	0 08
Fresh halibut.....	0 10
Perch.....	0 07
Fresh trout.....	0 12
Fresh caught white.....	0 12
Fre-h caught herring.....	0 07
Haddock.....	0 06

FROZEN FISH	
Goldeyes.....	0 05
Pike.....	0 05
Pink sea salmon.....	0 06
Round red.....	0 09
White fish, winter caught.....	0 09
Yellow pickerel.....	0 08
Mullets.....	0 04
Bluefish.....	0 12

SMOKED, BONELESS AND PICKLED FISH	
Acadia 3-lb. bxs.....	5 40
per crate.....	5 40
Shredded cod.....	2 25
Ood, Imperial, per lb.....	0 06
Fillets, per lb.....	0 12
Haddie, Finnan.....	0 08
Pickled lake herring, 100 lb. kegs.....	2 80
Quail on tons, per lb.....	0 07
Shrimps, per gal.....	1 25

NEWFOUNDLAND.

St. John's.—The weather has been splendid for drying fish during the past week and quite a large quantity was prepared for export. The price of cod oil still keeps the same as since last fall, namely, \$110 per tun, with a fair demand being experienced. It is believed that the price will likely drop below present quotations in a short time. Refined oil is still high, and 80c per gallon is the price being asked.

Codfish, large and medium merchantable, per qtl.....	6 80
" " small.....	6 20
" " large Madeira.....	6 80
" " small.....	6 20
" " large and medium West Indie.....	4 00
" " small.....	3 50
" " Labrador.....	3 70
Haddock.....	3 50
Herring, No. 1, large and medium, barrel.....	2 70
" " small.....	2 50
Ling.....	3 50
Lobsters, No. 1 flats, case 48 1-lb. tins.....	15 00
Salmon, per case 48 1-lb. tins.....	5 50
Salmon, No. 1, large and medium, tierce.....	20 00
" " No. 2, large.....	18 00
" " No. 3, large.....	16 00
" " No. 1, small.....	18 00
" " No. 2, small.....	16 00
" " No. 3, small.....	14 00
" " 48 1-lb. tins, per case.....	6 50
Cod Oil, hardwood casks, tun.....	110 00
" " softwood.....	104 00
Cod Liver Oil, gallon.....	0 80

NEW BRUNSWICK.

St. John.—Dried codfish has slumped fifty cents per hundred pounds, and will probably go down still more in the near future. Haddock and cod are still very scarce, but remain at the same price. Lobsters are not on hand in very great quantities, although slightly more plentiful than was the case last week.

FIGURES TALK

15,000,000 lbs. of FISH distributed in Canada during one season. Over 50 cars of our

SMOKED, SALT AND FROZEN FISH

have been carried to the principal houses from Winnipeg to Victoria. This goes to show that our business is not confined to Eastern Canada alone.

OUR PLANTS

are recognized by authorities as second to none HALIFAX, situated right on the ATLANTIC, possesses extensive wharves which have always a busy appearance and facilitate export business. Our up-to-date and sanitary COLD STORAGE PLANTS, SMOKE HOUSES AND PACKING HOUSES are located there and at Port Hawkesbury, while branches are established at the latter, at Canso and other seaport towns.



SOME OF OUR MANY LINES

**O
C
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A
N**

Brand

HADDIES

KIPPERS

BLOATERS

**BOUTILIER'S SMOKED FILLETS
and SMOKIES**

Canada Strip Boneless Cod

Salt Mackerel Salt Herring

Frozen Mackerel Frozen Smelts

Frozen Sea Herring Salt Eels

Frozen Lobsters Frozen Eels

and all kinds of

Smoked, Frozen and Salt Sea Fish

NOTE:—We are in a particularly strong position to deal with business from any part of the world and solicit orders.

WRITE FOR FURTHER INFORMATION TO

The Halifax Cold Storage Company, Limited

P. O. Box 161, HALIFAX, N.S. OR Montreal Selling Branch, 47 William St.

D. HATTON COMPANY

(ESTABLISHED 1874)

18 BONSECOURS ST., MONTREAL

LARGEST RECEIVERS
AND DISTRIBUTORS OF

FISH

IN THE DOMINION

FOR SUMMER TRADE--Live Gaspé Salmon, Brook Trout, Frogs' Legs, Lobsters,
live or cooked; Western White Halibut.

WE HANDLE ALL KINDS OF SEA, LAKE AND RIVER FISH.

DURING THE WARM WEATHER ORDER FROM US.

THE BEST IN THE MARKET--Pickled No. 1
Labrador Salmon, in Tierces and Half Barrels.

WE HAVE the best facilities for disposing of
consignments.

WE SOLICIT shipments of Frogs' Legs, Turtles,
and Fresh Water Fish.

WE MAKE daily cash returns for such shipments.
Write, wire, or telephone us.

CONCORD NORWEGIAN SARDINES

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

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

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



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

LIST OF AGENTS

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



GET WISE AND BUSY

Mr. Grocer: Don't let your business grow flat and stale by
hammering away at the same old lines.

Get wise to the NEW ONES (THE GOOD ONES).

St. George, Princess and Banner milk will add a new tone
to your business, bring you new customers, bring back the ones
you have lost and produce for you a fat living profit. The
quality of these lines is unquestionable--Note our prices.

St. George Evaporated Milk--	4 doz. in case--	\$3.35
Princess Condensed	" " "	3.99
Banner	" " "	4.40

5 Case Lots shipped, freight prepaid, to any rail
point in Ontario.

Order from your wholesaler or direct from the
factory.

J. MALCOLM & SON
St. George, : : : : Ont.



Our Delectable Brunswick Brand Herring in Tomato Sauce.



Our Ever Popular Brunswick Brand Kipperd Herring.

Three Favorite Lines From the Connors Group

CONNORS BROS. have won their present standing in the grocery supply business by a conscientious keeping up of grade, and their long experience gives them a place of authority in the fish trade.

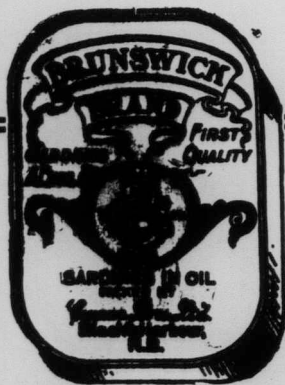
All their goods are packed under ideal conditions and come perfect to the consumer.

When you handle CONNORS BROS' goods you sell the best there is.

OUR CHIEF SELLERS:

$\frac{1}{4}$ Oil Sardines	Kipperd Herring
$\frac{3}{4}$ Mustard Sardines	Herring in Tomato Sauce
Finnan Haddies	Clams
	Scallops

(Both Oval and Round Tins)



Our Famous Leader, Brunswick Brand Sardines in Oil.

OUR GOODS YIELD A GOOD PROFIT ON THE MONEY INVESTED AND THE STOCK NEVER LIES IDLE.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, C.B.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A. W. Huband, Ottawa; C. DeCarteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shalcross, Macaulay & Co. Calgary, Alta.; J. Harley Brown, London, Ont.; Johnston & Yockney, Edmonton, Alta.

CONNORS BROS.

LIMITED

BLACK'S HARBOR, N.B.

A Fish Known Under Score of Names

A Short History of the Notorious Catfish—A Probable Conjecture as to Why it is so Named—Its Great Weight in Mississippi River—How it is Caught and How Prepared for Market.

Written specially for Canadian Grocer by J. A. Paulhus, Montreal.

The catfish lives and thrives on the North American continent in all the rivers, lakes and pools, extending from the Rockies to the Atlantic seaboard. Some specimens are even found in quantities south, in the bayous formed by the gulf of Mexico, and the delta of the Mississippi.

This species of fish is known under a score of names, according to the localities and waters in which it is found. Amongst the different denominations, the most popular are bullheads, bullpouts, horned pouts, borbottes, borbues, basham, etc. One of the Mississippi-CATS—will often tip the scale at 150 to 175 lbs. weight, and even more. At the market, this fish is sliced in steaks and sold the same fashion as is done with the halibut.

Some rivers in southern latitudes like the St. John's in Florida, the Potomac and other streams emptying in Chesapeake Bay yield large catfish weighing 50 to 60 pounds each, though the average weight would run from 8 to 10 pounds each for the largest species and 2 to 3 pounds for the smallest ones.

Smaller in Canada.

In this country, the catfish does not grow to such a size, the largest type averaging 8 to 10 pounds and the smallest 1 to 2 pounds. But what is better the flavor of our—CATS—due to climatic conditions, and cooler water is superior to the fish caught in southern regions and for this reason, are always the favorite in the different markets where they are offered.

Why Cat Fish.

Why this fish has been so called is purely a matter of conjecture. We can understand the meaning of parrot fish, hog fish, sunfish, etc. There are certain resemblances, or similarity either in the form, shape or habits between the bird which is called parrot and the fish of the same name. The sun fish has the form of the sun, the hog fish has a grunt which reminds one of the hog.

But the catfish has nothing which would suggest such a name. There are no two things in creation so widely different in every point as the animal cat and the fish cat.

The Cats Like it.

But it is known cats are in general very fond of the fish flesh, though no fish will tickle their fancy as much as

the catfish, and this would perhaps explain in a way the origin of the name due to this taste of the cats for the catfish.

If it is so, cats are certainly poor anglers, though they are clever hunters. A cat will climb up a tree, watch silently for hours, like a statue, motionless, in the hope of catching a bird, a winged thing with power to escape the talons and the cruel set teeth of the smooth pussey. Nevertheless cats destroy lots of birds. A cat will take the chance at the peril of his life to fight vigorous and vicious rats with the disadvantage of cramped space under decayed floors or soiled drains. Still at the cost of blood and wounds, they exterminate vermin.

Fish Easy Prey.

It would be so easy for them, it seems, to go under cover of darkness, which is light for their eyes, and gather along the quiet streams at night all the ambrosia for which they have such a craving, because catfish on peaceful evenings roam about in quantities near the shores in quest of food themselves. They would be an easy prey to the alertness of the feline race. No doubt nature in its profound wisdom has ordered it to be so, but all the same cats are indeed poor fisher folk.

When to Fish.

Fishing catfish with a line and rod is a very enjoyable sport. It does not require intricate tackle. The catfish is not a game fish in the sportman's sense of the word. It will not rise to the tempting colors of a—Jock Scott—fly, but on a cool, early summer day, when the wild cherry trees are all in blossom, the green grass soft and thick, the fields dotted with the white and yellow tints of daisies and buttercups, the air sweet, balmy and resonant with the ringing voice of the Bobolink, there is charm to watch the float of the line tossing, plunging in a still pool. It is a seduction to tantalize the voracious appetite of the catfish, with a well baited hook, when he is hungry, as they move in shoals, when the angler is lucky enough to throw his line in the proper spot, he is always sure of a big haul. A detail to note. Catfish never bite when the wind blows from the east. It is an omnivorous feeder—worms, flies, flesh, insects, vegetables, plants, are his everyday bill of fare and in time of famine, like Saturn of mythology, he will devour his own children.

Crows Like Rooster.

When landed, the difficulty is to unhook him, its dorsal skin always erected, is a dangerous weapon and always inflicts painful wounds to the untrained or unprotected hand—and often occasion blood poisoning. It also, at the moment of being pulled out of water makes a peculiar noise which imitates almost to perfection the crow of a rooster when some of his hens are alarmed by the flying of a crow nearby.

Canadian Species.

In Canada the catfish is of two well characterized species; both have the same form and shape except that the borbues, the largest type, has a tapering head and a forked tail. The borbottes, the small type, has a broad, flat head, and a cut square tail. Both inhabit the same waters. The weight of the borbues is from 6 to 10 pounds and the borbottes average 1 to 2 pounds.

Early in the spring they follow the waters submerging the fields to bask in the sunshine and to feed abundantly upon the débris left by the melting of ice and snow. As soon as water recedes they return to the shallow depths of streams and start the work of propagation.

Soon after, masses of a gelatinous substance dotted with innumerable black specks, the eggs, are seen floating and maturing through the action of water and sun.

Mothering the Fish.

When hatching time is past a female catfish may be seen near the shores, with a school of young ones, which she nurses and feeds much the same fashion as a hen does with her chicks. The growth of the catfish is, very rapid. The adult stage is attained in about 3 years' time.

Being protected with dangerous fins, principally the dorsal, the catfish can swim about in safety into the watery depths without fear of deadly attacks from enemies, if we except the pike, and this shark of inland waters is severely punished when his voracious appetite urges him to attack indiscriminately any fish that comes in the radius of his eyesight. It means sure death for him. The prongs or fins of the catfish like pieces of tempered steel cut through his throat or stomach and send him floating on the surface of the stream, a dead body to be preyed upon by the aquatic birds.

Depredatory Instincts.

The borbottes have very depredatory instincts. They are considered a pest in the lakes where trout is reared. Not because they will attack and kill that

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fish, but simply because they will destroy hatcheries—as they are very fond to feed on the eggs laid by other fish.

The flesh of the catfish is of a fine texture and good flavor—something between the eel and the sturgeon. When it is caught in cool, clear waters and well cooked, it is a delicious morsel. Somebody has said that catfish is like—pate de foie gras—one likes it readily or detests it for ever.

Lives Out of Water.

For trade purposes, catfish is caught with traps or nets. The fisherman empties the contents of his daily catches in a big basin and keep the fish alive until market day is at hand. The catfish is very tenacious of life and will live out of its proper elements for hours and even days if kept covered with green grass. For marketing the fisherman decapitates the fish, peels the skin, removes the entrails and places the product in a cool place.

The Marketing.

This process stops the flow of blood and bring on that deep purple color so appreciated by the connoisseurs. For shipping, the fish is placed in neat boxes between layers of ferns or large tree leaves. No ice is used. The price of dressed borbottes ranges from 6 to 10 cents a pound and sometimes run as

high as 15c a pound. All the rivers emptying into the St. Lawrence yield annually tons of dressed bullheads. Lake St. Peter district, Lake St. Louis, Lake St. Francis, Chateauguay river, Richelieu river are noted for the excellence and good qualities of the catfish they produce. Catfishing is a big assets for the inhabitants of these localities, and is worth at least \$100,000 a season. Unfortunately of late the crops have been reduced considerably due to overfishing. Unless some means of protection are resorted to, the day is not far when dressed bullheads, like shad once so plentiful, will be a luxury to be enjoyed only in the first class hotels and cafes, by the wealthy or multimillionaire class.

SOME LITTLE HINTS.

When you announce a special sale for a certain length of time, hold it for that length of time, and then stop it, unless you have a reason for continuing it that will seem good to the public.

Be sure that there are no nails, projecting from any barrels or boxes in your store to tear a customer's clothes.

If a mis-statement of price should happen to occur in your advertisement, it is best to live up to it, unless it would cause you a loss you positively cannot afford.

BAD LOBSTER SEASON.

Nova Scotia Fishermen Lose Much on Account of Storms.

The lobster fishermen of Nova Scotia, have had a hard time of it during the season just closed, and yet there are some bright features. In the number of lobsters caught this has been the smallest season for many years, yet the revenue receipts will average up with last year, as from the beginning of the season, on December 15, the price has been unusually high, and will average about \$22 or \$23 per crate, as against not over \$18 or \$19 for previous years.

It has been a very hard year on account of loss of traps through frequent and destructive storms, several of which destroyed thousands of traps and gear, meaning many thousands of dollars to the fishermen. Taking this loss in connection with the reduced catch, notwithstanding the high prices, the season, on the whole, has been a bad one, probably the worst for many years. The canneries have practically done nothing, owing to the scarcity of the lobster and the high prices, and thus far the amount canned in this district is not one-half what it was one year ago at the same date. Canners are somewhat disturbed about the matter, as many have booked orders which it will be difficult to fill.



INCREASE YOUR BUSINESS

By carrying and pushing the sale of

Dominion Silent Matches

Every stem made of good quality wood and will not break, and every head made to stay on when you strike it.

Attractively boxed—Makes good shelf stock.

Every match a light.

The Dominion Match Company Limited

OR
Canada Brokerage Company, Limited, Toronto

Deseronto, Ont.

Selling Tobacco as Grocery Side Line

Desirable That a Man Be Located in Factory District, and Necessary That Goods Must be in Good Condition—Necessity of Attracting Men to Store—Excellent for Other Business.

A TOBACCO department has proved a money-maker to many a grocer. Others, largely on account of the location of their stores, have doubtless deemed it unadvisable to carry tobacco in stock.

An uptown grocer with barber shops and tobacco stores on all sides may well have some doubts as to his tobacco line ever becoming much of a success.

In every town and city throughout the Dominion will be found grocers of this kind. But on the other hand there are grocers who do a considerable business in tobacco and who find their general trade assisted by this sideline.

Getting Men Interested.

It is a well known fact that men are for the most part infrequent visitors to the grocery store. The grocer's dealings are with the woman of the house. It is probably regrettable in one sense that men are absentees for they are more lavish as a rule than women. Thus, if men could be brought more and more into the grocery store it would not be long until their purchases would ex-

tend beyond tobaccos. The writer knows of instances where men who came to buy a plug or package of smoking tobacco was attracted to cheese, apples and such lines and asked to have them sent home.

Some Essentials.

The grocer in a factory district and any of the trade away from the opposition of the tobacco stores is likely to make a success of this department. He does not need to lay in a heavy stock and a single show case is generally sufficient to display it. It is highly important that his goods are not allowed to become dry. The air in the show case should be kept moist which may be accomplished by putting in the case one or two tumblers of water, or some such arrangement. As to the stock one is to carry that depends upon the individual. With plug tobacco it does not lend itself very well to the show case idea unless it is roomy enough. It is also important that the plug tobacco should not be allowed to become dry. Nothing will

turn away a smoker more quickly than dry and apparently old tobacco.

Be in Prominent Place.

This display should be in a prominent place. It requires little or no attention and can easily be made attractive. The grocer must govern himself according to the law covering the selling of tobaccos and the handling of them. Tobaccos present but little trouble to the grocer, there is always a steady demand for them and they are profitable. These points may be cited as reasons why the grocer should carry tobacco provided he considers he is in a fair locality. Some of the trade, ultraconscientious they may be, refuse to handle tobacco for particular reasons, but they are not very numerous.

This is an excellent time for the grocer to push sales of confectionery. The demand brightens at this time while the temperature is such that stocks can be handled without difficulty.

CLAY PIPES

None equal. Insist upon McDougall's
There IS a difference.

D. McDUGALL & CO., LTD., GLASGOW, SCOTLAND

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE Milder
THAN

Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton,

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GLASGOW,
SCOTLAND



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MAPLE SUGAR

CHEWING TOBACCO

Rock City Tobacco Co.

Quebec - and - Winnipeg

The Commercial Register System



affords protection and increases counter space. It will do vastly more.

It will keep your accounts up-to-date with the chance of an error reduced to a minimum. This avoids any disputes and incidentally increasing the confidence of your customers and building up a larger trade.

The Commercial Register is compactly made and takes up very little counter space. The sheets lift out and will fit any safe, giving the merchant excellent protection in case of fire.

Send postal asking for catalogue and free demonstrations.

COMMERCIAL REGISTER CO.

178-180 Victoria Street - - Toronto, Ont.

Your Customers

look to you for ideas for dessert, especially when apples are scarce.

Have you suggested pies made from

WETHEY'S MINCE MEAT?

(IN SANITARY CARTONS)

You have them. If not, get some quickly from your jobber and PUSH IT, IT WILL PAY YOU.

J. H. Wethey, Limited
ST. CATHARINES, - ONTARIO

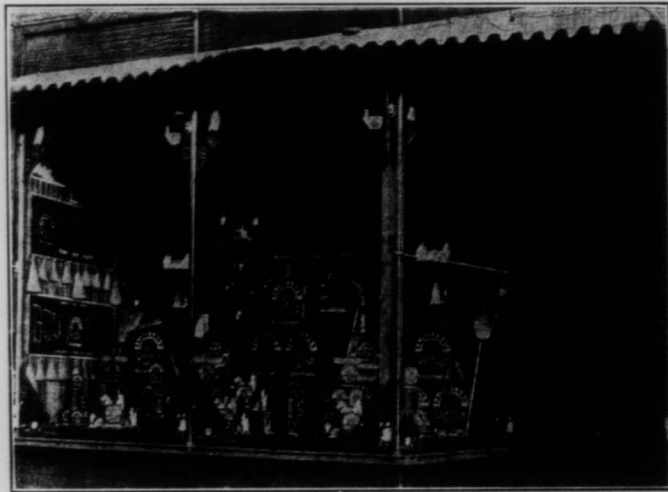
Your Salt!

Order it early, delays, unforeseen, may come, and it costs nothing to be beforehand.

VERRET, STEWART & CO.
LIMITED

SALT SELLERS
MONTREAL

Gold Dust Washing Powder



SHOW THE GOODS

This window represents a display of The Marks-Clavet-Dobie Co., Limited, Port Arthur. They have long known the value of displaying goods in an attractive manner.

Spring Cleaning is now at hand. You should devote as much space as possible to displaying goods for this purpose. We are prepared to forward to you **GOLD DUST Advertising Matter** to enable you to make your window attractive.

Write for our Special
GOLD DUST
Window Display Deal

The N. K. Fairbank Company - Montreal

The Merchants' Line of Canada

(Merchants-Mutual Line)

Well and favorably known in Great Britain for the last 27 years as the "ALL WATER ROUTE."

A Fleet of Sixteen Modern Steamers, with three sailings weekly from Montreal, Toronto and Hamilton.

Express service twice a week from Montreal to Port Arthur and Fort William.

Through rates quoted to all points in Western Canada and to Western United States points.

Marine insurance from Montreal is included in the rate of freight quoted, provided shippers declare values at time of shipment.

For further information apply to

Merchants' Line of Canada, 64 Exchange Bldgs., Liverpool, England
or any Office of The Merchants-Mutual Line in Canada.

To ensure lowest rate and best despatch, kindly see that your Bills of Lading are claused
"Via Merchants' Line."

Manufacturers and Shippers of Eastern Canada, Europe and United States

If you want **Good Live** Representation of your account in Western Canada **write us**. We can show you Results, as we have the **Experience, Financial Standing** and aggressiveness necessary to obtain for you the **maximum** amount of business.

We maintain **Offices** and **Warehouses** in all the Jobbing Centres of the **West**, viz.:

WINNIPEG	REGINA	SASKATOON	EDMONTON	CALGARY
MAN.	SASK.	SASK.	ALBERTA	ALBERTA

Our Salesmen are in daily touch with every Wholesale House in Western Canada, and the service we give to firms we represent cannot be equalled.

Nicholson & Bain Wholesale Commission
Merchants and Brokers
Head Office - - WINNIPEG

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

Prescott & Co., of Manchester, Eng., who advertise their Rice Starch in this issue, have an article to offer the trade of unusual merit. Their Negress Brand Guaranteed Pure Rice Starch is celebrated for its whiteness and purity, and for the beautiful gloss it imparts to linen. Their new Negress Brand Cream Starch is a novelty. It is the fashionable shade for curtains which will not fade in the strong sunlight when starched with it. Prescott & Co. are modern in their methods and supply packages suitable for all markets. They will supply customers' own brands for large importers and will send samples and prices on request. The factory in which this Rice Starch is manufactured is situated in Belgium, having been founded in 1867.

Laporte, Martin & Co., Ltd., of Montreal, are announcing several lines of merchandise to be bought now for immediate delivery at special prices. Inasmuch as all these goods are leaders, the response to this offer should be prompt and attractive. Laporte, Martin & Co., Ltd., are agents for many of the leading firms of the world, and the list of such firms published in another page will be decidedly interesting.

F. A. Verey, formerly Toronto representative of the Edwardsburg Starch Co., has taken over the East India Manufacturing Co., 44 Colborne Street, Toronto. This company manufactures grocery sundries. Mr. Verey's many friends among the wholesale and retail trade will be glad to hear that he has branched out into business for himself.

The MacLaren Imperial Cheese Co., Toronto and Montreal, draws your attention to their advertisement in this issue on Le Soleil canned goods from Belgium. See also to your stock of Flico, as the fly season is rapidly approaching. Those dealers who are handling the "Redio" polishing cloth are making money. There is no metal polish necessary when this cloth is used. They are selling everywhere. Since the camping season is almost here you should stock Knorr's soup squares, dried vegetables and sliced potatoes. These are some of the best selling lines on the market for campers' and prospectors' trade. This company has received first shipment of English Stilton cheese. Replenish your stocks early. These are some exceptional opportunities for you.

So rapidly has the business of Wagstaffe Limited, Hamilton, Ont., been advancing that it has been found necessary

to increase their already extensive manufacturing establishment again. Preparations are under way to make it a hundred and fifty per cent larger than at present. This is a splendid tribute to the ability of Mr. Wagstaffe, founder of the business.

There is a new fly poison on the market, known as Wonderful Fly Killer. It is simply contrived, being apparently only a small round pan covered by a perforated concave top. Under this cover is the poison, which gets in its work when water is poured over it. As will be observed from advertisement in this issue, the Crystal Sealing Co., 204 Stair building, Toronto, are the Dominion agents.

Meakins & Sons, Hamilton, Ont., have a splendid seller to offer the trade in their sanitary glass washboard. Their advertisement in this issue gives particulars.

NEWFOUNDLAND NOTES.

Budget of Interesting News and Market Facts.

St. John's, Newfoundland, May 18.—Trade conditions are beginning to brighten, and dealers generally are looking forward to a good spring's trade. With opening of navigation and our steamers starting to run on the different bays, matters are getting a bit lively. Supplying and outfitting for the season's fishery will make business good for a few weeks.

A few cargoes of produce left over from last season, on account of bad weather, have come along lately and commanded good prices. The outlook for good prices this season is promising.

The spring herring fishery is away behind last season, and at present, the market is bare. Last year this time, considerable stocks were held. New arrivals are expected daily and owing to the scarcity, will command good prices.

Owing to the shortage of the salmon pack last season, the market is about exhausted. Cod oil still maintains a record figure, and \$110 per ton, is freely given at present.

The sealing voyage for 1911 is closed, and the result is gratifying. With one or two exceptions, the steamers had good paying trips. The total catch will be about 300,000, estimated value five hundred thousand dollars (\$500,000).

We had seven or eight arrivals last week with molasses, and the market is now well supplied with this commodity. Price will be about the same as last year.

The winter fishery on the West Coast has been fairly successful, and if wea-

ther conditions are favorable, some cargoes will soon be ready for market.

Tea merchants report a decline in prices, but the impression is that an advance will shortly take place. Most of our requirements are provided for, and prices won't affect the trade unless they hold down for some considerable time. Our importation last year was 1,250,000 lbs.—about 5 lbs. per head of the population.

Several agents for Canadian firms are now in town, and look as if business was prospering with them.

The directions
on the

Fels-Naptha

wrapper should
be carefully ob-
served by your
customers. It
will really repay
women to read
and follow them.
When so used,
Fels - Naptha Soap
does everything
claimed for it.



EVER CONSIDER

If you entered a horse race and drove a pacer that was even ever so little a better animal than any other of the field, your chances of winning would be greater than those of your competitors.

You see, YOU would have a HANDICAP.

THE SELLING OF

Now, in selling Laundry Soap, the man who gives the best value—other things being equal—is the one who has the handicap, the one who will win the race. People will return to his store because they can save money by doing so.

LAUNDRY SOAP AS

Every horse in a race is not the best. If that were the case you would never make a dollar at the track. Nor is every Laundry Soap on the market the best. Horses and soap—you have to discover the winners. And when you find the best you are likely to profit by your knowledge.

SOMETHING LIKE

We don't want you to take OUR lonely word that "**CANADA'S BEST**" Laundry Soap is the most profitable Laundry Soap for you to sell—though WE know it is, as do thousands of grocers who now sell it. BUT, we do ask you, in all fairness to yourself, to give it a trial, and to abide by the decision you will make on hearing your customers' verdict.

A HORSE RACE ?

Then, if it is the best—hadn't you better have the advantage (the handicap) that is yours when you are selling "**CANADA'S BEST**" Laundry Soap?

Write at once for
Our New Price List

The White Soap with
Valuable Premiums

United Soap Company of Canada, Ltd.

M O N T R E A L

COOK'S FRIEND BAKING POWDER

Has Been Over 50 Years a Leader
Because :

W. D. McLaren,
Limited
Montreal.

It conforms to Pure Food Laws the world over; it is made from PURE GRAPE CREAM OF TARTAR and contains no alum or other dangerous or questionable acids.

The BEST ought to be good enough for your customers, especially when it costs no more than other brands of unknown quality, and is equal to imported powders at double the price. MADE IN CANADA and NOT by a FOREIGN TRUST.

LAURENTIA MILK and CREAM

The Milk of the XXth Century

Being

Perfectly homogenized and sterilized, it keeps in any temperature indefinitely.

It is the only Milk offering a perfect guarantee against all contagious diseases.

Perfectly Pure and Natural

No chemicals of any kind used in its preparation.

Sold to the trade in crates or boxes like beer or ginger ale. No Losses.

THE **Canadian Farm Produce Co., Limited**
21-23 ST. PETER ST. MONTREAL

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

British America Assurance Company

A.D. 1833

FIRE & MARINE

Head Office, Toronto

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

CAPITAL	\$1,400,000.00
ASSETS	2,102,752.85
LOSSES PAID SINCE ORGANIZATION	29,822,820.96

"WE ARE FISHING FOR YOUR BUSINESS"

Our Specialty---Boneless and Prepared Fish of all kinds.

Every variety
Pickled and Salted
Fish.

**Fresh Fish
Every Day
in
the Year**

Bulk and
Shell Oysters in
season.

The Finest HADDIES, KIPPERS, BLOATERS.

We have the best equipped "up-to-the-minute" Fish Warehouse in Canada. Our modern cold storage plant on the premises insures stock being handled with care, thereby avoiding danger of loss. All goods are examined before shipment and satisfaction guaranteed.

PRICE LISTS MAILED ON REQUEST. PROMPT ATTENTION GIVEN ALL ENQUIRIES.

LEONARD BROS., 20, 22, 24 and 26
YOUVILLE SQUARE, Montreal

P.O. Box 1425. Five Long Distance Telephones.

Branches— MONTREAL ST. JOHN, N.B. GRAND RIVER GASPE, Quebec

SUMMER SEASON IS HERE

ARE YOU PREPARED FOR PICNIC TRADE?

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

Nothing is more thirst-quenching or delicious than

COLD SPRINGS LEMONADE POWDER

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

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

Used extensively throughout the colonies, giving general satisfaction.

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



S. H. EWING & SONS

96-104 King St., Montreal 20½ Front St. E., Toronto
Phone : Bell Main 65 and Bell Main 155 Phone Main 3171

Merchants Talk About Book-keeping

Dealers From All Parts of Canada Who Have Sent in Their Meed of Praise in Connection With the Benefits to be Derived From the Instalation of a Credit Register System.

Defective and laborious methods of bookkeeping are the sources of a great deal of loss in many business establishments. Any method that will tend to eliminate any loss and curtail the work in connection with the store's book-keeping is welcomed with open arms by the merchant.

Many systems and equipments designed to facilitate book-keeping have been offered to merchants in recent years. Among those that have met with a favorable reception is the account or credit register book-keeping machine. The effect on the business and the amount of work employed are the two points on which any method or system introduced into the store should be judged. It is claimed by those merchants who have them in use that they work to the advantage of the store in eliminating defective book-keeping for one thing and also in making the handling of accounts much easier.

In Nova Scotia.

A. A. Shortliffe, grocer of Digby, N.S., is one dealer who has installed a book-keeping machine and is well satisfied with his investment. He purchased it last July, it has given excellent satisfaction, and he would not now care to do a credit business without it. He says that if he could not purchase another, he would not sell his present machine for five times its cost. With it, mistakes are not nearly so liable to occur, while forgotten charges are a thing of the past.

He says that in three months after installing his outstanding accounts were reduced fully 25 per cent. His customers like the idea of knowing what they owe, while he likes to have them know that he knows what they owe. He says that the price is soon forgotten as it pays for itself in many ways.

Praise From Alberta.

From the other end of the Dominion, L. O. Wisler, of Stettler, Alta., sends out his praise of a similar system. "On March 10, 1910," he writes, "I installed the system in my store, after listening to much criticism among the business men of this town. I can say now that I have convinced a large majority of these same men that this system is the best automatic collector of accounts, for the reason that the total indebtedness of each customer is presented to him at each purchase. I have also persuaded them that it is a great time and labor saver on posting accounts more than paid for itself. When they

counts and sending out statements, and it also enables one to master his accounts with the least time, least trouble and the utmost exactness of any system under the sun. I would not think of doing business without it."

What Winnipeg Men Say.

Booth & Colquhoun, of Winnipeg, Man., in speaking of this style of time-saver, said: "We have had the system installed for some time now and like it much. It saves us all book-keeping and we have found it a better collector than our old system. Customers often pay up to date now instead of at the end of the month. It also stops any disputes which might arise over lost slips, etc., and we can tell in a second what any of our customers owe us, to a cent. We consider it the best investment we ever made in the line of store equipment."

What Others Say.

John Small, of Huntingdon, Que., is another merchant who has had the system in his store for a considerable length of time and who finds it much superior to anything in the book-keeping line he has ever had and would not now be without it.

The Bow, Marsh Grocery Co., of Calgary, Alta., say: "We installed an account system in 1909, and will say for the benefit of our brother merchants, that it is the only system. There is no copying, no posting, statements, or night work and our customers like it, for they know just what they owe in full with each purchase, and there are no disputes. One of the great features is: if the customer makes twenty purchases a month they receive twenty statements with no extra time or expense. Believe me, it is an automatic collector of accounts and holds credits within a limit."

White & Tweedie, general merchants, Centreville, N.B., like a system because it saves a lot of bother and all disputes and keeps a customer posted about the amount of his account. The time that it saves in making out bills also appeals to them.

The Economy of Tying Parcels Well is Apparent

Clerks should take a great deal of care in wrapping up parcels so that they may be carried home by customers without annoyance. You will find that even such a small thing as this is appreciated

and that it adding to the service of the store. This is an important factor in the holding of trade.

In country stores, parcels should be tied so that the farmer may get them home without breakage, for if a parcel breaks open and a quantity of the contents is lost, it all counts against the store. Customers have a habit of carrying medium weight articles such as bread by the string and a single knot will not stand the strain. Clerks should remember to tie it up securely, for if the parcel should happen to come untied on the street, a bad opinion of your store will probably be formed and some place else where parcels are wrapped better will get the business.

Sometimes a merchant, through false economy, will use a bag that is too light with the result that it breaks with the slightest jar or shake. Judgment should be used in the selection of bags that no heavier weight than needful is used, but in most cases it is best to be on the safe side and use a bag that is at least heavy enough. That customers appreciate this can be gathered from what a customer recently said in regard to the question:—

"I buy fruit to carry home; I've done that for—well, a good many years, and for a long time I bought around in various places. Then one day some years ago I stopped at a store where I liked the looks of the fruit and where, as I noticed a moment later, bags were a little heavier than those I had been accustomed to find. The bags here cost the dealer more, maybe a quarter or a half cent more apiece; but I liked the looks of them. They were good stout bags that wouldn't break on the way home.

"And when this dealer had put the fruit in one of these bags he didn't simply twist the neck of it and hand it over to me so in a form inconvenient to carry. He folded the top of the bag over and rolled it down to form a handle—a grip piece; and then he tied this bundle around securely with twine, thus making it up altogether into a bundle that was secure and handy to carry.

"Of course I liked all that, and I found that he always did up his packages so or putting on sometimes a wood and wire handle; but always he made the package secure and handy for me. He had some thought for me, and I've been buying of him ever since; and if he should move I'd follow him. I would go out of my way to trade with him."

R. L. Shaw, M.L.A., has bought out C. Nichols' interest in the firm of Nichols & Dillon, general merchants, Castor, Alta. The firm will be known as Dillon & Shaw.

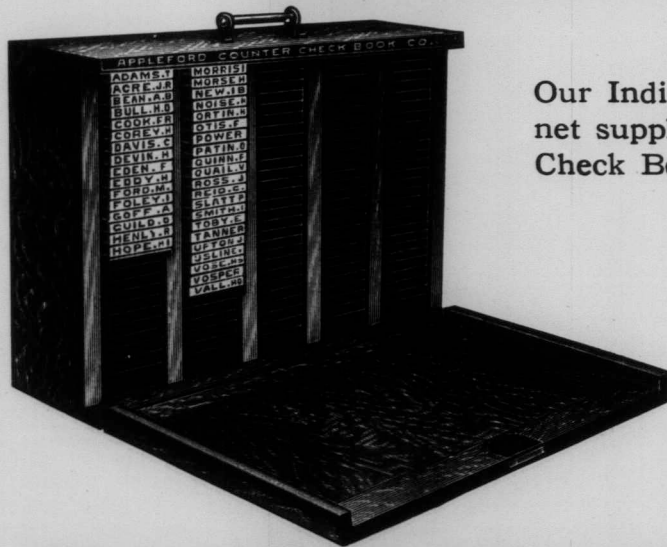
Appleford Counter Check Book Co.

HAMILTON, CANADA LIMITED



The Largest Factory in Canada making Counter Check Books exclusively, with a capacity of 50,000 completed books daily. We make all sizes, kinds and descriptions of duplicating and triplicating

Carbon Leaf Counter Check Books
Automatic (or Blue or Black Back) Counter Check Books
Account Register Books for all makes of Registers
Cash Sale Pads, Counter Pads, Etc.



Our Individual Book Account Register Cabinet supplied free to users of our Counter Check Books. Write us for particulars.

A complete plant operated by skilled workmen. Get our prices before you place another order for Counter Check Books.

APPLEFORD COUNTER CHECK BOOK CO., LIMITED
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DISTRIBUTORS LIMITED

EDMONTON, ALBERTA, CANADA

COMMISSION BROKERS, MANUFACTURERS' AGENTS
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ALL RAILROADS CONNECTED WITH WAREHOUSES

P. O. Drawer 99, 755 Fourth Street

Phones, 1831, 1528, 4179

ELDER'S COFFEE ESSENCE

is the only essence that retains
the natural aroma and flavour
of the freshly roasted bean.

It is highly recommended by
"The Lancet" as genuine, and
holds the Silver Seal Certificate
as well as the ordinary certifi-
cate of purity of the Institute of
Hygiene, London.

CANADIAN AGENTS

Maclure & Langley, Limited
12 FRONT ST. EAST, TORONTO, ONT.

MANUFACTURERS

Alexander Elder & Son
BEAVERHALL ROAD, EDINBURGH, SCOT.



The Best Grocers in Canada

are now finding a fast
and increasing sale for

KIT COFFEE ESSENCE

WHY? Because it is a
thoroughly whole-
some beverage of delightful
flavor and fragrance and
strongly appeals to the better
class of trade.

Most attractive package on the
market and costs no more than
its many imitations.

ORDER KIT FROM YOUR WHOLESALE GROCER

Canadian Agents:

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A. TYTLER, Temple Building, LONDON
J. A. CROOKS, Bedford, HALIFAX

PROPRIETORS

KIT COFFEE CO., Govan, Glasgow

A GROCER'S CO-OPERATION



RISING SUN Stove Polish in Cakes gives a
lustre which far outlasts all others under the
heat of the stove, and that is why it has so many
friends that call for it over the grocery counters
the world around. We believe that the real live
grocer wants to push the goods that please his
customers, and that is why we have the hearty
co-operation of thousands upon thousands of
grocers everywhere. It pays you to push it.

MORSE BROS., Props. - Canton, Mass., U.S.A.

WE ARE AT YOUR SERVICE

If you want live representation in a great country that wants your goods—just write us.

Splendid connections in the four Western Provinces.

Warehouse and Trackage facilities unequalled

BAWLf, DAVEY CO.

WINNIPEG

Grocery Brokers and Manufacturers' Agents

CANADA

Just What You Would Say

So many Merchants who have bought

Bowser Self-Measuring Systems

for kerosene and gasolene NOW say they don't see how they got along without them.

Why don't you use a Bowser? There is money in it.

They measure the oil into the customer's can, count gallons pumped and show the money charged for it.

No measures—no funnels—no dirt—no danger. Saves Time, Space and Profit.

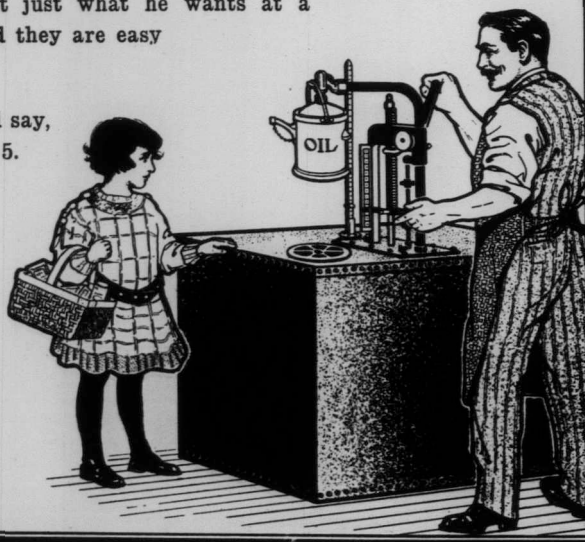
The range in style, size and price is so great that every merchant can get just what he wants at a price to suit, and they are easy to install.

Just drop a card and say,
send me free book No. 5.

Don't wait—send
it NOW.

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

TORONTO, ONT.
66-68 Fraser Ave.



Putting Credit Business on a Cash Basis

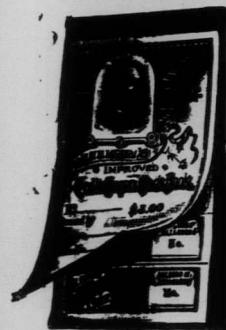
Easiest thing in the world!

No chance to pick the
wrong plan, since there's
only ONE way to do it.

Simply install

Allison Coupon Books

HERE'S HOW THEY WORK



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. Allison Coupon Books are recognized everywhere as the best.

For sale by the jobbing trade everywhere.
Manufactured by Allison Coupon Company,
Indianapolis, Ind.

When writing advertisers kindly mention having seen the advertisement in this paper.

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a Want Ad. in this paper.

If it's CUSTOMERS you want, Sir—

You certainly want H.P. SAUCE to bring them in
 In many ways H.P. is unique, its flavour is unique, its deliciousness is unique, its value is unique—it makes customers—it makes business—it makes profits—

Why Not Sell it?

H.P.

SAUCE

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



"BETTER THAN DEVONSHIRE CREAM"

For all-around excellence and uniform purity

FUSSELL'S
 THICK RICH
CREAM
 (GOLDEN BUTTERFLY BRAND)

Rivals the very finest Devonshire Cream and, in addition, **KEEPS INDEFINITELY IN ANY CLIMATE**

FROM 10c. A TIN

Samples and particulars of:—Alexander Marshall, 144 Water St., Vancouver, B.C.; W. H. Escott, 137 Bannatyne Avenue, Winnipeg, for Manitoba and Saskatchewan; C. Fairall Fisher, 22 St. John St., Montreal, for Quebec; McCarthy, Holloway & Reid, P.O. Box 1156, Edmonton, Alberta, for Alberta; The Harry Horne Co., 309 King St. West, Toronto, for Ontario; R. B. Colwell, 265 Barrington St., Halifax, for Nova Scotia, or

FUSSELL & CO., LIMITED
 4 Monument Street, LONDON, ENG.
Eleven Go'd Medals

Sell Mushrooms
There's Good Money in it

We are arranging with one leading grocer in each town to handle our mushrooms during the coming season.

As the supply of these dainties very seldom equals the great demand, the men who secure a local agency for our product are sure of big sales at extra good profits.

Better write us to-day for full particulars before your competitor closes for the exclusive right in your locality.

WRITE US TO-DAY

Canadian Mushroom Growers

Limited

LINDSAY

ONTARIO



"THE SALT THAT SATISFIES"

That is the Great Advantage of Handling

PURITY
SALT

It never fails to satisfy your customers. It is PURE; being composed of fine, dry, even salt crystals only. Ask your jobber for "Purity Salt."

The Western Salt Co., Limited

Mooretown,
 Ontario



COFFEE High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO.,

Wholesalers

HAMILTON, ONT.

Be Careful How You Buy Your Refrigerator



Don't get an "Ice Box."

The damp, musty, stagnant air "Ice Box" is a breeding place for germs and disease, and the average refrigerator is merely an elaborate Ice Box.

Proper ventilation and perfect circulation of cold, dry air is only properly obtained in the "Eureka" Refrigerator, which has an exclusive and patented system of air circulation, and this guarantees an absolutely dry refrigerator.

We have been twenty-five years exclusively manufacturing refrigerators, and our present models have all our knowledge and experience worked into them.

In the matter of sanitation in materials used, in design and finish, in price, there is no refrigerator on the market can compare with the "EUREKA."

Let Us Send You Our New Illustrated Catalogue.

EUREKA REFRIGERATOR CO., LTD., TORONTO
54-56 Noble Street.

OK. SAUCE

ENGLAND'S BEST

For its Exquisite Flavor it stands unrivalled.

For purity of ingredients it stands unchallenged.

One thousand guineas purity guarantee on every bottle.

Manufactured only in London, Eng., by

GEO. MASON & CO.

Canadian Agents--DARBY & TURNBULL
179 Bannatyne Ave., WINNIPEG

The North Queensland Meat Export Co., Ltd.

WORKS, OOLBUN

TOWNSVILLE, NORTH QUEENSLAND

MANUFACTURERS OF

Canned Meats, Extract of Meat, Etc.

OF FINEST QUALITY

SPECIALTY :

Boiled and Roast Beef

in 1 lb., 2 lb. and 6 lb. tins, full weight.

As supplied to British War Office, Admiralty and Indian Government.

CORRESPONDENCE INVITED FROM WHOLESALE BUYERS

Apply : C. J. PIGGOTT, Sole Agent, 19 Eastcheap, London, E.C., Eng



G THE BEST G
Stock Up Now With Gurd's Drinks

GURD'S DRY GINGER ALE

is now an availability. Made with distilled water, clear, wholesome, light, and "high-class" in every particular,
GURD'S CALEDONIA WATER—GURD'S APPLE NECTAR—GURD'S GINGER ALE—GURD'S SUPER-CARBONATED SODA WATER
 are in demand everywhere.

WRITE FOR PRICE LIST.

DRINK GURD'S DRINKS YOURSELF!

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

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

HOTEL DIRECTORY

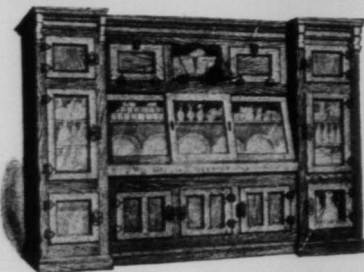
HALIFAX HOTEL
 HALIFAX, N. S.

THE GRAND UNION
 The most popular hotel in
 OTTAWA, ONTARIO. JAMES K. PAISLEY, Prop.

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Jenkins & Hardy Assignees, Chartered Accountants, Estate and Fire Insurance Agents, 15 1/2 Toronto St., Toronto 52 Canada Life Building, Montreal.

Aubin's Patent CABINET REFRIGERATOR



is the most up-to-date. Its construction is the best combination ever put on the market in a Refrigerator.

Dry Air Ventilating System

Best of insulation.

Made in 10 sizes


Highest Awards—Silver Medal, Quebec; Diplomas, Montreal, Ottawa, Toronto.

C. P. FABIEN, MONTREAL, CANADA

TORONTO REPRESENTATIVES:
 Stewart & Co., - 122 Wellington Street West.

VOL-PEEK GRANITE CEMENT

MEND YOUR POTS & PANS
 ... WITH ...
VOL-PEEK GRANITE CEMENT
 Will Mend a Hole in Two Minutes

Mends Graniteware. Iron. Tin-ware, Brass. Copper. Aluminium. Enamelled-ware. Etc.		Stands 500 Degree temperature Higher Than the Melting Point of Solder.
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Easily Applied. No Tools Necessary.
 One Packet Will Mend Over Thirty Holes.

Price: 15 cents per Package.

VOL-PEEK GRANITE CEMENT (two packets shown)

is the greatest money-maker on the market to-day, allowing you 80% profit. Put up in stands as in sketch, each containing 30—15c. boxes, price \$2.50. This retails for \$4.50!! Isn't it worth while?

Will Mend the Hole in your Revenue

as well as in all enamel-ware. Makes worn pots and pans as good as new.

What is The House-wife's Friend is your friend.

Let us have your Order to-day and we will date your Invoice at 30 days.

Send for Free Sample and full Particulars.

H. NAGLE & CO.

Montreal

BUTTER TUBS and BOXES

EGG CRATES, BOXES and WHITE WOODBOARD FILLERS

PROMPT SHIPMENT

EX FACTORY OR WAREHOUSE

PARCHMENT BUTTER PAPER

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ALWAYS REACH YOU FRESH

You can't be too particular about the freshness of your biscuit [stock—stale biscuits will antagonize your most friendly customer. Protect yourself by ordering

TELFER'S GRAHAM WAFERS

and other plain and fancy biscuits. We GUARANTEE every tin to reach our customers fresh, crisp and wholesome.

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This line will interest you because it is a polish of highest quality and yet can be sold cheaper than imported articles.



ROYAL METAL POLISH

is made in Canada, for Canadians, by Canadians.

The price is exceptionally cheap—we pay no duty and can afford to sell at less than imported goods would cost you.

Taking all things into consideration, it would pay you to stock and feature Royal Metal Polish,

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WHOLESALE COMMISSION MERCHANTS AND IMPORTERS

Sugars and Molasses, Dried Fruits and Nuts, Fish, Fish Oil, Pork, Beans and Peas, Timothy and Clover Seeds, Teas and General Groceries.

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(Best Incorrodible)

"Pride of the Island"

Manufactured by **BRAND ISLAND LEAD MILLS, LIMITED**

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A.B.C. Codes used 4th and 5th Editions.

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23 GOLD MEDALS

OVER 1,300 SOLD IN GREAT BRITAIN ALONE

The Conical Sieves and Fans ROTATE HORIZONTALLY in opposite directions without crushing the fruit. This process of Cleaning greatly improves the bloom, retains the flavour, and takes out over 99 per cent. of the small stems, etc., the loss of weight by cleaning being under one per cent



These Machines have now been on the market a few years, and need only to be seen at work to prove their superiority over all others, and any Machines that I have made can be fitted with my **NEW AUTOMATIC FEEDING APPARATUS**, into which you can empty the boxes of Currants or Sultanas (as imported); then the fruit need not be touched, as the motion will not only break the lumps without crushing but feed regularly into the Machine. This apparatus practically saves one person's labour by allowing the attendant time to open boxes of fruit and take away the cleaned while the Machine is running

Sole Inventor and Patentee: **CALEB DUCKWORTH, COLNE, Lancashire, England**

**Manufacturers, Manufacturers' Agents,
Brokers, Etc.**

BRITISH COLUMBIA DIRECTORY

**W. A. JAMESON
COFFEE CO.**

Importers and Roasters of High Grade
Coffees.

Manufacturers and Proprietors of
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We also carry a full line of TEAS,
SPICES, etc.

Mail orders promptly attended to.

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we ADVERTISE. There's
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--- we ADVERTISE; and,
therefore, we CANNOT be
unknown."

The Condensed Ad. in this
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FRUIT GROWERS' ASSOCIATION**

The largest packers and shippers of first-
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Can give strict attention to a few first-class Gro-
cery Agencies. Highest References.



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

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

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

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

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

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Regina, Sask.
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Grocery Profit Insurance

¶ You can get Insurance against many losses,
but none to prevent loss of profits.

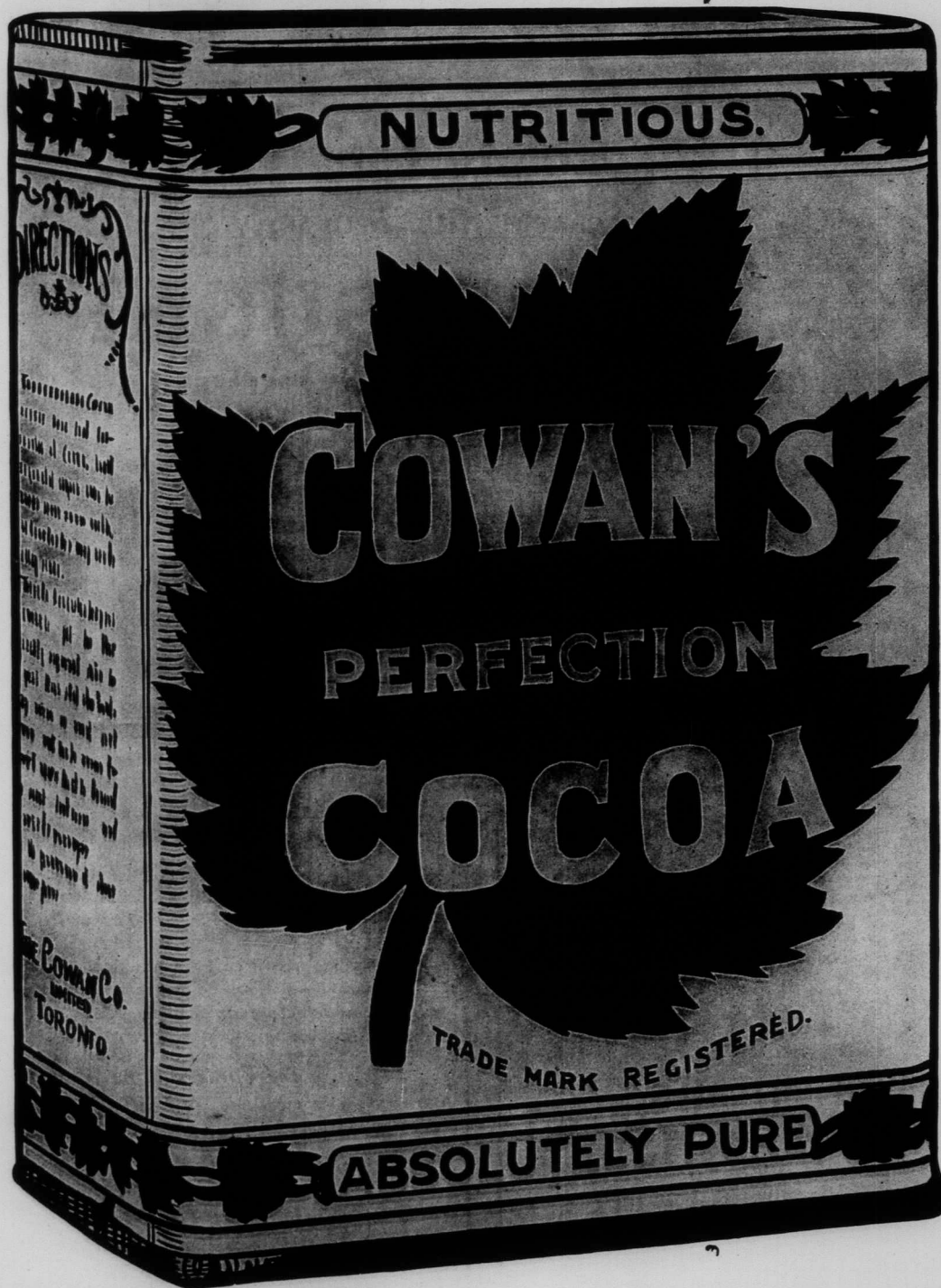
¶ The best profit insurance is a stock of salable
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to Sell," because always salable.

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take no chances when stocked with reliable brands
that are advertised and backed by their makers.

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Persistent, forceful, attractive advertising led the people of Canada to try COWAN'S PERFECTION COCOA. Its perfect purity and delicious flavour have made them all regular users.

The result is that Cowan's Perfection Cocoa is sold from the Atlantic to the Pacific, and there is more of it sold than any other brand.

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CRYSTAL

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IT HAS NO SUPERIOR FOR CANNING AND PRESERVING.
PUSH IT NOW.

Dominion Sugar Company
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SUGAR

SNAP



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SOONER OR LATER

you will handle it. The other enterprising dealers are doing so, and say they would not be without it on their shelves.

And the public says there is no preparation like SNAP for the effective chasing from the hands of dirt, grease, paint and tar. Snap is antiseptic and beneficial to the skin. You want an article that sells.

Order "SNAP," the hand-cleanser, from your jobber to-day.

**Snap Co., Limited, MONTREAL
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**Tea Hints
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By JOHN H. BLAKE

This book, written by a practical tea man, contains information which will be of great value to every grocer. There are ten chapters, one being devoted to each of the following subjects :—

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(24 full-page Illustrations)

Sent to any address on receipt of \$2.00.

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Lobsters and Kippered Herring

There's a difference in the taste of ICE CASTLE BRAND goods which distinguish them from every other similar line.

The difference results from the better quality of Lobsters and Kippered Herring used for the ICE CASTLE BRAND. The greatest care is taken in factory conditions and surroundings where these goods are packed.

The difference is decided enough to make your trade ask for ICE CASTLE BRAND goods. They are attractively packed, making a good display for window or shelf. The margin of profit is handsome.

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With the advent of hot weather comes the fly, the household pest and breeder of disease. Put a stop to this torment and menace of good health by using WONDER FLY KILLER.

Put up in a neat tray, when moistened with water kills flies almost instantly. It lasts an entire season.

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Some specialties for Bakers and Confectioners:

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| Extracts | Colorings |
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It will pay you to write us when you need these goods

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"SKIPPER SARDINES"



are good quality and they possess besides an alluring daintiness, delicacy and delicious flavour, not always to be had even in good things. Cosily packed in pure Olive oil, they are a temptation and a delight. Do not confuse with the old sorts, they're different. They sell and pay to sell. Key opening tins, beautifully labelled and parchment wrapped.

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Absolute Safety Guaranteed. Most Economical.

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ASEPTO SOAP POWDER

"THE ENEMY OF DIRT"

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Keep your customers satisfied. The ever-increasing sales of Vergine Olive Oil is the surest sign that "VERGINE" BRAND OLIVE OIL is the BEST.

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ALL GROCERS SHOULD STOCK



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The original Baking Powder with a world-wide reputation of 70 years.

A genuine British manufacture and recognized as the standard article in the Mother Country.

Made from the finest and purest ingredients, absolutely free from alum, acid phosphates or deleterious substances.

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¼ lb., ½ lb. and 1 lb. Tins.

Economical and Reliable.

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**A SLIGHT
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IN PRICE ON A CHEAP ARTICLE LIKE

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SHOULD NOT COUNT, WHEN QUALITY IS CONSIDERED

BRUNNER, MOND & CO.'S

ENGLISH SAL SODA

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

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Why Pay Customs Duty?

Our Goods, Made in Canada, Are Better Than The Imported, Because:

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ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

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BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

BUSINESS-GETTING TYPEWRITTEN LETTERS and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter-forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. AMERICAN MULTIGRAPH SALES CO., Limited, 129 Bay Street, Toronto.

COPELAND-CHATTERSON SYSTEMS—Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

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FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

MISCELLANEOUS.

MOORE'S NON-LEAKABLE FOUNTAIN PENS. If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good. Price, \$2.50 and upwards. W. J. GAGE & CO., Limited, Toronto, sole agents for Canada.

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The resident representative in Toronto of a leading corporation is in a position to handle an additional grocery line. Correspondence invited. Highest references. Address "Agency, Toronto," care CANADIAN GROCER.

GROCERY BUSINESS FOR SALE

In growing Alberta town, three thousand population. Annual turnover sixty thousand. Nicest trade in town, Exceptional opportunity for right man with about three thousand dollars.

Address: Box 384, Canadian Grocer, Toronto

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Mr. Grocer—

If you could make your store more attractive, cheerful and inviting with a pure white light of intense brilliancy, that would display your stock to better advantage and would suggest to your clerks to keep your stock neat and clean—that would make your store as bright as day and cost you less than you pay at present for a poorly lighted store—wouldn't it pay you to investigate such a light? The R-K System of Lighting costs less than gas or electricity, is easy to operate, requires little attention and is permitted by all insurance companies. It is used and recommended by thousands of Canadian merchants. Let us tell you more about it—Write to-day for Booklet "M"—a postal brings it—it's free.

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Wholesale Flour, Feed, Groceries, Coal, Oil, Cement, Lime, Seeds, Etc.

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Registered Trade Mark

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Established 1870

This name stands for high quality goods and is recognized in the Townships as belonging to one of the Pioneer firms.

Our Pastry Flour and Mill Feeds

are widely known and we shall soon apply the Brand to our special importations of

High Class Groceries, Canned Goods, Seeds, Illuminating Oils, Coal, Corn Meal, Etc.

"Lennox"

Situated on G.T.R., C.P.R. and Boston and Maine Railroads.



The kind that will give satisfaction

FROM BEST
FIRE CLAY

CROCKS,
CHURNS,
FLOWER POTS,
FIRE BRICK, Etc.

WRITE US FOR PRICES

Belleville Pottery Company
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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.

Fred. Coward

402 Spadina Ave., TORONTO

Importer of Grocers' and Druggists' Sundries.

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Standard Brand Custard Powders

Makes 3 Pints, sells for 5 cents and packed
in 3 Flavors, Almond, Lemon and Vanilla.

Standard Brand Marrowfat Peas

in 10 cent Packets.

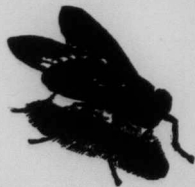
Standard Brand Health Salts

in 4 oz. Decorated Tins, sells for 10 cents a Tin.

Brownhill's Indian Sauce

to retail at 10 and 5 cents a Bottle.

TANGLEFOOT



THE ORIGINAL FLY PAPER

FOR 25 YEARS THE STANDARD
IN QUALITY.

ALL OTHERS ARE IMITATIONS

MAPLEINE is now

Thoroughly Established in
Public Favor as

The Flavor de Luxe

for

Puddings, Cake Fillings and
Ices, Ice Cream and all Con-
fections

By its use with sugar/syrup
an unsurpassed table delicacy
may be made at home.

Be sure that it is on your
shelves.

Consult your jobber.

**Frederick E. Robson
& Co., Sales Agents**

26 Front St. E., Toronto

Crescent Manufacturing Co.,

Seattle, Wash.



BY THE CARLOAD

We have now

**BANANAS,
TOMATOES,
CABBAGE,
and CELERY**

arriving regularly in car-
load quantities, and we
are in a position to serve
the trade with all require-
ments.

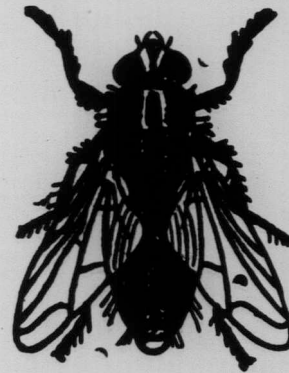
Order now for these ready sellers.

Lemon Bros.

Owen Sound, Ontario
and Sault Ste. Marie

Wholesale Fruit, Fish and Produce
Commission Merchants, and dealers
in Hides, Wool and Raw Furs.

**WILSON'S
FLY PADS**

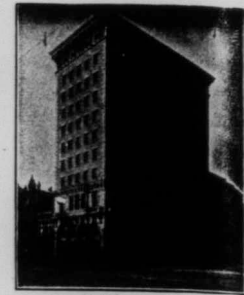


The demand for these
best of all fly killers is
growing largely every
season.



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.

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Wholesale Grocery Brokers. Fully equipped to act as agents for British, American and Canadian grocery lines. WRITE US.

J. W. GORHAM & CO.
Manufacturers' Agents and Grocery Brokers
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We are open for a few high class specialty lines

FOR SALE
Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.

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10 Garfield Chambers, Belfast, Ireland
For sample copy of the
**Irish Grocer, Drug, Provision
and General Trades' Journal.**
If you are interested in Irish Trade.

**MANUFACTURERS
OR SHIPPERS**
in Canada, U.S.A. or Europe desiring to have your goods successfully sold and distributed from Toronto or Winnipeg—communicate with us for full details and information.
THE HARRY HORNE CO.,
Wholesale Grocery Brokers & Mfrs.' Agents
Head Office: 309 King St. W., Toronto.
Branch Office: 180 Smith St., Winnipeg.

W. S. CLAWSON & CO.
Manufacturers' Agents and Grocery Brokers.
Warehousemen
ST. JOHN, - - - N.B.
Open for a few more first-class lines.

PHONE US FOR PRICES ON
**"MORRIS" LARD
AND COMPOUNDS**
Finest Quality in the World

W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

NEWFOUNDLAND
T. A. MACNAB & CO.
ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.
Codes: A, B, C, 5th edition, and private.

G. C. WARREN
Box 1036, Regina
IMPORTER, WHOLESALE
BROKER, and MANUFACTURERS'
AGENT
Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

W. G. A. LAMBE & CO.
TORONTO
Grocery Brokers and Agents.
Established 1885

BUCHANAN & AHERN
Wholesale Commission Merchants and Importers
QUEBEC, P.Q.
Groceries, Provisions, Sugars, Molasses, Dried Fruit and Nuts, Grain, Mill Feed, Fish, Fish Oil, Etc.
Correspondence Solicited. P.O. Box 29

W. G. PATRICK & CO.
Manufacturers' Agents
and Importers
77 York Street, Toronto

MacLaren Imperial Cheese Co.
Limited
AGENCY DEPARTMENT
Agents for Grocers' Specialties and Wholesale Grocery Brokers
TORONTO, Ont. DETROIT, Mich.

Lind Brokerage Co.
73 Front St. East - TORONTO
HEADQUARTERS FOR
Muscavado and Crystals
Raw Sugar

J. A. TILTON
WHOLESALE GROCERY BROKER
ST. JOHN, N.B.
Correspondence solicited with Houses looking for first-class grocery connections.

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG, - MAN.
Domestic and Foreign Agencies Solicited.

—WINNIPEG—
H. G. SPURGEON
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce. P.O. Box 1812

DISTRIBUTORS, LIMITED
P. O. Drawer 99
EDMONTON, ALBERTA
Manufacturers' Agents, Commission Merchants, Warehousemen.
Track connection with all Railroads.

A. Francois Turcotte
COMMISSION MERCHANT
Room 16, Morin Block
Quebec, - Canada
One or two more agencies wanted
FIRST CLASS CONNECTION

—MOOSE JAW—
WHITLOCK & MARLATT
Distributing and Forwarding Agents.
Warehouse on C.P.R. spur track.
Promptness and Satisfaction guaranteed.
Business Solicited.

Sells at Sight to Every Housewife!

The mere mention of the word "economy" is enough to rivet the housewife's attention, and

KOKOBUT
Pure Vegetable Butter

is not only much more economical than butter and other animal products, but its flavor is very delicious, and it is free from odor. "KOKOBUT" is guaranteed absolutely pure, contains no water or salt and never becomes rancid. Give this rapid seller the prominence it deserves! No kitchen is complete without it. Packed in 1, 5, 10, 20, and 50 lb. packages and tins.

SOLE MANUFACTURERS

Cocoa-Nut Butters, Limited

206 Papineau Avenue

MONTREAL

BANANAS

Our specialty the
year round.

Joseph Brown & Sons

31 Youville Square

Montreal

Pure Goods Bring Increased Custom

Give Your Customers

Redpath

Extra Granulated Sugar

and you link to your store the best class of trade.

No other sugar will compare with it.

Make the test yourself. Place samples of other manufacturers alongside it. You will see the difference and recognize the advantage to you of recommending "Redpath" Sugar as the Best.

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

PARIS LUMPS
in 100, 50 and 25 lb. boxes
and in "Red Seal"
dust proof cartons.

The Canada Sugar Refining Co.,

Limited

Montreal, Can.

Established in 1854 by John Redpath

**WHITE DOVE
COCOANUT**

IS THE LEADER



Owing to the great demand, I am obliged to divide my daily output to give all a share of White Dove Cocanut.

W. P. Downey,
MONTREAL

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



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

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

**A. O. LANDRY
JOBBER**

STE. FLAVIE STATION

Making specialty of wholesale in
Groceries, Flour, Grain, Provisions, Etc.

53 Highest Awards in Europe and America

WALTER BAKER & CO.'S

**CHOCOLATE
& COCOA**



Registered
U. S. Pat. Off.

Our Cocoa and Chocolate preparations are ABSOLUTELY PURE—free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co., Ltd.

Established 1780

DORCHESTER, MASS.

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder
W. H. GILLARD & CO.

Diamond	1-lb. tins, 2 doz. in case	\$2 00
1-lb. tins, 3 "	"	1 25
1-lb. tins, 4 "	"	0 75

IMPERIAL BAKING POWDER

Cases	Sizes	Per doz.
4-dozen	10c.	\$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
1-dozen	24-lb.	10 50
4-dozen	5-lb.	19 80

MAGIC BAKING POWDER
GOLMANS' NO. 1

Cases	Sizes	Per doz.
6 dozen	5c.	\$0 50
4 "	4-oz.	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 85
2 "	16 "	2 25
2 "	16 "	2 30
1 "	24-lb.	5 00
1 "	5-lb.	9 60
1 "	6-oz.	Per case
1 "	12 "	

Special discount of 5 per cent. allowed on five cases of more of "Magic Baking Powder."

ROYAL BAKING POWDER

Sizes	Per Doz.
Royal-Dine	\$0 95
4-lb.	1 40
6-oz.	1 95
4-lb.	2 55
1-lb.	3 55
3-lb.	13 60
5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS LTD.
White Swan Baking Powder—1-lb. tins, 3-dozen in case, \$2 doz.; 4-lb. tins, \$1.25 doz.; 4-lb. tins, 80c doz.

Borwick's Baking Powder



COOK'S FRIEND BAKING POWDER



FOREST CITY BAKING POWDER

Per doz.	No. 12, 4-oz., 6 dz 0 70
No. 1, 1-lb., 4 doz 2 40	No. 12, 4-oz., 3 dz 0 75
No. 1, 1-lb., 2 doz 2 50	In Tin Boxes—
No. 2, 5-oz., 6 doz 2 80	No. 13, 1-lb., 2 dz 3 00
No. 2, 5-oz., 3 doz 0 85	No. 14, 8-oz., 3 dz 1 75
No. 3, 3-oz., 4 dz 0 45	No. 15, 4-oz., 4 dz 1 10
No. 10, 13-oz., 4 dz 2 10	No. 16, 24-lb. 7 25
No. 10, 13-oz., 2 dz 2 20	No. 17, 5-lb. 14 00

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Wheat	White Swan Flaked
White Swan Wheat Kernels, per doz. \$1.40	White Swan Flaked Rice, per dozen \$1.
White Swan Flaked Rice, per dozen \$1.	White Swan Flaked Peas, per dozen \$1.
White Swan Self-rising Flour, per dozen \$1.	White Swan Self-rising Flour, per dozen \$1.

DOMINION CANNERS, LIMITED

Per doz.	Peach	1 80
strawberry	1 95	
Raspberry	1 95	
Black currant	1 95	
Red currant	1 75	
Raspberry & red currant	1 95	
Raspberry and gooseberry	1 80	
Plum jam	1 55	

Jellies

Red currant	2 00
Black currant	2 15
Cranapple	1 45
Plum	1 70
Grape	1 85
Marmalade	1 85
Orange Jelly	1 55
Green Fig	2 25

Greengage plum, stoneless 1 75
Pineapple 1 95
Gooseberry 1 75
Ginger 2 25

Pure Preserves—Bulk
5 lbs. 7 lbs. 14's & 30's per lb.


strawberry	0 59	0 82
Black currant	0 59	0 82
Raspberry	0 59	0 82

Freight allowed up to 50c per 100 lbs

Blue
Keen's Oxford, per lb. 0 17
In 10-box lots or case 0 16
Gillett's Mammoth, 1/2 gross box 2 00

Chocolates and Cocoas
THE COWAN CO., LIMITED

Cocoa—
Perfection, 1-lb. tins, per doz. \$4 50
Perfection, 1/2-lb. per doz. 2 40
Perfection, 1/4-lb. per doz. 1 30
Perfection, 1/8-lb. per doz. 0 90
5-lb. tins per lb. 0 37
Soluble, bulk, No. 1, per lb. 0 30
Soluble, bulk, No. 2, per lb. 0 18



London Pearl, per lb. 0 22
Special quotations on Cocoa in barrels, kegs, etc.

Unsweetened Chocolate— Per lb.
Supreme, 1/2's and 1's, cakes, 12-lb. boxes \$ 35
Perfection chocolate, 20c size, 2 dozen boxes, per dozen 1 80
Perfection chocolate, 10c size, 2 and 4 dozen boxes, per dozen 0 90
Sweet Chocolate—
Queen's Dessert, 1/2's and 1's, 12-lb. bxs., per lb. 0 50
Queen's Dessert, 6's, 12-lb. boxes, per lb. 0 40
Vanilla, 1-lb., 12-lb. boxes, per lb. 0 35
Parisian, 8's 0 28
Royal Navy, 1/2's, 1's, boxes, per lb. 0 30
Diamond, 7's, 12-lb. boxes, per lb. 0 24
Diamond, 1/2's, 12-lb. boxes, per lb. 0 25

Confections— Per lb.
Milk chocolate wafers, 5-lb. boxes 0 36
Maple buds, 5-lb. boxes 0 36
Chocolate wafers, No. 1, 5-lb. boxes 0 30
Chocolate wafers, No. 2, 5-lb. boxes 0 25
Nonpareil wafers, No. 1, 5-lb. boxes 0 25
Nonpareil wafers, No. 2, 5-lb. boxes 0 25
Chocolate ginger, 5-lb. boxes 0 30
Milk chocolate, 5c bundles, per box 1 35
Milk chocolate, 5c cakes, per box 1 35

MOTT'S DIAMOND CHOCOLATE

Agents, C. E. Olson & Son, Montreal.
In 1/2 and 1-lb. tins, 14-lb. boxes, per lb. 0 35
Smaller quantities 0 37

JOHN P. MOTT & CO.'S
G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Perse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

Elite, 10c size (for cooking) 0 90

Mott's breakfast cocoa, 10c size 90 per dz.
" breakfast cocoa, 1/2's 0 33
" " 0 38
" No. 1 chocolate, 1/2's 0 32
" Navy 1/2's 0 26
" Vanilla sticks, per gross 1 00
" Diamond Chocolate, 1/2's 0 24
" Plain choice chocolate, liquors 0 32
" Sweet Chocolate Contings. 0 30

WALTER BAKER & CO., LIMITED.
Premium No. 1 chocolate, 1/2 and 1-lb. cakes, 35c. lb.; Breakfast cocoa, 1-3/4, 1 and 5-lb. tins, 41c. lb.; German's sweet chocolate, 1/2 and 1-lb. cakes, 6-lb. bxs., 26c. lb.; Caracac sweet chocolate, 1/2 and 1-lb. cakes, 6-lb. bxs., 32c. lb.; Auto sweet chocolate, 1/2 lb. cakes, 3 and 6-lb. bxs., 32c. lb.; Vanilla sweet chocolate, 1/2 lb. cakes, 6-lb. tins, 45c. lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 38c. lb.; Cracked cocoa, 1-lb. pkgs., 6-lb. bags, 32c. lb.; Caracac tablets, 100 bds., tied 6s, per box \$3.00. The above quotations are f.o.b. Montreal.

COCONUT
CANADIAN COCONUT CO., MONTREAL.
Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases. Per lb.

1-lb. packages	0 26
1/2-lb. packages	0 37
1-lb. packages	0 28
1/2-lb. packages	0 28
1 and 1/2-lb. packages, assorted	0 27
1-lb. packages, assorted, in 5-lb. boxes	0 28
1-lb. packages, assorted, in 5-lb. boxes	0 29
1-lb. packages, assorted, 5, 10, 15 lb cas	0 30

Bulk—
In 15-lb. tins, 15-lb. pails and 10 25 and 50-lb. boxes 0 11
White moss, fine strip 0 12 0 31 0 17
Best Shredded 0 18 0 17
Special Shred 0 17 0 16
Ribbon 0 19 0 15

Macaroon 0 17
Desiccated 0 16
White Moss in 5 and 10 lb. square tins, 21c.

WHITE SWAN SPICES AND CEREALS LTD.
White Swan Coconut—
Featherstrip, pails 0 15
Shredded 0 15
In packages, 5-oz., 4-oz., 3-oz., lb. 0 25

Condensed Milk
BORDEN'S CONDENSED MILK CO.
Wm. H. Dunn, Agent, Montreal & Toronto.

Eagle Brand Condensed Milk \$6 00 1 50
Eagle Seal Condensed Milk 4 50 1 15
Challenge Condensed Milk 4 00 1 00
Peerless Brand Evaporated Milk 2 00 0 50
Peerless Brand Evaporated Milk family size (4 dozen) 3 50 0 90
Peerless Brand Evaporated Milk pint size (4 dozen) 4 80 1 20
Peerless Brand Evaporated Milk hotel size 3 70 1 85

REINDEER, LIMITED
"Jersey" brand evaporated cream per case (4 dozen) \$3 50
"Reindeer" brand, per case (4 dozen) 5 00
"Reindeer" Condensed Coffee, case, 5 00
"Reindeer" Condensed Cocoa, case, 4 80




JERSEY CREAM
REINDEER BRAND CONDENSED MILK




ST. CHARLES CONDENSING COMPANY.
St. Charles Milk, family size, per case 3 50
Baby size, per case 2 00
Ditto, hotel 3 75
Silver Cow Milk 4 50
Purity Milk 4 25
Good Luck 4 00

Coffees
EBY, BLAIN CO. LIMITED.
Standard Coffees
Roasted whole or ground. Packed in damp-proof bags and tins.

Club House	0 30	Ambrosia	0 26
Nectar	0 30	Plantation	0 23
Empress	0 28	Fancy Bourbon	0 22
Duchess	0 27	Bourbon	0 20
Crushed Java and Mocha		per lb.	0 18
		ground	0 18

Package Coffees.

Gold Medal, 2-lb. tins, whole or ground	0 30
" 1-lb. tins	0 31
" 1/2-lb. tins	0 32
Anchor Brand, 2-lb. tins	0 31
" 1-lb. tins	0 32
German Dandelion, 1-lb. tins, ground	0 26
" 1/2-lb. tins	0 28
English breakfast, 1-lb. tins	0 18
Grand Prix, 1 and 2-lb. tins	0 30
Demi-Tasse, 1 and 2-lb. tins	0 30
Flower Pot, 1-lb. pots	0 22

WHITE SWAN SPICES AND CEREALS LTD.
White Swan Blend.


MOCHA & JAVA COFFEE



1-lb. decorated tins, 32c. lb.
Mo-Ja, 1-lb. tins 30c. lb.
Mo-Ja, 1-lb. tins 28c. lb.
Mo-Ja, 2-lb. tins 28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz. \$3.60
Cafe d'Armatique—1-lb. amber glass jars, per doz. \$4
Presentation (with 3 tumblers) \$10 per doz.

Ground or bean—
W.S.P. R.P.
1 and 1/2 0 25 0 30
1 and 1/4 0 30 0 40
1 and 1/2 0 35 0 50
Packed in 30s and 50-lb. case. Terms—Net 3 days prepaid.



Cheese—Imperial

Large size jars, doz.	8 25
Medium size jars, per doz.	4 50
Small size jars, per doz.	2 40
Individual size jars per doz.	1 00
Imperial holder—	
Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	13 00
Roquefort—	
Large size, doz.	2 40
Small size, doz.	1 40



Canada Cream Cheese—
In carbons, each 1 dozen 0 90
Large blocks, dozen 2 30
Medium blocks, dozen 1 30

CREAM
FUSSELL & CO., LTD
London, Eng.

"Golden Buttery" brand Cream, 8 doz. 10c. size, cases \$7.70
"Golden Buttery" brand Cream, 8 doz. 15c. size, cases \$11.50



Confections
IMPERIAL PEANUT BUTTER

Small, cases	20c.	0 85
Medium, cases	dozen	1 80
Large, cases	1 dozen	2 75
Tumblers, cases	2 dozen	1 35
25-lb. pails		0 15 lb.

Coupon Books—Allison's
For sale in Canada by The Eby Grain Co. Ltd., Toronto, C. O. Beauchemin & P. J. Montreal.
\$2, \$3, \$5, \$10, \$15 and \$20.
All same price one size or assorted.

UN-NUMBERED

Under 100 books	each	0 4
100 books and over	each	0 8
500 books to 1000 books	each	0 8


For numbering cover and each coupon extra per book 1/4 cent.

Infants' Food
Robinson's patent barley, 1-lb. tins, \$1.25; 1-lb. tins, \$2.25; Robinson's patent groats, 1-lb. tins, \$1.25; 1-lb. tins, \$2.25.

Flavoring Extracts
SHERRIFF'S

1 oz. (all flavors) doz.	1 00
2 "	1 75
3 "	2 00
4 "	2 25
5 "	2 50
6 "	2 75
8 "	3 00
12 "	4 00
18 "	5 00
24 "	6 00

Discount on application.



CRESCENT MFG. CO.

Mapleline	Per doz.
2 oz. bottles (retail at 50c.)	4 50
4 oz. bottles (retail at 90c.)	8 80
8 oz. bottles (retail at \$1.50)	13 50
16 oz. bottles (retail at \$3.)	24 00
Gal. bottles (retail at \$20)	15 00


Jams and Jellies
BATGER'S WHOLE FRUIT STRAWBERRY JAM
Agents, Rose & Lafamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. \$3 20

T. UPTON & CO.

Compound Fruit Jams—
12-oz. glass jars, 2 doz. in case, per doz. 1 00
2-lb. tins, 2 doz. in case, per doz. 1 80
5 and 7-lb. tin pails, 8 and 6 pails in crate, per lb. 0 07 1/2
7 wood pails, 6 pails in crate, per lb. 0 07 1/2
30-lb. wood pail, per lb. 0 07

Compound Fruit Jellies—
12-oz. glass jars, 2 doz. in case, per doz. 1 00
2-lb. tins, 2 doz. in case, per lb. 1 85
7-lb. wood pail, 6 pails in crate, per lb. 0 07
30-lb. wood pail, 0 07



Talking to the Point

CLASSIFIED WANT ADS get right down to the point at issue. If you want something, say so in a few well-chosen words. Readers like that sort of straight-from-the-shoulder-talk, and that is the reason why condensed ads are so productive of the best kind of results.

CLASSIFIED WANT ADS are always noticed. They are read by wide-awake, intelligent grocers, who are on the look out for favorable opportunities to fill their requirements.

TRY A CONDENSED AD IN THIS PAPER

Spices, and How to Know Them

By W. M. GIBBS

The only book on the subject—just published. The merchant or salesman, who knows all about spices, can command the spice trade in his territory. To get this information, he should read this work, dealing with PREPARATION, USE and ADULTERATION OF SPICES—a chapter devoted to each spice.

14 Colored Plates. 176 Pages. 100 Illustrations.
Price \$3.50, Postpaid.

MACLEAN PUBLISHING COMPANY
Technical Book Department
143-149 University St. - Toronto, Canada



CLARK'S PORK AND BEANS in Tomato Sauce

Per doz
No. 1, 4 doz. in case... 0 50
No. 2, 2 doz. in case... 0 90
No. 3, flats, 2 doz in case 1 00
No. 3, talls, 2 doz in case 1 25
No. 6, 1 doz. in case... 4 00
No. 12, 1 doz. in case... 6 50

Japan Teas—
Victoria, half case, 90 lbs. 0 25
Princess Louise, half case, 80 lbs 0 19
Ceylon Green Teas—Japan style—
Lady, cases 60 lbs. 0 18
Duchess, cases 60 lbs. 0 19

MOODY'S ROYAL BLUE BLUE, LAUNDRY (Moody's Royal)

3 Squares, in neat carton..... per lb. 0 15
6 lbs. in a box. 5 boxes in a crate.

LAPORTE, MARTIN & CO., MONTREAL.
AGENCIES. THESE PRICES ARE F.O.B. MONTREAL.

IMPORTED PEAS "SOLEIL"

Sur Extra Fins.....	1/2 hacons, 40 Ron.	10 50
12 litres.....	24 pints.....	6 25
12 quarts.....	5 75	24 1/2 pints..... 4 25
Extra Fins.....	100 "	14 00
Tres Fins.....	100 "	12 50
Fins.....	100 "	11 00
Mi-Fins.....	100 "	10 00
Moyens No. 1.....	100 "	9 50
Moyens No. 2.....	100 "	9 00
Moyens No. 3.....	100 "	8 25

Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.

Case—	Case—	
12 litres.....	24 pints.....	6 25
12 quarts.....	5 75	24 1/2 pints..... 4 25
Tins—	Tins—	
5 gals., 2s.....	1/2 gal., 20s.....	13 50
2 gals., 4s.....	1/4 gal., 48s Sq.....	17 00
1 gal., 10s.....	1/8 gal., 48s Rd.....	15 50
1/2 gal., 20s.....		26 00

VICHY WATERS.

St. Nicolas, 50 qts.....	7 00
La Neptune, 50 qts.....	6 00
La Capitale, 10 qts.....	8 00
La Sanitas Sparkling, 50 qts.....	8 00
" " " 100 pts.....	9 00
" " " 100 splits.....	4 00

CASTILLE SOAP

"Le Soleil," 72 per cent. Olive Oil	
Case 25 lbs., 11 lb. bars.....	0 07 1/2 lb.
" " 12 lbs., 2 1/2 lb. bars.....	0 08 1/2 lb.
" " 50 lbs., 1 lb. bars.....	3 50 case
" " 200 lbs., 3/4 oz. bars.....	3 75 case
"La Luna," 65 per cent. Olive Oil	
Case 25 lbs., 11 lb. bars.....	0 07 lb.
" " 12 lbs., 2 1/2 lb. bars.....	0 08 lb.
" " 50 lbs., 1 lb. bars.....	3 25 case
" " 100 lbs., 3/4 oz. bars.....	1 80 case
" " 200 lbs., 3/4 oz. bars.....	3 40 case

Alimentary Pastes, Blanc & Fils, Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.....	0 07 1/2
" " 25 lbs., loose.....	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts.....	4 75
" " 24 pts.....	5 15
" " 36 splits.....	4 75
Apple Juice, 12 qts.....	4 50
" " 24 pts.....	4 75
Champagne de l'Homme, 12 qts.....	5 00
" " 24 pts.....	5 50
Matts Golden Russett—	
Sparkling Cider, 12 qts.....	5 00
" " 24 pts.....	5 50
Apple Vinegar, 12 qts.....	2 50

RICH STARCH "REMY."

Case 50 lbs., 2 lbs.....	per lb. 0 08
" " 50 lbs., 1 lb.....	0 08
" " 100 lbs., 1/2 lb.....	0 08
" " 200 lbs., 1/4 lb.....	0 08
Brl. 240 lbs.....	0 07 1/2
Reg 120 lbs.....	0 07 1/2

CHLORIDE OF LIME.
(Moody's Royal)

Per doz.
1 lb. Carbonized Fibre packages 0 85
1/2 lb. Carbonized Fibre packages 0 45

DRUDGE.
(Moody's Anty) Extra Fine.

Handy Sifter, top package, doz. 0 85
100 lb. Kegs .1b. 0 05 1/2
300 lb. Barrels " 0 05

QUICKSHINE STOVE POLISH.
No. 10, Fancy tins, tall shape.....doz. 0 85
3 doz. in wood box.

HALF TIME SHOE PASTE
(Moody's Extra Fine)

4 doz. in wood box.....per doz. 0 85
1 doz. in carton, 12 in wood box " 0 75

KLENZINE AMMONIA POWDER (Moody's)

Washing Compound—
Doz.
Large size, 1 1/2 lbs. 0 90
Small size, 10 oz. 0 45
Packed 3 doz. in wood box

Jam Per lb.

30-lb. wood pails..... 0 08 1/2
Pure assorted jam, 1-lb. glass jars, two dozen in case..... 1 75

Cereals.

Post Toasties
Grape Nuts

Grape Nuts—No. 22, \$3.00; No. 23, \$4.50.
Post Toasties—No. T3, \$2.85.
Postum Cereal—No. 0, \$2.25; No. 1, \$2.70.

Jelly Powders

JELL-O
The Dainty Dessert

Assorted Case, Contains 2 doz. \$1 80

Lemon (Straight) Contains 2 doz.	1 80
Orange (Straight) Contains 2 doz.	1 80
Raspberry (Straight) Contains 2 doz.	1 80
Strawberry (Straight) Contains 2 doz.	1 80
Chocolate (Straight) Contains 2 doz.	1 80
Cherry (Straight) Contains 2 doz.	1 80
Peach (Straight) Contains 2 doz.	1 80

Weight 8 lbs. to case. Freight rate, 2d class.
Assorted case, contains 4 doz. \$3 60

JELL-O ICE CREAM POWDER
FOR MAKING ICE CREAM
Pays 50¢ Profit

Assorted Case, Contains 2 doz. \$2 50

Chocolate (Straight) Contains 2 doz.	2 50
Vanilla (Straight) Contains 2 doz.	2 50
Strawberry (Straight) Contains 2 doz.	2 50
Lemon (Straight) Contains 2 doz.	2 50
Unflavored (Straight) Contains 2 doz.	2 50

Weight 11 lbs. to case. Fr'ght rate, 2d class.

IMPERIAL JELLY DESSERT

PURE AND DELICIOUS
TRUE FRUIT FLAVORS
CARTONS EACH 1 DOZ.

Assorted flavors—gross 10. 75.

Mustard
COLMAN'S OR KEEN'S

Per doz. Per doz.
D.S.F., 1-lb. tins 1 40 F.D., 1-lb. tins. 1 45
" " 1-lb. tins 2 50 Per jar
" " 1-lb. tins 5 00 Durham, 4-lb. jar 0 75
F.D., 1-lb. tins. 0 85 1-lb. jar 0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen.....	0 45 dozen
Medium, cases 2 dozen.....	0 90 "
Large, cases 1 dozen.....	1 35 "

Lard
N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces .. \$0 10
1-bbls 0 10 1/2
Tubs, 60lbs 0 10 1/2
20-lb. Pails 2 10
20-lb. tins 2 00
Cases 31-lb 0 11
" 5-lb. 0 10
" 10-lb. 0 10 1/2

F.O.B. Montreal.

GUNNS "EASIFIRST" LARD COMPOUND.

Tierces.... 0 09 1/2
Tubs. 0 09 1/2
20-lb. pails. 0 10
20-lb. tins. 0 09 1/2
10-lb. " 0 10 1/2
5-lb. " 0 1 1/2
3-lb. " 0 10 1/2
1-lb. cartons 10 1/2

Licorice
NATIONAL LICORICE CO

5-lb. boxes, wood or paper, per lb. \$0 40

Fancy boxes (36 or 50 sticks), per box. 1 25

"Ringed" 5-lb. boxes, per lb. 0 40

"Acme" pellets, 5-lb. cans, per can.... 2 00
" " (fancy bxs., 40), per box 1 50

Tar licorice and tolu wafers, 5-lb. cans, per can..... 2 00

Licorice lozenges, 1-lb. glass jars..... 1 75
" " 90 5-lb. cans .. 1 50

"Purity" licorice, 10 sticks 1 45
" " 100 sticks 0 73

Dulo, large cent sticks, 100 in box

Lye (Concentrated).

GILLETT'S PERFUMED LYE
Ontario and Quebec Prices.

Per case
1 case of 4 doz \$3 50
3 cases of 4 doz 3 40
5 cases or more 3 35

Marmalade.

T. UPTON & CO.

12-oz. glass jars, 2 dozen case, per doz. \$1; 16-oz. glass jars, 2 doz. in case, per doz. \$1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c. pint sealers (24 oz.), 1 doz. in case, per dozen \$2.25.

SHIRRIFF BRAND
"Imperial Scotch"
1-lb. glass, doz... 1 55
2-lb. glass, doz... 2 80
4-lb. tins, doz... 4 65
7-lb. tins, doz... 7 35
"Shredded"
1-lb. glass, doz... 1 90
2-lb. glass, doz... 3 10
7-lb. tins, doz... 8 25

THE CANADIAN GROCER

Soap and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	\$10 20
Maypole soap, black, per gross	15 30
Oriole soap, per gross	10 20
Florida soap, per gross	12 00
Straw hat polish, per gross	18 20



5 doz. to box	\$3 60
6 doz. to box	\$7 20
30 days.	



5-case lots (delivered), \$4.15 each, with 20 bars of Quick Naptha as a free premium.



The GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:
Less than 5 cases..... \$5 00
Five cases or more..... 4 95

Starch

EDWARDSBURG STARCH CO., LIMITED	
Laundry Starches—	Per lb
No. 1 white or blue, 4-lb. carton	\$0 06 1/2
No. 1 white or blue, 3-lb. carton	0 06 1/2
Canada laundry	0 05
Silver gloss, 6-lb. draw-lid boxes	0 07 1/2
Silver gloss, 6-lb. tin canisters	0 07 1/2
Edwardsburg silver gloss, 1-lb. pkg.	0 07
Kegs silver gloss, large crystal	0 36 1/2
Benson's satin, 1-lb. cartons	0 07
No. 1 white, 6-lb. and kegs	0 05 1/2
Canada white gloss, 1-lb. pkgs.	0 05 1/2
Benson's enamel, per box	1 50 & 3 00
Culinary Starch—	
Benson & Co's. Prepared Corn	0 06 1/2
Canada Pure Corn	0 04 1/2
20-lb. boxes, 4c higher	
Celluloid—Boxes of 45 cartons, per case	3 60
BRANTFORD STARCH WORKS, LIMITED	
Ontario and Quebec.	
Laundry Starches—	
Canada Laundry, boxes of 40 lb.	0 05
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 05 1/2
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb.	0 06 1/2
Barrels, 200 lb.	0 05 1/2
Kegs, 100 lb.	0 05 1/2
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks, 8 in case	0 06
6-lb. toy drums, with drumsticks	
8 in case	0 07 1/2
Kegs, ex. crystals, 100 lb.	0 06 1/2

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.

Brantford Gloss—
1 lb. fancy boxes, cases 36 lb. 0 07
Canadian Electric Starch—
Boxes of 40 fancy pkgs., per case 3 00



Ocean horax, 48 8-oz. \$1.50; Ocean cough syrup, 36 6-oz. \$5.00; 36 8-oz., \$7.20; Ocean corn starch, 48 1-lb. \$3.60.

Soups



CHATEAU BRAND
CONCENTRATED SOUPS
Vegetable Mutton Broth
Mulligatawny Chicken
Ox Tail Pea
Scottish Broth Julienne
Mock Turtle
Vermicelli Tomato
Consomme Tomato
No. 1's, 95c. per dozen.
Individuals, 45c. per dozen
Packed 4 dozen in a case.

Soda



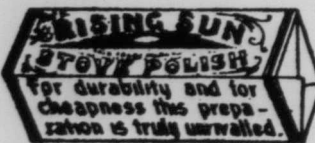
Case of 1-lb. containing 60 packages per box \$3.00.
Case of 1/2-lb. containing 120 packages per box \$3.00.
Case of 1-lb. and 1/2-lb. containing 30 1-lb. and 60 1/2-lb. packages per box \$3.00.
Case of 5c. packages, containing 96 packages, per box \$3.00.

MAGIC SODA

Ontario and Quebec Prices. Per case	
No. 1, cases 60 1-lb. packages	1 15
No. 2, " 120 1/2-lb. " " 1 case	2 75
No. 3, " 30 1-lb. " " 1 case	2 85
No. 3, " 60 1/2-lb. " " 1 case	2 75
No. 5 Magic soda—cases 100—10-oz. pkgs.	2 90
1 case	2 80
5 cases	2 80

Stove Polish

Rising Sun, No. 1 cakes, 1/4 & 1/2 grs. boxes	\$8 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, 1/2 gross boxes	5 40
No. 10 Sun Paste, 1/2 gross boxes	9 00



JAMES DOME BLACK LEAD
6a size, gross, \$2.40. 2a size, gross, \$2.50

Syrup

EDWARDSBURG STARCH CO., LTD.	
"Crown" Brand Perfection Syrup	
Barrels, 700 lbs.	0 03 1/2 per lb.
Half-barrels, 350 lbs.	0 03 1/2 "
1/4-barrels, 175 lbs.	0 03 1/2 "
Pails, 25 lbs.	1 20 each
" 38 1/2 lbs.	1 70 "
Crown Brand Corn Syrup	
2-lb. tins, 2 doz. in case, per case	2 25
5-lb. tins, 1 doz. in case, per case	2 60
10-lb. tins, 1/2 doz. in case, per case	2 50
20-lb. tins, 1/4 doz. in case, per case	2 45
Barrels, 700 lbs.	0 03 1/2
Half barrels, 350 lbs.	0 03 1/2
Quarter barrels, 175 lbs.	0 03 1/2
Pails, 38 1/2 lbs.	1 70
Pails, 25 lbs., each	1 20
Lily White Corn Syrup. Per case	
Plain tins, with label—	
2 lb. tins, 2 doz. in case	2 5 1/2
5 " " " " " "	2 85
10 " " " " " "	2 75
20 " " " " " "	2 70
(5, 10 and 20 lb. tins have wire handles)	
Beaver Brand Maple Syrup. Case	
2 lb. tins, 2 doz. in case	\$3 50
5 " " " " " "	4 0
10 " " " " " "	3 95
20 " " " " " "	3 90
(5, 10 and 20 lb. tins have wire handles)	

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS
Cases 4 doz. each, flats, per case..... \$5 00
Cases 4 doz. each, ovals, per case..... 5 00

Cream Tartar.

GILLET'S CREAM TARTAR Ontario and Quebec Prices.	
Per doz	
1-lb. paper pkgs., 4 doz. in case	\$1 00
1-lb. paper pkgs., 4 doz. in case	2 00
Per case	
4 doz. 1-lb. paper pkgs. assorted	\$8 00
Per doz	
1-lb. cans with screw covers, 4 doz. in case	\$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
Per lb	
5-lb. sq. canisters, 1/2 doz. in case	0 33
10-lb. wooden boxes	0 30 1/2
25-lb. wooden pails	0 30 1/2
100-lb. kegs	0 28 1/2
360-lb. barrels	0 28

Gum



Milk.

CANADA FIRST BRAND	
The Aylmer Condensed Milk Co., Ltd.	
Per case	
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Sauces

PATERSON'S WORCESTER SAUCE	
1-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases doz	1 75



H.P. Sauce, packed in cases of 3 doz. \$1 90
H.P. Pickle, packed in cases 2 doz. pts. 3 35
H.P. Pickle, packed in cases 3 doz 1-pt. 2 25

HOLBROOK'S IMPORTED PUNCH SAUCE

Large, packed in 3-doz. case, per doz. 2 25
Medium, packed in 3-doz. case, per doz. 1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE

Per dozen
Rep. 1/2 pints, packed in 6-doz. case..... 2 25
Imp. 1/2 pints, packed in 4-doz. case..... 3 15
Rep. quarts, packed in 2-doz. case..... 6 50

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.	
Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bols, 6s and 12s	46
Bully, 6s	44
Currency, 6s and 12s	46
Stag, 6 2-5s	46
Old Fox, 12s	44
Pay Roll Bars, 7s	56
War Horse, 6s	42

Plug Smoking—Shamrock, 6s., plug or bar. 45
Rosebud Bars, 6s. 45
Empire, 6s and 12s. 44
Ivy, 7s. 56
Starlight, 7s. 56
Out Smoking—Great West Pouches, 6s. 69



Teas

THE "SALADA" TEA CO.	
Wholesale Retail	
Brown Label, 1's and 1/2's	\$0 25 \$0 30
Green Label, 1's and 1/2's	0 27 0 35
Blue Label, 1's, 1/2's and 1/4's	0 30 0 40
Red Label, 1's and 1/2's	0 36 0 50
Gold Label, 1's	0 44 0 60
Red-Gold Label, 1's	0 56 0 80



Blue Label, 1/2's	0 21	0 25
Orange Label, 1's and 1/2's	0 23	0 30
Blue Label, 1's	0 20	0 25
Brown Label, 1' and 1/2's	0 28	0 40
Brown Label, 1's	0 30	0 40
Green Label, 1's and 1/2's	0 35	0 50
Red Label, 1's	0 40	0 60



MELAGAMA TE
MINTO BROS.,
45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

Wholesale Retail	
Brown Label, 1 lb. or 1/2 lb.	0 25 0 30
Red " " " "	0 27 0 35
Green " " " "	0 30 0 40
Blue " " " "	0 35 0 50
Yellow " " " "	0 40 0 60
Purple " " " "	0 55 0 80
Gold " " " "	0 70 1 00



Ceylon Tea, in 1 and 1/2-lb. lead packages—black or mixed.

Black Label 1-lb., retail at 25c.	\$0 20
Black Label, 1/2-lb., retail at 25c.	0 21
Blue Label, retail at 30c.	0 24
Green Label, retail at 40c.	0 30
R'd Label, retail at 50c.	0 35
Brown Label, retail at 60c.	0 42
Gold Label, retail at 80c.	0 55

Jelly Powders



WHITE SWAN SPICES AND CEREALS, LTD

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz., 90c.



List price.

"Shiriff's" (all flavors), per doz
Discounts on application.

Yeast

Ontario and Quebec Prices.	
Royal Yeast, 3 doz. 5 cent pkgs.	\$1 15
Gillett's Cream Yeast, 3 doz. in box	1 15

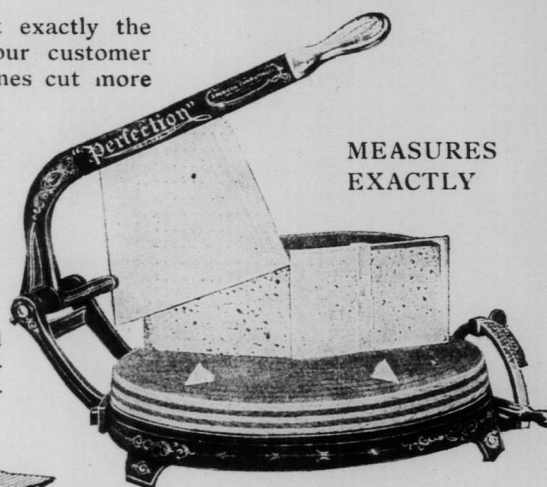
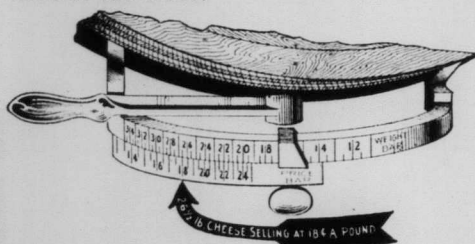
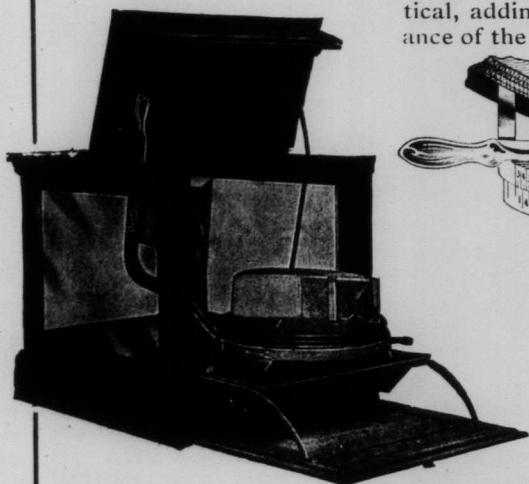
NO GUESS WORK

It is not easy to cut exactly the amount of cheese your customer orders. You oftentimes cut more than the order requires, and let it go. More often the small piece is left to dry up and waste; either way you are losing on your cheese sales. The loss is going to continue as long as you cut cheese by guesswork.

The Perfection Cheese Cutter

can be depended upon to cut just exactly the amount required, eliminating all loss of cheese by guesswork.

Standard Automatic Cabinet—A handsome glass and wood cabinet, highly polished, very practical, adding greatly to the appearance of the store.



MEASURES EXACTLY

No Figuring Required

All you have to do is to set the price, mark on one scale opposite the weight on the other, turn the thumb screw and it is ready for business.

The Perfection Cheese Cutter is well made, of the best material, will last a lifetime. The unusual price we ask for such a fixture will surprise you.

Send for Particulars

**American Computing Company of Canada
Hamilton, Canada**

WHAT ON EARTH

is the meaning of this "No Alum" cry? Certain Baking Powder manufacturers continually tell you that their powder contains no alum, inferring that this ingredient, which is by no means injurious, is used in all other Brands.

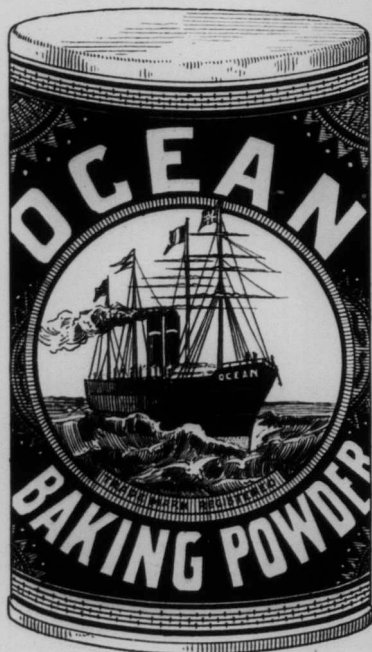
Ocean Mill Baking Powder

has no alum either, and is cheaper than, and the equal of, the best.

We Give You a Guarantee of Quality,

Mr. Grocer, and want to drive home to you that we have a good proposition and one which you can handle profitably.

VALUABLE PREMIUM COUPONS are enclosed in each package, entitling the purchaser to glassware, cooking utensils, etc. Tell your customers about these and you are sure of a big business. Write for Further Particulars.



THE OCEAN MILLS

O. LEFEBVRE, Prop.

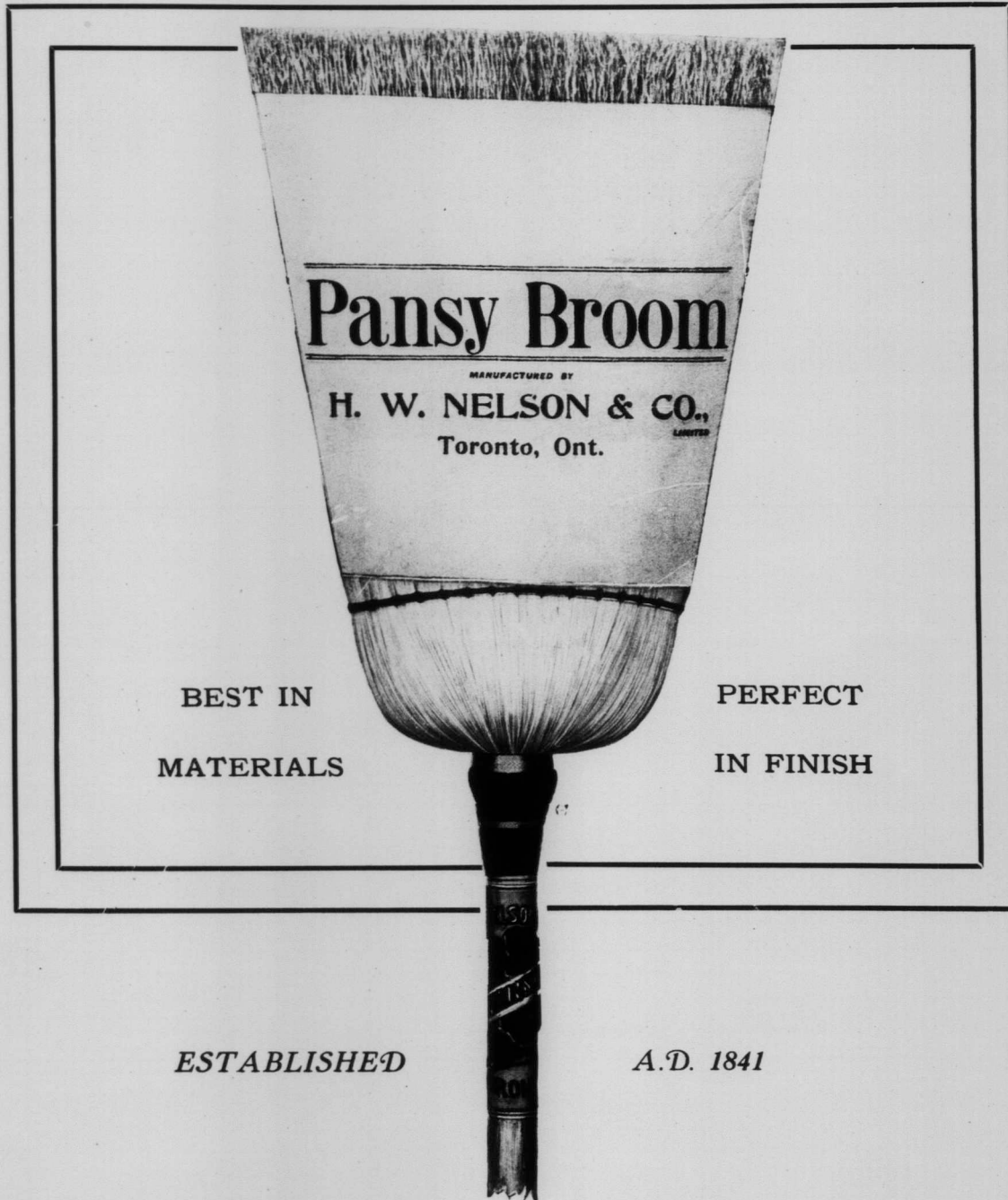
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THE CANADIAN GROCER

FOR THREE SCORE YEARS AND TEN
MAKERS OF QUALITY BROOMS



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THE CANADIAN GROCER

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And you will never betray that confidence, their quality is uniformly excellent.

