

**PAGES  
MISSING**

# CANADIAN GROCER



**FALL NUMBER**

SPECIAL FEATURE:

**“The Selling  
Power of the  
Dealer.”**

THE CANADIAN GROCER



20 lbs.

NET

**EDWARDSBURG**



**CROWN**

**BRAND**

REGISTERED

**PURE**  
**TABLE SYRUP**

WE GUARANTEE THIS  
**TABLE SYRUP**  
TO BE PURE AND WHOLESOME.

MANUFACTURED BY THE  
**EDWARDSBURG STARCH CO.**  
CARDINAL, ONT.

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VOL

# CANADIAN GROCER

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

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

Toronto: 143-149 University Ave.  
New York: Rooms 1109-1111, 160 Broadway.

Winnipeg: 511 Union Bank Building

VOL. XXIV.

PUBLICATION OFFICE: TORONTO, OCTOBER 28, 1910

NO 43.



## ROBINSON'S PATENT BARLEY

You, Mr. Grocer, are the right man to handle all food products, and our Patent Barley is a ready seller which in many parts is handled only by the druggists. Get to work selling it! There's money in it for you. Write for particulars and sample.

Agents for Dominion

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

The Leading  
Laundry  
and  
Cooking  
Starches  
in  
Canada  
are

**Benson's "Prepared" Corn**

AND

**Edwardsburg "Silver Gloss" Starch**

They are purity personified, and are in demand by up-to-date housewives throughout the Dominion. See to your stocks. For sale by every jobber.

**Edwardsburg Starch Co., Limited**

ESTABLISHED 1858.

53 Front Street East, Toronto, Ont.

Works: Cardinal, Ont

164 St. James Street, Montreal

You  
Can Sell  
These With  
Satisfaction  
and Profit

# A PURE HARD SOAP

A Soap  
Your Trade  
Requires



Every Month  
Every Week  
Every Day

Makes Child's Play  
of Wash Day!

St. Croix Soap Mfg. Co.  
Factory at  
St. Stephen, N.B.

BRANCHES:  
Montreal, Toronto,  
Winnipeg, Vancouver  
West Indies.

A Handy  
Can of  
Soap  
Powder



A Large  
Package  
for  
5 Cents

## To Maintain and Increase Permanent Trade

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We handle only articles of known worth—the tried and tested kind—articles whose intrinsic merit has raised them far above the commonplace. We do this because we like to feel that the folks who buy them are, year after year, adding permanent trade to the business of the grocer who sells the goods. From our own selfish point of view we believe the principle applies with telling force.

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## We Know of no Safer or Surer Way

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There is a good living profit on every article we are privileged to represent—each of its kind is, to our way of thinking, a splendid example of honorable manufacture. And because of that important fact we advertise their strong features fearlessly, over our own name, in The Canadian Grocer and elsewhere, every week of the year.

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**The Best Only**

**Always the Best**

It Pays to Watch This Page

**ARTHUR P. TIPPET & CO.**

MONTREAL

TORONTO

The symbol of consistent good quality.  
A strong aid to effective salesmanship.

# Tartan

## BRAND

"Tartan" Brand is worthy of your best efforts in the way of salesmanship. For goods bearing this well-known mark you can make the strongest assertions of good quality with the absolute assurance that the goods will back you up every time.

### "Tartan" Brand Service

It is our constant endeavor to give you a service in the way of prompt delivery and careful filling of orders that will aid you in making the greatest possible success of your business.

- |                   |               |               |
|-------------------|---------------|---------------|
| Canned Vegetables |               |               |
| Canned Fruits     | Canned Salmon |               |
| Package Teas      | Baking Powder |               |
| Soaps             | Baking Soda   | Syrups        |
| Spices            | Extracts      | Jelly Powders |
| Cream of Tartar   | Mustard       | Borax         |
| Peels             | Coffee        | Currants      |
- Every Package and Tin Fully Guaranteed*

PHONE 3597—FREE TO BUYERS

Phone your Orders at our Expense

# Balfour, Smye & Co.

Importers, Packers and Wholesale Grocers

HAMILTON

ONTARIO



For Your Profit and Reputation!

NO LINE YOU HANDLE WILL YIELD BETTER RESULTS IN EVERY RESPECT THAN

# “STERLING” BRAND

The goods are prepared and put up in a large, airy, sanitary factory, and nothing that experience, care or skill in the selection and preparation of materials can suggest, has been omitted.



FEATURE “STERLING” BRAND FOOD PRODUCTS FOR YOUR HOLIDAY TRADE  
HANDLE OUR BULK PICKLES

*The*  
**T. A. LYTLE CO.**  
LIMITED  
STERLING ROAD  
TORONTO

# Sterling BRAND

SWEET and MIXED PICKLES, JAMS, MARMALADE, CATSUP, JELLIES and FLAVORING EXTRACTS.  
“S.B.” SAUCE, RELISHES, LIME JUICE, ETC.



# ROWAT'S Pickles and Olives

Why relate reasons for which you should sell these goods—the old reliable pickles and olives that most grocers have been selling at a good profit for so many years! We simply reiterate our oft-made statement: "the quality will always be maintained." So continue the good work.

## PATERSON'S WORCESTERSHIRE SAUCE

Since taking over this popular specialty, sales (already large) have steadily increased—a sure sign of the merit of the article. We possess the original recipe, and can guarantee the quality of the sauce to be the finest.

Paterson's Sauce is a specialty it will pay you to feature.

HAVE YOU BEEN WELL SUPPLIED  
FOR FALL BY YOUR WHOLESALER?

# ROWAT & CO.

Glasgow, Scotland

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



**You should see our line of**  
**ENGLISH CONFECTIONERY**

Manufactured by

**H. J. PACKER, Limited**  
 BRISTOL, ENG.

CREAM TABLETS - - - to retail at  
 MILK CHOCOLATES - - - 5c.  
 CREAM CHOC. PIGS - - -  
 CREAM TABLETS - - - to retail at  
 MEDALLIONS - - - - - 2 for 5c.  
 CREAM CHOC. FISH - - -

**JAMES PASCALL, Limited**  
 LONDON, ENG.

BARLEY SUGAR  
 ASSORTED SATINES  
 GOLDEN MATTOX  
 FANCY VENETIAN MIXTURES  
 MINT BULLS' EYES  
 ASSORTED TABLETS

**"ANGELUS" MARSHMALLOWS**  
 The best 10c. line on the market

Our travellers  
 are showing samples

**EBY-BLAIN, LIMITED**

Wholesale Grocers - - - - TORONTO

**Guarantee of Purity**



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

**Baking Powder**  
 Cream Tartar  
 Allspice  
 Cloves

**White Pepper**  
 Black Pepper  
 Nutmegs  
 Gingers

We supply spices whole or ground. Over 50 years' experience.  
 Deal with an old-established, reliable firm and be sure of what you are getting.  
 We are manufacturers of CORKS and CAPSULES also.

**S. H. EWING & SONS**

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

20½ Front Street East, Toronto  
 Phone Main 3171



THE CANADIAN GROCER

# A TRIO OF PURE FOODS!

ABSOLUTE  
PURITY



SHIRRIFF'S  
CONCENTRATED FRUIT ESSENCES

HIGHEST  
QUALITY

SHIRRIFF'S  
SPECIALTIES  
SELL



SHIRRIFF'S  
JELLY POWDER



SHIRRIFF'S  
ORANGE  
MARMALADE

For your best-class particular customer the above three lines will be found to exactly 'fill the bill'! The Jelly Powders and Essences are made in a large variety of flavors.

Keep a liberal stock of SHIRRIFF'S GOODS  
on your shelves for your coming holiday trade.

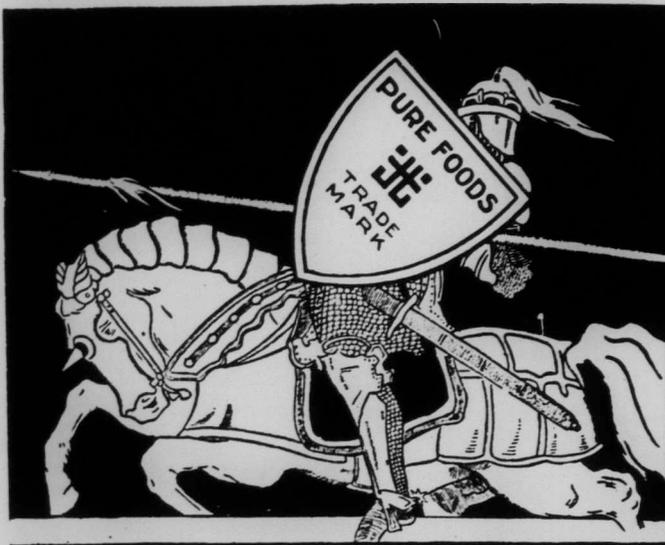
## IMPERIAL EXTRACT COMPANY

8-10-12 Matilda St., Toronto

Ontario Representative, R. B. Neil.  
Western " H. F. Ritchie.

Eastern Representative, W. H. Lyne-Usher.  
Quebec City " Albert Dunn.

# The Champion of Pure Foods



# PURE FOOD LITSTER'S

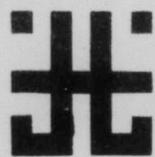
If you knew all there is to know about food adulteration you would be increasingly careful what kind you bought in the interest of your customers. The name "Litster's" on a food package of any sort is a guarantee of absolute purity and satisfaction. The quality is there to "make good," and merchants who want the better class of trade will find it well worth while to feature the Litster line.

**THE LITSTER PURE FOOD COMPANY, LIMITED**

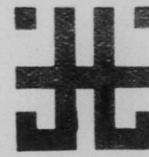
1297-1301 QUEEN ST. WEST TORONTO

DONNELLY, WATSON & BROWN, Limited  
CALGARY AND VANCOUVER

H. H. LIVINGSTONE, Manager Eastern Agencies  
MONTREAL



LITSTER "PURITY AND SATISFACTION" FOUND IN  
Half-Minute Puddings, Jelly Powders,  
Extracts, Salad Dressing Powder, Spices  
Coffees, Baking Powders and other lines



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# CONCENTRATION IS T

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## BY CONCENTRATION

of our efforts on the handling of high-class specialties we succeed in keeping the trade supplied with goods that are unquestionably some of the best and most constant sellers. Take advantage of our long experience, perfect facilities and intimate connection with producers in all parts of the world.

Here are some very

### Interesting News Items—Read Them

**NUT MEATS**---We are now representing the most reliable shippers of these goods in all parts of the world, and are prepared to quote for import or from stock on: Jordan, Valencia, Alicante, Majorca, and Blanched Almonds; Chaberts, Bordeaux and Broken Walnuts; Spanish, French and Levant Filberts; No. 1 Spanish, Java, French and Chinese Peanuts; Cashew Kernels; Pistachia Nuts; Pignolia Nuts; Brazil Nuts; Pecans; Persico Kernels.

**PEELS**---For your very finest trade there's nothing equal to our Perfectly Drained Sugarless.

**CANNED PEAS**---We bought these goods right; that means YOU can buy right. Acme Brand is certainly the finest obtainable. We offer you: Sur Extra Fine, Extra Fine, Sur Fine, Fine and Moyen Grades.

**MUSHROOMS**---Extra Choice, First Choice, Choice and Hotel; prices very low.

**MARISCHINO CHERRIES**---Stocks abroad are very low and our own stock is moving rapidly; order quickly. Quarts, Pints and Half-Pint Bottles; Quart Tins.

**FRENCH FRUITS**---Fine lines for fancy Xmas' trade have just arrived. One and two-lb. boxes Glace and Crys. Cherries and Assorted Fruits.

**SARDINES**---The Crossed Fish Brand is unquestionably the finest Norwegian line; our sales have more than doubled in the past year.

**MIDLAND VINEGAR PURE PRODUCTS**---You know these, the celebrated H.P. Sauce. Pure Malt Vinegar in 12½ and 25-gal. casks; Rep. Pints, Imp. Pints, Imp. Quarts.

We have just received, also, large shipments of Coffee, Essences, Olive Oil, Sardines, Mustard, etc.

**It Will Pay You to Get Our Prices**

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454 St. Paul St.  
**MONTREAL**

**W. G. PATRICK & C**

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# KNOWLEDGE IS THE KEY TO SUCCESS

Nut Meats

Macaroni

Canned Peas

Mushrooms

French Fruits

Sardines

Olive Oil

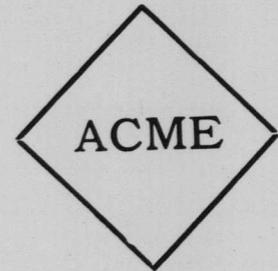
Coffee Essence

Vinegar

Mustard

H. P. Sauce

Cerebos Salt



REGISTERED



REGISTERED

WICK & CO., IMPORTERS

77 York Street  
TORONTO

## How to put the Tea Peddler Permanently out of business

**I**F we were merely going to tell you to spring a well-advertised line of package tea hooked up to a high-quality talk, we would deserve your emphatic "pooh-pooh."

Because, when a woman buys tea from a peddler two or three times in succession it is safe to conclude that she **MUST** be very well satisfied with the quality.

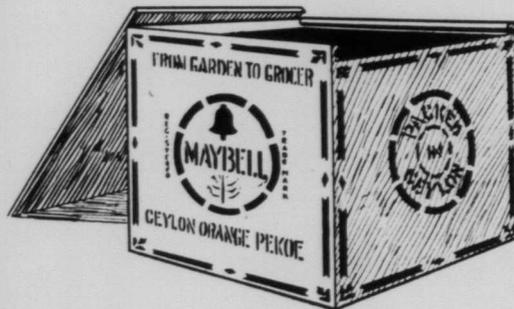
Our aim here, Mr. Grocer, is to point out where **YOU** possess a distinct advantage over any **PEDDLER** and to suggest a means by which you can make the most of it.

The advantage is this:

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

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

*That's  
reasonable,  
isn't it?*



And we think we can put you in the way of offering your customers a **MUCH BETTER** tea proposition than any peddler in the country. That is —

### "Maybell" Ceylon Tea

in 5 and 10 lb. Lead-lined  
Decorated Chests.

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

Following are the prices of Maybell in 5 and 10 lb. boxes respectively:

5 lb. boxes (8 to a case) 22½c. lb.  
10 lb. boxes (4 to a case) 22c. lb.  
50 lb. half chests - 18½c. lb.

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

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

Canada Brokerage Company, Limited

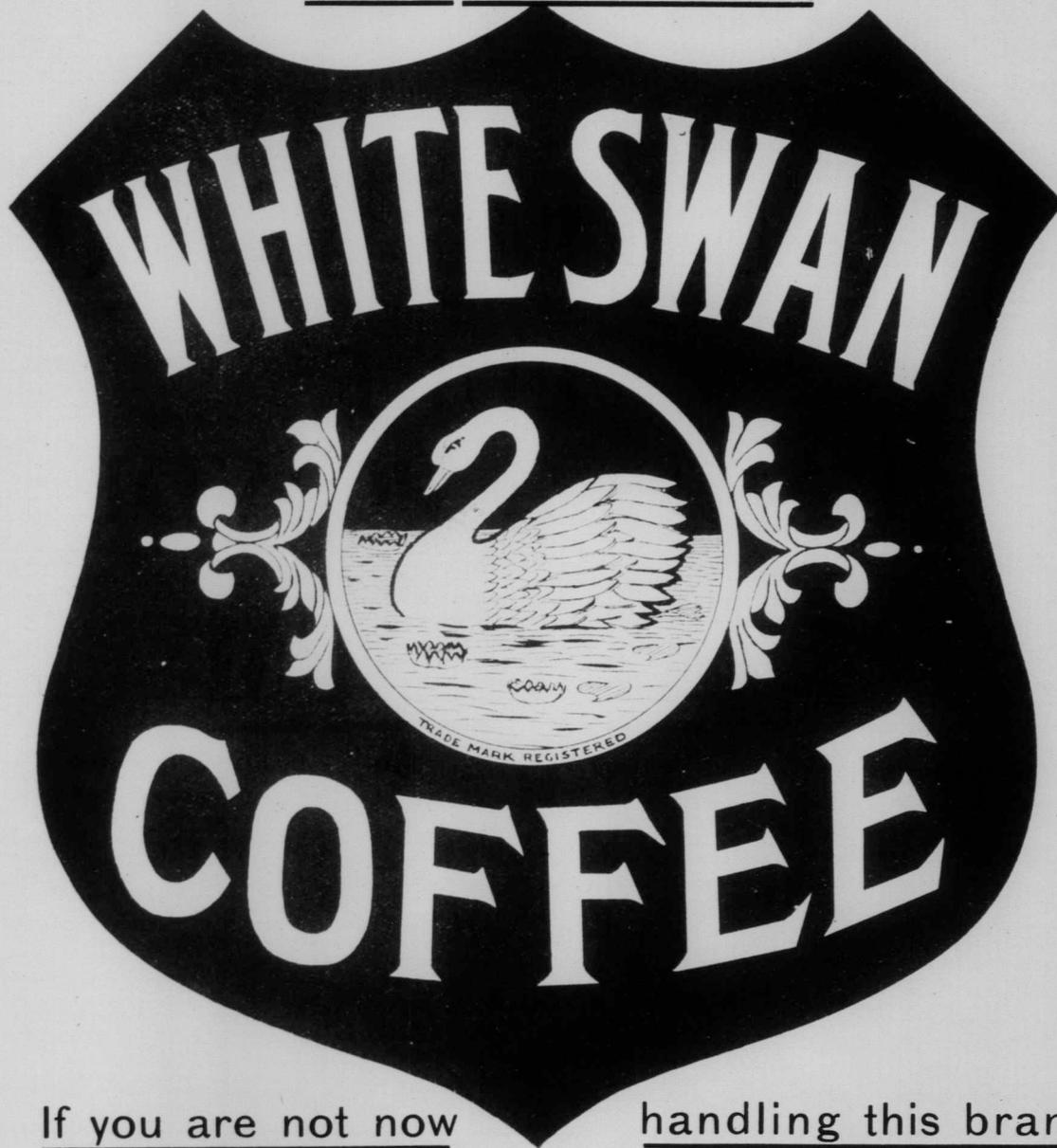
Toronto - - Ontario

On Top



To Stay

Every tin of this Coffee is sealed with the Government Approved Form of Warranty as to purity



If you are not now handling this brand  
It will pay you to start now

"QUALITY COUNTS"

# Mathewson's Sons

Wholesale Grocers and Importers

MONTREAL

1834



1910



## QUAKER BRAND

PURE  
BAKING POWDER

NO ALUM

A satisfactory baking powder for  
dealer and housewife.

---

MATHEWSON'S SONS

MONTREAL

P.O. Box 2360

# WIN AND HOLD TRADE WITH BORDEN BRANDS

The selling power of a grocer who thoroughly understands his business, applied to the well-known Borden's Brands of Condensed Milk and Evaporated Cream, is one of the greatest of business boosters.

And a grocer whose selling power is a real force in his business can see in every housekeeper a prospective buyer of Borden's Brands.

A timely word or two as to the convenience and absolute purity of Borden's Brands often creates a new and permanent customer for

- Borden's "Eagle Brand" Condensed Milk
- Borden's "Gold Seal Brand" Condensed Milk
- Borden's "Challenge Brand" Condensed Milk
- Borden's "Peerless Brand" Evaporated Cream

**BORDEN'S BRANDS ARE MADE IN CANADA**  
by the Borden Condensed Milk Co. - Est. 1857

Originators of Condensed Milk and the largest manufacturers of milk products in the world.

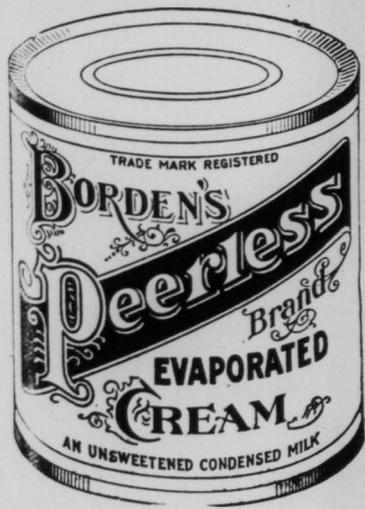
## William H. Dunn

**MONTREAL and  
TORONTO**

MASON & HICKEY  
WINNIPEG, MAN.

SHALLCROSS, MACAULAY  
& CO.

CALGARY, EDMONTON, VANCOUVER  
and VICTORIA, B.C.



UNSWEETENED



THE ORIGINAL



A STEADY  
PROFIT MAKER

# Quaker Oats

THE ONE OATMEAL

WITHOUT A RIVAL

To the grocer who wishes a cereal package that gives him a quick turnover, real actual profits in his cash register, not profits figured on paper only, none can equal QUAKER OATS.

It will pay you many times over to push the package that will repeat in its sale every day of the year. That package is QUAKER OATS.

SOLD BY ALL WHOLESALERS

Regular 10c. package, half case, 18/s	-	-	-	\$1.45
Family 25c. package, full case, 20/s	-	-	-	\$4.00

(EXCEPT IN EXTREME WEST)

## The Quaker Oats Company

PETERBOROUGH, ONT.



IF WE DID NOT BELIEVE IN IT  
IMPLICITLY WE WOULD NOT  
ADVERTISE IT LIKE THIS.

Ram Lal's PURE Tea Co, Limited

Montreal





The gum that is  
good all through

SOLD BY ALL JOBBERS IN THE UNITED STATES &  
CANADA

# SPECIAL OFFERS

Here are a few lines of saleable staple merchandise which we wish to sell before the extremely cold weather sets in. We will give bargain prices to all immediate purchasers:—

- 300 cases "Sun Ray" TABLE WATER
- 200 cases "Trayder" Brand GINGER ALE
- 200 cases "APPETIZER TONIC WINE" Bacchus
- 500 cases BANYULS WINE
- 200 cases ASSORTED BURGUNDY WINES, of  
MORIN PERE ET FILS
- 1 carload MILLER HIGH LIFE LAGER
- 1 carload MILLER MALT EXTRACT

WE WILL PAY THE FREIGHT from to-day until the 10th of November, only, on lots of five assorted cases, or of the same sort of any product, to all railway stations. or boat landings, in Quebec and Ontario.

## CANNED GOODS---Victoria Brand

We have just received:—

- 4,000 cases of TOMATOES, "Victoria Brand"
- 2,000 cases of SWEET CORN, "Victoria Brand"
- 2,000 cases of RED SALMON, "Victoria Brand"

We recommend all goods packed under this name as being of a SUPERIOR and UNEQUALLED QUALITY.

OUR PRICES ARE ATTRACTIVE.

PLACE YOUR ORDER WITHOUT DELAY.

ASK FOR SAMPLES AND QUOTATIONS.

**LAPORTE, MARTIN & CO., Limited**  
Wholesale Groceries, Wines and Liquors, MONTREAL

BIGGER  
SALES

BETTER  
PROFIT



THE GIANT  
5-CENT  
PACKAGE

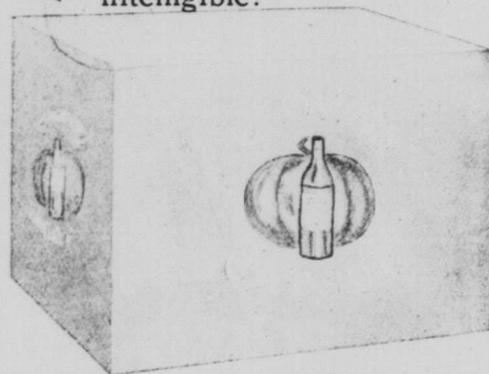
# How Does Your Product Look When It Arrives at Its Destination?

Do you want it to reach your customer or agent in a battered, splintered case, bruised and damaged—do you want your customer to get that kind of first impression? Do you like to be always negotiating over the replacement of damaged goods and return freight charges?



## H. & D. Corrugated Fibre Board Boxes

Or do you want your product to arrive in a condition that will draw further trade instead of repulsing it? Clean and fresh—just as attractive as when it was packed? Don't you want your printed label on the package to be fresh and readable and the consignee's name perfectly legible and intelligible?



will protect your shipment against water, damp, damage—and the goods will be removed by your customer in just as good condition as when packed. Wood has become so expensive that it is not economy to use it for packing cases. But even if H. & D. Corrugated Fibre Board Boxes were not cheaper, they would still be vastly superior for any package weighing less than 100 pounds. Although they cost less and are a great deal lighter, they are five times as strong and have greater carrying power. The cellular construction of the board makes the cases so resilient that they will stand most extraordinary rough handling and abuse.

## Trim Down Your Freight Bills

Save on each shipment the unnecessary expense occasioned by the greater weight of wood. H & D Corrugated Fibre Board Boxes will help you to make this saving and will put the shipment into your customer's place of business in better condition. Not only do the contents of the case go better in H & D Corrugated Fibre Boxes, but the box itself, with its attractive monogram in colors, retains

its freshness and attractive appearance when a wood box would be cracked and battered and not fit to be received for at the customer end.

Write us what you ship and ask for our free booklet "How to Pack It." We want to prove to you that you need H & D Corrugated Fibre Board Boxes in your business.

## Let Us Design a Sample For Your Product

No matter what you have for shipment, we can design a better, cheaper, more satisfactory packing case than you are now using—a case that will save you 10 p.c. to 87 p.c. in freight charges—25 p.c. to 50 p.c. in packers' time—90 p.c. of your storage space. A saving in freight charges because the H & D Cor-

rugated Fibre Board Cases are so much lighter than wood. A saving in packers' time because an H & D Case can be set up and sealed in one-half the time a wood box can be procured and nailed. A saving in storage space because a thousand H & D Cases can be stored in the space ten of your wood cases

now occupy. We will gladly design a specimen case for you to specially fit your needs—that you may examine and test and prove. This will cost you nothing—involve no obligation. It will illustrate not only the economy and efficiency of H & D Cases, but the better advertising value. Write us to-day for full information.

## THE HINDE & DAUCH PAPER CO.

LIMITED

TORONTO, - CANADA



# MACARONI

WE OFFER THIS LOT, DIRECT FROM ITALY, EX. S.S. BELLONA,

## 20,362 BOXES

(447,964 LBS.)

### "ALFONSO GAROFALO" BRAND

Absolutely the largest shipment ever brought into Canada

This event emphatically confirms our repeated statements that this is the leading imported Macaroni, and consequently the brand for you to feature.

It MUST meet the demands of the country, else we could not sell 100,000 boxes a year, as we do.

As sole agents for Canada we would ask you to secure prices immediately. This lot will move quickly, much already being sold, and owing to uncertainty of obtaining further supplies without trouble through Port of Naples.

### Other Italian Specialties:

Because we thoroughly know conditions in Italy, and have a wide and strong connection there, and through our having made a special study of the wants of the Canadian market, we are qualified to judge what will "go" here, and what will not. As the largest importers and jobbers of Italian groceries, we have no hesitation in urging your critical consideration of these lines. (Every particular as to package, prices and samples cheerfully furnished.)

ANCHOVIES in tins

Hors d'oeuvre

MORTADELLA OF BOLOGNA

ESTRATTO "ORSI," Tomato Sauce

PEELED TOMATOES

TUNNY FISH in oil

PARMESAN CHEESE

Vergine Brand OLIVE OIL

ROMANO CHEESE

(Guaranteed absolutely pure)

GORGONZOLA CHEESE

MANZANILLA and BLACK OLIVES

KINDLY ADDRESS DIRECT INQUIRIES: FROM ONTARIO—TO OUR TORONTO OFFICE.  
REST OF CANADA—TO OUR MONTREAL OFFICE.



Probably no other line  
of Coffees in the world  
have been made so easy  
and so satisfactory for  
the grocer to sell as the  
products of : : : :

**Chase & Sanborn,**  
Montreal

## Apply Your Selling Power

If you have not already done so—the first thing you will do after reading this number, with its practical studies in selling power, will be to say to yourself—

*“Among the hundreds of articles on my shelves, what select list shall I decide upon for exerting my selling powers?”*

This will be the practical way to put to work this great force on the road to prosperity. Make such a list—and on that list place prominently

## Pure Gold Goods

(Trade Mark Registered)

Perhaps at the very start you won't want to make your list so large as to include all Pure Gold Goods with the many other good lines that should be represented. Then suppose you select for special effort, Pure Gold Jelly Powders, Quick Puddings—any one feature of the line, whichever you choose, will repay the effort you put into it.

*The profit is there for you. The time and labor-saving qualities brought to any woman's attention will bring a sale. The goods themselves will back up in every particular your endorsement.*

## Suppose You Write Us

for a little intimate information and suggestions for making prominent in your “list” Pure Gold Goods.

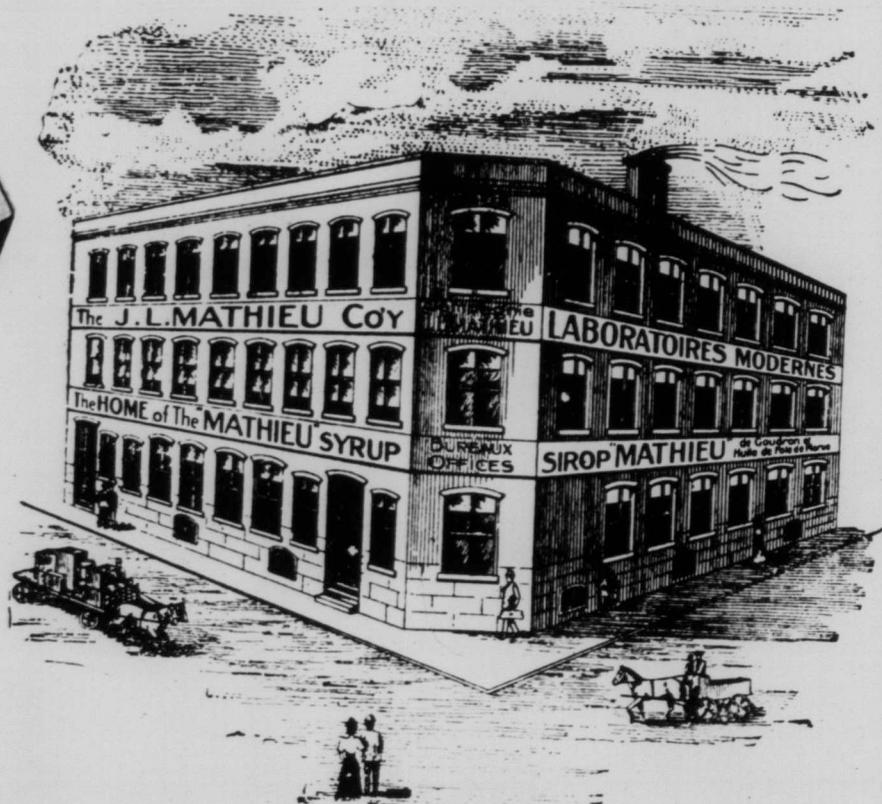
## And Remember

*If the goods are not satisfactory, or do not sell satisfactorily, they may be returned at our expense and your money will be refunded.*

This is your assurance of safety—it means that an investment in Pure Gold Goods is like money put in bank—subject to your call at any moment.

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

PURE GOLD MANUFACTURING CO., Limited  
TORONTO



## The Constantly Increasing Sale

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

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

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

## MATHIEU'S NERVINE POWDERS

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

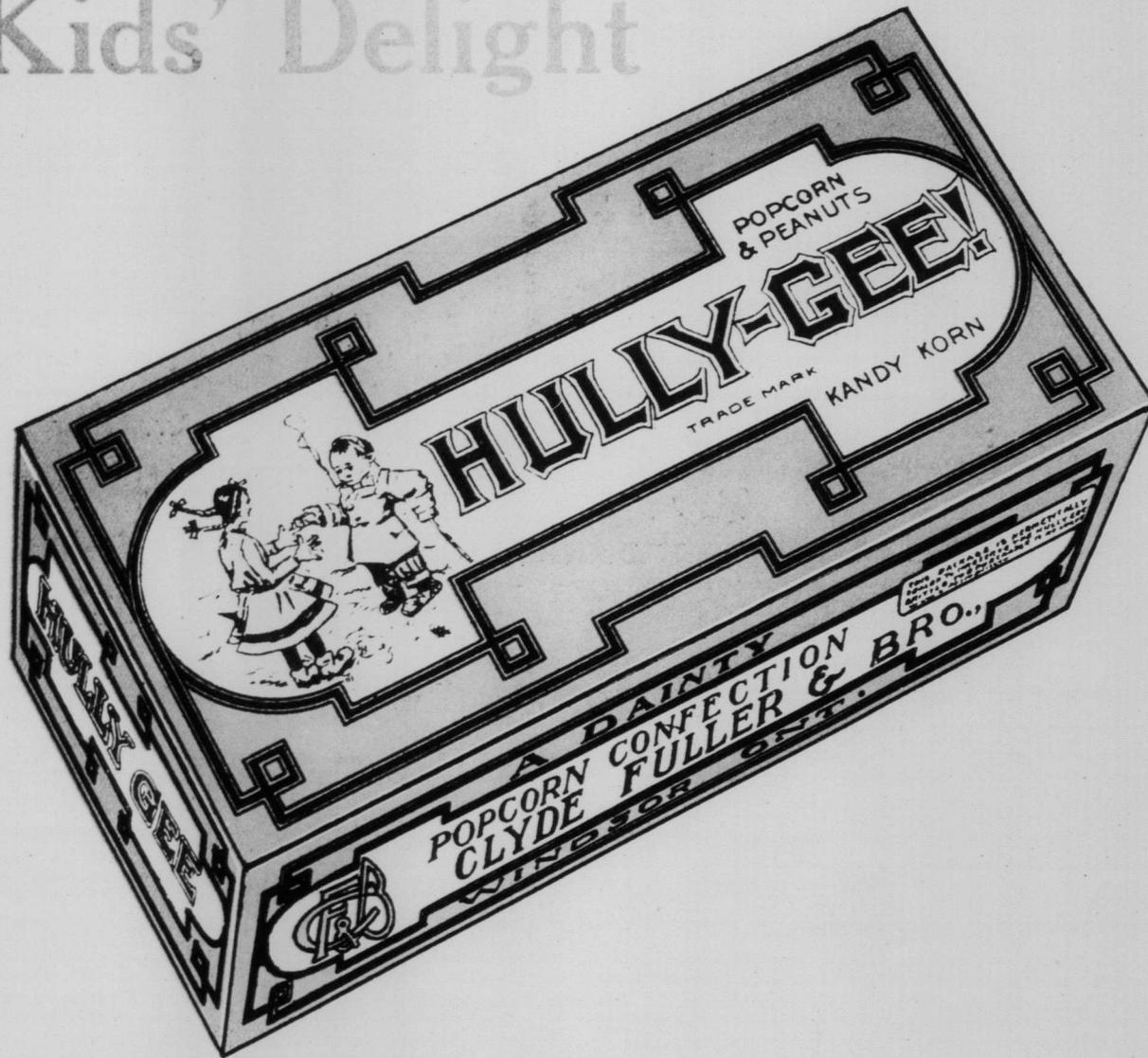
**SOLD BY ALL WHOLESALE DEALERS**

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

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

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

# Kids' Delight



## We Want Your Popcorn Business.

Our Specialties are original and fast sellers

	Case Packed	Shipping
Hully Gee (Toy in each pkg., Xmas trade only).....	144 5c. pkgs. to case, 40 lbs.	
Popcorn Balls (3", largest in country).....	144 1c. "	20 lbs.
Popcorn Balls (3", Ribbon Noose for Xmas Trees).....	144 1c. "	
Popcorn Bricks (Wrapped, New Lime).....	144 1c. Bricks,	20 lbs.
Popcorn Bricks (Wrapped, Tied with Colored Ribbon).....	36 5c.	10 lbs.
Crispettas (Delicious, Entirely New).....	36 5c. pkgs.	10 lbs.
Sugared Corn (Measure and Bags Supplied).....	40 5c. pkgs.	20 lbs.
Nut Butter Crisp (New, it makes you smack).....	25 lbs. in case,	25 lbs.
Pea Nutcornico (Crisp and Dainty, Entirely New).....	45 lbs.	45 lbs.
Kandy Kid, Always a Seller, The More You Eat, The More You Want.....	144 5c. pkgs. to case, 40 lbs.	

These goods are packed in Corrugated Cases ready for shipping. Trade supplied by Jobbers only. Write for Samples.

### E. R. Fuller & Co.

WINDSOR,

ONT

A Toy in every  
package for  
Xmas trade only.

Sale

Nervine  
has ever  
business—  
constant

ver Oil

weakness.  
troubles.  
possible.

tain no  
eir safety  
When  
rich cold.

P.Q.

onton

# 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
Jamaica Cigars		Rums, 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.

The report of the Royal Commission on Trade Relations between Canada and West Indies will undoubtedly result in considerable increase of business between these two parts of the Empire, and Canadian Manufacturers will do well to get ready to share in same.

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.

# Why You Should Push "Essex" Canned Goods

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¶ Chiefly because "ESSEX" Brand Canned Goods will please all those of your customers who are particular about quality. We pack a full line of high grade fruits, vegetables and side lines; and every can is guaranteed pure and perfect in quality. There is Nature's own unbeatable flavor to "Essex" Brand goods—a flavor that comes from properly grown stock, cooked and sealed under ideal conditions of skill and cleanliness.

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Essex Canning & Preserving  
Co., Limited      Essex, Ont.

# **CANNED GOODS**

## **“PRIMUS”** <sup>1</sup><sub>9</sub><sup>1</sup><sub>0</sub> **BRAND**

The finest goods ever put on the  
Canadian Market.

Attractively packed.

Every can contains selected fruit or  
vegetables.

We guarantee every tin.

Full assortment now in store.

### **L. CHAPUT, FILS & CIE.**

WHOLESALE IMPORTERS AND

SOLE OWNERS OF “PRIMUS” BRAND

**MONTREAL**

THE CANADIAN GROCER

# TEA PERFECTION



What we would like you to answer for your own satisfaction, as well as ours, is this: Would BLUE RIBBON TEA ever sell so steadily and largely as it does if it did not possess these two outstanding characteristics?

**Most economical  
to the housewife**  
**Best value for the  
dealer to recommend**

You cannot sell tea to-day unless it possesses these features to some extent, and you cannot sell tea as largely as we sell BLUE RIBBON TEA unless it possesses these outstanding qualities in a very marked degree.

There are other features favoring BLUE RIBBON TEA that we need not dwell upon, but we would gladly tell you about them.

The Blue Ribbon Tea Company  
Montreal

Canada

# CURRENTS

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**I**N JUSTICE TO YOURSELF—IN JUSTICE TO YOUR CUSTOMERS—YOU SHOULD BUY AND SELL CURRENTS OF GOOD QUALITY—CURRENTS WHICH ARE SOUND AND CLEAN AND SWEET. THE OTHER KIND—THE RED, SOUR, RAIN-DAMAGED KIND, MAY BE A LITTLE LOWER IN PRICE—YOUR PROFIT MAY APPEAR TO BE A LITTLE LARGER — BUT, OH, HOW UNCERTAIN, AND HOW FLEETING. THE SUPREME TEST IS IN THE PUDDING, AND IT IS YOUR CUSTOMER WHO EATS THE PUDDING AND JUDGES YOU BY THE CURRENTS IN IT.

WE DO NOT BOAST OF ANY MONOPOLY IN THE CURRENT BUSINESS. FAR FROM IT. WE DO PRIDE OURSELVES ON PACKING SOUND FRUIT ONLY AND THE BEST THAT MONEY CAN BUY IN THE DIFFERENT DISTRICTS OF GROWTH. WE REFUSE FIRMLY, BUT RESPECTFULLY, TO EXPORT CURRENTS OF INFERIOR QUALITY. FOR THIS REASON THERE ARE SOME FEW IMPORTERS IN CANADA WITH WHOM WE CANNOT DO BUSINESS, AND FOR THE SAME REASON YOUR WHOLESALE GROCER MAY NOT BE ABLE TO SUPPLY YOU WITH "MEYER'S" CURRENTS, AND MAY SPRING ON YOU THE "JUST AS GOOD" ARGUMENT. THERE ARE OTHER WHOLESALE GROCERS (AND THEY ARE THE MAJORITY) WHO, LIKE OURSELVES, FIND A LASTING PROFIT AND AN EVER-LASTING SATISFACTION IN DEALING IN GOOD CURRENTS ONLY. YOU WILL FIND THIS A PROFITABLE POLICY, TOO. THERE IS A CERTAINTY IN BUYING OUR BRANDS, THEREFORE, DO MORE THAN ASK FOR MEYER'S CURRENTS, INSIST, AND SEE THAT OUR NAME IS ON THE CASE.

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**W. MEYER & CO., LIMITED**

Packers of sound, high-grade Currents

PATRAS, GREECE

# THE W. H. ESCOTT COMPANY

WHOLESALE GROCERY BROKERS  
Commission Merchants and Manufacturing Agents

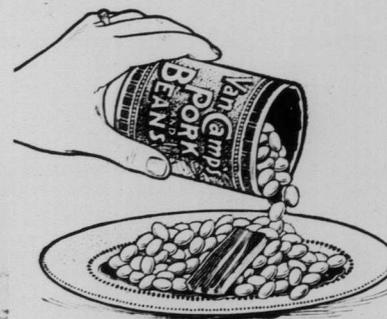
WE REPRESENT



It is the food that makes brains and muscle and rosy-cheeked girls.---THE QUAKER OATS COMPANY.



Camel Brand Figs are washed before packing and have the largest sale of any brand in the world. They are the best.---THE HILLS BROS. CO.



No Home-Baked Beans Have the Flavor and the Zest of

**Van Camp's** BAKED WITH TOMATO SAUCE  
**PORK AND BEANS**

THE VAN CAMP PACKING CO.

And several other high class lines for Manitoba and Saskatchewan which now have the largest sale of their kind.

## Our Business Growth

Mr. Manufacturer and Shipper, if you enjoy good company join us. We can get results for you.



BORN 1907



1908



1909



1910

We make a specialty of consignments, storage and forwarding and straight car-load business for the 3 prairie provinces.

Office and Track Warehouse—  
137 BANNATYNE AVE., WINNIPEG, CANADA  
CORRESPONDENCE SOLICITED

# 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 this 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

# 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

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TEA  
MELAGAMA  
COFFEE



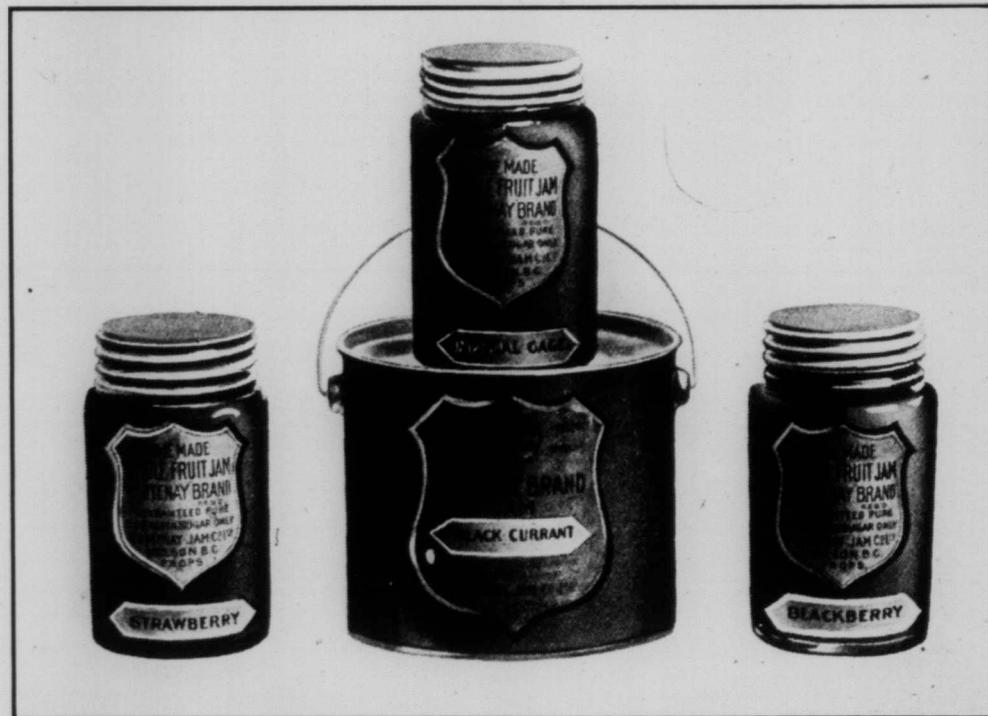
We have always had a strong faith in the ability of the retail grocer as a salesman, and while we have put into "Melagama" Tea and Coffee superior quality that gives entire satisfaction to the consuming public, we have allowed for a profit to the dealer that makes it well worth his while to give us the benefit of his salesmanship. This combination has proved very successful. We regard the grocers of Canada as real partners in the work of giving to the general public the best Tea and Coffee their money can buy—

MELAGAMA  
TEA and COFFEE

Every grocer should recommend these lines. They are genuine satisfaction-givers and profit-producers.

**MINTO BROS.**  
Direct Importers, Packers and Blenders  
TORONTO and BUFFALO

† GOOD SOUND REASONS †  
WHY YOU SHOULD SELL †  
“Kootenay” Jams and Jellies



☐ When you ask your customers to try these lines you can know that your selling ability is being exercised in favor of goods that carry with them distinctive quality, as well as satisfactory profit to yourself.

☐ Only the most luscious of British Columbia fruits, and pure cane sugar, are used in “Kootenay” Jams and Jellies.

☐ In the space of a few months their superior flavor and guaranteed purity have won for them an extensive market that is expanding rapidly.

☐ “Kootenay” Jams and Jellies are put up attractively by experts in a modern, sanitary factory.

☐ Tell your particular customers about these really distinctive goods made from the famous British Columbia fruits.

FEATURE OUR 5-LB. TINS. THEY ARE SELLERS

Donnelly, Watson & Brown, Ltd.

AGENTS

CALGARY and VANCOUVER

# BLACK KNIGHT STOVE POLISH



Don't use as much "Black Knight" as you have been using of other stove polishes.

You don't need as much, to bring a brilliant, glittering, lasting polish to the iron-work.

A little of "Black Knight" goes a long way.

And you get a bigger box of "Black Knight" than of any other stove polish that sells for 10c.

If, for any reason, you can't get "Black Knight" Stove Polish at your dealer's, send 10c. for a large can postpaid.

THE F. F. DALLEY CO. LIMITED, - HAMILTON, Ont.  
Makers of the famous "2 in 1" "hoe Polish. 20

## The Most Brilliant and Durable Stove Polish!

Winter is almost with us and it is very important what line of Stove Polish you are selling?

# BLACK KNIGHT STOVE POLISH

has 'made good' with the particular housewife and we are increasing the demand for it by our extensive advertising (see sample above), and widespread billboard publicity.

'BLACK KNIGHT' gives the most lasting and brilliant polish with a minimum of labour, will not soil the hands in use and is very economical to apply.

'BLACK KNIGHT' is packed in a very attractive box, does a lot of work with a small amount of polish, and leaves an excellent profit margin for the dealer.

ORDER FROM YOUR JOBBER.

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

Hamilton, Ont. Buffalo, U.S.A.





# GAZELLE

The Brand of the Very Finest

CANNED

VEGETABLES

and

CANNED FRUITS

**HUDON, HEBERT & CO., LTD.**

MONTREAL

"THE MOST LIBERALLY MANAGED FIRM IN CANADA"

# From Top to Bottom

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

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

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

CAN BE HAD FROM ANY WHOLESALE  
FROM OCEAN TO OCEAN

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

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

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

Delivered to any railway station from Halifax  
to Vancouver.

Terms: Net 30 days.

Agents in Canada

**HUDON, HEBERT & CO.**

LIMITED  
MONTREAL

The most liberally managed  
firm in Canada.



GLASS and  
PORCELAIN

Windows

Mirrors

Show Cases

Lamp Shades

Chimneys

METALS

Brass

Nickel

Copper

Tin

Silver

Gold

CELLULOID

MARBLE

WORK

WOOD

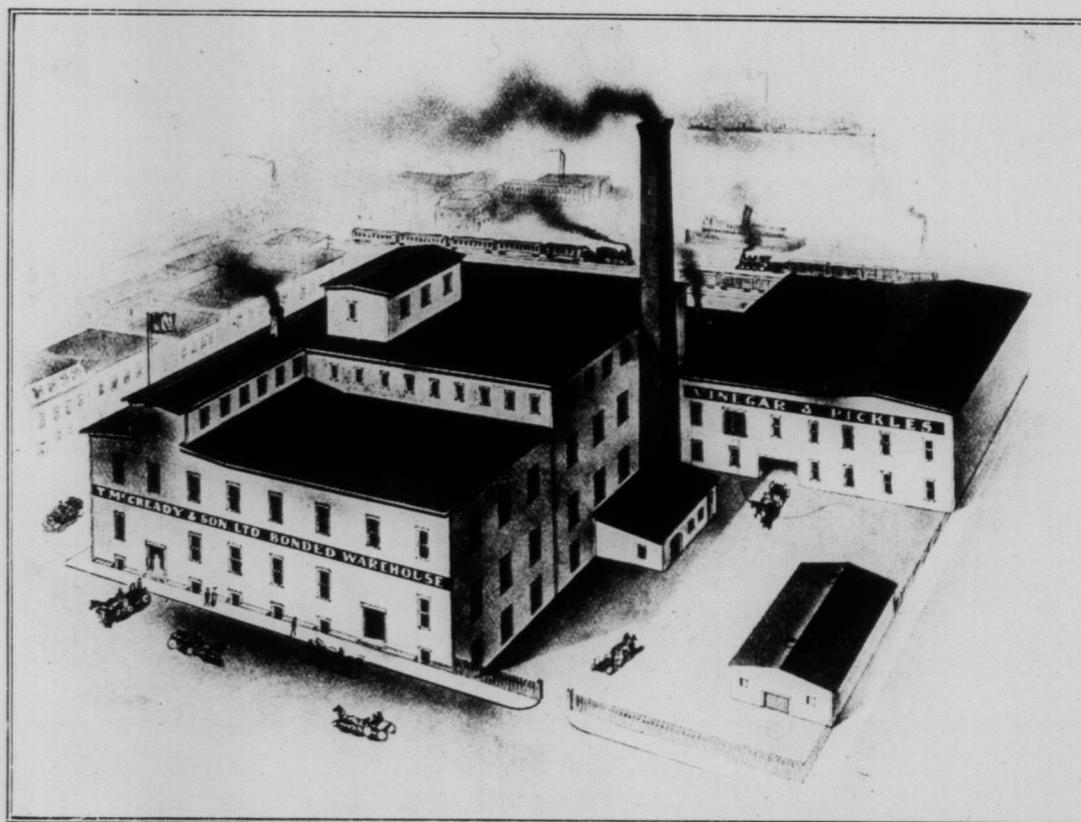
WORK

OILCLOTH

PAINTED

SURFACES





## McCREADY'S UP-TO-DATE PLANT

Our facilities enable us to supply the trade with pickles and vinegar of the highest quality at reasonable prices.

All our goods are neatly packed and labelled and bear the appearance of excellence which we guarantee in the contents.

Also Grinders of Spices  
Cream Tartar, Icing Sugars

Packers of Fruit Juices  
and other Specialties

Our products are known and sold throughout Canada.

# Thos. McCready & Son, Limited

St. John, N.B.

Canada's leading bonded pickle and vinegar factory

# The NATIONAL CASH REGISTER

*has revolutionized the method of doing business in 900,000 Retail Stores.*

## THE OLD WAY



Poorest method in existence for handling money.

No record of money taken in.

No record of money taken out.

Under the counter and hidden from view,

the old-fashioned cash drawer is not even a safe place to put money.

You never know how much money should be in the cash drawer.

Money can be put in and taken out without your knowledge.

A constant temptation.

Even after you count the money in the drawer, you have no way of telling whether it is all you should have.

Affords no means of protecting yourself against claims of making wrong change.

**No Protection.**

## THE "NATIONAL" WAY

Stops losses. Stops mistakes. Increases trade. Increases profits.

Gives a total of each clerk's sales.

Gives total of charge sales, total amount paid out and gives total amount of money received on account.

Tells number of customers waited on by each clerk.

Tells which clerk made mistake.

Tells which clerk makes the most sales.

Prevents unjust suspicion.

Removes temptation.



**Thorough Protection.**

## How is Your Business Handled ?

Have you ever had goods go out without being charged? Have you ever sent a customer a bill and then had her come in and claim she had paid it? Have you ever sat up "till all hours" trying to balance your cash, or recall items you forgot to charge? Are you wasting time on details that ought to be spent building up your business? Think it over

seriously — and you'll quickly realize how a National Cash Register stops losses, saves time, prevents costly mistakes and increases sales and profits.

### REMEMBER:

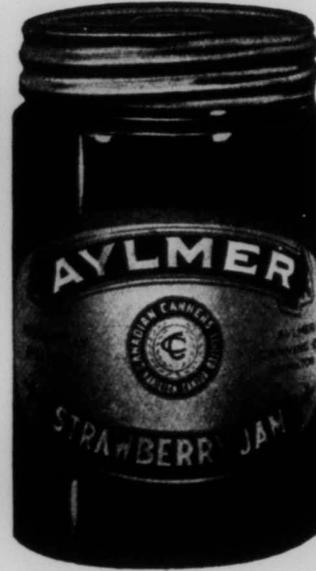
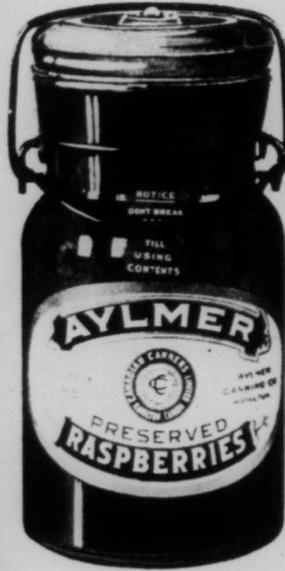
The successful merchant gives every customer a **printed receipt** or puts it in the parcel. That's protection.

And remember: We guarantee to furnish a better cash register for less money than any other concern in the world. Send for booklets.

# The National Cash Register Co.

FRANK E. MUTTON  
Manager for Canada

285 Yonge Street, Toronto



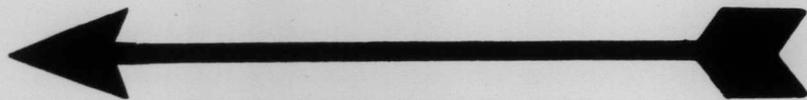
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Some Products  
OF  
DOMINION  
CANNERS  
Limited



“Well worth pushing  
hard.”





## Look at the opposite page—

Most grocers know these brands to be among the most profitable lines in the trade.

Your selling power is greatly enhanced by handling goods of such consistent high quality as the lines of the Dominion Canners, Limited.

By a concentration of effort and standardization of method, this organization is able to produce goods that eliminate all risk of a grocer losing trade through selling goods of inferior quality.

Our range includes something in canned fruits and vegetables and high-grade fruits in bottles to suit practically every class of demand.

*It pays to push the brands  
that people know to be as  
good as good can possibly be.*

**Dominion Canners, Limited**  
HAMILTON CANADA

## A Faultless Product

¶ There is no better factory in the world adapted solely to the production of Macaroni and similar pastes than that of Felix Codou in Marseilles, France. Every modern appliance is there—it is scrupulously clean—the original has been enlarged several times to meet the steadily increasing demand from particular people.

# Codou's Macaroni

¶ Vermicelli, Spaghetti, Fancy Letters and Figures, as well as Macaroni, are the specialties produced—each one has a national reputation for high quality.

Taganrog Russian Wheat is used exclusively—the wheat that yields the BEST results—the wheat that is peculiarly adapted to the desired purpose. “Codou's”—that is the name to think of when the best is wanted.

---

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

*8 Place Royale, Montreal 84 Victoria St., Toronto*

THE CANADIAN GROCER

# "PRIDE OF CANADA" Maple Syrup and Maple Sugar

"Absolute Purity"



## Another Triumph for "Pride of Canada"

Last Spring and Summer Dominion Government Inspectors collected samples of Maple Syrup from all parts of Canada. These were turned over to the Inland Revenue Department and analyzed.

*20 "Pride of Canada" samples were tested. Each one was pronounced genuine; absolutely without adulteration.*

*(See Bulletin No. 214—August 12)*

This is a unique honor; but it is always the official report.

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

"PRIDE OF CANADA."



Never has a sample of our brand been found adulterated. That is a record few can claim!

Quality always uniformly good.

### The Maple Tree Producers' Association

MONTREAL

LIMITED

REPRESENTATIVES

W. J. Dack, 512 Dundas Street, Toronto; W. L. Mackenzie & Co., Winnipeg;  
F. R. McIntosh, Vancouver.





## JOSÉ SEGALERVA

Malaga, Spain

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

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

## Valencia Raisins

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

MAHIQUES, DOMENECH & CO. Denia, Spain.

## Malaga Table Raisins

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

STOCKS SHOULD BE IN YOUR POSSESSION NOW.



**Rose & Laflamme**  
Limited  
Montreal - Toronto





## Goodwillie's Fruits in Glass

If freshly-gathered fruit stands for an extended period, or is shipped to a distance, the quality must deteriorate. The packer who wishes to put up fruits so as to retain their full, rich, natural flavor, must operate where the fruits are grown.

It is because Goodwillie's factory is located near Welland, in the heart of the Niagara fruit belt, and the fruits are bottled a few hours after being gathered, that they possess that delicious fresh fruit flavor.



## Quality Meats in Glass

As a progressive retailer, you supply your customers with goods not only highest in quality, but packed in the most sanitary and approved fashion as well. **POULTON & NOEL'S** range of meats in glass has an established reputation for quality, and represents the last word in modern packing. The line is a large one, permitting a judicious assorted order, that will prove to your satisfaction and profit the truth of our statements

**Rose & Laflamme**  
Limited  
Montreal - Toronto

# Increase your selling power with "Walker Bin" Fixtures

Your selling power is seriously hampered if you are doing business in a store with "old-fashioned" equipment.

But Walker Bin Fixtures increase your selling power.

They give your store a tone that inspires the confidence of your customers—a clean, bright, roomy look, with the stock displayed in a way that acts like a tonic on prospective buyers.

THEY MAKE PEOPLE FEEL MORE LIKE BUYING  
AND LIKE BUYING MORE

Walker Bin Fixtures are so convenient—they make everything so handy. And they certainly do save waste—both of time and stock.

Don't get the idea that they are costly. Lots of grocers—we can show you the proof of it—have been astounded that

Walker Bin Fixtures, considering their manifest superiority cost so little to install. And remember this: Once installed, Walker Bin Fixtures repay their cost in a very short time by the waste they save and the increased business they create.

As a progressive merchant, we invite you to investigate. Begin by writing for our catalog and see photos of Walker Bin Fixtures in active service. Write to-day.

**Walker Bin & Store Fixture Co., Ltd.**  
BERLIN, ONTARIO



## How can you be a good salesman

when your natural optimism is drowned by the worries incidental to book-keeping?

Your selling power can never be completely forceful so long as you keep accounts with books.

And the logical way out of this difficulty is to "cut out" book-keeping worries by keeping accounts in the modern way.

That is, use the only practical, thoroughly tested one writing system of keeping accounts on the



### McCaskey Gravity Account Register

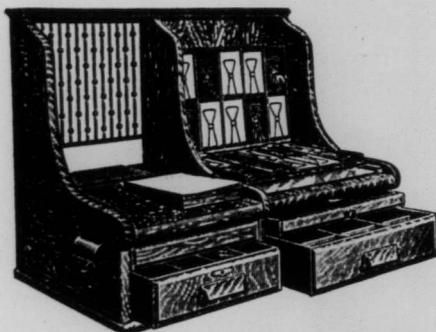
But don't allow the bogey of initial cost to blind you to the main considerations—eliminated worry and overwork, absolute accuracy, unoffended customers, permanent economy.

The only books required are ordinary counter check books. With every credit sale you hand the customer a duplicate slip and file the original under the customers' compartment, after adding to it the total shown on the last slip filed. That's all your book-keeping amounts to with a McCaskey System.

It takes care of all your accounts with wholesalers in just as simple a manner. It also gives you the simplest and most effective check against slow-paying customers and makes mistakes impossible.

You will be amazed at the simplicity and effectiveness of the McCaskey System when you come to use it—and eventually you will use it, if you are in business in real, dead earnest.

Our illustrated catalogue would "let the daylight in" on your account-keeping problems. Better sit down now and write us for a copy.



The above cut represents Combination Account Register and Kant-Forget Cash Attachment.

**Dominion Register Co., Ltd.**  
TORONTO, CANADA

Packed in  
sacks of  
7-14-24-49-98  
LBS.

and in half and  
full barrels.

Our  
advertising  
helps you

to make the *first* sale of  
PURITY Flour—the flour  
that's advertised to the  
people *you* want as custom-  
ers—people who will have  
the very best.

Keep it  
in stock

**PURITY FLOUR**



“More bread  
and  
better bread”

ORDER FROM

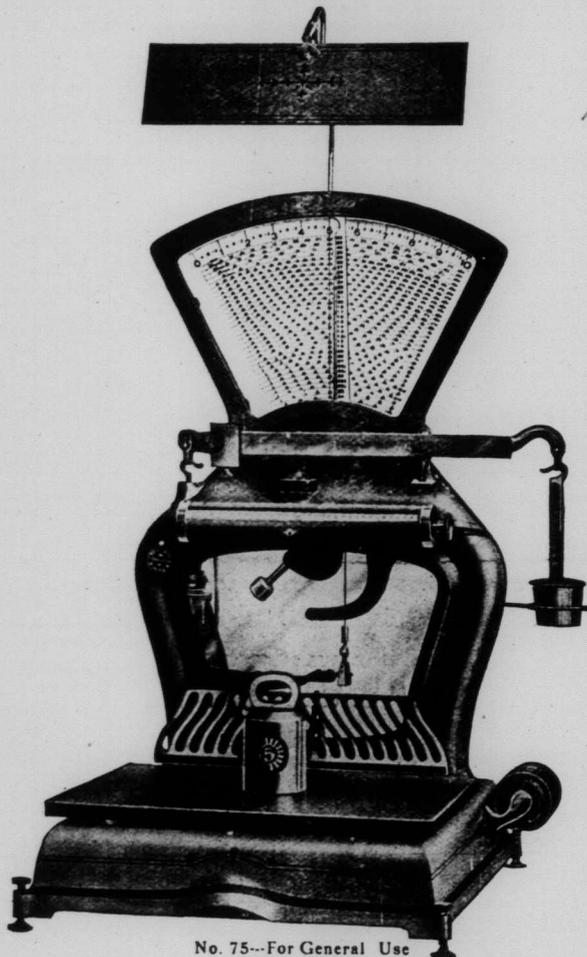
**Western Canada Flour Mills Co.,**  
LIMITED

Toronto Montreal Goderich St. John  
Brandon Winnipeg Ottawa

Its  
quality  
brings the  
buyer back  
to you—

for it is surpassingly good  
for every flour purpose.  
Try it in your home and  
you'll know.

# STIMPSON Improved 100-lb. Automatic Scale



No. 75--For General Use

**Weighs and Computes to 100 Pounds**

The only Automatic Scale capable of handling All your business. Your fixture equipment is not complete without a

**Stimpson Automatic**

Write for Catalogue, giving full description of all sizes.

**Stimpson Computing Scale Co.**  
Detroit, Michigan

# The Ideal Mill for the Grocer



In compactness, neatness and stability, no less than in attractiveness, finish and beauty of design

## **Coles' Electric Coffee Mill**

has no peer at any price.

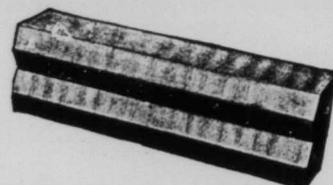
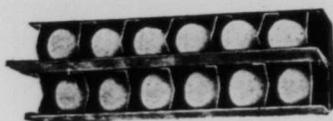
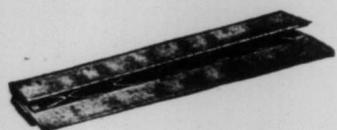
It will granulate 2 lbs. of coffee per minute, and is connected direct up to your lamp socket, saving cost of wiring. The price cannot fail to attract you.

\$65 for D.C. current (\$75 for A.C. current), and we guarantee each machine perfect. Write for details.

**COLES MANUFACTURING CO.**  
1625 North Twenty-third St., Philadelphia

**AGENTS:**

Chase & Sanborn, Montreal  
Todhunter, Mitchell & Co., Toronto and Winnipeg  
Young Bros., Vancouver, B.C. Wm. Braid & Co., Vancouver, B.C.  
L. T. Mewburne & Co., Calgary, Alta.



# SAFETEE EGG CARRIER

THE HANDIEST, NEATEST, MOST COMPACT

- Can be shipped folded---saving freight.
- Is very low priced---saving money.
- Can be left in kitchen on delivery---saving cook's good nature.
- Can be fitted in 30-dozen egg case---saving the finding of an extra package.
- Can be fitted in 12-dozen Humpty Dumpty case---saving the finding of an extra package.
- Can be printed with advertisement---saving energy by making sales.

SEND FOR SAMPLES

AN AGENT WANTED IN EACH LOCALITY---FIRST RESPONSIBLE PARTY TO APPLY GETS THE AGENCY

## SCHOFIELD PAPER CO., Limited

Sole Selling Agents for Canada

ST. JOHN, N.B.

# "Ontario" Lantern Footwarmer!

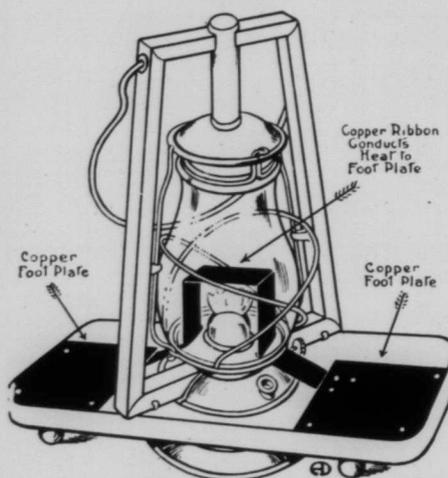
No More Cold Feet

The

Entire Body Kept Warm

Also

A Light Whenever Needed



Indispensable

To

Farmers, Doctors ; Travellers

No

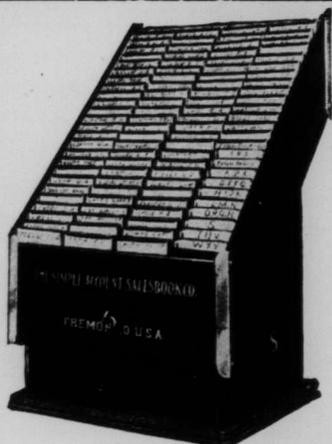
Danger to Lap Robes

**A Novelty! Useful!! and A Seller!!!**

Have YOU seen one? For sale by all Jobbers.

Manufactured by

**Ontario Lantern & Lamp Co., Ltd., Hamilton, Ont.**

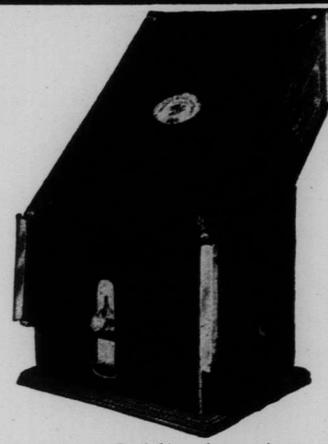


Cut of 100 Book size, without hood, showing alphabetical arrangement of books.

## The Trial Tells the Tale

Supposing we were to say that there are 75,000 Keith Systems in use that probably would not be misstating the facts, but that would not convince you that you should have one.

Supposing we were to say the Keith System has been upon the market for the past 15 years, twice as long as any drop-leaf loose-slip system, and that it has been improved from time to time so as to meet every requirement of the retail merchant, we would be telling the truth, but that wouldn't be giving you any of the advantages of the system.



Cut of 100 Book Size, when not in use, showing hood locked to cabinet.

### HERE ARE THE THINGS YOU WANT TO KNOW:

1. Is the Keith System Fire-proof? Yes.
2. Is there any danger of bringing forward a wrong past account or losing slips? No. The original slips remain permanently bound in the book, giving you a consecutively numbered record of the account, and only one account is before you at a time.
3. Can more than one clerk work over the register at the same time? Yes, any number, without the least confusion.
4. Will it place a check on forgotten charges? Yes, the best in the world.

Ask for Catalogue "G" and let us explain fully

## THE SIMPLE ACCOUNT SALESBOOK COMPANY

Sole Manufacturers  
also Manufacturers of Counter Pads for Store Use

1926 Depot Street FREMONT, OHIO  
and HARTFORD, CONN.



### "ENTERPRISE"

"ENTERPRISE" Easy-running Coffee Mills do not crack or crunch—they **grind** to any desired-size fineness.

All parts are interchangeable, and when required, a new set of grinders can be readily put in at small cost.

Every Mill is built under our own patents; by our own experienced, expert mechanics and carefully inspected, resulting in the well-known, dependable "Enterprise" quality.

We manufacture mills to meet every possible requirement—hand steam or electric.

You cannot afford to install a mill without first studying our comprehensive line.

Complete catalog mailed on request.

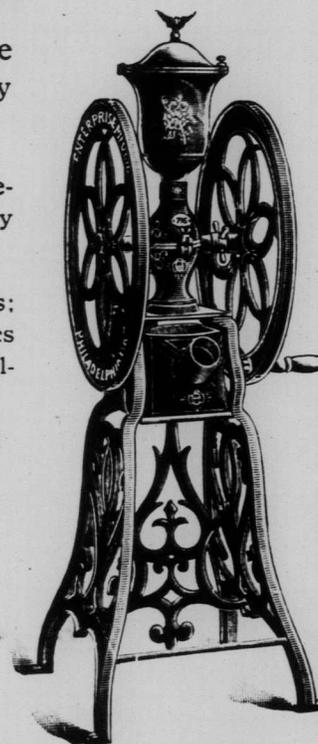
## The Enterprise Mfg. Co. of Pa.

PATENTED HARDWARE SPECIALTIES

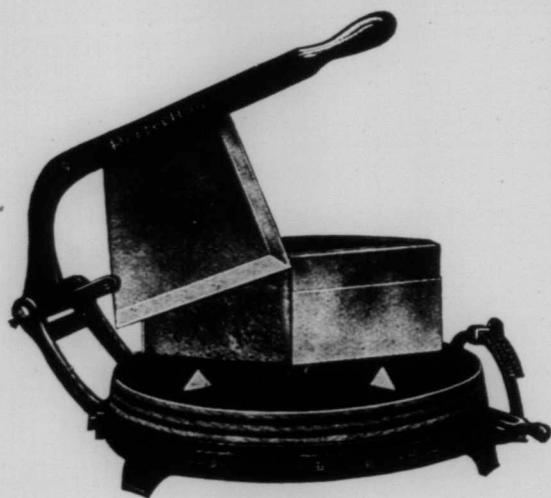
Philadelphia, Pa., U. S. A.

21 Murray Street, New York

544 Van Ness Avenue, San Francisco



# The Perfection Cheese Cutter



Saves the grocer money, as thousands using them will tell you.

Get one and see how it attracts customers.

It pays for itself every three months.

Glass shield, wire splitter and card of instructions with each cutter.

There is no other "just as good."

Accurate, simple, durable.

Any information about the "PERFECTION" will be gladly and promptly given.

The "PERFECTION" has a Perfect Computing Scale, saves cutting over-weight and saves cheese.

Manufactured only by

**AMERICAN COMPUTING CO. of CANADA  
HAMILTON, ONT.**

SOLD BY WHOLESALE GROCERS EVERYWHERE



No. 1, 10 Tray Bag, Closed

eler to carry samples, therefore we issue a very complete and comprehensive catalog with full detailed information, and will gladly mail same, together with prices, if requested.

We either have in stock, or can make to order, anything whatsoever in a case, bag, scope pocket, etc., required for salesmen or travelers.

## ONE OF OUR SPECIALTIES

96 other different kinds

### SAMPLE CASES, BAGS, ETC.

To conveniently carry in a practical manner and attractively display Groceries, Crackers, Cakes and Biscuits, Confectionery, Teas and Coffees, Extracts, Spices, Soaps, Toilet Goods, etc.

Trays in this No. 1. Bag quickly extended, and as instantly covered up, one at a time or all together. Wearing apparel or large samples can be carried in the top, independent compartment, and samples in the bottom, thus combining a Travelling Grip and Sample Case.

Our line is so extensive, and of such a character that it would be impracticable for a traveler



No. 1, 10 Tray Bag, Open

## Knickerbocker Case Co.

Specialists and Original Designers

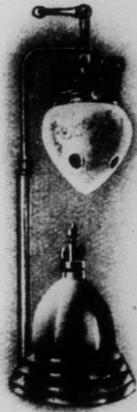
Knickerbocker Bldg., Fulton & Clinton Sts.

CHICAGO, U.S.A.

# YOUR BEST BUSINESS ASSET

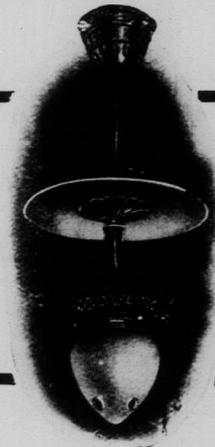
Nothing has so big a say in influencing trade your way as a bright, cheerful, well-lit store interior; and no artificial light is at once so brilliant, safe and economical, as our

Can be carried any place.  
Independent Table Lamp.  
Price, complete, \$7.50



## Gasoline Light

GET OUR CIRCULAR



It is absolutely safe, better and many times cheaper than electricity, gas, coal oil or any other known illuminant.

AGENTS WANTED

SPECIAL PRICES DIRECT TO MERCHANTS.

MacLaren & Co., - - Merrickville, Ont.

## Commercial Account Register

### Bookkeeping Without Books

Used It Three Years

"In August, 1907, I put in one of your No. 200 Account Registers, and have had it in constant use ever since—over three years.

The Register is in first-class condition now, but trade has increased and I need a larger one. Would you kindly let me know if you could make any kind of exchange with me?

After examining several systems, I satisfied myself that yours is the best, and I would not care to do business without it."

Sheets lift out and fit any safe.

Yours truly,

G. E. COON, Groceries, Flour and Feed,  
Eglinton, Ont., Oct. 1st. 1910.

INDISPENSABLE TO ANY MERCHANT DOING CREDIT BUSINESS.

Send us postal for Catalogue and full information.

COMMERCIAL REGISTER CO.  
178-180 Victoria Street - - Toronto, Ont.



Save time,  
Save money,  
Save you bags.

—Should be in every grocer's store.

**McCreger's Patent Bag Holder**  
KILGOUR BROS.  
Wellington St. West TORONTO

—BUY—

# Star Brand

## Cotton Clothes Lines

—AND—

## Cotton Twine

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

## THE ELGIN National Coffee Mill



The "Elgin" Mill is easily first favorite with the up-to-date grocer, because it combines easy running and rapid grinding qualities with beauty of appearance and finish. It is very durable, and is fitted with a special adjuster for regulating the grinding.

Equipped with the new style force feed steel grinders. Investigate this grinder carefully. Its price is very reasonable.

Ask any of the following jobbers for our descriptive catalogue:

WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).  
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.  
HAMILTON—Jas. Turner & Co.; Balfour, Snye & Co.; McPherson, Glasco & 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.)

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

# CENTURY

Ho!

Mr. Grocer.

The Salt your Customers will call for again—and again—if you'll just stock it—is the purity-sure

## CENTURY SALT

We're advertising it brightly. We're shipping it promptly. Just get our price list and try us.

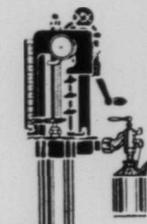
**Dominion Salt Co., Limited**

Manufacturers and Shippers

SARNIA, - ONT.

# SALT

## Note the Editor's Remarks



**Increase your selling power  
Increase your capacity  
Increase your prestige  
Increase your profit  
Increase your business**

Do it now with a

## BOWSER Self-Measuring Oil Tank and Pump

This means a square deal for yourself and patron. Just hang the can on the nozzle and get accurate gallons, half-gallons and quarts. No measures, no funnels, no spill—clean hands, clean floors and clean goods—quick-acting, space-saving, fire-proof.

We demonstrate and prove our statements.

JUST ASK FOR BOOKLET No. 5.

**S. F. BOWSER & CO., Limited**  
66-68 Fraser Ave. : : TORONTO

## Don't worry over "bad debts."

Worry won't avoid the loss. But THERE IS A WAY to eliminate "bad debts" and still accommodate and please your credit customers.

## Allison Coupon Books

systematize credit accounts, simplify collections, and eliminate arguments. They cost but little and pay for themselves many times over.

### 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.

# YOU CAN SELL GOODS IN NEWFOUNDLAND!

☐ 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.  
Warehouse: Tessier's Wharf.

# 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

## "KITCHENER" BRAND OF CANNED GOODS

At this time of year this subject should have your consideration.

WE ARE PACKERS of full lines of FRUITS and VEGETABLES, and guarantee the quality of all goods.

*Write us before placing your order.*

**The Oshawa Canning Co., Limited**

OSHAWA : : ONTARIO

**FINEST IN QUALITY** **WHITTEMORE'S POLISHES** **LARGEST IN VARIETY**



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

"GILT EDGE." The only Ladies' Shoe Dressing that positively contains OIL. Softens and preserves. Imparts a beautiful finish. Once used, always used. LARGEST QUANTITY. FINEST QUALITY. Polishes without rubbing. 25c.

"SUPERB" POLISHING PASTE. For giving all kinds of Patent or Shiny Leather Shoes a quick, brilliant and waterproof lustre, without injury to the leather. Put up in 5 sizes.

"DANDY" COMBINATION For cleansing and polishing all kinds of russet, brown or yellow boots, shoes, saddles, bridles, etc. 25c. "Star" russet combination (10c. size). "Dandy" russet paste, put up in 5 sizes.

"ELITE" COMBINATION for gentlemen who take a pride in having their shoes look A-1. Restores color and lustre to all black shoes. Polish with a brush or cloth, 25c. "Baby Elite" size, 10c.

"BOSTON" WATERPROOF POLISH. A black liquid for men's and boys' shoes. Produces a patent leather shine without brushing. 25c. "Boston Junior," 10c. size.

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

FOR SALE BY ALL WHOLESALE GROCERS.

**SUNNY MONDAY**  
**LAUNDRY SOAP**

"Contains No Resin"



You are taking no risk when you recommend Sunny Monday Soap. Sunny Monday Soap is as absolutely pure as soap can be made, only the highest class of materials enters into the manufacture of it, and best of all it contains **no resin**.

Sunny Monday Soap gives the grocer a good profit, and a satisfied customer.

**THE N. K. FAIRBANK COMPANY**  
MONTREAL, CANADA

P.O. Box 1137

# MASON & HICKEY

Phone your orders at  
our expense

Phones Main 3576  
4588

MANUFACTURERS' AGENTS

AGENTS FOR

Dominion Sugar Co.

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

Brackman, Ker Milling Co.  
Rolled Oats

Foster & Holtermann  
Extracted and Comb Honey

Ingersoll Packing Co.

Standard Computing Scales and Cheese Cutters

Suchard's Cocoa and Chocolate

E. D. Smith's Canned Fruits and Vegetables

Beatsol Silica Co.  
Floor Cleaners

Crescent Manufacturing Co.  
Mapleine

E. D. Smith  
Pure Fruit, Jams, Jellies and Preserves

Borden's Condensed Milk Co.  
Eagle Brand Milk, Gold Seal Milk, Peerless Cream

Nicholson & Brock  
Bird Seed and Mince Meat

Sarnia Salt Co.

Wetley's Mince Meat

Ingersoll Cream Cheese

Wm. Rogers & Co.  
Raisins

T. M. Stevens & Co.  
Canned Pineapple

108 Princess Street

WINNIPEG



## Cameron & Heap, Limited

Importers and Wholesale Grocers

REGINA,  
Sask.

FORT WILLIAM,  
Ont.

KENORA,  
Ont.

PRINCE ALBERT,  
Sask.

Prompt Attention to all Orders at Best Prices.

### Trian Brand Goods

Purity Guaranteed

THE CANADIAN GROCER

# Business Bringers!

You can cater for and satisfy the most particular housewife if you are handling the full line of

## RICHARDS PURE SOAPS

They always prove steady and profitable sellers because their quality never fails to satisfy. Here's the complete line—

Richards Pure Soap, Quick Naptha Soap, Snowflake Soap Chips, Ammonia Powder, 100% Pure Lye, Toilet Soaps.

Agent for Toronto and Hamilton:  
A. HUTCHINSON

OMAND MFG. CO.  
76 Colborne St., Toronto



Richards  
Pure Soap  
Co., Ltd.

Woodstock,  
Ontario

Strength

Purity

Your guarantee for profit lies in  
"COW BRAND"  
Baking Soda



because of its popularity with the housewife!

Order from your jobber

CHURCH & DWIGHT  
Manufacturers Limited

Uniformity

MONTREAL

Reliability

Brunner, Mond & Co.'s

# WASHING SODA

Drums,	336 lbs.	Barrels,	336 lbs.
"	224 "	Bags,	224 "
"	112 "	"	112 "
"	100 "	"	100 "

Concentrated Sal Soda

Casks, 560 lbs.

Winn & Holland

Montreal

SOLE AGENTS FOR CANADA

# Large Quantity of New Crop Teas For Sale at Interesting Prices

We want to sell over thirty tons of Tea between now and the first of next year and have arranged our prices accordingly.

	PER POUND		
China BLACK and GREEN Teas . . . . .	at	12½ 15	to 18 c.
Japan Teas of good CUP QUALITY . . . . .	at	17½ 18½	to 20 c.
HIGH GRADE Early Picked Japan Teas . . . . .	at	25 28	to 30 c.
Ceylon Green Hyson (2) Gunpowder Style . . . . .	at	18½ 20	to 22 c.
Ceylon BLACK and GREEN Teas, good style and cup quality . . . . .	at	16½ 17½	to 18½ c.
HIGH GRADE Ceylon BLACK and GREEN Teas . . . . .	at	25 28	to 30 c.

We will be glad to submit samples to prospective buyers.

**Ro-si-co** BLENDED TEAS in half chests and chests to retail at 30c. and 40c. per pound. Our wholesale prices show handsome profits and the quality is guaranteed. WE control the wholesale agency for Ro-si-co blends. You will find our teas difficult to match at the prices quoted. We get the business because we have the values.

Mail orders and inquiries promptly attended to.

**Robert Simpson & Co.** IMPORTERS OF TEAS,  
COFFEES, SPICES, etc.

Phone No. 3541 COR. GORE AND HUGHSON STS., HAMILTON, ONT.



## CARTER'S STANDARD British Wines

LIQUID GREEN GINGER  
AND OTHER FLAVORS

Big Wheel Custard Powder,  
Jelly Crystals, Lemonade  
Powder, etc., etc.

**H. W. Carter & Co.,**  
LIMITED  
THE OLD REFINERY  
BRISTOL, : : ENGLAND

## LEAD FOIL

For Tea  
Packing

INCORRODIBLE BRAND



**GREY & MARTEN**  
Limited

Tea Lead Rollers

SOUTHWARK BRIDGE, LONDON, S.E., ENG.



HERE ARE TWO STRONG SELLERS!

**"CREST" BRAND  
BAKING POWDER**

which never fails to please the women by its uniform quality. Makes best light pastry, and can be relied on to be always of the same strength.



**"CREST" BRAND  
FRENCH MUSTARD  
IN BOTTLES**

which has the full strength and flavor of the best imported brands. Our Dry Mustard in Tins is also of superior quality and moderate in price.



SEND TO-DAY FOR OUR LOWEST PRICES  
IT'S WORTH YOUR WHILE TO HANDLE OUR LINES

MADE BY THE

**Canada Spice and Grocery Co.**  
LONDON, ONTARIO LIMITED

**A Genuine Trade-Builder**

Quality goods are those that attract and hold trade and

**Wonderful Soap**

will prove a profitable proposition to every grocer because it is unrivalled in quality and purity.

It is moreover attractively packed and made up, and proves a rapid and profitable seller

We have a dealer helper-selling plan that cannot fail to interest you. Send for details of it to-day.

**The Guelph Soap Co.**

GUELPH, - ONTARIO

Toronto Agents—MacGregor Specialty Co.

**Home, Sweet Home**

is never so attractive as when clothes, dishes, walls, floors, etc., have been washed with

**ASEPTO  
SOAP POWDER**

This Soap Powder is a sure seller. A 5c. packet makes 2 gallons of soft soap, or 4 gallons of liquid soap. Try a case. You will be astonished how soon it is gone.

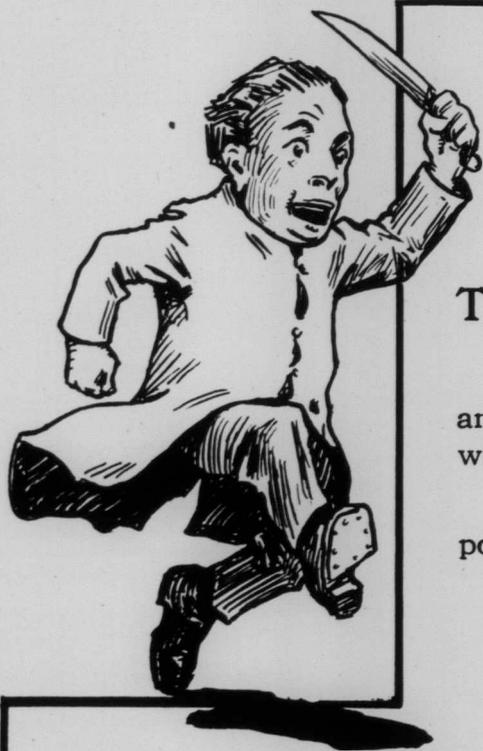
*Order from your Jobber*

Manufactured by the

**ASEPTO MFG. CO.**

ST. JOHN, N.B.

Agents—Rose & Laflamme, Limited, Montreal.



# Poultry Wanted!

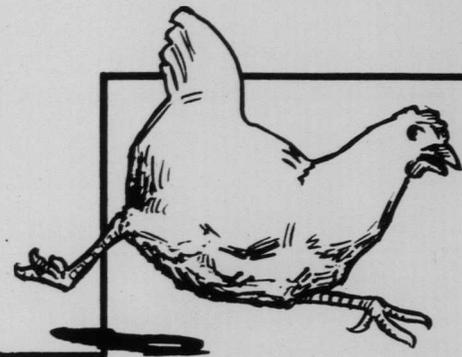
Ship us AT ONCE any supplies you can lay hands on. We want (live or dressed)

**TURKEYS, GEESE, DUCKS,  
CHICKENS, FOWLS**

and we will pay CASH, highest market price. We will want a great deal in the next few months.

Have your farmer customers bring to you their poultry. You can make a nice turnover.

Drop us a card TO-DAY telling us you are shipping or that you will have supplies for us later on.



**P. POULIN & CO.**  
BONSECOURS MARKET - MONTREAL



ome  
clothes,  
been  
  
O  
DER  
A 5c.  
ap, or  
e. You  
gone.  
  
CO.  
Montreal.

Do you want live representation?  
We are in touch with the trade.

**Andrews & Nunn**

Manufacturers' Agents and  
Wholesale Commission Merchants

Codes - A B C 5th Edition, Western Union

615 Dominion Trust Building  
VANCOUVER, B.C.

Correspondence Solicited      Highest References

## McLEAN'S WHITE MOSS COCOANUT

You should handle McLEAN'S, because it is nearest perfect of any shredded cocoanut. We are Canadian pioneers, and can GUARANTEE our line, as it has proved pre-eminently the most satisfactory in every way for this market.

Some specialties for Bakers and Confectioners:

- |                |                     |
|----------------|---------------------|
| Extracts       | Colorings           |
| Shelled Nuts   | Glaced Fruits       |
| Fruit Pulps    | Icing Powders       |
| Egg Powders    | Ice Cream Improver  |
| Essential Oils | Marshmallow Powders |

Our prices on these specialties will interest you.

THE  
**Canadian Cocoanut Co.**  
MONTREAL



# PICKLING SEASON

ORDER FROM YOUR JOBBERS TO-DAY

## Purnell's Pure Malt Vinegar

### THE BEST FOR PICKLING AND THE TABLE

Renowned for its delicious flavor and aroma.

THE OLDEST AND LARGEST VINEGAR BREWERY

SOLE PROPRIETORS OF THE CELEBRATED B.V. SAUCE  
AND FINEST ENGLISH HOME-MADE PICKLES

## PURNELL & PANTER, LIMITED

BRISTOL, ENGLAND

## GINGERBREAD

BRAND

## MOLASSES

A Molasses that increases your sales.

THREE reasons for it:

- No. 1—A Strong Baker
- No. 2—Body
- No. 3—Flavor

Packed in tins—2's, 3's, 5's, 10's and 20's;  
pails—1's, 2's, 3's, 5's gals. and in barrels  
and halves.

A trial order from your wholesaler will  
convince you that Gingerbread Brand is

**THE BEST THERE IS**

Be convinced now.

**The Dominion Molasses  
Co., Limited**

HALIFAX

NOVA SCOTIA

## The West Indies

If you have anything to ship  
to the West Indies we will  
handle it promptly and get  
you the top price.

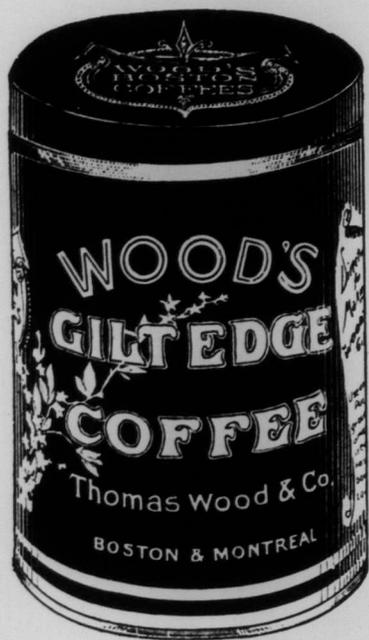
If you are a manufacturer and  
wish to place your goods  
on the West Indian markets  
our travellers will do it for you.

If you want information of  
any kind about the West  
Indies do not hesitate to  
write us for it.

## T. Geddes Grant

Port of Spain

- Trinidad



1 and 2-lb. Tins

THE BEST  
THE WORLD  
AFFORDS  
SOLD IN BULK

Wood's  
Hollander

TRADE MARK BRAND



REGISTERED 1909

Coffee

Fragrant, Pungent, Delicious.  
The Choicest of the Choice.

THOMAS WOOD COMPANY, Limited

Importers and Jobbers

428 ST. PAUL STREET, MONTREAL

GERMAN

SAUER-  
KRAUT

Pickles in Brine  
Vinegar

For Lumber Camps

The largest Sauer-Kraut  
Manufacturers in Canada.

Taylor & Pringle Co., Ltd.

Owen Sound, Ontario

MASONS  
WORCESTERSHIRE  
SAUCE

A line you can  
handle with profit

Without a doubt the finest relish on  
the market, for use with fish, flesh  
or fowl, is

MASONS  
WORCESTERSHIRE SAUCE

It retails at 10 cents a bottle, leav-  
ing a good margin for the dealer.  
Prepared from the choicest ingredi-  
ents only, and bottled in our up-to-  
date sanitary factory—a model of  
cleanliness.

Send for samples  
and prices.

MASONS  
LIMITED  
25 Melinda Street  
TORONTO

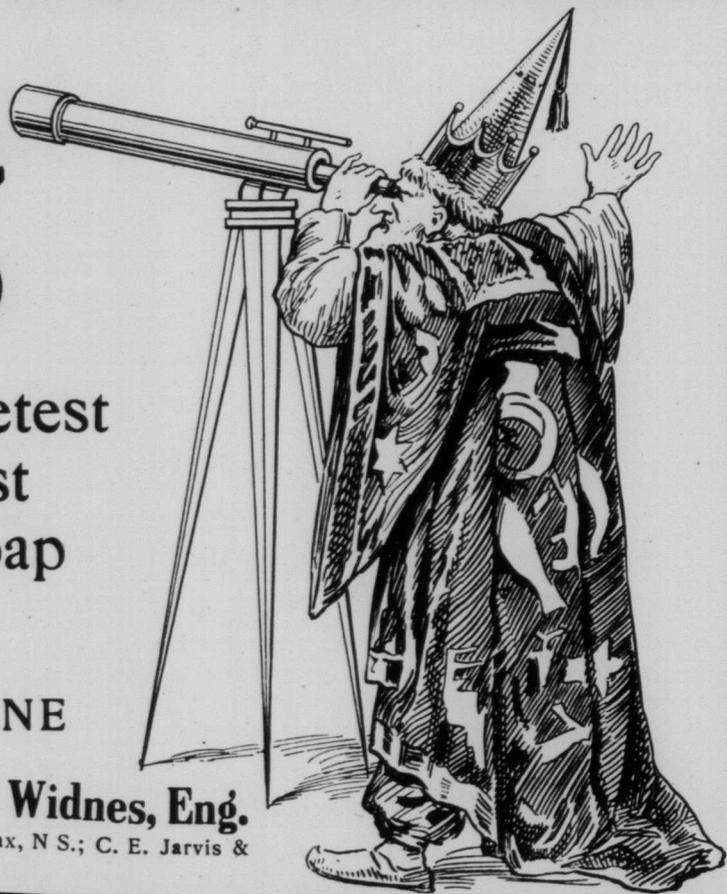
# Gossages' Magical Soap

The Best, The Sweetest  
and The Cheapest  
Free Lathering Soap  
in the Market.

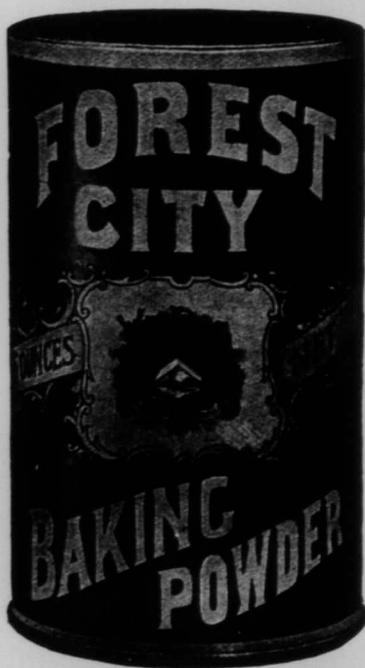
GUARANTEED GENUINE

William Gossage & Sons, Ltd., Widnes, Eng.

Agents:—Arthur B. Mitchell, Mitchell's Wharf, Halifax, N S.; C. E. Jarvis & Son, Vancouver, B.C.



## FOREST CITY BAKING POWDER



THE STANDARD  
FOR 25 YEARS

6 oz. tins, 75c. doz.  
12 oz. " \$1.25 "  
16 oz. " \$1.50 "

Manufactured By  
**GORMAN  
ECKERT &  
CO., Limited**  
London & Winnipeg

## Wake Up!!! and Sell Baird's Sauce



"The  
Best

of All  
Sauce"

Agents:—Maclure & Langley, Ltd. 12 Front Street East, Toronto—604  
Lindsay Building, Montreal: W. L. McKenzie & Co., Winnipeg:  
R Robertson & Co., Vancouver and Victoria.

**Mr. Grocer—here's  
50% profit for you!  
WONDER-SHINE**

means increased business—makes permanent, satisfied customers.

**WONDER-SHINE** cleans silver, gold and plated-ware without rubbing.

Simply dip in **WONDER-SHINE** rinse and dry.

That's all.

Saves both time and toil for the busy housewife, and—

Makes the silver just like new.

Send for your sample package, full particulars, and our new "Selling Plan."

Remember, every sale means 50% clear profit.

Write to-day.



**Household Convenience Company, Limited**  
TORONTO, ONTARIO. 2765



**ARE YOU STOCKED**

with these four well-advertised, "Made in Canada" brands, which constitute



**THE TRURO LINE**

If not, place your order NOW. Otherwise, you're not in a position to take advantage of the demand we are creating through our advertising. Get the goods on your shelves and let us help you sell them.



**Truro Condensed Milk Co.**

LIMITED

Factories: Truro, N.S.    Huntingdon, P.Q.



# Keystone



# Brooms

At this season every Grocer is interested in Brooms. The new crop of Corn is now on the market and we are pleased to be able to say that our prices are such that every housekeeper can now obtain **a good Broom at a reasonable figure.** As we use nothing but the best grades of Corn, dealers who handle our line may rely upon getting the best the market affords. The great saving which we effect in the manufacture and marketing of our goods enables us to give the best possible value, and the **Keystone Brand** on a Broom is recognized from east to west as a **guarantee of quality.** It is to the interest of every Grocer, wholesale and retail, to handle only the best goods **manufactured under a registered trade-mark** instead of the so-called "just as good" lines bearing no marks of distinction and manufactured by concerns having no reputation to maintain. It is the sure way to **satisfy customers and make selling easy.**

**WE STAND BACK OF EVERY "KEYSTONE" BROOM WITH A GUARANTEE OF QUALITY.**

## Stevens-Hepner Company, Limited

Port Elgin, Ontario, Canada

# OK

ENGLAND'S  
LEADING  
FRUIT SAUCE

25 years' reputation, and the only  
sauce backed up by a purity guar-  
antee of

1000 GUINEAS

Sells at 15 cents and 25 cents  
BE WARY OF IMITATIONS

# SAUCE

George Mason & Co., Limited

Sole Manufacturers

LONDON, ENG.

Sole Canadian Agents

**S. T. NISHIMURA & CO.**  
MONTREAL

SUB-AGENTS:-

Toronto, Ont.—Geo. Stanway & Co  
Hamilton, Ont.—James Somerville  
Ottawa, Ont.—H. D. Marshall  
London, Ont.—Wm. G. Coles & Co.  
Quebec, Que.—A. Francois Turcotte  
Kingston, Ont.—James Craig

BRANDS

## "BANNER" & "PRINCESS"

CONDENSED MILK

are prepared from the purest  
and richest country milk, with  
no addition but that of pure sugar.

### St. George Evaporated Cream

(Unsweetened)

The most sanitary conditions are ob-  
served in the canning and handling of  
the milk. The reputation of these  
brands as genuine satisfaction-givers  
is unsurpassed.

Lines that mean much in profit  
and reputation to every grocer  
who handles them.

## J. MALCOLM & SON

ST. GEORGE,  
ONT.

**“I am not going to buy any more of your tea. I make more profit selling bulk tea,” said a grocer two years ago. : : : : :**

“Hold on a minute,” I said, “Let us talk this over a bit. Look up your invoices and see how often and how much bulk tea you have bought during the past year. Then do the same figuring on ‘SALADA.’”

Shortly after he called me to the rear of the store. Before him was a list showing the dates and amounts of his purchases and his stock on hand.

“Look here,” I said, “You have 656 lbs. of bulk tea in stock now and 94 lbs. of ‘SALADA.’ You have bought bulk tea twice and ‘SALADA’ nine times this year. *By selling bulk tea you have just seven times too much money tied up. On your bulk tea you have turned your money over twice in the year—with ‘SALADA’ nine times.* It seems to me that by stocking bulk tea you are running a storage warehouse.”

“I see the point,” he said.

To-day this grocer owns the finest store in his town. When I called on him a few days ago he said,

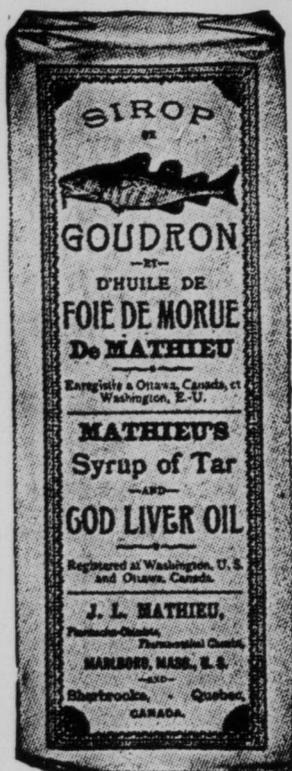
“I wish to thank you for the idea you gave me two years ago. I am not selling a pound of bulk tea now. I find my customers are better satisfied with ‘SALADA,’ and certainly I am.

“I am careful to sell only goods of undoubted quality—goods that can be turned over quickly and often. My stock is always fresh and clean.

“I put my goods out where people can see them—where they will suggest purchase. I am doing more business on less capital—my net profits are lengthened on the year’s turnover.”

I looked around his store a minute and then recalled the crowded, dusty, musty, unattractive place of two years before. “You certainly have transferred that idea to your bank balance” I said.

“Yes,” he answered, “I realize now that successful merchandizing simply means keeping stocks moving quickly and often—action is the life of business.”



**MATHIEU'S SYRUP**

of Tar and Cod Liver Oil  
**MATHIEU'S NERVINE POWDERS**

are the safest sellers amongst all the cold cure and cough remedies on the market.

The sale has increased enormously—  
Thousands of testimonials attest their wonderful value—  
They never become dead stock—  
They afford dealers a good profit—  
Those who once use them make them a household remedy—  
Dealers who do not carry them simply lose sales that go elsewhere.  
As the demand will be continuous for some months order a good supply now.

Sold by all wholesale dealers.  
**AND**

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

Distributors for Western Canada:

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners,  
Winnipeg, Edmonton, Vancouver.  
L. Chaput, Fils & Cie., Wholesale Depot, Montreal.

**Pure Goods Bring Increased Custom**

**Give Your Customers**



**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.

<b>Extra Granulated</b>	<b>PARIS LUMPS</b>
<b>Extra Ground</b>	<b>in 100, 50 and 25 lb. boxes</b>
<b>Powdered</b>	<b>and in “Red Seal”</b>
<b>Golden Yellow.</b>	<b>dust proof cartons.</b>

**The Canada Sugar Refining Co., Limited**  
**Montreal, Can.**

Established in 1854 by John Redpath

# REPUTATION BUILDING

The wise buyer looks for his reputation in every purchase he makes. It has cost him time, money and thought to build up his good name—every unsatisfactory article that he sells lessens his reputation.

Some Grocers are substituting other Wafers for Frou-Frou when asked for the original.

The great success of Frou-Frou has been the means of bringing other *similar shaped* Wafers on to the Canadian market, but—

## THERE IS ONLY ONE FROU-FROU

The Dutch Wafer of International Fame

Every tin of Frou-Frou strives to enhance the reputation of the manufacturers, and thousands of dollars have been spent in introducing these delicious Wafers to the public.

Our price-protection plan ensures a profit that enables the dealer to handle Frou-Frou on as advantageous terms as any other biscuit sold.

Always of uniform quality and flavor, they make friends of every customer. Link your own prosperity, Mr. Grocer, to the Frou-Frou reputation by keeping it always to the front.

Frou-Frou is the result of Dutch ingenuity, and the despair of imitators.

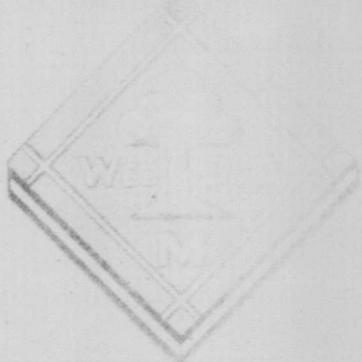
**Taste the Taste of Frou-Frou**  
IT'S SOLD FROM COAST TO COAST

### MacGregor Specialty Co.

CANADIAN DISTRIBUTORS

TORONTO.

ONTARIO



Cable Address—"Specialties," Toronto

Code—A.B.C., 5th Edition

EXCLUSIVE  
CANADIAN DISTRIBUTORS  
FOR  
FOREIGN MANUFACTURERS

*MacGreegor Specialties Co.*

DAVID GRIERSON  
MANAGER

FOREIGN AND DOMESTIC SPECIALTIES INTRODUCED  
TO THE  
GROCERY, DRUG AND CONFECTIONERY TRADE

Toronto, Can., Oct. 28, 1910

TO MANUFACTURERS ABROAD:—

We invite correspondence from manufacturers and others having High Grade Specialties to offer the Grocery and allied trades, throughout the whole or any part of the Dominion.

Direct representatives successfully cover the Wholesale and Retail Trade in every Province.

Our twenty years' experience in introducing Specialties in this and other countries, places us in a position to advise manufacturers as to the possibilities for their product on the Canadian market. If you have a Specialty with merit, which you are desirous of introducing, or further developing on this market, submit it to us.

Highest European and American references.

MacGREGGOR SPECIALTY COMPANY.

D. GRIERSON, Manager.



I find this a  
GREAT  
SELLER

**PURITY  
SALT**

It is pure. The women say it is the most satisfactory salt they know of

**The Western Salt Company, Limited**

MOORETOWN, ONTARIO

**BAWLF, DAVEY & COMPANY**  
WINNIPEG, CANADA

HOLLAND---Wy Vargen do agentschap voor de beste huizen.  
ITALIAN---Italia sensale.  
GERMAN---Agenturen ersee deutscher Haeuser erwuehnt.  
FRENCH---Desire representation premieres maison.  
ENGLISH---Agencies solicited.

**WINES! WINES! WINES!**

Port, Sherry, Malaga, Burgundy, Moselle,  
Madeira, Native, etc.

**DRAUGHT OR CASE GOODS**

We are Specialists in Clarets and Sauternes

Write. Wire or Phone.

**THE ST. LAWRENCE GROCERY**  
395 St. Lawrence Boulevard Montreal

# Nation's Custard Powder

5c. Packets  
½-pound Tins  
1-pound Tins



Always in season. A dainty, delicious  
dessert sold by leading grocers  
from coast to coast.

GREEN & CO., Toronto

Sole Agents for  
Ontario and Quebec

Will you spend two cents to learn how to  
increase your Cash Sales 50%?

Then write us to-day for full particulars of our tried-out and thoroughly practical plan of boosting sales. This plan will wean your customers from the mail-order habit. There is absolutely nothing about our proposition but will appeal at once to every shrewd, practical merchant. Read the accompanying letter from SHEPARD PEERS & CO., General Merchants, Selkirk, Man. What our plan has accomplished for them it will accomplish for you.

It costs you a two-cent stamp and two minutes of your time to find out all about it, after which you may accept or reject our plan as you see fit.

OFFICE OF  
SHEPARD PEERS & CO.  
GENERAL MERCHANTS  
Telephone 72 SELKIRK, MAN.  
B. C. C. CO.

Gentlemen:—Please rush the order given your traveler for premium ware to-day, as we have run out of several lines. We find that giving away crockery as premiums to our customers has increased Cash Business 35%. Any dealer taking up this proposition will find it a cheap way to advertise, and we find it an excellent system to compete with the mailing-order houses.

Very truly yours,  
SHEPARD PEERS & CO.  
(The order above is for two crates.)

—SO SIT DOWN AND WRITE US NOW.

The British-Canadian Crockery Co., Limited  
25 Melinda Street : : : : Toronto, Ontario

THE CANADIAN GROCER

# OXO



**in  
cubes**

We invented OXO Cubes to make a new big trade, and our advertising campaign is making this trade fast. Let us help you to get your share of it.

**CORNEILLE DAVID & CO.**

25 Lombard Street  
TORONTO

334 Clarence Street  
LONDON, ONT.

52 Nicholas Street  
OTTAWA

41 Common Street,  
MONTREAL

## SNAP



## SELLS

☞ You, Mr. Grocer, are judged by the goods you offer as well as by the service you render. ☞ For a delightful, smooth, easily applied and positively cleaning product there is nothing like SNAP. ☞ It does its work well and thoroughly. There are never any complaints about it. The handling of SNAP means many repeat orders and a liberal profit. : :

BUY FROM YOUR JOBBER.

**SNAP CO., Limited**  
MONTREAL : CANADA



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**St. Charles**

### Evaporated Cream

**BETTER PROFITS  
MORE SALES  
SATISFIED CUSTOMERS**

**With a Good  
Stock of  
St. Charles**



**St. Charles Condensing Co.**

INGERSOLL, ONT., CANADA

CCCCC

# PERFECTION

Five C's stand for

The Canadian Condensing Co., Limited  
Chesterville - - - - - Canada

"PERFECTION" is the brand of

## EVAPORATED CREAM

That Company manufactures, and it stands for all the name implies.

The quality cannot be surpassed for excellence.

That smooth, velvety taste, which is so striking a feature of this brand, is not there by chance, but is the result of the intelligent application of the most modern methods known in the evaporation of milk.

**It is pure and germless.**

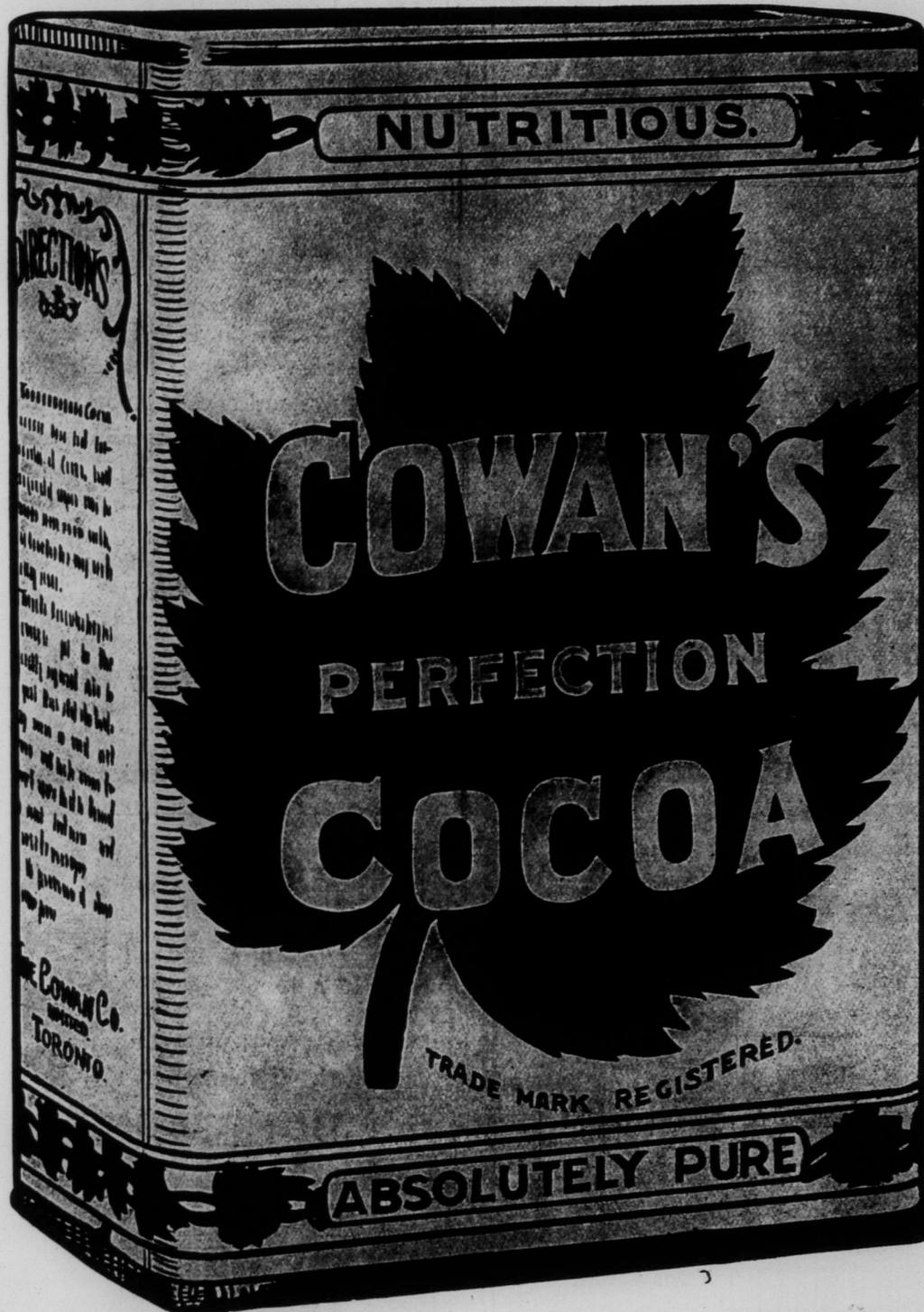
**Every can guaranteed.**

**AND IT SELLS**

**BRADSHAW'S LIMITED**



MANUFACTURERS OF  
**WAXED PAPER AND  
CHEWING GUM**



Selling effort on behalf of Cowan's Perfection Cocoa brings large returns, in satisfaction to customers and actual cash profit. We make it worth your while to co-operate with our advertising. Don't merely fill demand that comes to you—sell Cowan's Perfection Cocoa to people who have never used it—display it on your counters and in your windows—help us to **BROADEN THE DEMAND.**

THE  
**COWAN CO. Limited**

TORONTO

You Can't Afford  
To Lose Good Money---

With the KEITH BOOK SYSTEM this is impossible. You have all your accounts at hand for immediate reference. Safeguarding your credit business means saving money.

Here are a few of the cardinal points of the Keith Book System:

- It is fireproof and self indexing.
- Each account is journal and ledger at once.
- No mixed or strayed account slips.
- Absolutely checks a dishonest clerk.
- Is a one writing system.
- Is confidential and always up-to-date.
- Substantial, will not get out of order.

You cannot afford to be without it. Let me send you illustrated catalogue. Write, do it *now, at once, before you forget it.*

I AM SALES AGENT.

**MANUFACTURERS!**

I can sell your goods in the rich Eastern Townships. Have A-1 connection with wholesale and retail trade. Long experience in groceries. If your line is a good one you should be selling here.

*Write Me For Facts.*  
*Highest References*

**Victor Archambault**  
SHERBROOKE. : : QUEBEC

**Smoked  
Herring  
in  
Bouillon**

**A  
Line For  
Profit.**

We have just introduced this new line put up by Chr. Bjelland & Co. of

Stavanger, Norway, packers of the "King Oscar" Sardine, and recommend it very strongly to you. It is a wholesome and delicious combination, tasty and appetising, and leaves a splendid profit in retailing at 10c. a tin.

Composed of finest small herrings and purest spiced bouillon only.

ASK YOUR WHOLESALE.

**John W. Bickle & Greening**  
(J. A. HENDERSON)  
HAMILTON - - - ONTARIO

**"Pansy" and "Daphne"**

**SEEDED RAISINS and  
EVAPORATED FRUITS**

are fancy and choice brands, and are unexcelled. Packed by

**GUGGENHIME & CO.**  
California



AGENTS:

- ROSE & LAFLAMME, Ltd.  
Montreal
- E. D. ADAMS  
Halifax, N.S.
- W. S. CLAWSON & CO.  
St. John N.B.
- H. D. MARSHALL  
Ottawa, Ont.
- C. L. MARSHALL  
Toronto, Ont.
- GEO. H. GILLESPIE  
London, Ont.
- G. B. THOMPSON  
Winnipeg, Man.
- SHALLCROSS- MACAULAY  
& CO., Calgary, Alta.
- DOMINION BROKERAGE  
CO., Edmonton, Alta.
- H. DONKIN & CO.  
Victoria, B.C.
- H. DONKIN & CO.  
Vancouver, B.C.

# Northern Ontario Merchants!

You can  
**SAVE FREIGHT**  
 by dealing with us!



**WHY** should you wait a week or ten days for your goods  
**WHEN** we can deliver them in less than half the time?  
**WHERE** time is money, this means a big saving to you—it means more profit and fewer disappointed customers. Let us show you **HOW**.  
 WRITE US TO-DAY—IT WILL PAY YOU.

**The Young Company, Limited, North Bay and Sudbury**

# JAPAN TEAS

**S. T. NISHIMURA & CO.**

can always interest jobbers in the best of values. All grades now in stock at different points in Canada and United States.

**Head Office: Montreal. Japan Office: Shidzuoka**

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# American Can Co.

MONTREAL : : : HAMILTON

Tin Cans of all kinds for all varieties of food products, dry or liquid. Plain or Decorated Composite Cans, fibre bodies and tin ends, for Spices, Coffee, Baking Powder, Soap Powder, Etc. □

Submit your requirements to the nearest office.

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## The Grocer Who's Building

—The man who wants  
the steady trade, not  
alone to-day's, will  
find

# “Canada's Best” Soap

A line to which he can devote more than passing attention. It is a soap that he can make his leader. Here are five good reasons why—there are others, too. (By the way, you can use these pointers for selling talk to your customers.)

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

When you stock and feature “CANADA'S BEST” soap remember that you are buying a soap that is made by experts, in a modern, splendidly equipped factory. The process of manufacture is entirely our own. And do not forget that we are advertising to the consumer to assist you.

FOR SALE BY ALL WHOLESALERS

**The United Soap Company**  
of Canada  
**MONTREAL**

# CANADIAN GROCER



Special Feature—The Selling Power of the Dealer

**CANADA—**  
**MONTREAL** . . . Rooms 701-702, Eastern Town-  
 ship Bank Building  
 Telephone Main 1255  
 J. J. Gallagher  
**TORONTO** . . . 143-149 University Ave.  
 Telephone, 7324 Main  
**WINNIPEG** . . . 511 Union Bank Building  
 Telephone 3726  
**VANCOUVER, B.C.** . . . H. Hodgson,  
 11 Hartney Chambers  
**ST. JOHN, N.B.** . . . W. E. Hopper

## The Canadian Grocer

Established . . . 1886

THE MACLEAN PUBLISHING CO., LIMITED  
 JOHN BAYNE MACLEAN . . . PRESIDENT

Publishers of Trade Newspapers which circulate in  
 the Provinces of British Columbia, Alberta, Saskat-  
 chewan, Manitoba, Ontario, Quebec, Nova Scotia,  
 New Brunswick, P.E. Island and Newfoundland.

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

**UNITED STATES—**  
**NEW YORK** . . . R. B. Huestis  
 Lawyers' Title, Insurance & Trust  
 Co. Building, 160 Broadway, New York, N. Y.  
 Telephone, 494 Cortland.

**GREAT BRITAIN—**  
**LONDON** . . . 88 Fleet Street, E. C.  
 Telephone Central 12960  
 E. J. Dodd

**FRANCE—**  
**PARIS** . . . John F. Jones & Co.,  
 31bis Faubourg Montmartre  
 Subscription, Canada and United States . . . \$2.00  
 Great Britain, 8s. 6d. . . Elsewhere, 12s.

PUBLISHED EVERY FRIDAY

### MEDALS FOR SALESMANSHIP.

This number of The Canadian Grocer deals particularly with the selling possibilities of the retail dealer.

The merchant recognizes that his selling power is the principal feature of his business to be nurtured and developed. Without the methods that will dispose of goods beyond the actual everyday requirements of consumers, the buying of these goods at even the very minimum price availeth little. Buying must be secondary to selling.

In this issue, therefore, are many methods which have been successfully used to create new business; there are many experiences illustrating how successful men have foreseen their possibilities in bringing salesmanship in its various forms to bear on the selling of profitable and quality goods.

On page 182 of this issue are to be found the details of a competition on "Constructive Salesmanship" which has been instituted by The Grocer. Our aim in offering medals for the best examples of "Constructive Salesmanship" is to encourage every retailer to realize more thoroughly his own possibilities.

The announcement of this competition on the most prominent feature of a

dealer's business deserves careful consideration. It ought to be read by everyone.

### ONE SALE LEADS TO ANOTHER.

There are many retailers who expect simply a fair profit on each article sold. Yet there are others who can do more. If one will stop to think, he will find there is a class of article which not only yields a profit on its own sale, but which goes further and helps to sell other goods.

Oysters, for instance, lead to the sale of crackers; a sale of ham means nearly always a sale of mustard, catsup or meat sauce of some kind. Bacon leads up to sale of eggs, fruit to sugar, and so on.

It's the salesman who can diplomatically call attention to these extra articles that is worth his salary, and an occasional raise. The ordinary demands of customers will not, as a general rule, turn over the stock many times in the year. Salesmanship to create the extra demand is necessary.

### ART OF CHARACTER STUDYING.

The question of salesmanship should claim the close attention of every ambitious clerk. In this issue there is some particularly interesting stories from real

life of how grocers have attained success.

In the case of one special dealer he recognized while still a clerk the value of salesmanship and to enable him to secure it the more quickly he, with a fellow clerk, studied phrenology in order that at a first glance he would be able to know the customers' peculiarities of character.

That this later proved of valuable assistance is vouched for by this grocer himself, now one of the most prominent members of the trade in the Dominion.

The aspiring clerk should remember that the men who are the owners of stores to-day will gradually pass, making way for the younger generation. Other opportunities are being presented by the west. A clerk should therefore not become discouraged. His apprenticeship will prove its worth in after years. It is now his duty to himself to make the best of his position acquiring a good business sense and a thorough knowledge of retailing groceries.

To this end the art of salesmanship should be ever before his eye for it is admittedly one of the most important business assets a grocer or his assistant can possess.

**AN APPEAL THAT WON.**

The other day a handsomely-dressed woman went into a photo gallery in a certain Canadian city to have her picture taken. The photographer believed she had at least a thousand dollars' worth of clothes on her back. He declared the coat alone would cost her five or six hundred dollars.

This particular artist quoted her \$8 per dozen. To this she objected on the grounds that she could obtain pictures elsewhere for \$5. The photographer readily agreed that this was true; he could, in fact, direct her to four or five different galleries where she could get that price.

He himself could make pictures for that sum, but he wouldn't allow them to bear his name nor leave his store; his reputation would be impaired. His price was greater because the work was guaranteed.

He said to the beautifully-dressed woman: "When you go into a dry goods store you buy a dress that has some quality to it, some distinctiveness, even if it costs you twice as much. You are now buying photographs of yourself which, you expect, will last longer than a dress; you don't want an inferior article? But if you insist on getting your pictures for \$5 I'll be glad to direct you to where ———."

But no more was necessary. The woman thought she would have him look after her wants and he secured her order without further parance.

That was a good example of salesmanship. The photographer appealed to the customer's finer sense in a manner that caused no offence—he was a student of character.

**VALUE OF MODERN FIXTURES.**

Many dealers do not fully realize the importance interior arrangement and store fixtures have on their selling power. If they heard, however, the criticisms flung against dirty stores where the plaster is hanging from the walls and ceiling, where dust covers the entire stock, and where the floors are habitually unclean, they would awake to the importance of cleanliness and order in the store.

To obviate one of these unsightly conditions scores have installed sanitary metal ceilings which can be kept in good order at little expense. To improve the service facilities others have neat and attractive display receptacles for spices, biscuits, etc. Modern fixtures for promoting and aiding the dealer's selling power include the computing scale, the cash and credit registers, the silent salesman, display stands for vegetables and fruit, cheese cutters and meat slicers,

self-measuring oil and molasses pumps, coffee grinders, etc.

All these tend to make the dealer a better salesman, because they increase his efficiency in serving his customers. They assist in making sales, with greater ease, gracefulness and rapidity, all of which are valuable in retaining trade.

**RAISED STANDARD OF A DELICACY**

A retail grocer tells us that he has during the past year induced 90 per cent. of his customers to use a 25 cent delicacy, the purity of which was absolutely guaranteed by the manufacturer, whereas before the same percentage used a 10 cent article of a similar character but of inferior quality.

This was accomplished by advising his customers at every opportunity to use the better article. One by one he got them converted, until the above result was obtained.

The consequence is he is selling an article guaranteed to give perfect satisfaction, that is sure not to lose a customer, and that produces a better profit.

That is but one instance of this dealer's salesmanship. He has been in business only about 7 years in a large Canadian city, he has been able to purchase considerable property, which is very expensive in his locality, and with an exclusive grocery store he has now an annual turnover of about \$45,000.

He attributes most of his success up to the present time to salesmanship.

**STUDY THE STOCK IN STORE.**

The dealer equipped with the best selling force is the one who knows his goods.

Almost every dealer who has attained any degree of success, unless he was merely a fortunate "victim of circumstances," will say that it was through gaining the confidence of his customers that he has extended his trade.

To get and hold his customers' confidence he sold quality goods, which returned him fair profit, and he never attempted to misrepresent them. This would have been a suicidal policy.

The point is this: that to talk about your goods in stock intelligently you must study them. Their selling points are what are required at your tongue's end the moment you see your opportunity for a possible sale. While cost and selling price are important features to have in your mind, it is your ability to talk about your goods at the vital moment that counts. When what is important is said it is time to stop; overrun the mark and you lose the sale.

But if you wish to sell delicacies you must know what they are for; and if you wish to raise the standard of a

staple, you must know why it is superior to the article you sold before.

**INFORMATION IN THE ADS.**

A close study of the advertisements in this issue is recommended to every reader. There are fully as many pointers in them on increasing profits and selling more goods as in the reading matter, and therefore it will be to the dealer's own advantage to analyse them carefully.

These advertisements contain selling points which can be used with profit in turning over stock. They contain material which will increase the dealer's selling power, and anything that will bring about such a result is worthy of his time and close attention.

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## THE SELLING POWER OF THE DEALER

The Grocer wants every dealer in Canada to realize the importance of his selling power. We want every manufacturer to realize the possibilities of the dealer as a salesman.

That in brief is the object of the campaign we are starting with this Fall Number.

The dealer now exercises a large force in the distribution of goods. He can make that force immensely greater.

As the dealer strengthens his ability as a salesman, and as the manufacturer appreciates more thoroughly the tremendous possibilities that lie in the dealer's co-operation, the relations of the two will become more satisfactory.

When we announced that the main feature of the Fall Number would be "The Selling Power of the Dealer," a few manufacturers, for some unaccountable reason, were inclined to think that we were combatting their policy of extensively advertising to the consumer.

We want to say, as emphatically as possible, that consumer advertising—providing it be made part of a well planned general merchandising campaign—has no stronger advocate than The Canadian Grocer.

We believe the retailer has a right to expect that a manufacturer advertise to the consumer. It is quite legitimate to require that he bear a fair share of the work of creating and sustaining demand.

But we do say that the manufacturer is unwise who figures that he has gone far enough when his merchandising campaign takes seriously into account only quality of the goods and advertising to the general public.

When a fair margin is not provided for the dealer, and when his co-operation is not sought on a reasonable basis, the manufacturer can never secure more than a fraction of the *possible* demand for his goods, no matter what amount of money he may spend to arouse interest among consumers.

Let us illustrate this point.

Say the manufacturer of a table delicacy of splendid quality has advertised it extensively for several years, yet every dealer in Canada sells it to only a small percentage of his customers.

Why is this?

If the manufacturer has provided a fair profit for the dealer, and has honestly tried to secure his co-operation, the latter has failed to take advantage of an opportunity to build up good business for his store.

If, however, the manufacturer has followed the policy of cutting the dealer's profit to an unfair percentage, and foolishly imagines that consumer advertising alone will create the maximum demand for his goods, we say he has only himself to blame for a restricted market.

Let us even go so far as to allow that every one of a certain dealer's customers has seen and read the advertising of this manufacturer. Let us say that it is strong, attractive advertising. Yet the fact remains that dozens and dozens of the people who patronize the store in question do not ask for the goods. They regard the line as unnecessary—as beyond their means—as an extravagance.

In only a small percentage of cases will advertising *alone* overcome their prejudice. *Personal* salesmanship is necessary.

And because a large proportion of these people *could* afford to use this line, and *would* become good buyers of it were they persuaded to make the first few purchases, it is essential that this personal salesmanship be brought to bear on the situation—the salesmanship of the dealer.

At the vital moment of sale it is the dealer, backed by his personality and his flesh-and-blood power to persuade and suggest, who stands face to face with the customer. And that is the time when selling work counts for most.

That is the time when the dealer can broaden the scope of demand for goods which do not come under the head of necessities, and, as well, raise the standard of the consumer's purchases of tea, coffee, flour and most of the other staple articles.

Some manufacturers tell us bluntly that the dealer will not give them the benefit of his salesmanship under any conditions. To prove that they are wrong we have only to point to a number of splendid businesses—and you all must know some of them if you think a moment—that are being built up largely through reasonable, persistent cultivation of the dealer's co-operation, coupled with consumer advertising.

A few manufacturers have somehow got the idea that in talking to the dealer about the development of his selling power we might encourage a policy of substitution. We need only touch briefly on this point.

The only substitution that can logically be condemned is that by which a dealer induces his customers to accept an inferior article to the one asked for. And a dealer who does that is foolish, for he is bound to lose standing—and trade.

However, as a merchant conducting his own business, and realizing his responsibility to the people who buy from him, the grocer has a perfect right to sell one line in preference to another, providing he has satisfied himself that his recommendation goes behind goods of right quality.

In figuring the margin which he gets on goods sold over his counter the dealer should estimate—and the manufacturer is justified in asking him to estimate—the profit received on the turn-over as well as on the individual sale. Some lines move more readily than others, because of their quality plus liberal advertising, and providing a fair profit is allowed, these are goods it will pay the dealer to push. These are goods on which it will pay him, by his personal salesmanship, to broaden the scope of demand beyond the point which it is possible for consumer advertising to go.

Again we say that The Grocer wants every dealer in Canada to realize the value of his selling power, and we want every manufacturer to realize the possibilities of the dealer as a salesman. Consider the tremendous influence that can be set in motion by a determined and systematic effort on the part of the majority of Canadian dealers to organize and develop to a greater degree the forces that go to make up their ability to sell—to really create demand and broaden the market for worthy goods.

There is no dealer who cannot, by good salesmanship, considerably increase the quantity and variety of the purchases of the greater number of his customers.

# Salesmanship Reduced to a Science

**A Remarkable Instance Showing How One Dealer Disposed of a Car-Load of Good Sugar at 18 lbs. for the Dollar When He Had Advertised Second Grade at 26—Other Experiences Illustrating the Confidence His Customers Have Learned to Place in Him—The Value He Places on Salesmanship and the Dealer's Power to Suggest.**

Can anyone produce a better example of salesmanship than this?

A retail grocer in a western Ontario town while relating some of his methods for raising the standard of the staple goods he sells to his customers tells of an interesting sugar incident.

"Some time ago one of my competitors cut the price of sugar; the regular price was 18 pounds for a dollar, but he started in at 20 for a dollar.

"I began to wonder how he could do this because I knew he couldn't buy sugar any cheaper than I and it therefore looked as if he were losing money.

"A few days later I happened to be up at the station when a shipment of sugar came in for him. Making a few casual inquiries I found he had bought a carload of second grade sugar and 2 barrels of No. 1.

"This, of course, explained the whole situation; he was selling No. 2 grade sugar at the cheap rate.

## **Sugar Sold Rapidly.**

"That very day I ordered a carload of No. 1 and 2 barrels second grade—just the opposite to him you see—and when it arrived I advertised sugar at 22 lbs. for the dollar. Of course this meant the cheaper grade; No. 1 still sold at 18 lbs.

"He went up to 23, I went to 24, he to 25 and again I went him one better, to 26. Inside of a week I learned that he had sold out his entire carload of second grade sugar, and of course at a loss.

"During the same time I had sold practically the entire carload of good sugar at 18 pounds for a dollar and had some of my second grade left.

"How did I do it? Simply by persuading my customers to buy the better quality even if they had to pay more for it. I explained to them the inferiority of the other kind.

"As soon as my competitor discovered my method he went back to No. 1 sugar at 18 pounds; so you see a dealer can if he has salesmanship qualities about him quite easily raise the quality of the goods he sells and at the same time be more sure of satisfied customers."

This dealer claims that salesmanship is everything to success.

"If a merchant can get the confidence of the public he can sell them what he wishes, only, of course, he must be dip-

lomatic and he must be careful not to palm off something which he cannot safely and conscientiously guarantee."

## **Against the Customer's Wishes.**

Here is an instance told by himself of how he sold a brand of tea instead of the one called for.

"Travelers for a certain tea house had been calling on me for years trying to sell me tea. I had always refused. Finally I was told the company was going to sample the town and that I would have to stock it.

"I claimed I wouldn't because I had more faith in the brand I was then selling.

"They sampled the town all night and there was one family in particular which liked their tea. A couple of weeks later the housewife, among her other purchases, asked for this tea.

"I told her I did not carry it and advised her to try something else.

"No," she said, "my husband won't drink anything now but that particular tea, so there's no use of my taking the other home."

"I told her that I could safely guarantee the brand I was offering and asked her to try it. I suggested that without mentioning the fact to her husband, she serve him three or four days with the tea and then ask him what he thought of it. After assuring her positively that she could make no mistake in quality and pointing out that it was better value, she accepted the proposition.

"Some days later she was in the store again and I questioned her about her experience.

"When I asked my husband how he liked that tea he said that those folks were doing better than ever, and when I explained to him what tea it was and that it was cheaper he decided to have me buy it always," she replied. That woman became a continual user of that tea. She has bought it ever since so you can again readily understand what a dealer can do with customers who have confidence in him."

## **Scientific Study of Heads.**

That salesmanship is a gift that can be developed, is another idea of this dealer. It is almost 30 years since he decided to become a merchant. When he began his business career he soon discovered the value of personality. With another young clerk he commenced

studying parencology from a book, but the words were too big and this method was abandoned for one of personal observation and character studying.

To such a science was this reduced that the youths almost invariably knew when to shake hands with customers, when to say, "How do you do," etc., as they approached the counter. They had secured such an insight into human nature that they became valuable men.

## **Bought in Spite of Herself.**

To substantiate this the story is told of one occasion when he was selling dry-goods. A woman called at the store to do some purchasing. She brought another with her, asking her to sit down until she had concluded her shopping. Her seat happened to be near the dry-goods counter and having no one else to wait upon at the time, the merchant showed her some drygoods a little above the ordinary in quality and fashion which he knew would interest her.

"That is very, very nice," she replied, "but I do not wish to purchase anything to-day you know. I just came in with Mrs.——."

"Oh, no," he assured her, "I know you don't and I don't want to sell you anything; but as you were sitting there I thought perhaps you would like to see the goods."

After pointing out the quality and the outstanding features of the goods, he showed her something else. A somewhat similar conversation ensued and it was repeated two or three times, each time the woman becoming more and more interested, because a better and more attractive class of goods was shown each time. The outcome was that before her friend had returned the woman had invested a considerable sum in dressgoods.

## **Was She Mesmerized?**

"That young fellow must have mesmerized me," she said when the street was reached, "when I went in there I hadn't the slightest intention of buying."

The fact was his manner, his intimate knowledge of the quality of the goods and his unassuming address, and his ability to read her fancies, made her spend her money. That was salesmanship. Another visitor he would have left entirely alone.

**Protected His Customers.**

A jelly powder manufacturer had been selling this dealer everything he purchased in that line. On one occasion he noticed that the quality was not so good as he considered it ought to be. He was independent and wanted to give his customers a guaranteed article so he shipped back the stock. The manufacturers were not anxious to lose his custom so they devised various methods to put him on their list again, but without avail. He was buying another jelly powder.

The manufacturers then determined to force him to handle their product. They demonstrated in an opposition store for a considerable time and advertised in the local press. They came to him again pointing out what they had done and advised him to "stock up for a sure demand."

"I was asked for that special brand of jelly powder just twice," he affirms, "and I had no difficulty in selling the other."

Later the manufacturers improved, to his satisfaction, the quality of their product and he is now one of its strong friends.

Not only has he been independent in stocking goods, but by consistent quality and by his innate ability to suggest and persuade he has created a large demand for goods that are not staples and he has raised the quality of practically every household article—he is now one of Canada's foremost retail grocery dealers and a prominent citizen of his town.

**To Fail in Three Months.**

Yet when this man began business about a quarter of a century ago he was given three months to fail.

When he moved off the main street some years ago to larger quarters, according to many views, he had a "white elephant" on his hands. His present establishment—and it is a bright, sanitary and commodious store—has again grown too small.

He had such confidence in himself and his salesmanship abilities that he knew he couldn't fail. He has some 25 employes and they are continually learning salesmanship through hearing him make sales. At least they have the opportunity.

"If I had depended on the actual demands of my customers," he recently remarked, "I would not have been where I am to-day; it's the goods I sold over what were asked for that has built up my business."

He prides himself upon not being a price-cutter and the fact that he never handles anything "free."

**A Strong Advocate of Early Closing**

**This Dealer Would Not go Back to Old System Under any Consideration—Has More Time With His Family and Enjoys the Grocery Business, Which Formerly was Drudgery—Takes off Another Hour During Winter Months—The Circular he Sent Out.**

By A. A. Martin.

I have always read with great interest the articles in The Canadian Grocer on the subject of early closing—a feature in which I am now a strong advocate.

There was a time when I kept open until 10 o'clock every night, and even until 12 o'clock on Saturday night.

Just about a year ago, in fact, on Nov. 1, 1909, I decided to close my store at 7.30. Now you could not get me to keep open under any consideration. My trade has increased and I get more time at home with my family.

**Late Closing a Drudgery.**

I am more contented and I like the grocery business, which before was a mere drudgery. In fact, I often wonder how I stood the strain.

**Would Like Compulsory Closing.**

It seems to me it would be a splendid act if the city passed a by-law to compel stores to close every week night at 6.30, and 10 o'clock on Saturdays.

I am now thoroughly convinced that retail dealers should be friendly towards one another, for I maintain, in fact, I know, that money can be saved by working together as friends, buying together and getting the discounts on goods which allow special quantity prices.

• • •

Editorial Note.—A study of Mr. Martin's circular is worth while. He has used good judgment in his choice of words, and phrases, and he begins and ends it in smooth style which will cause

*Lippincott Street, City.*

*Dear Madam—*

*We take this opportunity of expressing our thanks to you for your thoughtfulness during the past in helping us in our business. We appreciate what you have done very much.*

*And now, we are going to ask your assistance in another step which we are contemplating.*

*Beginning November 1st, 1910, we are going to close our store at 6.30 every week night—except Friday and Saturday—until May 1st, 1911.*

*As you are aware, our hours are rather long—from 7.30 a.m. to 7.30 p.m.—and as we have no Wednesday afternoons now, we feel that we are justified in taking this step, and we are going to ask you if you will assist us by doing your shopping as early as possible, so as to enable us to close at 6.30, and we will endeavor to serve you to the best of our ability.*

*Yours respectfully,*

*A. A. MARTIN.*

And yet I am not satisfied; on Nov. 1, this year, I begin closing at 6.30 for the winter months, as will be seen by the accompanying circular letter I have just had printed. I sent this out about two weeks ago to all my customers. One of my competitors is doing the same thing.

Yet there are quite a number of stores in our locality which still remain open until all hours of the night; in fact, there is one which never thinks of closing, until, I am satisfied, the light bill amounts to a great deal more than the profit on the goods sold.

no offence. Mr. Martin is, too, an appreciative reader of The Grocer. He writes: "I scarcely ever read your very valuable paper without finding something that is useful, and that leads to money. I have made many improvements in my store from suggestions found in your paper, and I have several times made money—or saved it, which is the same thing, in the end—through following your market reports. I assure you that so long as I am in the business I shall not fail to not only subscribe to, but to read, The Canadian Grocer with profit and pleasure."

Closing

Conference with Clerks on Selling Goods

**By This Method Quebec Grocer Teaches Them to be Better Salesmen—They Get Pointers on New Goods, Which Increases Their Selling Power—Five or Six Profitable Articles Talked up Each Day—Customers Taught to Use a Higher Grade of Tea—Other Practical Methods.**

"I do not think that there can be any doubting the fact that it is a man's individuality that makes him or breaks him in the grocery business, as in any other field of endeavor."

This was one of the trite observations made by J. Savard, Quebec, who conducts a paying business on St. John St.

Mr. Savard is fortunate in possessing a trade that stands by him from January to December, and he is never at a loss for something to do. Be it said to his credit that his connection is not a will-o'-wisp one, but a substantial "stand pat" sort, which has been built up by painstaking effort and care.

To-day a majority of his customers order by telephone, and he does not come into such close personal contact with them as he did a few years ago, but even now he makes it possible to meet all his customers once in a while.

Modern merchandising has been given a great deal of attention by Mr. Savard, and he is practising ideas which prove their value in winning and holding trade, and promoting sales that otherwise would not take place.

**Practised His Ideals.**

Speaking of personal salesmanship, Mr. Savard admitted having given a great many hours' study to it at various times, and said that he owed much of the success he has attained to a practical application of ideals.

"I have educated my clerks along similar lines," said he, "with noticeably excellent results. Take, for example, the scope there is for a good man in cleaning out stickers. If he is a salesman he need have no stickers in that department for which he is responsible.

**Daily Talks on Selling.**

"For some years I have made it a practice to have a daily talk with my clerks. We have little discussions at these informal gatherings, and I encourage the staff to place before me their difficulties in selling one line or another. We talk over daily problems.

"I study each clerk; endeavor to pick out his strong points, which I praise, and encourage him to spot his weaknesses behind the counter, which I assist him to overcome. I believe the average merchant, from his large fund of experience, could greatly benefit his assistants by keeping closely in touch with them along similar lines.

"Results of these daily consultations have been numerous. We rarely have

stickers on our shelves. And here is something to note particularly, we have been successful in introducing and selling in quantities a number of high-class specialties bearing large profits, which we could never have sold in the ordinary way. Each day we take up five or six profitable lines, including, frequently, a new and expensive article. We go into the merits of the goods, talk over their good and bad features, and plan, in a general way, how to most effectively push them.

"Then we all go at the day's work with vim and energy. We have a definite programme, some hard work ahead of us, but success looming ahead as a reward for conscientious effort.

"It would really surprise you were I to tell you the annual sales of some lines which are not even stocked by many grocers. I attribute this business entirely to salesmanship of the highest order.

"None of our staff will ever talk a new line at an inopportune moment," said he, in response to an enquiry as to methods. "When a customer comes in and appears to be anxious to get through we facilitate her shopping. But when a woman enters and seems to be in no especial hurry we make it a point to bring before her notice some article she should be buying, and is not. Very tactfully we offer a suggestion. We never appear eager to make the sale—we are simply interested in serving her more than usually well, you see. That's the impression we create. If we do not make a sale the first time we keep persistently at it, and generally sell what we undertake to market. But we have to be very tactful.

"Many of our present good selling specialties have been successful because of our knowledge of the wants of our trade, and the efforts we have put forth to meet them. Now, for example, we have one line, a high-class imported specialty, rather expensive, which serves as an entree for dinner. We saw that we could sell this line for such a purpose, and featured it.

**Raising Standard of Goods.**

"Good salesmen can raise the standard of goods sold, even in staples. I do not know how many customers we have switched from a 30c tea to a 40c, or even a more expensive grade. Salesmanship entirely; a thorough knowledge of the goods, not only as they interest the grocer, but as they are interesting to

the consumer. I mean by this that a clerk who knows something about making tea is a better salesman than the one who knows only the sizes of the packages and their prices.

"Manufacturers give us more or less assistance in marketing new goods. They could do more for us. They could give us greater co-operation, take us into their confidence a little more. They should tell us about their new lines, that we may know of them when enquiries for the new brands are made of us by consumers.

"I rarely order a new line until it has been called for by at least three customers in fairly quick succession, but I find myself often stocking new brands on first call when I have been made acquainted with them by the manufacture while they have been educating the consumers.

**Reads Trade Papers.**

"Like most good grocers, I read good trade papers. When I see a new line advertised I make a mental note of it, if I do not happen to need it. The result: when a customer asks for the goods my mind harks back to that advertisement I saw. I feel I know something more about the article. I can talk intelligently. And when I receive an inquiry I do not wait until I have been asked several times for the line. I know other people will be in for it, because in the trade paper advertisement the manufacturer has shown that he has 'gone after' the consumer, and that the retailer can expect inquiries.

"Closer relations between manufacturer and retailer are very desirable," maintains Mr. Savard.

**DOUBLED THEIR SALES.**

**London Grocer Assigns a Special to Clerk's Care, With Good Success.**

By C. W. Summers.

I find that the best way to sell an article is to ask each clerk to push the sale of that article to likely purchasers, but not to push the sales of more than one particular line at one time.

I recall to mind one which I purchased about three years ago which allowed a good profit. The article was entirely new and had to be introduced to customers, but by recommending it to likely purchasers we soon had the whole stock sold, as well as creating a demand for it for the following season, when we doubled its sales. And it has steadily increased since.

I could go on and enumerate numbers of such cases. My plan is to ask the clerks to recommend an article, but I do not give them more than one special at a time.

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The present store of Jacob Janzen, Rosthern, Sask. Somewhat suggestive of his success since he started business twelve years ago in a building which was little more than a shack. Mr. Janzen has a second store in Waldheim.

## Adopts the Latest Business Methods

**Saskatchewan Merchant Attributes His Success to This as Well as to Hard Work and Economic Dealings—A Rapid Growth in a Dozen Years—Has Stores in Rosthern and Waldheim—Sells Profitable Goods and Adds His Salesmanship to Them.**

Jacob Janzen is a general merchant in Rosthern, Sask. He began 12 years ago in a small store and to-day he has an extensive business, the importance of which may be easily judged from the large accompanying illustration.

In 1898 his establishment was 18x24 feet; to-day it is 50x80 feet, or ten times as large, and he owns 2,240 acres of Saskatchewan land as well.

He attributes his success to the study and adoption of the latest business methods shown by trade papers, to careful store management, economic habits, hard work, and to the general favorable conditions of the country.

Mr. Janzen has always aimed to educate his customers to have confidence in him and in the merits of his suggestions. In this way he has sold goods which returned him a fair profit, and at the same time he handled manufacturers' products, which he could rely upon and conscientiously recommend to his customers.

His present business is an example of the comparatively quick response to well-directed efforts in the west. There are many merchants in every section of the Dominion who through lack of business ability and personal salesmanship have met with failure and yet who were hard workers. Jacob Janzen was different; he possessed the faculty of using good

judgment in his trade dealings, whether buying, selling or booming his business.

### **Began With Small Capital.**

This man began his career as a merchant with little money, but with a strong desire to study the details of merchandising and to master them.

His small store soon became too cramped for his business, and evolved into the present building. This is fitted up throughout with the latest and most improved fixtures to facilitate the handling of his customers and to give them the best of service. He believes that this equipment increases his selling power, since it provides for good service which is recognized by many to be half the battle. For instance, he has modern cash carriers, with a cashier employed to handle only the cash.

Mr. Janzen has another store at Waldheim, where he employs three clerks, and in addition to this, as stated above, he owns more than two thousand acres of land. He is a strong advocate of the value of study to improve the mind and methods, and he urges his clerks to take every advantage of new ideas, because he knows that if they become better salesmen his business will advance accordingly.



This was Jacob Janzen's third store.

## Act as Advisers on Customers' Purchases

**One of London's Retail Grocers Gives Experiences to Confirm This—Says That the Merchant Who Can be Relied Upon by Patrons of the Store Can Sell Practically What he Wishes—Tells a Story of a Young Deliveryman Who Evolved Into a Real Grocery Salesman—Methods for Obtaining New Customers.**

"One time I had a clerk employed who was, I believe, the best young salesman I ever saw," remarked E. J. Ryan, a London, Ont., grocer recently.

"He worked for one of my competitors as deliveryman and was general-purpose boy as well around the store. I used to meet him occasionally over on the market and saw that he always took a deep interest in his work.

"So I made up my mind that if ever I got an opportunity I would employ him, providing he cared to work for me.

"Not long after I heard that his employer was going out of business, so one day on the market I asked him how he would like to come over and work for me.

"All right, Mr. Ryan, I'll work for you," he replied, and I engaged him right there.

"He had been doing, as I said, all jobs around the other store, was regular deliveryman, stock mover and occasionally worked behind the counter.

### Made Friends With Everybody.

"I set him at clerking and in a week that young fellow was the second best clerk I had; he simply made friends with everybody. His manner was almost perfect and he certainly was a born salesman.

"Why, one day a woman on whom he had been waiting said to me, 'Where have I met that young man before; I know his face, and it seems to me I've met him but somehow or other I can't place him?'

"I told her I didn't think she had ever seen him before, that it was just his manner. But that was the impression he made on everybody; it seemed as if you had known him all your life after you had been talking to him for a few minutes.

"He was always suggesting something to a customer and he did it so diplomatically that he never caused any offence. He used to sell a lot of goods which would not have gone out but for his salesmanship.

"Where is he now? Why I don't exactly know; his father took him off to Michigan and I think he has not made the best of his ability. He would have made, I always maintained, a superior salesman."

Mr. Ryan is a strong believer in salesmanship as a power to be used in moving out goods. This little story he tells proves that he recognizes a selling power even when it is not behind the

counter. His opinion is that the clerk who makes the worth-while salesman can only develop by close observation and study.

### A Point in Salesmanship.

"One of our local travelers who has read considerable on the subject told me of a mistake that a clerk often makes and I think he is right. The clerk in his zeal to get a further order after he has filled the actual demands of the customer will say: 'You don't want any fruit, etc., to-day?' Nine times out of ten she will say 'no,' because that is the natural answer to the question asked. If he had said: 'Wouldn't you like to get some nice fruit to-day?' the probability is that she would buy.

"So you see," added Mr. Ryan, "a merchant or clerk often defeats his own aim by the words he uses in asking the question, and sometimes too by his manner."

Mr. Ryan maintains that the selling power of the retail dealers would be increased wonderfully if the clerks employed could be taught to be better salesmen. One method would be to invite the clerks to the meetings of the Retail Grocers' Associations and have them listen to addresses on salesmanship from the best qualified men procurable. If clerks were to make a study of this most important problem dealers say they would be worth more money to them. There is no doubt that clerks who do use their selling power to dispose of extra goods are usually recognized by their employers, but when a clerk sells a basket of peaches for 40 cents, when the price is 50, he cannot expect very rapid advancement.

Mr. Ryan tells a story to illustrate this point—an actual occurrence.

One time a certain store proprietor bought favorably a block of peaches on which he stood to make a little money at the prevailing price of 50 cents. He told the clerk the price, but the latter had forgotten it when a customer called to make a purchase. The dealer was absent, so the clerk looked up the invoice and found that the cost was 30 cents and he sold the peaches at 40.

One of Mr. Ryan's principal methods for creating demand for goods not requested and for getting new customers is personal salesmanship, face to face with the customer or prospective customer at the counter.

"When I buy eggs from a woman at the market I give her an order on the office at a certain price. The eggs are counted out when she takes them to the store and she is paid accordingly. If nothing is said she accepts the money and leaves.

"But if I'm here and pay her I ask her if she wouldn't like to try this or or that, quoting a price on an article which I think will appeal to a farmer's wife. She may at first say 'no', but I explain the quality and other features of the article and recommend it. The chances are she buys and probably before she departs she has spent half of her egg money with me. If I didn't suggest I would lose that much trade as well as the profits connected with it. It often happens that some of the goods she buys appeal so much to her that she comes back again and eventually becomes a regular customer.

"Of course, I sell goods which net me a fair return, for I do not believe that the dealer should be made a tool of by any manufacturer who neglects to consider our interests in the matter of profits."

### Buy Whatever Dealer Advises.

That customers soon learn to have confidence in the grocer who uses them right, is illustrated every day in Mr. Ryan's store.

"You see those lines of sardines?" he asked, pointing to various brands on the shelves.

"Well I can eliminate any one or all but one of them from my shelves any time I wish," he said.

"Ninety per cent. at least of my customers buy the goods I recommend no matter what they have in their minds when they come into the store. In many cases I have changed the brand of an article in order to stock something which I considered to be of superior quality, and which returned a better profit.

"Many customers use us dealers as a sort of advisory board. For instance we have them ask us every day: 'Which soap would you recommend, Jones' or Brown's?'; 'Do you think that baking powder is the best on the market?' or, 'What about that flour, is it better than Smith's?' etc.

"In this way we are often given opportunities to raise the standard of goods we sell and get a better price for them."

This London grocer is typical of many others in the forest city. They have a strong association there and they talk over business matters and methods which are useful to them in adding to their individual selling power. It has taught them to create demand and sell worthy goods.

# Goods Are Sold From Sample Only

New Idea Being Tested by H. J. Munro—All Goods Kept in Bulk in Large Warehouse and Sold From Sample—No Goods Taken Away by Purchaser—Small Mail Order Trade Worked up With Places Where There are no Stores—Catalogue Issued Every Month—Cash Business Only.

New ideas are continually being evolved in the retail trade which tend toward the advancement of the system of merchandising.

It has been often repeated that the world is ever in search of a man with ideas. Ideas, when worked out into actuality, often bring stupendous results. In fact, all our present-day schemes and systems of management, and operation, were, in the first place, ideas, with energy enough behind them to put them into practice.

We often hear of new systems and methods being adopted and the credit may not always be properly placed.

The individual who conceived the system—the one that made the practice possible—may be quite unknown, but the business which follows the system depends, in reality, upon the man with the idea.

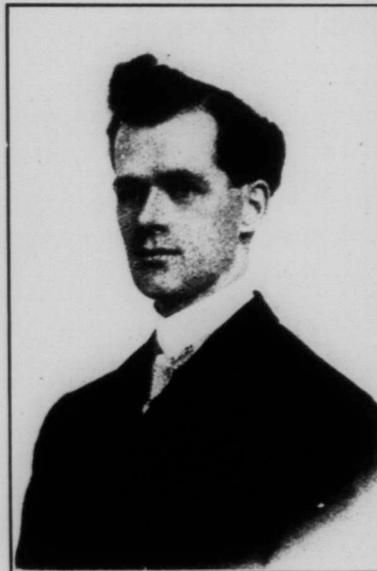
## Idea Put Into Practice.

A new system of retailing has been instituted in Winnipeg by H. J. Munro. For some years Mr. Munro was in the grocery business of Munro & Campbell, but, conceiving the idea of a new method, he left the firm to open a business for himself. His intention was simply to conduct a retail grocery business, but at present he is conducting a small mail order trade, with customers in such outlying points where there are no retail stores. As the country develops and the home business increases, the mail order trade will naturally diminish.

## Goods are Sold From Sample.

The main feature of the system is that there is no stock carried in the store, as is ordinarily the case.

The stock is all carried in bulk at the back, and the front of the store, as seen



H. J. MUNRO, Winnipeg, Man.,  
Who Sells Goods From Sample Only,  
and Demands Cash in Every Case.

by the accompanying plan, is merely an office with sample goods on display.

It is the intention of Mr. Munro to conduct the major part of the business by correspondence and by phone. Customers, however, will be welcomed into

the front of the store, where their orders will be received by the attendant at the desk. The customer selects the goods from the samples that are displayed in the front of the store, or may select the goods beforehand from the catalogue, which is mailed to her home.

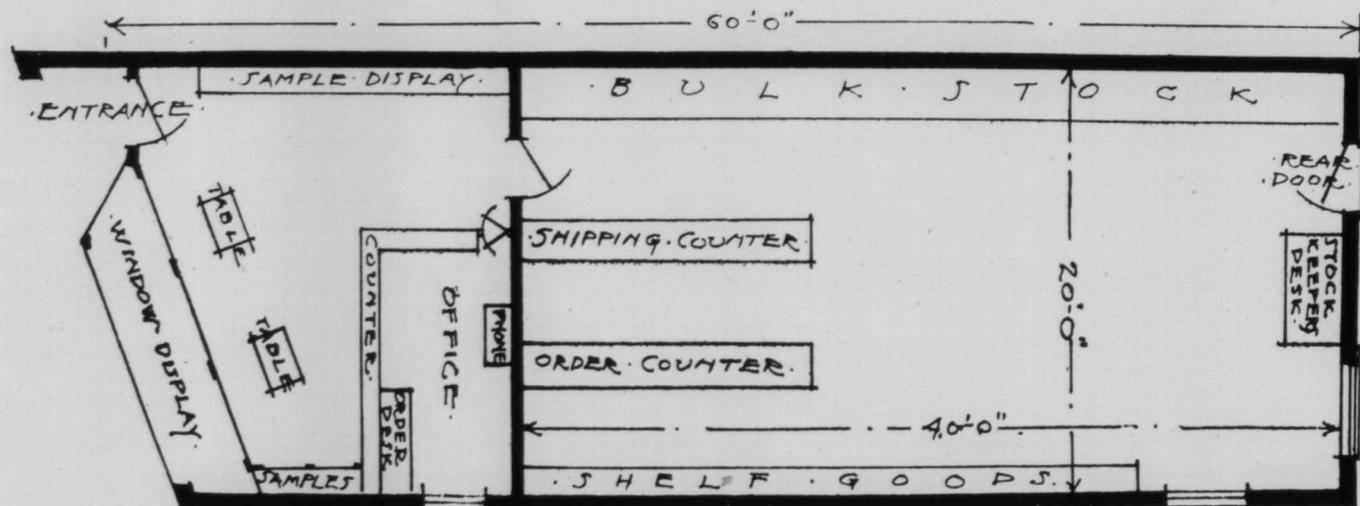
## Catalogue Every Month.

Each month a catalogue is issued, listing the goods in stock, with prices, and these are given a liberal mailing list throughout the city. In mailing the catalogue, however, the district in which the store is situated is favored. The last two pages of the catalogue is ruled as an order sheet, and the customer is expected to fill out the list of goods required, and either mail, or hand it to the delivery man.

## Cash Must be Paid.

An outstanding characteristic of the system is that all orders must be accompanied with the cash. From this it is evident what the impression of the proprietor is of the credit system. Mr. Munro states that he is surprised at the way customers respond to the cash principle.

Another unique feature is that customers who call for goods cannot take the goods with them. All goods are delivered. The reason for this is that when the order is taken by the girl or attendant at the front desk, the clerk is busy at the back putting up orders. And as each order is treated in turn, the clerk cannot leave the order counter to do up a separate article for a customer that calls.



Ground Plan of Munro's New Method Grocery Store. Note the Size of the Front Section in Comparison With the Stock Room, Etc.

Mr. Munro declares that should a customer call for a cake of soap to take away with her, she could not get it; that soap must be delivered. If the customer is not satisfied, the order is declined at the office.

This latter method is considered by Mr. Munro as the only way to get over the difficulty of having a clerk leave an order half done up to wait upon another customer.

**Stock all in Bulk.**

The stock is all kept in bulk in the spacious store room at the back. The order counter is where all goods are weighed and parcelled, the goods being taken from the stock in the shelves, which stock is put in fresh from the bulk goods each morning. The shipping counter is used chiefly for the mail order list.

**Little Tendency to Overstock.**

The feature of having goods in bulk only is that it facilitates the control of stock. There is not as much tendency to overstock when all goods are kept in bulk, where they can be checked over in a few minutes.

Every merchant is aware of the difficulty of keeping stock under proper control. Overstocking has been a long-standing abuse of the retail trade, and, no doubt, any feasible remedy will be welcomed.

The stock in Mr. Munro's store is checked every month, and a balance sheet of goods bought and sold is accordingly made out. At present Mr. Munro has six clerks and two delivery outfits in his employ. The number of deliveries will be increased shortly.

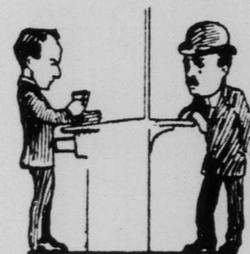
same consideration and respect which he accords his other obligations. He should have a continuing record of all drafts accepted and notes given, wholesale and others. Properly, he should also run a diary, having a record of notes and bills coming due on these successive days so as not to overlook any maturing paper. If by chance he should be unable to meet acceptances at maturity, timely arrangements should be made with the drawer so that it will be recalled.

**Deposits and Cheques.**

Of course, it goes without saying that deposits taken to the bank should be arranged in such a manner as to give the officials the least possible trouble. The cash should be in proper order following the specifications printed on the deposit slip. One thing that a depositor should bear in mind is that the bank prefers that he should remain in front of the teller's wicket, while he is checking the deposits. For when the teller discovers a mistake, he likes to feel that the depositor having watched from the time of handing in the parcel, knows absolutely that he has not pilfered a bill. If there is included in the deposit and document or bill which the teller has not authority to accept, the depositor should get the manager or accountant to initial it before handing his parcel in. With regard to the pass book, all banks have a rule that the teller shall not enter deposits in them. However, in branches where the staff consists of but two persons, the rule is not always observed.

In drawing cheques, care should be taken to have the writing legible and to draw them in such a way as to prevent raising or alteration. For example, empty spaces should not be left before or after the amount of the cheque, as written in the body or specified by the figures. A heavy line should be drawn to fill up these vacant spaces.

So far as having acceptances and matured promissory notes charged to the account, as cheques are concerned, the customer can



do as he pleases. The bank has little interest in the matter. Usually the bank will prefer that its customer deposit the whole of his cash receipts and make such payments as may be necessary over the counter by means of cheques on it. In this way the bank's interests are promoted and the customer who gives some attention to promoting the bank's interest in this way, will, no doubt, establish a claim to its regard.

**Relation of Retail Merchant to His Banker**

**To the Interests of the Former to Live up to Rules and Regulations of the Latter—The Handling of Drafts, Cheques and Deposits—Bank Prefers That Payments be Made by Cheque—How a Merchant's Credit Can be Benefited.**

By F. C. Williams.

The retail merchant does not always fully realize what an important factor his banker can be in ministering to his prosperity, or he would give more attention to having his relations with his bank on a firmer, better basis.



Many merchants do not acquaint themselves with the rules of the bank. The first step of a dealer should be to make himself thoroughly familiar with the fundamental rules of the bank, and always strictly adhere to them. His banker is one of his best friends; therefore he should be treated as such. The merchant should adhere strictly and religiously to the rules and regulations of the institution of which that banker is in charge.

**Collecting and Discounts.**

The matter of looking after the collections in a retail business is of great importance. Learn to be a firm collector. Don't let your debtor run away with the idea that accounts can run for ever. Have a thorough understanding, and let each party follow out his part of the agreement fully. Many merchants cramp themselves and fail to make a success of business by having too much capital tied up in the shape of accounts. In the matter of discounting, careful

judgment should be exercised in selecting accounts from which to take cash discounts. Give the bank good paper, that which you know will be met promptly and fully. Then when the bank sees your paper is always taken up when due, it will have a reflex influence on your credit and standing with it. In applying for a line of credit with the bank only ask for an amount in consideration of your actual financial standing, and after securing this credit be careful not to over-run it from time to time. Much better be under the amount of the credit than over it, thus showing the bank you do not wish to abuse any consideration conceded by them. Be careful in your promises made and be careful to fulfill them.

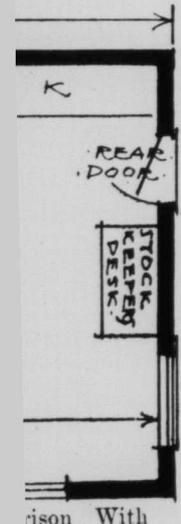
**Handling Drafts.**

In connection with drafts coming from other points, the merchant must bear in mind the fact that the bank is only acting as a collecting agent. It may be that another of its branches has discounted the paper, but in most cases the bank acts merely as a collecting agent. The bank has no direct interest in getting its customer to accept drafts which are not as they should be. But a merchant should, of course, before accepting drafts, be careful to see that a draft drawn on him conforms to the bargain made with the seller's representative. After a draft is accepted, even though the bank is only a holder for collection, the merchant should give it the

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# From Ground Up in Grocery Business

Story of an Ottawa Youth Who Began His Business Career as Cellar Boy at \$1.50 per Week and Who Has Been Successful—Made Many Friends When Delivering Parcels—Methods He Employs to get Business Outside of Regular Every-Day Demand—Makes His Windows Talk for Him.

By G. E. M. Hunter.

Industry, diligence, determination and application evidenced in any commercial undertaking will lead to success. The young man of to-day does not, it seems, realize the importance of these factors, and look upon them with sufficient seriousness.

To the young man who has any idea of entering the grocery business, and for that matter to those who have experienced a considerable measure of prosperity, the course adopted by T. W. Collins, 319 Wilbrod St., Ottawa, should prove interesting.

## Began at \$1.50 Per Week.

At thirteen years of age, after just a public school education, he joins Page & Co., Wellington St., as cellar boy at \$1.50 per week, and although the labor was menial, yet performed it with sincerity and to-day is not ashamed to refer to his first days in commercial life. From this start he was promoted to the position of order clerk, but later took that of driver. Two years were spent with this firm, when he engaged with Andrew Shaw, who kept a grocery store on the site of Collins' present stand. Here he drove and worked for two years. Shaw then entered the 5, 10 & 15-cent business and Collins took charge of the inside end of the grocery department under his employer's direction and in six months practically had complete management of the business. He severed his connection with the Shaw business, but only for a week's time. Shaw sold to J. G. Greenwood, conditionally, upon Collins becoming manager.

## Paid off Indebtedness.

Later on the business was offered for sale by Greenwood and a friend of Collins offered to buy it for him. The boy was not possessed of means, but gave four notes to his benefactors for the purchase price and in fifteen months paid off his indebtedness, together with interest.

The business at the start figured at about from five to eight thousand annually, and at the present, four and a half years since Collins took it over, the yearly turnover amounts to about twenty-five thousand.

Now how was this accomplished? What methods of buying, selling, accounting, store management, etc., were pursued?

## Figures Out His Own Profit.

In the first place, since he has been in business for himself, he has never endeavored to ascertain the selling price of goods from other grocers. He figures his own prices, allowing what he deems a fair profit, and from this he never departs. Price-cutting he considers an evil which will eventually spell commercial ruin. His prices, he acknowledges, may be higher than those of other grocers, yet he obtains them, and in return provides fresh, dependable quality goods, and this compensates for any extra charge which may be apparent. To buy goods and feel that you are getting them fresh and of repute, and to rest contented that no one else is securing a better price than you are paying, is a great source of satisfaction to a customer. An aim of this grocer is to get exclusive lines of high-class products, and thus present to his customers the best that is purchasable.

## Add 10 Per Cent. for Shrinkage.

In pricing perishable goods, such as fruits, ten per cent. is always added first on account of the invariable loss attendant upon the handling of such goods, and then the selling price is fixed. Fruit and vegetables are picked over every night, and all tainted goods discarded. It is thus maintained that a stock of vegetables will keep longer than in cases where they are not so sorted out.

Store arrangement obtains careful consideration. Goods are so placed that the clerk never has to leave the store alone, in order to supply a demand. Besides this, all package goods are placed together, and every section of shelves is covered with net which ensures absolute cleanliness.

Shop equipment as regards modern devices, calculated to assist in the attention to custom and promotion of trade, are given due consideration and upon proof of value, adopted. Giving general satisfaction here are a vinegar cabinet, bacon slicer, double electric coffee mill, supplying both granulated and pulverized coffee, and computing scales.

Shop appearance Collins pronounces to be of utmost importance, believing that everything should have its place and be in its place. Appearance has a

great deal to do with the impression on a customer as he enters the store, and this grocer aims to keep his shop in harmony with the quality of his stock—first-class. In this connection he suggests that where fruit is carried, for example, bananas, would it not be better to cut off the few one often sees hanging to the end of a long stem, rather than have the unsightly stock disfiguring the store?

## Figures Profits on Sales.

"How do you figure profits?" Mr. Collins asked. "Supposing I buy four dozen pears for one dollar and sell them for \$1.60, what percentage profit have I made? You will say, doubtless, sixty per cent. Well so say many others, but according to my way of figuring I do not agree with you. It cost me something to sell those pears, so that the sixty cents over and above the dollar was not all profit. I believe a man should figure his profits on his selling price, and as proof of this I instance the statement that a grocer makes when he says his year's business has been thirty thousand and his profit thirty per cent."

Mr. Collins would like to hear the opinions of other grocers on this point.

## Promptness Adds to Sales.

Phone orders receive first and paramount attention and as a result of this, nine-tenths of his trade may be so classed. The moment an order is received over the telephone, it is prepared for delivery, and no order is thought too small for attention. A concrete example of this might be given, namely: 29 deliveries were made in one month to the same house, the total bill being 58 cents, or two cents per order, and these were for yeast cakes. Now to the prompt handling of these orders, Mr. Collins attributes the acquisition of three good accounts. This is a strong point and an important one.

Prompt delivery is one of the chief characteristics of his business and as his trade is purely local as regards the district in which he is situated, it means much towards his success. He can deliver an order to his remotest customer within one hour after its receipt. Two horses are kept, so that a fresh one is always ready for service.

The general appearance of the store is a point which obtains a great deal of

consideration, and one cannot but observe this upon even a cursory glance around the premises. And in connection with this store appearance arises the matter of the proprietor smoking during business hours. T. W. Collins seriously objects to such a practice, not only from the looks but from the attendant uncleanness.

**Windows Talk up the Goods.**

The store is thoroughly cleaned every Monday and he gives this his personal attention, not taking any part in the trade transactions unless absolutely required. The three windows are dressed

the provisions always on exhibition while the stock is out of the way, yet easy of access.

**Suggests Fresh Goods to Customers.**

Whenever any fresh fruit and vegetables are received he telephones all his customers who have 'phones, and in this way receives several orders he otherwise would not receive. At maple syrup time this practice is pursued, the result being that as many as forty tins have been disposed of in one day.

Mr. Collins never goes out collecting on accounts nor sends anyone else. He has only been out three times in three

Now what staff is there to handle this business? Two and a driver. These two comprise Mr. Collins and his sister, the latter being a bright business woman who can successfully handle the affairs of the business allotted to her supervision.

One thing Collins considers essential and which is no doubt by some considered of small importance, is a clock placed in a conspicuous place in the store. He has had several remarks about his clock and he believes it to be a means to securing trade. People passing any time of the day or night can obtain



Note the Artistic Effect Produced by Means of the Labels on the Canned Goods in This Display. Modern Fixtures, Including Coffee Grinder, Computing Scale and Metallic Ceiling, are Also to be Seen.

once a week and one always contains fruit. The display method employed to dress them is from the corner, so that a good view is obtained inside and outside of the store. Also this method permits of a good view of the store.

During the winter, butter boxes are used for displaying vegetables, etc., being cut on the slant. The stock is kept in the cellar. He thus has a sample of

years. His method is to mail all accounts on the first of each month, then on the fifteenth check up all that are paid and those still owing are sent a second account. This plan works to his satisfaction in every way. Of course, conditions always govern the working of all such schemes.

Fish and oysters are handled in season.

a good view of the time-piece and also of the store and its contents.

And lastly, The Canadian Grocer stands high in the esteem of T. W. Collins. He claims to have learned much from it and reads each issue from cover to cover. He says any grocer who will do this carefully cannot but obtain valuable information.

# Departmentizing a Grocery Business

A Laudable and Practical Method Originated by a Good Merchant in a Small Town—He Knows the Receipts for Provisions, Confectionery, etc., Which he Sells in Any Day, Month or Year—How he Traces Monthly Increases and Decreases to Their Respective Departments and Discovers the Causes for the Same—Has Absolute Knowledge of Every Phase of His Business—Turnover More Than \$50,000.

J. L. Squire, of J. L. Squire & Sons, Norwood, Ont., has a method of his own whereby he departmentizes his grocery business.

This method he has simplified to make it within reach of every merchant who wishes to know exactly what he is selling from the various classes of stock which he carries in his store.

A study of this method, which is illustrated here, shows exactly what Mr. Squire does and what he knows about his business.

He believes in keeping in the closest touch with his transactions, because he

maintains that only then can he discover the weak and strong parts to his business system from year to year. He therefore divides his grocery business into six parts. The departments include Provisions, Confectionery, Groceries, Flour and Feed, Seeds and Bread, as indicated by the accompanying drawings. It would be an easy matter, of course, for a merchant to add on as many more departments as he desired.

### Sales Marked in Proper Books.

On the counters of the store he has cash books, or whatever you care to call them, in which he and his salesmen mark

the totals of every sale, whether cash or credit. There is a cash book for each department; of course, one book could be divided or ruled so that it would be adequate.

In the provision cash book, is marked the total of each sale in provisions. These include eggs, butter, cheese, ham, bacon, lard, etc. The sales go down whether cash or credit. The same thing is done with confectionery, general groceries, flour and feed, etc.

Mr. Squire, Sr., attends personally to the bookkeeping. At the end of each day, or in the morning of the next, he totals up the sales for each department.

DAILY SALES RECORD								
JANUARY, 1910		Provisions	Confectionery	Grocery	Flour & Feed	Seeds	Bread	Total
Monday	3	15.50	3.95	70.76	20.70	4.25	10.00	125.16
Tuesday	4	17.45	4.25	80.62	18.20	5.75	8.48	134.75
Wednesday	5	16.70	5.30	78.90				
Thursday	6	14.37						
Friday	7							
Saturday	8							
Monday	10							
Tuesday	11							
Wednesday	12							
Thursday	13							
Friday	14							
TOTAL								

*January 1910 - \$3510.76*  
*1909 - 3400.17*  
*Increase 110.59*

Illustration Showing How the Norwood Grocer Divides His Business Into Departments, and How He Keeps Track of Sales in Each.



## Sold Three Cases of New Line First Week

**A Concrete Example Illustrating How One Retail Firm Uses Its Selling Power to Get New Business—Order-taker is Assigned a Different Article Each Week, Which he Talks up on His Regular Rounds—Gets the Selling Talk From Proprietors—Other Aids Used in Strengthening Sales Force.**

of the year these are totaled and compared with the totals of the various departments of the year previous. If one of the departments shows a decrease, he finds out the month or months which were low, and in that way knows why. Knowing why, he sets about to prevent a recurrence during the coming year, if there is any possibility.

He is also able to discover just why increases were made in other departments, and aims to further develop these during the succeeding year. He has the increase or decrease each year marked at the bottom.

He can look back and tell at a moment's notice his turnover in every year he has been in business; he can tell the increase over or decrease from the previous year; he knows the total sales each month in any year, and their comparison with the corresponding months of the year before; he also has the total sales in each department at his finger-end, and how they fluctuated from month to month and year to year.

So much for his bookkeeping system. J. L. Squire has been in the grocery business in Norwood for almost 20 years and he has been successful. A few years ago he established a business in Havelock, a neighboring town. He attributes this success chiefly to his intimate knowledge with each department.

He is not a price-cutter, and he ignores unfair competition—in fact, he pays no attention whatever to competitors cutting prices. He aims to get a fair profit always; to buy right and to work economically. He utilizes practical labor-saving devices and has as little waste in his store as possible. His annual turnover is between \$50,000 and \$60,000.

### PERSUASION THAT COUNTS.

The life blood of business-building is salesmanship—the power to persuade the people to purchase product at a profit. Of persuasion there are two kinds—direct and indirect. The persuasion that counts most of all to the end of permanency of trade is first, quality of goods and second, excellence of service. Patrons are illy served if served with anything but quality goods.—Arthur Frederick Sheldon.

### A TALKING POINT FOR CHEESE.

All the nourishing elements in a gallon of milk are represented in a pound of cheese. Beef has less than half the food value of cheese. A pound of cheese yields three times the energy in a pound of beef. A pound of cheese can be purchased for less than one-third the cost of three pounds of beef. These constitute a little talk for the clerk some day when he is selling cheese or wants to sell it.



The disposal of three-cases of a particular meat-sauce during the first week in which it was stocked in the store of the Barnsdale Trading Co., Stratford, Ont., was the result of the

selling power of this firm.

Practically every retailer in Western Ontario and many in other parts of the country are acquainted with the Barns-

dale Trading Co. or its reputation. It is a result of the industry of the man whose name it now bears plus the energy and ability of the present managers, B. T. Williamson and C. Wilson, who were schooled while in his employ.

These young men do not content themselves with the actual demands of their customers and transients; they sell goods not asked for but which satisfy, and attribute to this a great deal of the success the business has attained.

### Order-Taker Sells Special Goods.

They have one method of introducing new goods to their customers which they claim works out successfully.

Mixed Cookies Fresh every day 3 doz. 25c		Plum Bread Fresh Saturday and Wednesdays 10c Loaf
<b>TEMPT YOUR APPETITE</b>		
With Our Fresh Wholesome		
<b>Baked Goods</b>		
You will be surprised at their exquisite goodness.		
<b>Four of Our Most Popular</b>		
White Mountain Cake A very light rich mixture <b>15c each</b>	Maple Walnut Cake Crushed walnuts and maple icing <b>10c each</b>	
Empress and Melbas Cakes No better value for the price <b>15c each</b>	Fruit Squares A good fruit cake mixture <b>10c each</b>	
<b>EAT OUR BREAD, the kind that is high in quality and low in price 4c</b> Wrapped and Delivered in a sanitary way		

A Sample of the Advertising Done by the Barnsdale Trading Co., Stratford, Ont., to Attract New Business.

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o., Stratford.

An employe each day goes out among customers and prospective customers for regular orders. Each week he is assigned a certain article which the firm either desires to introduce or to extend its sales. Mr. Williamson or Mr. Wilson give him the strong talking points in its favor. These, they themselves study carefully, and impart to him all knowledge—including of course the price—which they deem will be advantageous in making sales. Equipped with samples and every point in favor of an article, he has no difficulty in making sales. Articles showing the dealer a good profit are chosen.

**Sell Three Cases First Week.**

"Some time ago," remarked Mr. Williamson, "a traveler representing a well advertised meat sauce, called on me, as he had often done before, and advised me to buy. I said that we had had absolutely no demand for the article from our customers and that we didn't feel like stocking it.

"He urged, however, that we could sell it quite easily, so I decided to try a case. When it arrived I gave the order-taker a sample, told him all I knew about it and asked him to push it strong while he was getting his regular daily orders. There was a good profit attached to it.

"At the end of the week he had sold 3 cases, so you see that is one good instance of the value of our system for creating extra demand.

"In this way we work up demand for goods that cannot be called staples and this demand continues once our customers discover that we have sold them worthy goods. This leads to their acceptance of other goods talked up because they have learned to place confidence in our suggestions."

The same idea is carried into the store of the Barnsdale Trading Co. Whenever opportunity presents itself new goods are talked up and sold because customers place confidence in the firm. The quality of the articles purchased has also in a great many cases been raised.

**Aids to Personal Salesmanship.**

Besides the above methods this firm have many other devices which tend to sell more goods. They are very particular about their window and interior displays. In their large windows they invariably use show cards and price tickets. These they know actually sell goods which would otherwise remain unsold. These windows and counter displays act as silent selling agents for the manufacturer's products. So do their advertisements. They are strong believers in printers' ink and the newspapers are used to further create demand for their goods. They have a finely equipped store which facilitates

the satisfactory handling of a large number of customers in a short time. Their warehouses are commodious and contain many labor saving devices. They have their own bakeshop and they advertise it extensively. There is system in bringing in goods and sending out orders. For instance they do not put up any orders at the time of sale; these all go to another department.

But all this will require an article in itself and it will furnish some splendid instances of systematic arrangement and the value it is to the business.

**Create New Business Themselves.**

The Barnsdale Trading Co. sell goods not only by filling the actual demands of customers. They create new business by their methods of suggestion and their abilities as salesmen.

That explains a great deal of the success which this company have experienced.

**Food for Thought  
Done in Brief in  
Sentence Sermons**

By C. C. Lawson.

Be bigger than your business.

Don't argue, its fatiguing and doesn't buy anything.

Don't be grum when waiting on a customer; maybe he feels bad too.

Treat your help courteously; they're human and may have trouble of their own.

Take an afternoon off and pay a social visit to your competitor; he'll enjoy seeing you and you'll both learn something.

If you're sick and can't be pleasant, go home and you will save money; your wife is used to you and won't pay any attention.

Make a friend of the traveling salesman; he knows many things that would benefit you, and he'll tell you about them if you treat him decent.

Remember that every merchant's show windows are among the biggest assets in his business when properly utilized.

Don't allow your eyes to be bigger than your trade or you'll have a surplus stock on hand when the bill matures.

Don't use baits in your business, it creates distrust among your customers, and is a losing proposition at all times.

Be friendly with your competitor; he's a good fellow and has the same things to contend with that you do, and you couldn't handle all the trade if you had it.

The merchant who can smile when misfortune overtakes him possesses an asset upon which a new business will be established; he sees in the wreck the lumber of rebuilding.

If you can't be a Marshall Field or a John Wanamaker, be what you can; the Lord made a million blades of grass before He made one tree, yet both were necessary in the creating of the world.

Don't labor under the impression that your business can't run without you present; the grave yards are full of ex-retail merchants, and people are still buying sugar at the old stands, and in many instances the business has improved since they went hence.

**The Necessity of  
Watching the  
Store Insurance**

The following paragraph on insurance was among the number on the bulletin issued by the National Credit Men's Association:

"A few business men of St. Louis connected with the Credit Men's Association have recently been gathering some information regarding the attitude of local merchants towards their fire insurance. They took the pains to visit thirty merchants drawn from different lines asking in each case whether his properties and stocks of goods were sufficiently covered and what methods had been adopted, if any, to prevent the burning up of his property.

"It was found that only one had been careful enough to see whether his policies were drawn to fit the risk. This merchant had gone to the trouble of asking his lawyer for advice. In three cases it was found that the insured were generating gas without the consent of the insurance companies, and were thus vitiating their policies. In all cases it was found that the merchants were glad to get information. A list of the causes of fire was gone over with each merchant and special precautionary means described."

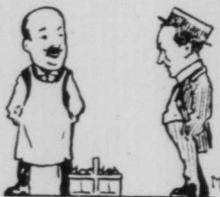
The report is much longer and advises that merchants have their employes acquainted with how to prevent fires and also the essentials of insurance. That is the salesman should not only know how to talk goods but he should be an amateur fire fighter and insurance inspector. The fact is though, that insurance is an important consideration. Every week reports are received from different parts of the Dominion and fire, in most cases, like other things the future springs upon us, comes probably when least expected.

When the coal dealer delivers a ton of coal he gets the coin, but the grocer's money for an order of groceries must usually wait the convenience of the consumer.

## The Grocer Studying His Goods Sells More

How an Accident Moved One Dealer to Advertise and Use His Salesmanship in Selling Small Pears—Methods for Learning the Selling Points of New Goods and Extra Ones for Staples—A Cook-Book Given Away Containing Recipes.

By Victor Lauriston.



There are pears — and pears. A young man lounging into a grocery store the other day caught sight of a large basket of the small French pears, commonly used for pickling.

"How much do you charge for those things?" he queried, indifferently.

The grocer laughed.

"Oa, we'll sell them for anything we can get," he rejoined frankly, for the young man was a crony of his. "All the people around here buy the large sized pears for preserving. Small pears are a drug on the market. We sell a few now and then for pickling. One of our customers left these with me to get what I could for them. She'll be tickled to get ten cents a peck. There's absolutely no sale for them."

"Just send them up to the house right away," returned the young man. "I'll take them at ten cents."

"How many?"

"Every pear you've got there. They're the finest pears for preserving that can be got. It's a lot of work peeling them—certainly—but they're away ahead of the big kinds for sweetness and flavor."

### Turned His Thoughts to Action.

The grocer sent the pears. Then he did some thinking. The result was that in the course of the next few days, instead of grudgingly taking from a few favored customers a bushel or two of small pears for sale on commission, he quietly went to work and bought outright for delivery in the course of the ensuing week all the small pears he could reach. On Monday morning he piled his window full of them, adorning the piles with neat and effectively worded show-cards telling about the best methods of preserving them and emphasizing their superior sweetness and flavor. Simultaneously (indeed, on the previous Saturday night) he commenced to push the sale of small pears through the medium of his regular advertising space, at the same time sending out circulars to several hundred regular customers, telling them all about these superior preserving and pickling pears, and about all the most approved

methods of transforming them into preserves.

### Pears Sold Other Goods.

He bought the pears outright at next to nothing. His pear campaign "caught on," and, since there were practically no other small pears in town till the ensuing Saturday, he turned over pretty nearly his entire supply at a good price, together with sugar, sealers and preserving accessories, including a paring apparatus for minimizing the objectionable hard labor involved. The enterprise was somewhat of a gamble, with a big risk of falling flat. Since it caught on, however, small pears have never sold so cheaply in that particular city as they did before that grocer saw his opportunity and grasped it with both hands.

Which is just an instance of the grocer snatching at new selling points in his goods, and reaping a consequent harvest.



The alert grocer studies his goods carefully for just such opportunities. Every now and then he will discover selling points which contemporaries never dreamed of, and which are unknown either to manufacturers or producers.

When a new line is placed with him for the first time, he will "try it on the dog"—he himself being the "dog." His own kitchen becomes a sort of laboratory where each new food product or preparation that comes into the store is tested out by the cook or housewife.

Most grocers do experiment in this way. Their experimenting is usually, however, prompted by individual curiosity rather than a desire for business advantage. The new product comes in. They are anxious to see what it is like. They find out, and are satisfied. There the matter rests.

### Studies its Selling Points.

Here and there an enterprising grocer goes further. The results of his household experiments are turned to advantage in the pushing of his sales. He can assure the customer who regards a new line of goods with mingled curiosity and doubt that he himself has tried it, and found it excellent. He will know from actual investigation its cer-

tain strong point, its fine flavor, its food value, its suitability for certain purposes, its economy, the ease of its preparation. He can supplement the ordinary methods of preparing an article by new cooking schemes of his cook's devising. He has right at the start cards and spades over the rival merchant who knows a food product only by the label on the carton, and its method of preparation merely from the printed directions.

### Cook-Book to Get Trade.



A grocer who features fresh fruits and vegetables in season and out of season cinches his trade by furnishing to customers a neat little cook-book containing recipes for preparing these products for the table. He doesn't stick to the half dozen old-fashioned methods of preparing carrots which have gone marching down the ages, but whenever he sees a new recipe, clips it and tries it out himself. If successful, it goes into the next issue of the cook book. The fruit or vegetable which can be prepared in a dozen new and attractive ways has an added selling value over that which the housewife is accustomed to cook in three time-honored fashions. Hence, sales are accelerated to the great benefit of the grocer who sees the point, and snatches the opportunity.

To see such opportunities, a grocer must be continually wide awake, alert, and on the lookout. Every time he hears of a new use for a staple article, he should jot it down. He knows at least one use for every article in his store; but if to each particular use he can add another, he stands to double his sales and add to his customers.

### WOMEN STARTED IN BUSINESS.

A mail-order house in Ohio has a new way of doing business. It offers to set women up in business and sales are all made from catalogues. Thus the woman carries no stocks, but she solicits for the house, and turns in any orders she may receive, for which she gets 20 per cent. commission. The house then sends the goods to her, and she passes them on to the purchaser. Thus if there are any repeaters they come through the agent. Journals do not express a high opinion of the success of the plan.

The modern grocers who handle coal oil have now the self-measuring pumps in general use.

## Twenty-five Articles In One Show Window

The Idea of a Window Dresser Who Filled His Display Space With a Wide Variety of Articles—Ink, Canned Goods, Mucilage, Biscuits and Twine Were There—Suggestions for Concentrating the Gaze and Selling a Wider Range of Goods.

By Frank H. Johnston.

Imagine a grocery store with a window containing these goods:

Canned peas, several small bags of flour, writing paper, essence of vanilla, ink, three varieties of breakfast foods, twine, musk melons, gem jars, starch, pen-holders, apples, macaroni, pickles, bottled jelly, soap,



"The Prospective Purchaser Passes by a Jumbled-up Window—"

mucilage, biscuits, canned tomatoes, envelopes, molasses candy, scribbling books, meat sauce, matches and olives.

Yet this is an actual window in a store on a main street in a Canadian city—25 articles in all.

When one runs across such a display as this he often wonders how the store sells any goods at all. If the store interior is arranged on the same plan as the window the proprietor would have to possess an abundance of salesmanship ability to hold a customer.

### Wears Out Little Shoe Leather.

Could this dealer ever have gone out on a hunt for new ideas? Evidently not. And it is just this sort of unsystematic arrangement, combined with other deficiencies which drive custom to competitors or to mail order houses.

Not only were there 25 varieties of goods in the one window—which, by the way, was no more than 6x3—but they were jumbled up almost as if the "window artist" had stood 10 feet away and thrown them in. Ink bottles sat on breakfast foods, and mucilage on canned peas, and the canned peas were lengthwise, crosswise and perpendicular.

This illustration shows the extreme to which a merchant will go in dressing a window. He thinks that if the entire floor space is covered and if he has a representative of every article in the store in his window always, he is going to sell them all.

### The Power of Concentration.

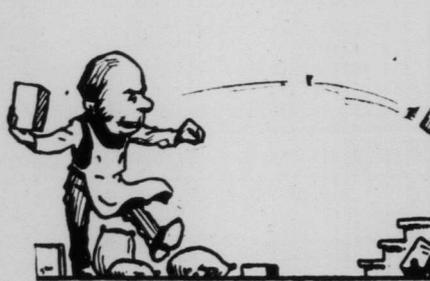
This is a mistake. Suppose you were to go out on a purchasing trip, and you saw a window with 25 articles in it. Nothing holds your gaze or attention; you concentrate on nothing, and, therefore, you do not buy. You go further and observe a window containing, say, a meat sauce only, ticketed with a price tag and a display card reading: "Gives an appetizing flavor to the meat." You run your fingers through your loose change and you have a strong desire to purchase. The window trimmer has appealed to you and you are scarcely conscious of it. He has done it by concentrating your gaze.

The prospective customer passes by a jumbled-up window, but her attention is arrested by a neat display and she decides to buy.

Once having created a new demand for this meat sauce, he concentrates on something else the following day or two days later. He gradually and systematically works up a demand for these extra goods—goods which do not come under the head of every-day household necessities. Once his customers have tested some of these articles they continue to ask for them. If their sales ever begin to lag he can quite easily arouse new interest in them by more window displays. He, therefore, has a sound, practical method for increasing his sales of goods which might otherwise only be asked for occasionally. But he must be systematic and particular about his displays. A jumble of goods will not sell themselves. The attention must be concentrated.

### Can Sell Better Goods.

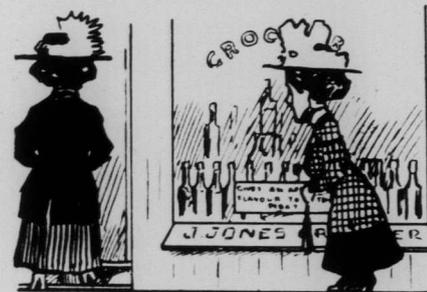
In the above list will be noticed flour. Flour is a household necessity. But it must be remembered that housewives are particular about their flour. Through special window displays, backed up by personal, mild persuasiveness, nine out



"As if the 'Window Artist' has thrown them in."

of ten women can be sold a flour of undisputed quality, even if the price is higher than they have been accustomed to pay; and the dealer gets a better profit. Thus the window can be made to raise the standard of household staples by a display which concentrates the gaze.

Dealers should be cranks on window-dressing. The window is one of their most effective assets, and the most should be made out of it. While it is admitted that articles associated with one another, such as bacon and eggs, can be displayed together, no successful dealer will contend that a window of mucilage, biscuits, ink and canned peas is worth any consideration; it is merely a waste of time.



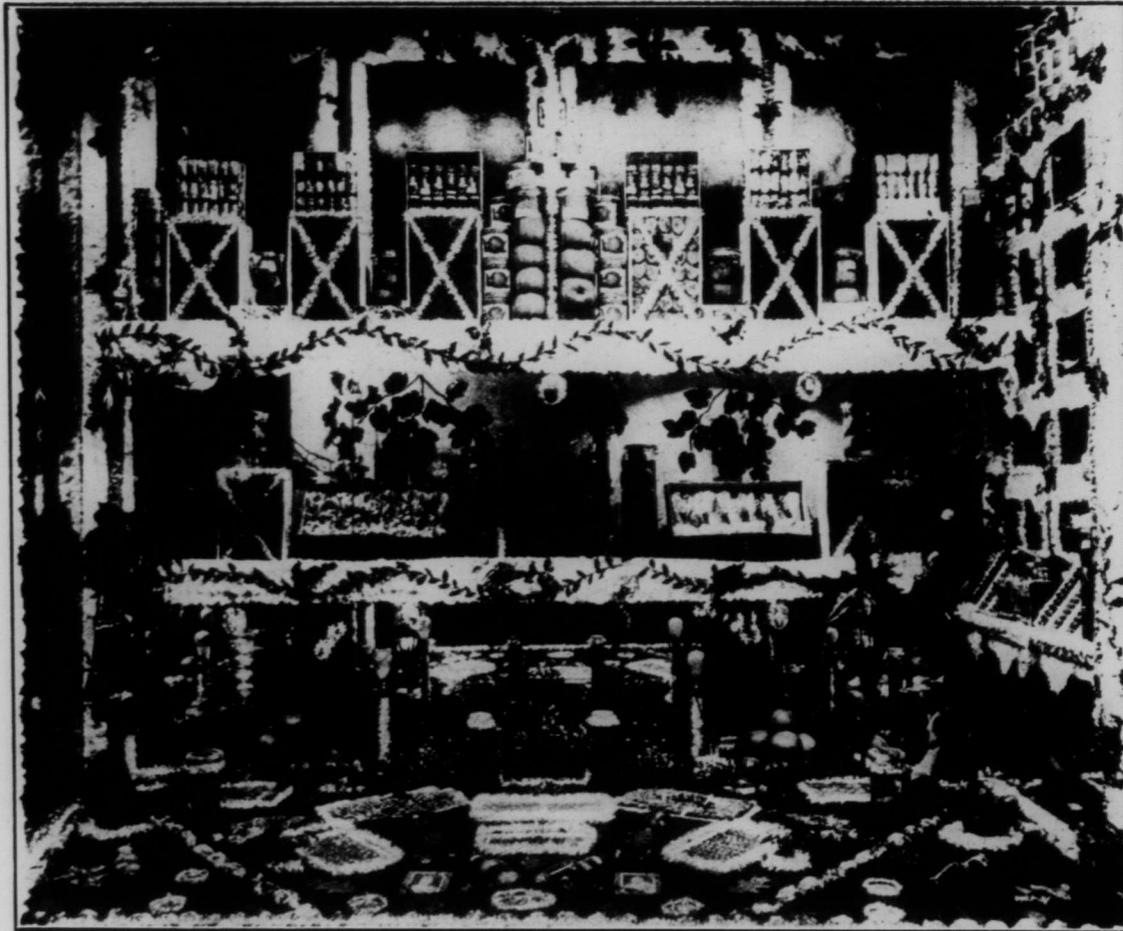
"— but her attention is arrested by a neat display and she decides to buy."

### LIKES A SKILLED SALESMAN.

J. Aubrey Rees, F.G.I., secretary of the Institute of Certified Grocers, England, said recently on behalf of the good grocer: "The woman at Christmas time likes to inspect the samples of raisins or deliberately choose those which will best suit her. The buyer of butter or of tea is, as a rule, pleased to be assisted in making selections by a skilled and competent assistant."

### GREATNESS OF ENTHUSIASM.

Enthusiasm is the greatest business asset in the world. It beats money, and power, and influence. Single handed, the enthusiast convinces and dominates where the wealth accumulated by a small army of workers would scarcely raise a tremor of interest. Enthusiasm tramples over prejudice and opposition, spurns inaction, storms the citadel of its object, and, like an avalanche, overwhelms and engulfs all obstacles. Enthusiasm is nothing more or less than faith in action. Faith and initiative, rightly combined, remove mountainous barriers and achieve the unheard of and miraculous. Set the germ of enthusiasm afloat in your plant; carry it in your attitude and manner; it spreads like contagion and influences every fibre of your industry before you realize it; it begets and inspires effects you did not dream of; it means increase in production and decrease in costs; it means joy and pleasure and satisfaction to your workers; it means life, real and virile; it means spontaneous bed-rock results—the vital things that pay dividends.—The Melting Pot.



An Elaborate Christmas Display Used By Dixi H. Ross & Co., Victoria, B.C.

## Xmas Windows Add to Selling Power

Sales Influenced by the Displays Behind the Plate Glass—British Columbia and Ontario Windows Which Appeal to the Desires of Christmas Shoppers—The Use of Price Tags and Show Cards—Ideas for the Window Artist.

Brightness and attractiveness should be outstanding features of Christmas window and interior displays. Six weeks from now the world will be entering upon that festive season once again, and in his window designs the grocer should plan to follow the festive spirit of the season.

It is a time for special efforts, for the grocer will find that all his neighbors are putting forth extra endeavors. There are several reasons why the grocer should employ his best ideas in his Christmas windows. In the first place, they add to the brightness of the festive season and it is an actual fact that neglect to put on a Christmas garb is noticed by the public, and not favorably.

### Should Influence Sales.

The other reason is that the trade passing at this time of the year is exceptionally heavy in volume, and is of better quality than usual, and the grocer

should attempt to secure as much of it as he can. His clerk, or the grocer himself, therefore, should give the windows that touch of salesmanship that will attract the trade. They should arrange the displays in order that they will be of greatest service as a selling influence to the staff.

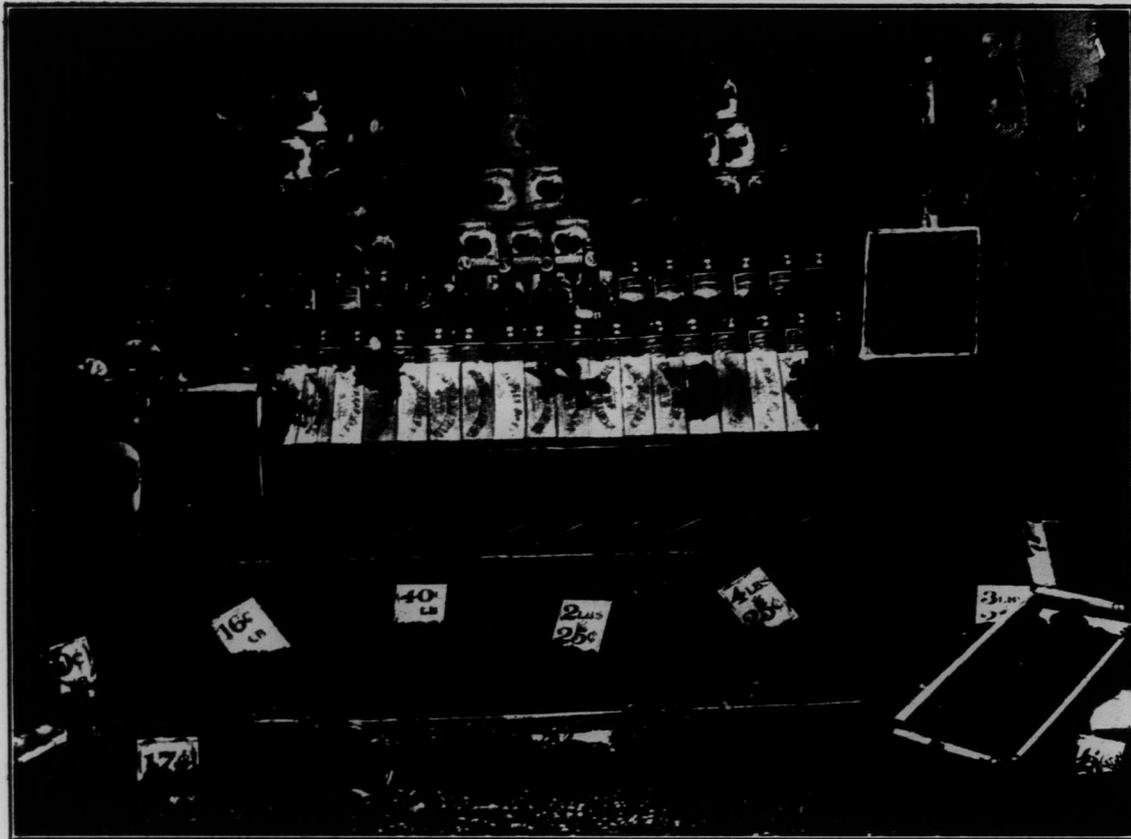
### A British Columbia Display.

The accompanying photographs of Christmas windows all suggest more or less the Christmas idea. No. 1 was dressed by Alex. McNeill, of Dixi H. Ross Co., Victoria, B.C., and gives every evidence of painstaking care in its elaborateness of detail. Flowers, lights, and other effects are employed to give the stock a pretty setting, and while it would have been easy to have jumbled a window with so many ideas, there is a uniformity about this one, and the suggestion of an artistic touch in so many of the arrangements that it possesses real distinction.

The floor itself must have been difficult to accomplish, and the mirror at the back and side extending upward a short distance, enhances the effect. Currants and raisins, divided by rows of peel, constitute the most of the floor, but dates and nuts are shown on trays, and the whole is brightened by well-formed leaves added here and there, while at the back are flowers and plants, just enough to add to the window, and not enough to spoil the effect. Colored electric lights back against the mirror in that lowest section will be noticed. The view from the street of such a window must of necessity be enhancing.

Above this are two shelves against a white background. The shelves have been neatly treated, and the goods are displayed to advantage. On the right-hand side are shown dried fruits in boxes and are so arranged that they admirably fit in with the general scheme.

A show card, bearing Christmas greet-

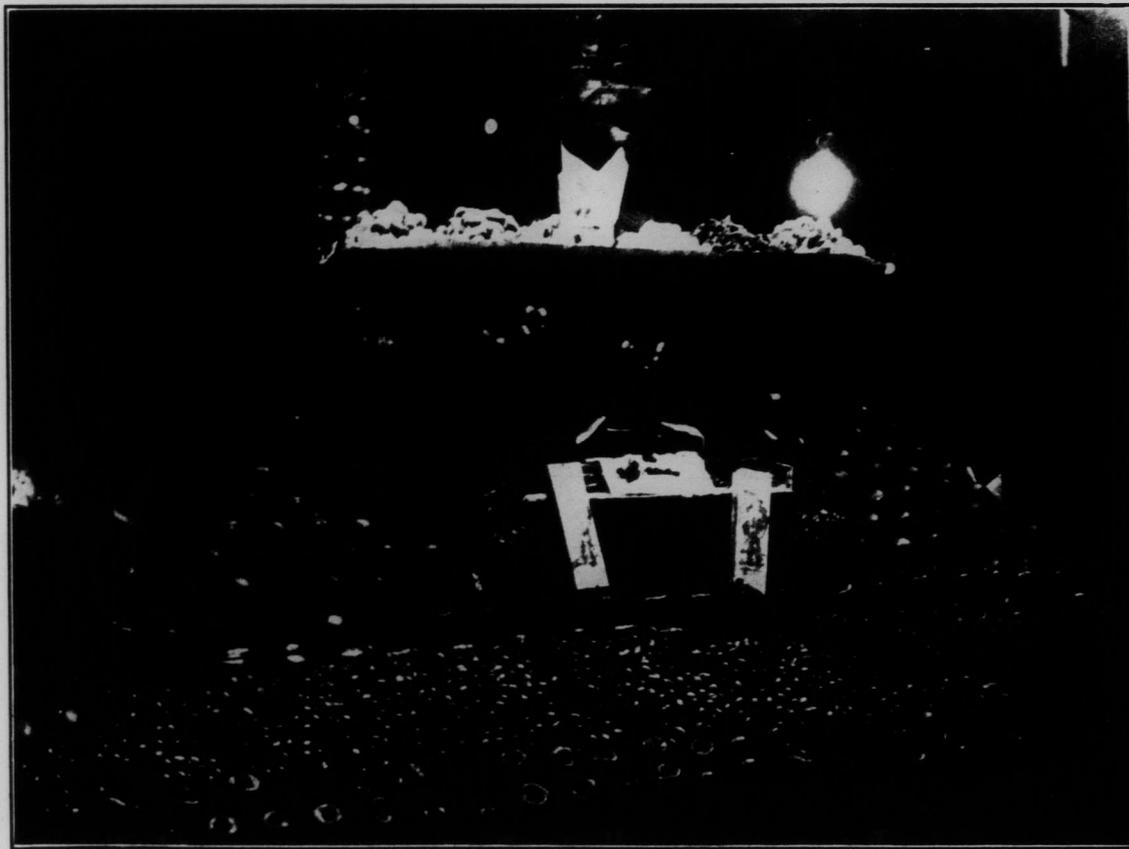


A Christmas Display With Many Good Suggestions—Note the Liberal Use of Price Tags.

ings, in any of the different wordings, would have given the window more of a personal character, and had price cards

been used it would have had a greater selling power without the artistic effect being lost.

The stock used, such as currants, raisins, nuts, peel, olives, preserved fruits, dates, figs, etc., are appropriate for the



A Bracebridge Window Showing an Attractive Setting of Fruits Which Would Appeal to the Eye of the Christmas Shopper.

## THE CANADIAN GROCER

season. The decorator has not stinted his use of extras to form a setting for the window. The lights add to the effect, the flowers are pleasing when used with good judgment, the mirror is a good idea and to secure the entire effect pains were taken. Slipshod methods are never advisable.

### Price Tickets Appealing.

Window No. 2 was one shown by J. H. Kerr, Spadina Ave., Toronto. While simpler than No. 1, it is nevertheless an attractive window, and what may be called

holly around the pyramids of canned fruit make a great deal of difference to the appearance of the window, which is one that combines maximum effect with minimum labor.

A show card would have been acceptable, bearing the words, "Christmas Greetings," or "Peace on Earth," or "A Bright and Happy Christmas." Any phrase in that strain would have added to the personal appeal. The use of price cards is a splendid feature.

No. 3 was a Christmas window in Kirk Bros.' store, Bracebridge, Ont. It

window, showing a quality of fruit that must have tempted everybody who passed the store.

The suspended tray of candies adds to the effect. What was said of No. 1 in regard to cards applies also to No. 3.

These windows ought to suggest new ideas to grocers who can combine ideas used in them with their own.

### The Time for Best Windows.

Window dressing at Christmas time is good business. All the other merchants do it, and as the season comes but once



Interior of a Fine Halifax, N.S., Store. Among the Fixtures and Equipment May be Seen a Coffee Mill, Biscuit Display Counters, Refrigerator, Electric Fans, Etc.

ed a good "talker." In the lower part are nuts, currants, raisins, shelled almonds, figs and other dried fruits. Sprigs of holly and strings of other decorations are noticed.

The back and upper part of the window is in keeping with the lower part. Preserved fruits are shown, with other dried fruits. Candied peel is noticeable and the design of the whole window is not complicated, easily arranged and is altogether pleasing. Those wreaths of

is a fruit window, arranged so as to look the same from the inside of the store as from the out. Fruit plays a large part in the purchases around the last two weeks in December, and the idea of devoting one display to fruit alone was wise.

The arrangement is regular, the apples, grapes, oranges, and pineapples being shown to advantage. Prominence is also given to the table raisins, figs and dates, and it may be termed a good all-round

in every twelve months, it should be cheerfully undertaken. The grocer should remember that the public admire progressiveness in this direction, and the cheap or tawdry window is "spotted" even by the children.

In every household at Christmas time the merits and demerits of the most prominent stores in the community are discussed and the grocer should make it a point to be classed among the best.

## Some Methods of Introducing New Goods

**An Easy Matter for Proprietor of Gilbert's Grocery to Sell to His Customers—Vanwart Bros. Use Personal Salemanship Over the Counter or Phone, Newspaper Space and Windows—Dealer Maintains That Profits Come From Fancy Goods Rather Than Staples—Wholesalers Criticized for Selling to Consumers.**

For many years the retail grocery of Vanwart Bros., St. John, N. B., has been known as one of the reliable, moderate priced stores in that city, where anything purchased in the grocery or meat line can be relied upon, even if the price might sometimes be a little higher than at some of the neighboring places. Doing a good business in a conservative way, the proprietor has been satisfied to get a fair share of trade and make a fair profit. Of late, however, there has been a change, and it is evident now that an energetic effort is being made to get new business.

### Believer in Price Tickets.

In conversation with the proprietor, Alderman John W. Vanwart, he said he had become convinced of the value of having goods displayed with price cards attached. "I used to think that it was not necessary to put prices on goods, and I have always done a good business; but lately I have come to the conclusion that in order to compete with the other dealers, some of whom are cutting prices to a large extent, I would use price cards, and I intend making them so attractive that I will get my share of the floating trade and still make a profit.

### A Living Out of Discounts.

"When it comes to buying, I know I can do as well as any of them, for I invariably pay cash for all I buy. That has been the practice of the firm ever since we started. When my brother, the late Daniel Vanwart, was in the business with me, we figured that we made our living expenses out of the discounts we saved in this way.

"It has invariably been my practice when getting new goods, on which we made a good profit, to have them introduced to the customers when they came into the store, or to call attention to them to the people who order by telephone. For the past five years I have had an advertising space in one of the daily newspapers, and I use it for calling attention to new goods or to special sales. While I think newspaper advertising is good, I believe more good is derived from having attractive window displays, and prices marked plainly, especially when a store is situated like mine is, on one of the principal thoroughfares, with a constant stream of traffic.

### To Fit Up New Store.

"Before the first of May, next, I intend moving to the opposite corner, which I own, and I will have it fitted up after the very latest models. There will be three distinct stores, one for groceries, one for fish, and one for meat.

"The fish department will be so situated that I can keep the store open two nights each week, as the fish dealers do now, without interfering with the early closing arrangement for the grocery and meat departments. I have also arranged for the purchasing of machinery for the manufacturing of sausages, bologna, etc., and it is possible that I may also erect a pork packing factory early next year. I have an option on a piece of ground that would be suitable for such a purpose."

## Has Confidence in Ability of a Good Salesman

"A good salesman can sell anything if he makes up his mind to it," said Walter Gilbert, proprietor of Gilbert's Grocery, St. John, N. B., in referring to the science of salesmanship.

"There is nothing I like better than to introduce new goods to a customer, and nine times out of ten, I will guarantee to sell them. I attend personally to the buying of goods, and before I stock a new line I satisfy myself that it is something that I can honestly recommend to my patrons. Of course, before stocking I make sure that we are allowed an honest profit on the goods.

"Invariably when new goods arrive they are placed in a prominent position in the windows and on the counter, and the clerks are instructed to call attention to them. It is a rather delicate matter, this introduction of new lines, and should be handled very diplomatically. It is an easy matter to bore a customer by talking too much, and usually more is accomplished by asking them to sample the goods.

### Customers Test the Goods.

"As a rule, when anything new comes in that can be sampled, that is in the way of cooked or preserved lines, I have some opened, so that it can be tasted and seen. Most people when they have tasted will buy.

"Price tickets are a valuable help in selling goods. Oftentimes I have put goods in the window that I feel confident would not sell unless they had attractive price tickets attached.

"An important matter in the selling of goods is to keep the store neat and clean, as I believe that no matter how good stock may be, it will not sell if the surroundings are not attractive.

"There is another matter not altogether in this line, but nevertheless of great interest to retailers, that I think ought to be remedied. I mean the attitude of the wholesaler to the retailer. Wholesalers are always complaining that they are not protected in the buying of goods; that manufacturers sell direct to the retailers, thereby cutting into their trade. This complaint would be all right if the wholesalers protected the retailers, but they don't. As it is now, many of the wholesalers will sell direct to consumers. I know of many instances where customers of mine have gone to the wholesalers and ordered flour, canned goods and various staple lines in quantities from 5 pounds upwards.

### Profit From Fancy Lines.

"They do this, and then expect that manufacturers should not sell direct to us. Why, for one thing, they do not carry the line of fancy goods that we want, and it is the fancy lines that keep me in business. As far as the staples are concerned, I don't care whether I sell them or not. It is the fancy lines that give us our profit. If The Canadian Grocer can assist the retailer in working out this problem satisfactorily, it would be doing a great service."

## WIELDS A POWER OVER MONEY.

There can be no business success without human support. The man who cannot interest and appeal to men—whose personality repels and antagonizes—is a business outcast, neglected by opportunity and blackballed by fate. His ideas, however brilliant, will wither away, untested—his ingenious plans will never see the light of practical use, if he cannot arouse human interest and cooperation.

Some men seem to fairly radiate power. The moment you come face to face with them you can feel penetrating little power waves that melt your iciest reserve and thaw out any spirit of stubbornness or opposition you may have brought with you.

You can't say "no" to one of these men. You can't make him say "yes" if he doesn't want to. And so these men master customers, control employes, persuade and influence all types and dispositions of human nature, and almost wield a power, it would seem, over inanimate money itself. Power that brings crisp yellow-backed bills out of barren places and turns failure to success.—R.H.

# Thanksgiving Suggestions



A Good Display Card for the Present Season—The Original was 22x8 Inches in Dimensions, The Card-Board Being a dark gray color.

## Display Cards Aid Personal Power

The Selling Value Placed Upon Them by One of Canada's Best Retailers—They Suggest New Goods to Customers and Actually Make Sales—When a Dealer Does Not Use Them There is a Waste of Selling Power—Examples of Good Cards Easy of Manufacture.

Among the many methods used for successfully creating extra demand must be classed the display of show-cards in the store and in the window. They are utilized by some of the best dealers from the Atlantic to the Pacific and those who use them assert that they are real positive business getters. Therefore they are useful as creators of demand for goods, which otherwise would remain unsold or which would be purchased somewhere else.

One of Canada's most scientific retail dealers said recently: "You see those cards in the window and around the walls; well we believe them to be worth good big money to us. We try to have them attractive and we find they suggest goods to the purchaser which we might not think of mentioning and which she otherwise would not ask for.

"Whenever we have a display in the window we prepare a couple of these cards, and everybody reads them.

"For instance that one over there, 'you save 21 cents on every article in this window' was bound to bring results because every woman who passed the store read it and a good percentage of them were sure to buy.

### Well Worth the Trouble.

"It is one of our regular methods for selling more goods and we will certainly continue to use show-cards because they pay us back in real money.

"A thanksgiving card such as 'Thanksgiving Suggestions,' with a turkey in one corner adds a tone to the window and besides makes the passerby turn over in her mind the requirements for this festive season."

Such things as cranberries, baskets of delicious fruits, nuts, pumpkins, etc., could be suggested in the window.

### Not Hard to Prepare.

"Practice," continued the merchant, "is all that is necessary in writing show-cards. I write all those cards myself and while they cannot be called works of art yet they serve the purpose. You see that figure on the card, 'your chance to get a good lamp at a

Your chance  
to get a  
Good LAMP  
at a Low  
Price



The Original of This Card was 14x11 Inches in Dimensions, and Almost Black in Color.

low price,' is simply tissue-paper which I have pasted on the card. The turkey you will see is original, drawn with the brush. One can often get a good picture from a magazine which will suit the lettering. A touch of the brush around the edge makes it look at a distance as if it were genuine.

"I buy my ink supplies from a school of lettering, and have also obtained some advice from them on the work. It's simply done and is quite enjoyable once you have mastered it."

**Brightened Up by Colors.**

The originals of the cards shown here with are in colors with the exception of

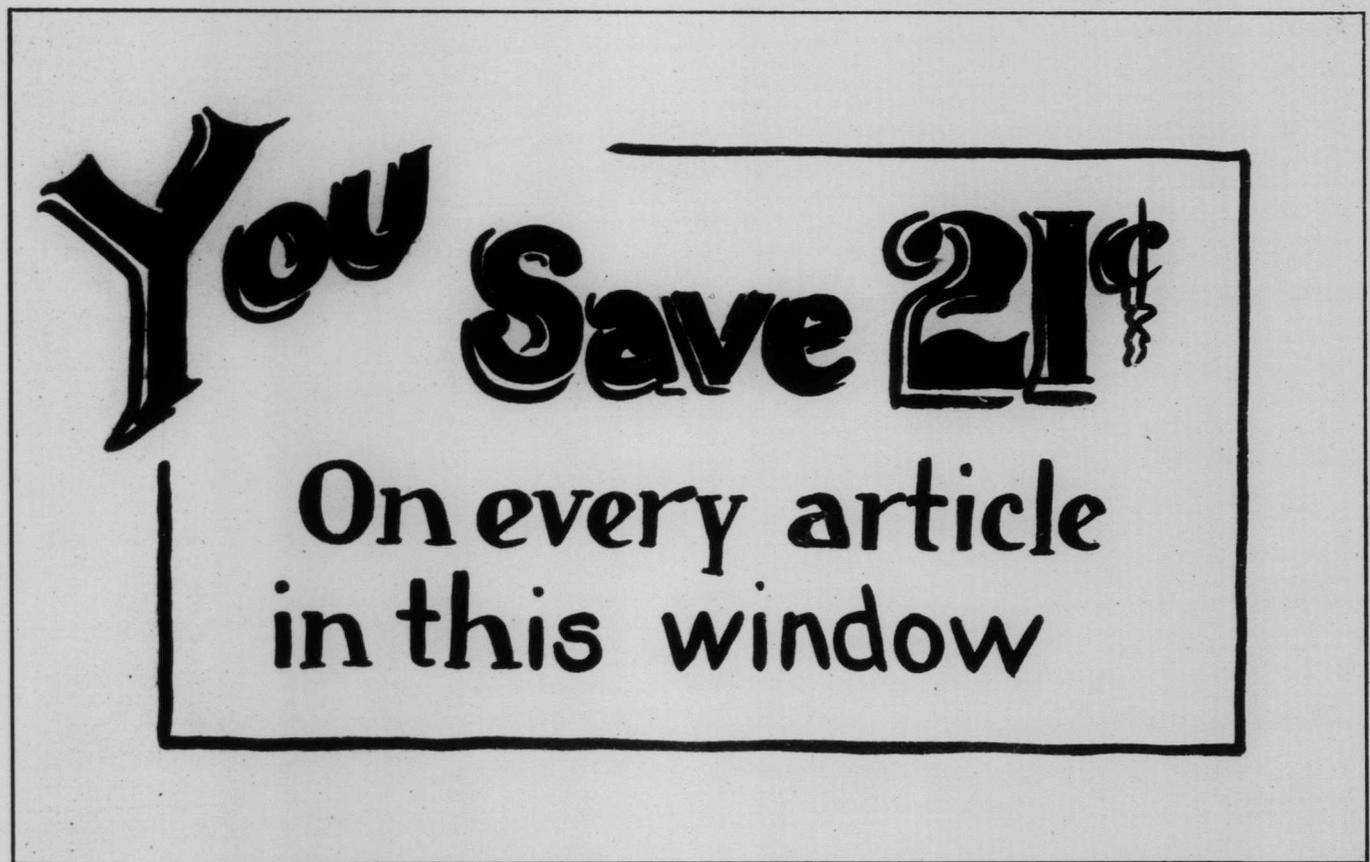
**Adding to Personal Power.**

The dealer must remember that it is he who is talking when he uses cards in his windows, attractive goods on his counters and shelves, and advertising in his daily paper. By these methods he is adding to the power of his own personal persuasiveness and that of his salesmen, and therefore keeps in motion one great selling force which is irresistible only when a competitor out-generals him.

To this end every dealer should work. In no place can the old motto, "Put your shoulder to the wheel," be used with more appropriateness than in the retail grocery business. Where a mer-

**Distinct Style  
of Lettering is  
Good Trade-mark**

"It is always best to use one general style of lettering for all your show cards," claims one strong advocate of the display card. "By this I do not mean that the card writer should confine himself to strictly one style or alphabet, but that all cards throughout the windows and interior should be of the same lettering for the certain occasion or season."



This Show-Card Was Reduced From 22x14 Inches; the Original Lettering Being Done in Green, Black and Red, on a White Background. It was Valuable as a Business Getter.

the thanksgiving card which is black and white. The addition of some color often adds to the power to attract, but care should be taken to not over do it. Different colored cardboard is also used as explained in the underlines of the accompanying cuts.

Scores of instances are known in which display cards have actually been known to attract business. They therefore ought to be made the best of in the merchant's repertoire of methods for selling goods which his customers would not purchase were it not for the gentle suggestion they receive.

chant neglects to use every safe method within easy reach for enlarging his business, there will be found a waste of man-power which is only to be deplored.

If the show-card is a business-getter it ought to be used. Because it is used by some of Canada's largest dealers, it may truly be said to be a business-getter even if special instances were not known. It is one of the links in the chain of salesmanship methods of these men and it is instrumental in increasing their business, to which goal all merchants ought to direct their strongest forces.

"When a departure is made from a certain style of alphabet, the departure should be general, and all cards and tickets throughout the store lettered in the new style, as otherwise the appearance of the windows and interior, viewed as a whole, is apt to look patchy and disorganized.

"This plan also has a tendency to give identity to your establishment, for a distinct style of lettering creates a distinct impression; in other words, it serves as a sort of trade-mark which people quickly recognize."

## Grocery Business Needs Aggressive Men

**So Maintains a Limestone City Dealer Who Sounds an Optimistic Note—There Must be Brains Behind if Success is to be Achieved, He Says—The Part Improved Equipment is Playing in the Modern Business of To-Day—'If You Want to Hear the Hum, Keep A'Going,' One of His Mottoes.**



The present is an age of progress, of advanced ideas, of business systematized to a science, and of methods that economize time and labor. Efforts of men have been directed for years to this end, and in the results that have been attained the changes wrought in the grocer's business sphere are not to be underestimated.

This phase of the grocer's development is emphasized by John Gilbert, a grocer of Kingston, Ont., who declares that there is a wide scope for the use of brains in the grocery business, and the better the facilities, the greater results can be accomplished by the grocer who possesses the requisite efficiency and capability.

### Value of Modern Fixtures.

Referring, for instance, to the electric coffee mill and labor it saves, Mr. Gilbert says: "No more turning the old mill until your face becomes red as a tomato, and between gasps you try to ask a customer if she requires anything else in sugar, lard, tea, butter, etc."

"The fixtures in a modern grocery store are marvellous. Look at the meat slicer, cash register, counter-check books, new system of keeping accounts, silent salesmen, spice receptacles, self-measuring oil-pumps, counters, etc. Certainly there should be fewer bald heads among future grocers."

"Yet with all these appliances you must have clerks with brains, and possess brains yourself."

"A great deal can be said in favor of displaying odds and ends, and drawing customers' attention to the articles and the prices. It is astonishing what can be disposed of in this way. Get the stuff right on the counter, change often, and if the goods don't sell, give them away."

### Keep Out of the Rut.

"Change the location of your goods from time to time," says Mr. Gilbert. "Make the shop look different every week. Don't get into a rut and leave things in the same place for years until they are as much a part of the land-

scape as the counter itself. You can point out goods in some windows that have been there for the past five years."

"Some grocers have demonstrations of their own specialties. A demonstration can do a lot of good, if carried out along the right line, and it certainly means a big thing for the merchant to build up a trade for his own lines. The use of brains in business is really what gives one man the advantage over a competitor, and, to quote from the sages:

"May blessings fall, on each and all

"Who rightly use the means entrusted;

"But shame on wealth that keeps in stealth

"The talents dull and dim and rusted."

### A Store Front Bulletin.

"A few blackboards telling people of new goods or bargains, afford an effective method of appealing to the people. Red and colored crayons are good for a change, instead of the ordinary white."

"It is a mistake to pile up vegetables, fruit, etc., leaving them to catch dirt and dust. It is not sanitary. A list of the same, neatly written on the blackboard, answers well. Have a sample of the goods inside the store. Outside displays are going out of fashion, and it is well."

### To Hear It Hum.

"Clean windows with good displays within," maintains Mr. Gilbert, "speak to the passerby of the carefulness and attention to detail of those within. There is nothing so inviting as cleanliness."

"When I see cabbage, corn, and such turned out on the sidewalk, and left there, I wonder what class of customers buy at such a store."

"If you want good trade watch these points, and you will not be heard complaining of dull times. Life is generally responsible for what you make it. So is business. If you want to hear the hum, keep agoing."

### ACCOUNTS SETTLED AT 30 DAYS.

#### Bookkeeping Methods of an Ottawa Retailer.

In T. W. Collins' grocery store in Ottawa all accounts are settled at thirty days and he takes advantage of all dis-

counts possible. He further makes a daily check of his credits and enters them in a book kept for that purpose which enables him to make a comparison between any days in any years.

Another point in this branch worthy of mention is the manner in which he divides his day's receipts and sales. He has a book in which is entered each night the amount of credits, cash received, paid on account and paid outs, for that day, so that he can instantly tell on comparison with the corresponding day of the year previous, how his business is progressing.

Some grocers, claims Mr. Collins, calculate the amount of their day's business from the cash they have received during the day, plus the credit sales, not deducting any paid on accounts which may have been received. As the latter item refers to a previous day's business it cannot be counted with the current day's receipts. Thus according to his method this amount is shown separately and he secures an accurate statement of the day's actual returns.

### Handling of C.O.D. Parcels.

His "C.O.D." system is unique, but simple. The driver's returns are checked twice a day and all receipts entered in a "C.O.D." book which gives full particulars concerning the sale and the cash received. Some customers who are splendid pay 'phone in an order and ask to have it sent "collect." Probably when the driver gets there either he or the customer hasn't sufficient change and consequently the goods are left without payment. A parcel delivered in this way is marked "C.O.D." but where the goods are not to be left without receipt of cash, the parcel is marked "C.O.D." with a cross through the O. This code the driver and employer knows, but the customer is unaware of the significance of the marking, so no unpleasantness results.

In buying, Mr. Collins believes that, where two or three travelers quote the same price on the same goods, the one first quoting should be given the order. The policy of playing one traveler against the other is not countenanced, practiced or admired by him. And again, buying in large quantities for sake of price is not indulged in for the reason that ready money is considered worth more than an extra stock of some line so purchased.

Some grocers await the day of judgment with a smile, that is if the recording angel's day book shows the charity they have dispensed and the patience they have exercised during their brief earthly sojourn behind the counter.

# Standard of Stock Raised 40 Per Cent.

**Selling Methods Employed by Bracebridge Grocers to Increase Their Business  
—Examples of How They Educated Their Customers to Purchase Good Tea,  
Baking Powder and Flour, All of Which Allowed Good Profits.**

By E. J. Kirk.

It is not easy to measure the ability that all good salesmen should possess, namely, the faculty of creating a market for an article that has been a slow seller, or creating a demand for something that is worthy, in view of its profit and quality, but, unpopular because of its high price; of selling a new preparation, or the discarded "Jonah" of an old factory. The really successful salesman of to-day has inherited this ability, or has acquired it through practice, for we feel justified in saying that it is within the reach of all.

## **Sold New Tea With Profit.**

Some time ago we planned the sale of a particular blend of tea not stocked before, and which had previously little or no demand, but from which we were in a position to obtain a fair profit. We first demonstrated it by supplying our customers with samples given us. Then

we advised each clerk to diplomatically mention the new brand to each customer, and to carefully explain its superior flavor, special value, etc., to them.

The result of this salesmanship plan was that a great many housewives took home a trial package. Our sales began with a rush, and now this tea holds 75 per cent. of our total tea sales. We believe, too, that specializing on good teas attracts new business.

The same energy was directed to the selling of a certain blend of baking powder, having a good profit attached, with splendid results. This brand is known all over our country now, and holds 90 per cent. of our baking powder sales.

## **Had Confidence in the Flour.**

In our flour and feed business, we found it necessary to specialize on one brand of flour, and in order to build up

this department, we realized that the quality of this brand must be worthy and reliable, besides producing a just profit. The clerks were instructed to guarantee every bag, and also to offer to take back any flour that did not suit a customer. Our own confidence in this brand won its favor, and our efforts were crowned with success.

If a dealer has any inactive lines he wishes to move out, he should study their selling points, and from time to time talk them up, and watch the results.

## **Quality of Stock Raised.**

Salesmanship ability should be turned toward fancy shelf goods, and goods out of the ordinary. The standard of groceries sold can easily be raised. This has been proven time and again. In the last five years, through the recommendation of better goods to our customers, we have raised the standard of our grocery stock fully 40 per cent.

# The Value of Store Front Individuality

**There is an Advertising Value to the Artistic and Distinctive Front—High Class Goods Not at Home in an Unattractive Store—Builders too Prone to Erect The Monotonous Rows of Similar Buildings—The Front usually Bespeaks the Quality of the Business Done.**

By B. Haley.

It is frequently found that a dealer is stocking high-grade manufacturers' articles in a store which does not present a good appearance. The front is not attractive, and has nothing distinctive about it.

This is not as it should be. Every salesman behind the counter knows how necessary it is to 'present a good front' to a customer in talking up a particular line of goods. It shows confidence in the article. (A salesman, of course, should not be 'all front'.)

Likewise the front of the store ought to indicate the confidence of the merchant in his goods. It ought to give the store the personality and attractiveness commensurate with the quality of the goods offered for sale.

## **Monotonous Store Fronts.**

Yet this is one of the points in which many merchants are inefficient. With

that splendid capacity for endless sameness which so many builders show, the store fronts that most dealers possess are very monotonous, even often impractical. Certainly, they rarely make use of their full advertising opportunity.

This fact comes from failure to realize that a great part of trade is secured for a retailer by the appearance and earmarks of his exterior and his window contents.

The character of his service, his patronage and his goods is loudly proclaimed by the physical appearance of his place.

The store front is like the type with which an ad. is set up, and the taste that it displays. For some businesses it pays to sacrifice appearance somewhat for quantity of display room. But for most cases it should not be a question of how much display room a store front

can be made to yield, but how many people can you induce to give real attention to whatever display room you have, be it large or small.

## **Ought to Merit Attention.**

It is not the large window or the large store front which has the biggest chance—it is the quality of appeal which can be achieved. It is far more effective to put one single article in a window, if that article and the store front, etc., which form its setting, are of the kind that merit attention.

It must, therefore, be remembered that the store front has considerable to do with the persuasion of particular customers—those who are likely to purchase the best goods at good profits. A dirty, inartistic store, possessing no quality or distinction is not only a non-selling agent, but it repels custom.



View of One Section of Barron's Grocery Store, Yonge Street, Toronto, Illustrating the Value Placed on Interior Appearance.

## Store System Adds to Selling Possibilities

**R. Barron, Ltd., Big Toronto Retailers, Place Great Confidence in the Methods of Doing Business—Systematic Window and Interior Displays, a Part of Their Regular Plan—An Instance of How They Facilitate the Sale of Bacon—Advise the Getting of the Confidence of the Public.**

When the manager of any big Canadian firm passes away, the general public shake their simple heads and, with a sigh, exclaim upon the insignificance of man, after all, when the immense works continue in its activities as if nothing had happened. The assistant manager, probably, is ordered to fill the vacancy, there is a promotion among the entire managerial staff and the business of the house gives no evidence of the internal readjustment. The work is carried on as smoothly and regularly as under the old regime.

As the business grows, system is necessarily established for economic pur-

poses, but now it controls every and all departments automatically. Thus, in one sense, is the business considered well-established.

System is involved in practically every public and private activity. Our railways, postal service, banks, hotels, amusements, they are all conducted on a business basis through the system applied to each. System is truly the science of civilization.

Just as it applies to every other activity, in the same manner it enters the retail grocery business. Mail order houses have their particular systems by which they extend their efforts through-

out the country. In the cities and larger towns prominent retailers have developed the grocery business to such an extent that the Canadian trade is unsurpassed anywhere for its progressive methods, and in all these stores system is the central idea.

### Adds to Selling Power.

As a matter of fact, every merchant has some kind of system, although in not a few cases they may be aware of it. It is the smooth-working system that gives character to a store, even if the staff should consist of but the proprietor himself, and just as system facilitates the business and is instrumental in bringing success to the big industries, in the same manner will it assist the grocer.

This is particularly true with the larger stores, and is illustrated in the establishment of R. Barron, Ltd., Yonge St., Toronto.

A grocery business with over 35 employees must be well organized and only

## THE CANADIAN GROCER

a casual glance around the interior of Barron's store conveys that impression. Neatness, cleanliness and order are strikingly apparent. Each employe is attending to some particular business, but there is no confusion.

"Everybody has his or her duties to attend to, beginning with the first work in the morning and one thing follows another throughout the entire day," said a member of the firm.

As in many grocery stores, receiving, making up and delivering the orders, occupy practically the entire morning,

is the attractive display of goods. Good commonsense salesmanship is demanded of the clerks, but the assistance of window and interior displays are always taken advantage of. In the general system of the store, time is allotted for all this work. In other words, it receives the attention it deserves.

### Have Confidence of Public.

The success achieved by this firm is due to the efforts of the members. They cater to a large and high-class trade and years of square dealing have won the confidence of their customers. One of

### The Practice of Economy.

This is but one store and what may be said of it pertains largely to others, although it is a question if there are any two stores with similar methods. But they all strive, or ought to strive, for the one end—to conduct business along the most economic and modern lines.

"What pertains to the large grocery store," he affirms, "should pertain to the small one. When a grocer says he has no time to arrange a window, shelves, show case or counter, or to have a gener-



This Illustration is of Another Section of Barron's Store Which is Recognized to be One of the Finest in Toronto, and, in Fact, in Ontario.

but the preparation previously made, facilitates this work considerably. For example, one of the clerks in Barron's at one time during the afternoon was slicing breakfast bacon with a slicing machine, weighing it in pound lots and wrapping it in light paper. It was then put in a refrigerated case for use the next day. This is but one of numerous time-saving methods which simplify work when the staff is busiest and time is more precious.

One of the features of Barron's store

the members of the firm referring to this point said that while salesmanship was the greatest asset of a clerk or grocer, it was primarily based upon confidence.

"When the customer finds, by experience that her grocer is honest in his business dealing and in his suggestions concerning new or better quality of goods, she trusts him afterwards and invariably depends upon his word in questions pertaining to purchases," he said.

al system in effect, there is a bad egg in his store machinery. If there is no time to properly look after his purchases, his stock, his finances, there is likewise something out of gear and he should overhaul the machinery of his store system and carefully examine it.

"Once a grocer resolves to establish a system, he will find it a great lubricant and if properly attended to, it will improve as it begins to take hold of his business."

## Use of Mailing List in Selling Extra Goods

Customers Can be Influenced to Purchase More and Better Goods, and Prospective Patrons Can be Won Over by Appealing to Them on Something Special—Suggestions for Collecting Names for This List—Talks May be Sent Out With Monthly Accounts.

By A. H. Harvey.

To the grocer who desires to send regularly a little semi-private business talk to his customers, and to those he may hold in prospect, a Mailing List should prove valuable.

It is one of the cogs in to-day's system of business. It, as is well known, is one of the big features of the mail-order houses.

The grocer in the city sending out his monthly or semi-monthly accounts—if he sends them by mail—might as well make an effort to secure new business by sending a store announcement in the same letter. It may be that some of his patrons are not regular frequenters of the store. In that case he often wishes for some means of reaching them, of telling them of new goods he may have received. True he can do this over the telephone, but the modern grocer does not depend upon one method alone. He combines his salesmanship powers and in the latest combination the Mailing List is beginning to be recognized as an important factor.

### To Interest the Farmers.

The grocer in the country town who numbers among his customers not a few farmers should not be content to wait until they call at his store once a week or once every two weeks whatever the case may be. Imagine the length of the Mailing List of the catalogue houses! They have reduced this method to a science. The Mailing List referred to in this article is nothing but the same idea applied to the retailer's business.

It is not necessary to send business letters only with accounts. The best Mailing List includes numbers of people who may be only occasional purchasers. It also looks after the new arrivals and to get the best results some attention must be devoted to this department.

### For Strawberry Time.

The most important question the grocer asks himself in examining his own particular case is "Is it worth while?" Here is the idea in its simplest form. Supposing strawberry time is approaching. The grocer is willing to handle this early fruit, but he is not sure of the demand that may be made upon him. He takes half an hour some night and writes an announcement. He knows that the most people want strawberries in their season and he requests that those wishing a daily service, or

delivery every two days or every Saturday as the case may be will let him know. He points out the mutual benefit. It will assure fresh fruit and satisfaction to the customers. It will do away with the old trouble of holding the fruit in the store. It is impressed upon the reader that she is going to share in the profits afforded by this system. The grocer also states that special rates will be given for large purchases necessary for preserving.

The grocer takes it to his printer where it is set up and printed forms are returned to the grocer who completes his plan by sending them to the persons on his Mailing List. It would be possible to have fairly large post cards made, and thus envelopes would not be necessary.

### Seasons Should be Watched.

There are many selling points that the mailing list can emphasize. There is the sugar season, light breakfast foods, Christmas, Easter, Thanksgiving, etc. In regard to the latter the home at this season takes on a festive air because of the fact that absent sons and daughters are going to be reunited to the fold once more.

Goods that are not purchased every day are going to be asked for, and that means "new business worth while going after," to use an expression heard frequently in commercial circles.

The dried fruit season is soon going to reach its heaviest stage. Mince-meat pies, fruit cakes, etc., all combine to make a heavy demand for currants, raisins, peaches, pears, apples, peel, etc. A grocer with a Mailing List would prepare a letter something after this style:

### YOU WILL NEED NEW RAISINS AND CURRANTS.

Fruit crops have been short this season. In Spain the raisin crop is the lowest in many years. The California raisin crop is likewise much below the average. The same is true of prunes and currants. The result of this shortage in all dried fruits are general higher prices. We realized, however, that you would want the same supplies as in previous years, and while there has been a short crop still you will hardly notice the difference in prices. We offer you this season new raisins grown and gathered in Valencia,

Spain. You will be delighted with their quality, and in this respect they are even better than last year.

We have taken particular care to secure new crop currants. We call your attention particularly to a select line from Patras, Greece. For best results in baking at this season we know our customers want only the best in these fruits. Realizing this fact we have given particular attention to the quality of these stocks and it is with the utmost confidence that we guarantee satisfaction and request that before you make your purchases you examine our stock.

Prices for best quality:—

Raisins, per lb. ———  
Currants, per lb. ———  
Orange Peel, per lb. ———  
Lemon Peel, per lb. ———

That at least gives an idea of the form of the letters. The grocer, however, suits himself as to what he shall use. The mailing list is nothing more or less than a salesmanship talk to prospective buyers. Several prominent grocers are known to have by dint of attention and determination made their mailing list of great service to them.

### How to Compile Mailing List.

This list can be prepared by securing from the city directory the names of the best people in the immediate district, prospective buyers, of course, included. In time new territory can be experimented upon. New arrivals in the vicinity should be carefully watched for. Persons moving to another section ought not to be overlooked. Those who never responded at all might be gradually dropped from the list. Attention devoted to this part of the salesmanship plan will prove remunerative if the appeal is right and reasonable.

Those who have tried it with success assert that it is not costly. Anyone who is thinking of adopting this idea should thoroughly examine it. Get prices from the printer, consider the various methods of carrying out the general scheme, because if it has been a boon to some grocers there is every reason to believe that it can be made to help the general trade.

Some grocers by the use of handbills prove that the idea is a sane one. They may prefer the bills, but one objection to them is that boys are not always the most trustworthy creatures, especially when there is a hole under a sidewalk that will nicely hide the entire bundle. It is not as easy to get a bill into a house as it is a letter. Besides people as a rule are prejudiced against the handbill, while there is something personal in the letter that demands attention.

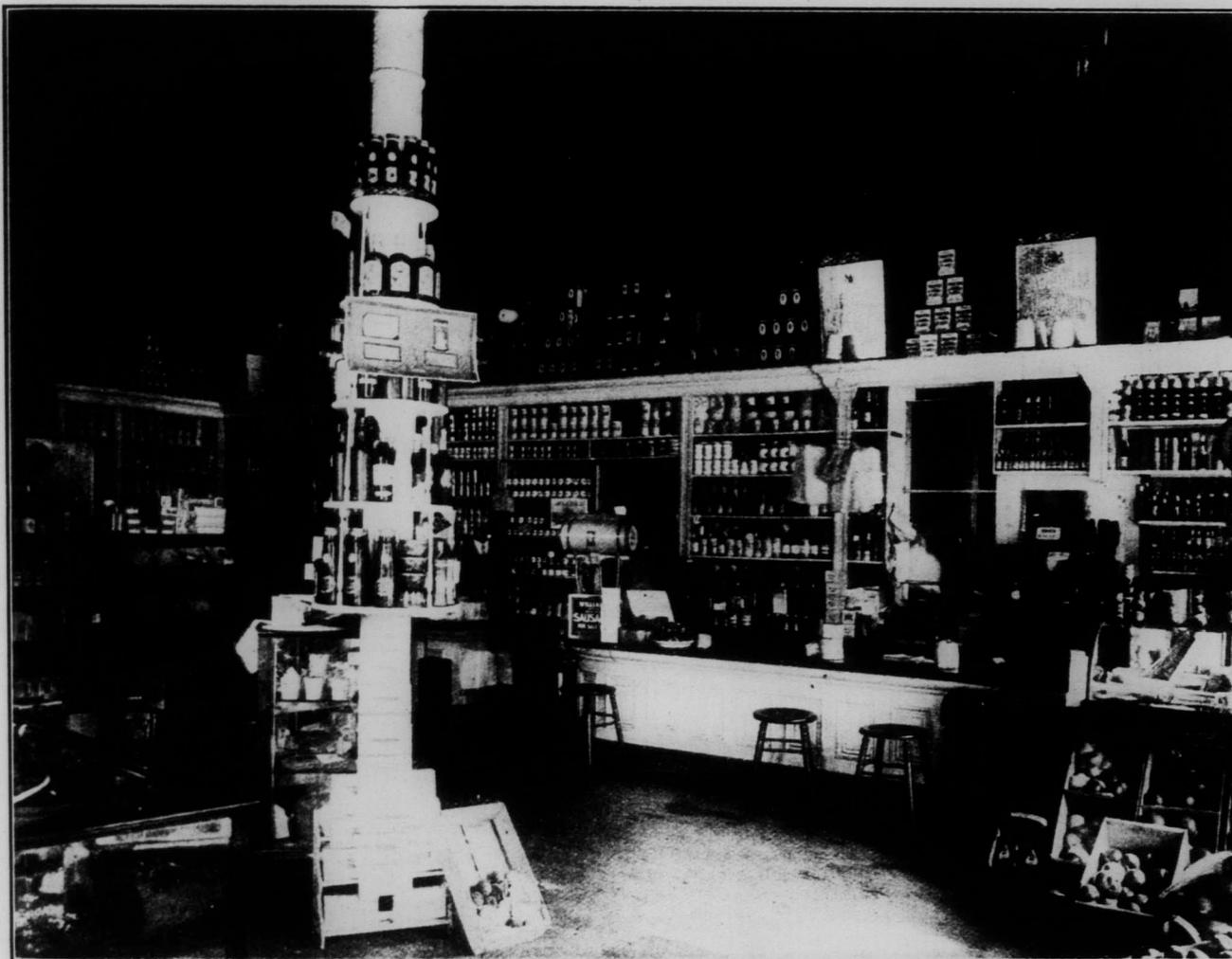
## Intelligent, Tactful Persuasion Sells Goods

**Big St. John, N.B., Dealer Thinks This Should be the Aim of Clerks—They Ought to Use Their Selling Power to Create New Demand—A Method Used to Move Out Goods Not Asked For—Decides Upon a Special Every Day—Clerks Are Told to Talk Up These Specials Both in the Store and Over the 'Phone—Faith in Window Displays.**

That it pays to keep a store clean and attractive-looking, to have plenty of well-written price tags attached to goods and to impress upon the clerks the

is now devoting more attention to the grocery business, however, and as a result many improvements have recently been made. A new lighting system has

times some are changed two or three times a week. There are six big windows, four for the grocery department and two for the meat and fish display. Only bright, fresh stock is offered for show there and price tags are almost invariably attached. The fruit window, as well as the meat, fish and vegetable windows is rearranged and fixed up every night and the lights are kept burning until about eleven o'clock. This has been found a most effective way of advertising, for although the stores are closed at seven o'clock, people passing



Retail grocery store of the F. E. Williams Co., St. John, N.B. The entrance to the meat and fish department is just back of the scale on the counter. The office is located between the two stores with windows looking into each. The cash register which may be seen behind the counter is used for registering the sales, but the change is made by a young lady in the office. She receives the clerk through a window. Two silent salesmen showcases used for cooked meats, butter, cheese, etc., may be seen at the left in the foreground.

necessity of calling attention to new lines or some special daily leader, is the experience of F. E. Williams, the senior partner of F. E. Williams & Co., retail dealers in groceries, meat and fish, in St. John, N.B.

Mr. Williams is also engaged in another business and this work has been taking up a large part of his time. He

been installed, silent salesman showcases have been put in and the premises brightened in many ways.

### Places Big Value in Show Windows.

The show windows, upon which the success of a grocery business so largely depends, are now systematically trimmed every Monday morning and at

by cannot fail being impressed by the inviting appearance of both the goods and the prices.

"I believe that it pays to use price cards freely," said Mr. Williams. "Articles in a window or a show case without a price tag are not nearly as attractive as with the price on. People see a price and if it appeals to them

they will say, 'give me some,' whereas otherwise, they would pass it by. Sometimes it is the price that is attractive and sometimes it is the goods but it is a good plan to make both attractive.

#### Talk Up Leader Each Day.

"The arrangement of goods on the shelves is another important matter. We are specializing in our shelves, trying, as near as possible, to have one kind of goods to a section and putting title and price cards on them, practically making silent salesmen of them. Each day some leader is generally brought forward and displayed on the counter or in the window and every clerk is notified to call attention to that article during the day. This also applies to customers who use the telephone. A customer on the 'phone likes to be told anything new or any special line, but they don't want to be bored with a long list of articles. By specializing on one thing each day I find we accomplish more in the long run.

"A scheme I have found to work very satisfactorily is the sending of letters to customers or prospective customers. When trade is slack we send out a lot of these letters calling attention to the store and what we sell. These are sent especially to people who only occasionally come to the store, to try and make regular customers of them. We have found them to give good results. We specialize in these letters to a large extent; for instance, we would call attention in one to our fruit, in another to cooked meats for picnics, luncheons, etc., in another we would dwell on our teas and coffees, or our butter and eggs, meats, fish, etc. We can trace results directly to these letters in many cases.

"Of course this is a rather expensive way to advertise, when you count the cost of printing, postage, etc., but it seems to be effective and once we get people interested enough to come here we endeavor to keep them coming by giving them good service and good value.

#### Cleanliness in Salesmanship.

"There is a growing tendency on the part of the people to go only to stores that are cleanly in appearance. For that reason we keep everything sanitary. All foods that are likely to be affected by exposure to the air or flies are kept under glass covers. Dried fruits, biscuits, butter, cheese, and all goods of that sort are kept under glass. We also find it a good scheme to keep a silent salesman in the grocery store, stocked with a full display of cooked and smoked meats. This serves as a reminder to people who might not be going into the meat department.

There are twelve employes in the stores, eight clerks, (four in the grocery and four in the meat department), two teamsters, a cashier and a bookkeeper. The cashier's desk is a glass enclosed room between the two stores and accessible from either department. The telephone is also placed convenient to both.

#### What Intelligent Clerks Can Do.

Mr. Williams is a firm believer in the selling power of a clerk, and he thinks the right kind of a man or woman can sell a customer many things that would otherwise remain unsold, by a little in-

telligent and tactful persuasion in showing new lines of goods.

Replying to a question as to whether he found it advantageous to handle meats and fish in conjunction with groceries, he said he had always carried on the business that way, and he thought it worked well. While he might do more business in either line if he were giving it his whole attention, he thought that in conducting the two together, one helped the other. As it is, the clerks can go from one department to the other at rush times and avoid keeping customers waiting.

## Early Realization as to Salesmanship Value

**Alberta General Merchants Depend a Great Deal on Selling Goods Not Asked For—Co-operation Between Manufacturer and Retail Dealer a Fundamental Principle—Selling Power Should be Made a Scientific Study, They Maintain—What an Edmonton Retailer Says on Giving Goods Away.**

"We had not been in business long before we realized that judicious suggestion constitutes one of the most essential factors in the art of salesmanship. This fact was continually impressed upon us by the very instructive articles which appeared in *The Canadian Grocer*, a business auxiliary we highly appreciate."

This is the view of H. Arnold, Arnold Bros., general merchants, Black Diamond, Alberta, on the question of *The Selling Power of the Dealer*.

This firm believes in getting behind worthy goods which allow the dealer a fair profit. Its members believe in mutual beneficial relationship between manufacturer and retailer, in order that the most satisfactory results can be obtained.

#### When There is No Square Deal.

They think that if a manufacturer, however, neglects the dealer, by giving away all the dealer's profits in simply creating a demand from consumers, then the manufacturer is not giving his agents—the retailers—a square deal. In such a case it is not in the interests of the retailer to push such a manufacturer's goods. On the other hand, if the manufacturer gives the dealer a fair profit, and at the same time aids him in creating demand through consumer advertising, and also giving him the necessary selling points about the goods, then both will profit. They maintain that the dealer then has reason to use his salesmanship—which all should pos-

sess—to sell the goods so that the benefit will be mutual.

#### Must Study Human Character.

"We have learned by experience," says Mr. Arnold, "that a truly successful salesman must possess considerable knowledge of human character, and exercise the utmost tact, for the reason that the method adopted to suit the temperament of one might be disastrous if applied to a different type of individual.

"We think, too, that any form of suggestion should appear spontaneous, quiet and natural, without effort or excessive enthusiasm, which are apt to create embarrassment.

#### Cater to Different Classes.

"With reference to our own trade, we have customers to whom we can apply unlimited suggestion without any danger of causing offence; we have as well, an extreme class, whose peculiarities must be studied, recognized with the caution of diplomacy.

"We do not believe that a variety of different attitudes displayed appropriately to suit corresponding dispositions is necessarily a taint of hypocrisy, when principles of integrity are not violated, but rather the outcome of courtesy and forbearance.

"We have learned by experience that while any fool standing behind a counter can fill an order by dictation, it requires a man whose personality permeates his business, and whose suggestive art controls his customer's choice and decision, to multiply his sales by creating demand and insuring satisfaction.

## Increasing Sales by Demonstrations

By This Method Customers Obtain Confidence in the Store and Salesmen, Maintain Wm. Metcalfe & Co.—When Added to Personal Salesmanship It Makes a Strong Selling Combination



By demonstrations, Wm. Metcalfe & Co., Berlin, Ont., create demand for new goods and extend the demand for goods which have already been introduced.

This is one of their many methods, among the most important of which is suggestion and persuasion by personal conversation between the man behind the counter and the customer.

Mr. Metcalfe relates an experience with a particular breakfast food for which he aroused a great demand because he believed it to be in his own interests, quality and profit considered, to get behind and push this article. He kept up this demand in spite of the fact that extensive consumer advertising was being done in Berlin on a somewhat similar product offered by another manufacturer.

"When we first stocked it," he said, "we had a demonstration and at every opportunity talked it up to our customers. It sold splendidly. Since the other food came on this market we have still sold this in greater quantities simply because we considered it to be in our interests to do so, and we lost no chance for advancing its sales. We show it on the counter and display it in the window regularly, all the time keeping it in front of the people.

"We have given an order for as much as 60 cases at one time for it.

### Between Retailer and Manufacturer.

"In fact when the other people came in here they wanted us to stock their product: I said 'no' we didn't care to and we were told that we would have to. Of course we said we wouldn't have to and very soon there was a big campaign going on.

"To offset this we opened up a campaign ourselves; we talked up the quality of the goods we were interested in, advertised them in the newspaper, displayed them in the window and consequently lost no business.

"This was because our customers had confidence in us and accepted our recommendations."

Wm. Metcalfe & Co. are not afraid of any mail order competition. Mr. Metcalfe believes that it is nobody's fault but the merchant's if anybody goes past him to the catalogue houses for goods.

If a man possesses sufficient salesmanship, he maintains, he will not fear such institutions.

### Can Depend on the Goods.

The Metcalfe store is one that has gained a reputation for quality goods. Therefore no employe is afraid to recommend them and the goods showing the best profits, other conditions being equal, are pushed. This is claimed to be half the battle in salesmanship, for no dealer can raise the standard of quality of goods purchased by his customers unless he sells them better goods than they have been getting. Neither can he conscientiously suggest the sale of a new article unless he knows it bears an undisputed quality and that it will give the best of satisfaction.

### Obtain Dealer's Advice.

Customers who deal in the Metcalfe store depend on the salesman's suggestions for practically all their purchases. Mr. Metcalfe gave another instance of this.

"A customer often asks for canned peas and usually does not mention the brand; we sell her the kind we stock because we get a better profit on it and because we can tell her it is a splendid brand. Because she has confidence in us she takes it even if she asks particularly for another."

System in this store has much to do to facilitate service and this adds materially to the selling power. Goods all come in and go out at the rear of their commodious store which includes a confectionery manufacturing department, coffee roasting room, tea-blending department, etc.

### Confectionery Demonstration.

When the confectionery department was opened the general public was invited to inspect the entire manufacturing plant. This was done to forcibly point out its cleanliness. Right from the beginning it gained the confidence of the public since they knew they could depend on the purity and cleanliness of its products. From that time its success was assured. This is another instance of the value to Wm. Metcalfe & Co. of demonstration.

Mr. Metcalfe is opposed to the plan adopted by some manufacturers of fixing their prices to retailer or consumer. This he maintains is contrary to the fundamental principle of commerce and declares that it clogs the wheels of advancement open to real merchants who have the salesmanship and ability to conduct a profitable business.

"We can affirm without any sense of exalted ability, that, owing to the practice of applied suggestion, we have sold many goods that would otherwise have remained on the shelves; we have thus advertised our stock, maintained confidence, and proved our reliability."

It will be observed from the above, that Arnold Bros. aim to play the fair part. They have faith in the goods they sell, and because of this faith, they are not afraid to recommend to their customers goods not actually asked for. They, however, maintain that if the manufacturer wants the dealer's co-operation he should recompense him for any interest taken in his product. Without this recompense or in other words, fair profit, the dealer has no right to spend his time in persuading his patrons to purchase an article. It means, it is claimed, loss of time, energy, and money, any one of which would give sufficient reason to neglect to talk up such goods. These merchants believe they might better use their capabilities, which they know they possess, to turn over goods which actually pay for the trouble, the risk and the investment in them.

Few merchants claim that they possess salesmanship in selling an article at a loss. Almost anyone can do this, but they might better leave the goods on the shelf. Even then they are occupying space which might be devoted to displaying profitable and more worthy wares.

### Those Who Give Away Goods.

"One will often find," remarked an Edmonton dealer not long ago, "that merchants will use big advertising space in their newspapers, fill their windows, their counter, their floor space and shelves with an article which they are either giving away, or selling at a loss—spending money in order to lose more, it practically is.

"These men might better not stock such goods," he declared, "if they are losing money on them; but if they want to give them away, they can do it without spending a lot of money."

### A Scientific Study.

Arnold Bros. take the same view of salesmanship, and it is their aim to reduce it to a science, for, character studying, they believe, is a necessary attribute to the scientific salesman.

"These are considerations," they say, "that will appeal to any progressive merchant. To those who seek a solution to commercial problems, or desire to build their business on a scientific basis, we would again very heartily recommend them to study The Canadian Grocer, through whose mediation we, ourselves, have acquired invaluable assistance."

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## Story About a Jailbird Who Made Good

Telling of His Advancement in the Factory—How he Sent Two Pale-looking Girls Out in the Sunshine to get Clematis and a Little Color, and of the Intervention of the Employer—Why Power Flows to the Man Who Knows How.

By Elbert Hubbard.

Once upon a time there was a Jailbird in a small town in the State of Iowa.

This J. B. had had all that he wanted, and it was his firm intention, if he ever got another chance, he would show what he was made of.

Many other J.B.'s have made similar resolves.

After he got out, most everybody gave him the Icy Mitt, but finally he accepted a position (or as some might say, found a job) in a factory.

He started in at four dollars a week, working with the boys, for jailbirds cannot afford to be either fastidious or finicky.

They have to take whatever offers.

So the J.B. started to work.

Now, in every shop or store there is always some one—man, boy or girl—who knows where things are.

If you set ten girls at work in a room you will find by the third day that nine of those girls are asking the tenth these questions:

Is this all right?

Where is the thread?

What shall I do next?

And the tenth girl tells the others whether the work is right, and where to find things, and what to do next.

In one week this tenth girl will be on hand a little earlier in the morning, in order to lay out the work for the day; and at night she will stay a little later, in order to put things away.

And she will show in various ways that she thinks of the work outside of working hours—between the time she goes home at night and the time she returns in the morning.

Of course the quibbler will here interpose an objection to the effect that the probabilities are that the ten girls will be equally stupid, and one and all be absolutely listless unless inspired by the fear of the Blue Envelope, or the coming of the footsteps of the boss.

I think, however, this need not be seriously considered, for the fact is that at least one person out of ten is not only loyal, but has a goodly grain of executive ability that can be cultivated through exercise.

Responsibilities gravitate to the person who shoulder them, and power flows to the man who knows how. And so it happened that before the J.B. was in the factory a month boys were going to him asking where things were. When they ran out of one kind of work they would ask him what they would do next; and he, knowing the sequence of the work, would advise them.

### J. B. and the Boss.

Now, there be employers who are Proud and Overbearing, but others there be who have Commonsense. And so it happened that the man who owned the factory where the J.B. worked had a modicum of Commonsense. Seeing that the J.B. knew where things were and what should be done next, and that the J.B. put the work away at night and got it out in the morning, and planned things at home, and picked things up instead of walking over them or kicking them aside, why the Boss encouraged the J.B. and raised his wages.

So the J.B. evolved into a Right-hand Man, and in time came to know a

*"Now in every shop or store there is always some one—man, boy or girl—who knows where things are."*

deal more about the details of the business than the Boss, and I believe eventually married the daughter of the Boss, inherited his money and became sole owner of the Factory, but of those things I am not certain, so I do not record them.

But the little incident I am about to record really happened.

One day the Boss saw two girls who worked in the factory coming in with a basket of wild clematis. These girls proceeded to festoon the pillars of the big room with the beautiful plant.

"Who told you to do that?" demanded the Boss.

"Why, Mr. So-and-So," referring to the J.B.

"Did you send those girls away during working hours after weeds?" asked the Boss shortly after of the J.B.

"Certainly," was the answer; "you see, I noticed those particular girls seemed very white and not very strong, and sort of nervous and worn—they say they have things tough at home, and I just thought I would try to improve their complexions and spirits by giving them a run out in the sunshine."

"Oh, you thought they were getting prison-pallor, did you?"

"Yes, you guessed it, I was thinking of prison-pallor."

"And so contrived an excuse to send the girls on a two-mile walk across the fields?"

"Yes."

"Had prison-pallor yourself, eh?"

"Yes."

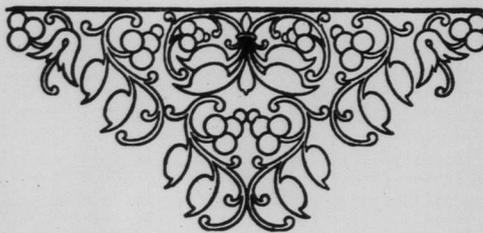
"Used to look into a pocket-mirror and thought it was a ghost?"

"Possibly."

"Never saw the blue sky except through a grating, or when walking lock-step across a stone paved court-way?"

"You have it."

"Well, look here, J.B., don't stand around here keeping me from work—I wish the Lord I could find a few more J.B.'s to help run this shebang. And, say, make a little list of the pale, nervous, yellow and scared girls and send them out by turn for clematis whenever the sun shines. Don't stand around keeping me from work, don't you think I have anything to do myself? Go on with you!"



*"So the J. B. in time evolved into a right hand man, and came to know a deal more about the business than the boss."*

## Loose-Leaf Books as Office Time Savers

**Advantages Claimed Over Bound Books—Disadvantages Enumerated in the Card Ledger—This System Constitutes a Perpetual Ledger, Says Writer—Only One Book Should be Used When Transferring From Bound to Loose-leaf Book.**

By Howard R. Wellington.

It is a well recognized fact that the bound book is now a record of the past, only the very conservative houses still maintaining a record of this nature. We believe we are safe in saying that there is no place to-day where a bound book can be used which cannot be better filled by the use of a loose-leaf book of modern type. Strictly speaking, there is actually no difference between a loose-leaf and a bound book. Bind the loose sheets in a binder and lose the key—you then have a bound book. Having disposed of the key, it would be necessary to tear the sheets out in order to remove them, and this can be done with any bound book.

A loose-leaf book may be used in the same way as a bound book, and the same things may be done with it as with a bound book, but in addition, there are a hundred and one other things which may be done which it is impossible to do with the bound book.

### One Objection Over-ruled.

But one objection has been raised to the loose-leaf system, especially the ledger, and that is the possibility of the sheets becoming lost or misplaced. This is quite possible, but similarly you could lose five and ten-dollar bills from your cash drawer, as we do not consider it necessary to bind these. With ordinary care it is impossible to misplace or lose a ledger sheet. The term "loose-leaf system" applies to the binding only as there is really no such thing as a loose-leaf system, but it simply means that the sheets may be removed and inserted at the will of the bookkeeper. The ledger is virtually a bound book, except to the person who has the key.

### Transposing Sheets.

Probably the most important feature in a loose-leaf ledger is the advantage gained by the transposing of certain sheets, thus having at all times a ledger which is correctly divided or apportioned. For instance, in a bound book, when commencing a set of books, it is necessary to lay out a plan roughly as to the division of the ledger into such accounts as sales, purchases, impersonal accounts, etc., and very often one of these sections overlaps the other so as to mix the accounts, rendering it necessary to continue with this incorrectly-divided book or open a new ledger, the latter being

an unusually heavy task, as any bookkeeper will admit. With the loose-leaf book, there never need be a transfer of records from place to place, when the space set apart is used up.

### Opening a New Ledger.

Once the initial expense is made, the loose-leaf ledger will prove to be less expensive, as a bookkeeper never has to open a new ledger, simply inserting new sheets as required and filing the old sheets in the same order in a transfer binder; in other words, the ledger is perpetual.

Then again, a ledger keeper becomes familiar with the location of each account in the ledger, and a vast amount of time is saved in posting, as each account remains permanently in the same place.

Loose-leaf records should be used whenever it is desirable to preserve any information for future reference, such as prices, quotations, due dates of drafts and notes, appointments, etc. Especially for temporary uses is the loose-leaf valuable, as the records when of no further use, may be taken out and more recent information of value, inserted without affecting the book in any way.

### The Binder.

There are hundreds of binders for loose sheets on the market to-day, some good, some hardly worth the name. In purchasing a binder we should be certain that it will hold the sheets in such a way as to be permanent until the key unlocks the binding device. There must be no possibility of the loss of a sheet through not being bound securely. The binder should be securely locked so that only the person in charge can operate it. This is just as important as the locking up of cash and if regarded as such, there will be no trouble with the loose-leaf ledger.

Another feature to be remembered in purchasing a binder is that the sheet, when once the binder is unlocked, shall be easily detached or inserted, as some of the devices in use are very cumbersome in this respect.

The sheets should present a perfectly flat surface when properly secured, such as the sheets of a high-grade bound book, the latter being the most expensive bound book on the market.

## Changing From Bound Book to Loose-Leaf.

In making a change from a bound book system to a loose-leaf system it is well to adopt only one book at a time so as not to upset the work in any way. The change may be brought about so gradually in this way, that it will not affect the work of the office in any way, and, besides, if there is any doubt about the advantages of the loose-leaf system, it can be easily demonstrated that there are a great many points in its favor.

### Use of the Carbon Sheet.

We advocate strongly the use of the carbon sheet where possible, especially in the invoice department—there are a hundred and one different ways of invoicing goods, but no record is better than a carbon copy, showing exactly what was sent the customer. The use of a typewriter even in small stores will save a vast amount of time, besides producing a much more satisfactory result.

### Value of Loose-leaf Over Cards.

A loose leaf or a card must be accessible, and once a drawer containing cards is locked for the purpose of securing the cards against being misplaced, it is impossible to use the cards for reference.

It is inconvenient to read the contents of a card unless taken from the drawer—it is inconvenient even to address the names for mailing purposes; in order to make a memo or post an item it is absolutely necessary to remove card from drawer. When replacing the card it is quite easy to misplace it, causing no end of trouble, as a misplaced card is of very little use until located.

### NO SALESMANSHIP THERE.

"No customer is asked by my employees to buy anything but what she asks for," is a statement attributed to George Stadtlander, a Philadelphia grocer. If the North American retail trade were to be judged by Mr. Stadtlander they would be found wanting initiative in their selling methods. Likewise it might be said that Mr. Stadtlander's clerks must be far from finished salesmen, for if they simply hand out the goods asked for, they are no better than the combination of a handle and a notice, "Drop in ten cents and pull."

It is a business axiom that sentiment and business must not be allowed to mix, but if this were carried out in the grocery world the trade would be decimated as flint-hearted scoundrels.

## Circular Advertising Goes Out Monthly

ever an advertisement contains such news.

**Ellis Bros., Ottawa, Suggest Goods Seasonable for Certain Months—Hints on Writing Such Circulars and How to Make Them Valuable—Advertising Should Interest Customers in New Goods and Raise the Standard of Staples—Need of the Dealer's Personality.**

Any variety of retail advertising designed to attract new trade, to interest present customers in goods which cannot be classed as household necessities and to raise the standard of the goods now being purchased is usually money well spent, if the merchant goes at it in the right way.

When any merchant decides on a specific advertising campaign, whether newspaper or circular, he should look to his copy. He must make it appeal to the people who are either regular or prospective customers; he must put into it his own personality and talk to these people, as if they were standing in front of his counter; he has got to attract their interest, and he has to hold that interest until such a time that they decide to purchase the goods advertised from him.

If he can do this he is a successful advertiser, the measure of success being gauged by the number of people who purchase from him the goods he advertises.

One of the advertising methods of H. C. Ellis, of Ellis Bros. The People's Grocery, Ottawa, is the sending out with monthly accounts of small circulars, which will either fit into an ordinary envelope or which will do so when folded once. These are also sent to all their customers who do not get accounts and to a number of prospective customers who they think might be interested.

### Make Monthly Announcements.

Announcements are, therefore, made every month suggesting articles to the consumer suitable to that month. This is a splendid idea and it is a fact that dealers do not make the most of it.

For instance, in their August announcement, Ellis Bros. call special attention in their circular to such goods as fancy biscuits, olives, pickles, jams, bacon and hams, preserved figs, ginger ale and marmalade. This list of goods with their brands, are named under the following introduction: "We endeavor to handle only such lines that we know are of genuine merit, and we also make a specialty of high-grade groceries, as the following will show."

A criticism that might be made of this circular is that in only one case is the price mentioned—that of a high-grade brand of tea. Again, the brands of articles named may not be as familiar to the customer as to the merchant, and

since none of the qualities of any article are set forth, the effect upon the prospective buyer of these lines might not be as good as one would desire.

The "September Announcement," which is here reproduced, reduced from 6 inches wide and 7 inches long, is a good circular, because it calls attention to the peach, pear and plum season, the

### SEPTEMBER 1910

This will be the month for

CRAWFORD PEACHES BARTLETT PEARS  
GREEN GAGES PLUMS OF ALL KINDS

WE advise buying early in order to insure good quality and reasonable prices.

The Pickling season is also hand and we would like you to know that our vinegars are above the ordinary in quality and strength for the reason we always keep sufficient stock ahead to have the vinegar well aged before tapping for use.

Imported English Malt Vinegar	75c per gal
Finest Cider Vinegar	50c per gal
Finest White Wine Vinegar	50c per gal
Finest Blend Pickling Spice	40c per lb

### HAVE YOU TRIED OUR 40 CENT BLACK TEA?

This is something we know is better than any package Tea at the same price. No matter how much Tea in packages you buy you cannot save anything in price. But with our 40c BULK we will give you 2 pounds for \$1.00, showing a saving of twenty cents to you.

### ELLIS BROS.

Corner Somerset Street and Bronson Avenue Telephone 1390  
Business Hours: 7 a.m. to 6 p.m. Saturdays to 9 p.m.  
Deliveries: 8:30, 9:30 and 11 a.m.; 2:30, 3:30 and 5 p.m.; Saturdays, 8 p.m.

Card Sent out with August Accounts, Calling Attention to Summer Goods.

pickling season, and quotes prices wherever possible.

Probably it would have been better had the introduction dealt with the saving of 20 cents on an outlay of \$1 in tea, as: "We save you 20 cents on one dollar, etc." This is always good policy when-

### Price and Quality Talks Most.

The circular card dealing with Tea Talk, Cream, Pineapples and Our Store is also a good advertisement. It was used for the May announcement. The only criticism that might be offered is the opening sentence. It is not at all likely that the general public will care a great deal whether sales have increased or not. They are more particular about quality and price, and if the introduction had begun with the third sentence, "You can now save 20 cents on every dollar, etc.," one would naturally think the prospective customer would be more interested and more likely to read the entire announcement.

The remainder of the card will be considered good advertising, because the merchant wrote the copy just about the way he would say it to a customer before him.

It is also good policy, as Ellis Bros. have done, to mention the business hours and times of deliveries. This encourages the housewife to telephone her order at the proper time or give it personally in good time to catch a delivery.

### Should Create a New Demand.

As above stated, any system of advertising which attracts the attention of the public to new goods or which raises the standard of staple articles purchased, is to be commended, but the merchant who wishes to interest prospective customers to the greatest possible degree must see that his copy talks for him personally. He must make it a "silent salesman" capable of advising and suggesting the purchase of worthy goods, just as he himself would do in the store if the customer were before him. This shows the necessity of giving prices, because the customer would certainly ask him if she were making the purchase personally or by means of the telephone.

### TEA TALK

Our bulk Tea trade has been surprising to us of late, our sales are increasing daily. We were fortunate in securing lines of exceptional value, which we intend sticking to. You can now save 20 cents on every dollar by buying our loose teas instead of packages, and we consider the quality is better. TRY THEM.

### CREAM

During the fruit season we have made arrangements for a supply of FRESH RICH CREAM daily. A charge of 10 cents for bottles will be made, and credit given when returned.

### PINEAPPLES

Buy your PINES for preserving this month, and as soon as possible, as they show considerable waste in a few weeks.

### OUR STORE

Our aim is to sell GOOD GOODS of quality that satisfies after being bought, not cheap goods that necessitate complaints.

ELLIS BROS.

COR. SOMERSET ST. AND BRONSON AVE.

PHONE 1390

BUSINESS HOURS: 7 a.m. to 6 p.m. Saturdays to 9 p.m.

DELIVERIES: 8:30, 9:30 and 11 a.m.; 2:30, 3:30 and 5 p.m.; Saturdays, 8 p.m.

Copy of Card Sent out by Ellis Bros. with Their Monthly Accounts; it is also sent to Prospective Customers on Their Mailing List.

# Relation of Copy to Power of the Ad.

Why Poorly Written Advertisements Will Not Attract New Customers—Some Samples of Retail Advertising From Newfoundland, Nova Scotia, Alberta and British Columbia—Setting of Copy Needs More Attention — Suggestions Thrown Out by an Expert.

By Alfred Macdonald.

One of the greatest selling forces a dealer has at his command is white space in the daily and weekly newspapers and printer's ink. If one will look back upon the past he will find that the greatest successes in the manufacturing and retail lines of business have been those attended by big, aggressive advertising campaigns.

This bears home a lesson to the retailer who has at his finger's end, and at a little expense, newspaper space which will carry his personal talks about the quality and prices of his goods to the family fireside.

After deciding on the use of space he is next confronted with the most important feature of newspaper advertising: that is the writing of the copy. This is where the advertiser too frequently goes wrong and blames the medium for not obtaining the results expected.

## Demands of a Good Ad.

There are three things about which the writer of copy must be particular. He must write copy that will first attract the attention of the reader; that will hold the attention of the reader so that he or she will read the ad., and that will be of such a character as to persuade that reader to purchase goods advertised.

If a merchant writes a newspaper advertisement which merely causes a reader to take an interest in the wording, it availeth him little. The copy must "create a demand" to be effective.

Therefore, when an advertisement runs, "Tea, Sugar and Soap at White's Corner Grocery" day in and day out, the cause of no results is self explanatory. Every grocery carries tea, sugar and soap and there is no earthly reason why a consumer will go to White's because he advertises these names. He must go further and make his ad. talk so that he actually "creates a demand" by bringing custom to his store which would otherwise not be secured.

## Defective Setting.

But even after a merchant has written an advertisement that has each one of the above good qualities, the effect is often spoiled by the work of the printer who sets the copy. To illustrate this point take a look at the Soper & Moore advertisement from a St. John's, New-

foundland, paper and the Speer Bros.' ad. from Calgary, Alta.

The copy in both is pretty well written but a casual glance at the former shows a confusion of rules and type

which causes a blur. This ad. might have been made much more attractive had straight line rules been used instead of the wiggly variety. In Newfoundland no doubt the heading "Fresh Fruit"

**- FRESH FRUIT -**

JUST RECEIVED BY RAIL:

<p><b>Grapes.</b> Ripe Sweet <b>CONCORD GRAPES.</b> In Large Baskets <b>50c. each.</b></p>	<p><b>Ripe Pears</b> <b>VERY CHOICE KINDS.</b> In Large Baskets, 11 Quarts each. <b>90c. each.</b></p>	<p><b>Tomatoes.</b> <b>RIPE RED,</b> for Table Use. Baskets about 16lb. ea. <b>for \$1 00 ea.</b></p>
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CUCUMBERS IN BASKETS ABOUT 3 GALLONS EACH, FOR \$1.00 BASKET

<p><b>SWEET JAMAICA ORANGES.</b> Extra Juicy &amp; Large <b>20c. Doz.</b></p>	<p><b>RIPE SIBERIAN CRABS.</b> Last for the Season. <b>20c. Gal.</b></p>
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Choice Gravenstein and Emperor Apples in Barrels.

<p><b>Almeria Grapes.</b> In Green Clusters, Fresh Arrival to-day in Kegs.</p>	<p><b>Green Tomatoes</b> For Pickling. Last for the Season. <b>10 for 30c.</b></p>
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SOPER & MOORE.

A Well Written But Poorly Set Ad. From St. Johns, Newfoundland.

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would have been sufficient to attract the reader's attention. The short, crisp talks given would naturally hold attention and together with the price would bring the reader's mind to the point of deciding to purchase. Had the type, too, been more uniform the attractive-

space a column in length and therefore it was only possible to show a portion of it.

**Type Again Criticized.**

The make-up of the ad. of Share & Campbell, Halifax, N.S., might be criticized. The type is rather black and a

**PICKLING SEASON**

is here again, and we can supply you with everything necessary for making GOOD pickles.

Green Tomatoes

20c peck

Green Peppers

10c pound

Best Pickling Spice

25c pound

Best XXX Cider Vinegar

40c gallon

C.O.D. Orders Quickly Filled. 'Phone 75

**SHARE & CAMPBELL**

Grocers, 65 Gottingen St.

A Halifax Firm's Ad. Too Good to Criticize Adversely and Not Good Enough to Praise Highly, Thinks Critic.

ness would have been enhanced. The Gothic style might have been eliminated altogether.

**A Good Calgary Ad.**

The Speer Bros. ad. is attractively set and the introduction can only be commended because it is sufficient to arouse interest. The fact that only quality goods are sold and that prices are quoted with the other information given ought to be sufficient to bring results. Speer Bros.' advertisement occupied

more attractive setting could easily be effected by the use of smaller type allowing to run all the way across the space. A good feature of this copy is the prominence paid to prices. Still another is the appropriateness of it. Had some brief, pithy talks been given about the tomatoes, spices and vinegar, the interest in it would, one would naturally suppose, be more pronounced. It is usually considered to be good taste to use the same style of type in the first line or two of the introduction as in the name

**SMALL PURSE PRICES ON HIGHEST QUALITY GROCERIES**

If you want to eat something good, buy some

- REAL SUGAR CORN, per dozen.....25¢
- This is Fancy Table Corn, grown by Mr. Matthews, of Saanich.
- MILK-FED CHICKENS, per lb.....35¢
- CLOVER VALLEY BUTTER, 3 lbs. for.....\$1.00
- PICNIC HAMS, per lb.....18¢
- MATCHES, packet of 24 boxes, only.....10¢
- FARD DATES, per lb.....15¢
- NEW CALIFORNIA FIGS, per packet.....10¢
- HUCKLEBERRIES, per lb.....15¢

Muffins, Crumpets, Chicken Tamales, Grapes, Peaches, Bananas, Tomatoes, Cucumbers, Etc.

**H. O. KIRKHAM, GROCER**

Corner Fort and Douglas Streets.

Telephone 178.

Sample of the Advertising of a Victoria B.C. Dealer.

**You Run No Risk**

When You Buy Speer's Groceries.

We sell only the choicest qualities and we charge no fancy prices. Therefore we can guarantee satisfaction.

Special for Tuesday  
Royal Crown Laundry Soap, per carton

**20c**

No. 1 Japan Rice

6 pounds .....25c

Oyster Crackers

Reg. 15c package .. 10c

Cooking and Eating Apples

5 pounds .....25c

Coffee

Per pound .....40¢  
Our Mocha and Java-ground-while-you-wait coffee is a delightful beverage. Come in and we will be pleased to give you a sample to take and try.

Cape Cod Cranberries

Per pound .....15c

Mince Meat

5 pound pail .....60¢

Boned Chicken

1-4 lb. tins .....20¢

1-2 lb. tins .....30¢

Worcester Sauce

Four bottles .....25c

**Speer Bros.**

Cor. 1st St. E. and 9th Avenue. Phone 440.

Attractive, Well Written and Well Set Ad. of a Calgary Firm.

of the grocer or firm as Share & Campbell have done. The whole is, however, too good to criticise severely and not good enough to praise very highly.

The same might be said of the H. O. Kirkham ad. from Victoria, B.C. Whether it would have been better to have used the third line of the introduction, "If you want to eat something good, etc.," in place of "Small Purse Prices on Highest Quality Goods" is a question. Evidently Mr. Matthews of

Saanich bears a reputation for growing sugar corn and in such a case the mention of his name is commendable. The prices quoted in heavy black type is also a good feature but it might have been better had there been something given to distinguish, for instance, milk fed chickens, clover valley butter, etc., from other varieties. The interest would have been greater and there would have been a greater tendency for a reader to do some purchasing.

Select one of these articles when it has the greatest call and advertise it persistently; also make window displays of it whenever possible; if not give it a most prominent position in your store and keep this up till you are ready to start with your next specialty. I do not mean that you should advertise your specialty exclusively but give it more particular attention than anything else.

By following this plan you will be surprised at the increased sales for the articles on which you specialize and also the prestige your name will have among the better class of customers.

**Single Column Preferred.**

I have always preferred single columns, using from 30 to 100 lines running every other day and changing my copy every insertion. Use an attractive phrase or sentence as a headline; follow this up with an interesting talk about the article and then quote your price.

Don't let your ads. become stale by running them two or three times in succession. You may advertise the same article, but my advice is—change the headline and rearrange the wording so that it looks entirely new.

**Special Week-End Sales.**

To advertise a special week-end sale select a fruit such as navel oranges or pineapples when they are most plentiful.

You can often secure a special price from your wholesaler on a size he is heavily stocked with.

Fill your window and have a large card printed with an odd price on it such as:

Big Special Orange Sale  
to-day and Saturday  
Regular 40c Size  
for 29c Dozen.

You can afford to make this cut on your regular price because of the large quantity you will sell, and very often a woman coming in for a dozen or two of oranges will see other things she wants and before leaving you will get a good sized grocery order.

Run a pineapple sale on the same lines and you will be surprised at the increased quantity you will dispose of.

In conclusion I would advise every grocer to write his own copy. Don't use stock ads. that you can buy by the dozen. A grocer himself knows best what lines he wants to sell, what lines pay him the best profit and he also knows best when these goods are in greatest demand.

Be original in what you say and describe your article in plain simple language.

**Sales in Season Depend on Advertising**

**Housewives Who Rely on the Telephone Will Not be Aware of Goods in Stock Unless Told of in The Newspapers—Goods Should be Sold as Advertised—Writer Does Not Believe in Cutting Prices—Stale Ads. Discouraged—Thinks the Man Who Knows the Goods and Profits Should Write the Advertisements.**

By R. J. Donaghy.

I do not think that any branch of retail merchandising offers a more attractive number of articles to advertise than those sold over the counter in a modern grocery.

A grocer's stock comprises goods from every part of the world, and as each article has its own particular season, his sales depend entirely on how you display and advertise it. The large numbers of housekeepers who buy their groceries by telephone will seldom think of these seasonable articles unless reminded through the columns of your daily paper by an advertisement simple yet convincing is its wording.

**Must Deliver as Advertised.**

Quality is the cornerstone on which every successful business is constructed, but you must be honest with your customers and give them exactly as you advertise.

You cannot always trace direct results from every ad. you write but by keeping everlastingly at it week after week new business is bound to follow.

Advertising cut prices on staple groceries which some grocers imagine is the quickest road to success, is to my mind a losing proposition. A large volume of business is created but the class of customers generally attracted buy the snaps advertised and go somewhere else for their other goods.

**Seasonable Advertising Upheld.**

You can make your store known as the leading place to buy such articles as coffee, oysters, fancy biscuits, maple syrup, navel oranges and grape fruit, marmalade fruits, honey, prunes and apricots, figs, olives, pure vinegars and

spices, dried fruits, etc., by what I call seasonable advertising.

**Every Housekeeper  
Prides Herself on the  
Goodness of Her  
Christmas Cake**

She prefers to pay a few cents more for the best Raisins, Currants, Peels and Nuts than to take a chance buying the cheapest.

Our stores have gained an enviable reputation for selling the best goods in London, and will never sacrifice quality for price, especially in dried fruits.

- Valencia Raisins (3 grades), 2, 3 and 4 pounds for . . . . . 25c
- Cleaned Currants (3 grades), 2, 2½ and 3 pounds for . . . . . 25c
- California Seeded Raisins (2 grades), per pounds pack . . . . . 10c and 12½c
- Sultana Raisins (2 grades), a pound . . . . . 10c and 15c

**BEST IMPORTED PEELS**

- Lemon, Orange and Mixed, a pound . . . . . 20c
- Citron, a pound . . . . . 25c

**SHELLED ALMONDS**

- Three sizes, a pound . . . . . 40c, 45c and 50c
- SHELLED WALNUTS, lb. . . . . 40c
- SHELLED PECANS, lb. . . . . 90c

Best Molasses, Raw Sugar, Pure Spices.

**NEW FARD DATES**

- We sell the best grade. They have a very small pit, and are so clean and tempting; 2 pounds for . . . . . 25c
- Largest Layer Figs, pound . . . . . 20c
- Choice Layer Figs, pound . . . . . 15c
- Stuffed Dates, box . . . . . 30c
- Turkish Delight, box . . . . . 20c

Splendid Sample of a Christmas Advertisement, Written by R. J. Donaghy, Manager for T. A. Rowat & Co., London.

## Space Devoted to Hunters' Supplies

**Suggestion for an Ad. Which Ought to Catch the Eye of the Man Preparing for a Trip to the Haunts of Wild Game—The Season Should be Taken Advantage of.**

By W. F. Ralph.

As the hunting season approaches the wide awake grocer—the man who realizes the commercial possibilities of the hunting season—will commence to advertise any of his stock that has a bearing on camp life.

Suggestion counts for a lot in advertising to the hunter. While the seasoned hunter generally knows pretty much what he requires in the way of food supplies for the camp, the new man does not and will gladly act on reasonable suggestion.

The seasoned man, too, can be persuaded, through advertising, to take along food that, without suggestion, he would never have thought about at all in connection with his hunting trip.

### Get the Orders Early.

It is a good plan to get the hunting fraternity to order well in advance because, by ordering early, with lots of time to pack up, they are apt to be more liberal in their orders. When supplies are ordered at the last moment the hunter is apt to cut his order down to the lowest point possible, as he has much less time to prepare for its transportation.

Most of the grocers who go right after the hunters' supply trade make use of liberal newspaper space in which good live copy is run well in advance of the season. Contemporaneously with the newspaper advertising it has been found highly profitable to put in a special hunters' window display.

On this page is shown a suggestion for a hunters' supply advertisement that retail grocers may find useful as a model in preparing their hunting season advertising.

### VEGETABLE DISPLAY WINDOW.

#### Chatham Grocer Took Advantage of the Occasion of the Fall Fair.

Chatham, Ont., Oct. 27.—The occasion of the fall fair held here was utilized by H. Malcolmson's grocery as an opportune time for a window display of vegetables grown in Kent.

One of the front windows of the store was filled with moist earth, sloping upward from the front, the earth being covered with a bed of thick green moss. In this were large, circular spaces about a foot or more in diameter, each being filled with fine samples of home grown vegetables. The moss covered bank was also marked off at each end by a row of vegetables. Among the vegetables displayed were squash, tomatoes, onions, cauliflower, cabbages, potatoes

and various roots. At the back of the window a row of celery was actually

growing, while there were also stalks of sweet corn planted at the ends, as well as sage in flower.

The entire display was made up of vegetables supplied to the store in the regular order of business, and, especially on account of its timely nature, made quite a hit. The display was arranged by Geo. Kime. The store makes a specialty of fresh vegetables.

## When You Go Hunting

**you will need something more than a good gun. You will need an adequate supply of food that is easy to carry, easily and quickly prepared. The experience of hunters is that the following lines add greatly to the comfort and enjoyment of life in camp:**

### Condensed Milk

The only thing possible for tea and coffee in the camp.

We have the standard lines of guaranteed quality, per can, 15c.

### Canned Meats

You will require some of these in case luck is against you. Better take along a few cans of Veal Loaf, Ham and Tongue, Corned Beef and Pork and Beans.

### Bacon and Cold Ham

Two lines that go well to vary with fish, venison or game birds.

Bacon, per lb., 22c.  
Cold Ham, per lb., 30c.

### Meat Sauces

A piquant sauce certainly does give an added "snap" to the best of meat. We have all the most popular lines waiting for your choice.

See  
Our  
Main  
Street  
Window

### TEA, COFFEE, SUGAR

Camp life is almost unthinkable without a plentiful supply of good Coffee or Tea and Sugar. After a hard day's shooting a cup of steaming tea or coffee takes away that tired feeling from body and brain. Whatever else you forget, don't forget Tea and Coffee.

Don't  
Forget  
Your  
Tobacco

### Cheese, Cream & Canadian

Some hunters prefer the Canadian cheese and some the cream; but all hunters insist that cheese of some kind is indispensable in camp. We have both kinds, splendid quality at the lowest prices.

### Fresh Eggs, Butter

Your party will require a few dozen of really fresh eggs, because after all's said and done, a breakfast of eggs and bacon cannot be beaten for tastiness and satisfaction. Makes a good basis for a hard day's tramp. And don't forget some good creamery butter.

### Condensed Soups

Very handy for a quick meal, positively unbeatable as a quick refresher. Heat the can, open, mix with a little hot water and your soup is ready. We can let you have some brands that would tickle the palate of a prince.

### Biscuits

Take along a few pounds of plain and fancy biscuits. Handy to have a few in your pockets when on the tramp or waiting by the trail.

**Get your outfit ready in good time, thus avoiding the possibility of forgetting something important as one is so apt to do when in a great hurry. Better order NOW and let us pack your stuff ready for delivery to your starting point at a moment's notice.**

**BLANK'S GROCERY STORE**  
162 Main Street West

A Suggestion for a Newspaper Advertisement Appropriate for the Hunting Season.—Written by The Grocer's Ad. Critic.

## Good Profits From High Class Goods

**The W. H. Stone Co., Winnipeg. Use Their Selling Power With Good Results—Dispose of Best Quality Goods, Give Superb Satisfaction and Obtain Better Profits—Some Instances Illustrating What Can be Accomplished by Salesmanship.**

"Until the last twelve months or so we have never had a sale for a large attractive bottle of olive oil; but on the recommendation of a Toronto firm who handle an attractive line of these goods, we purchased a few packages to sell at 50 and 90 cents per bottle, and by the exercising of a little salesmanship our staff has been able to dispose of quite a quantity of this line, and we are consequently getting repeat orders and new business."

"Previous to getting this line we had never been able to sell with any success goods more expensive than 25 to 30 cents in price."

The above is one instance of the experience of The W. H. Stone Co., Winnipeg, Man., recognized to be among the West's leading grocery stores. It shows the prominence this firm attaches to the power of salesmanship in disposing of high class goods which bear good profits.

### Forget About Their Profits.

No doubt there are dealers all over Canada still offering for sale the cheaper olive oil, when they might just as well sell the higher grade more extensively, and at the same time reap the better profit connected with each and every sale.

This big western firm believe that intelligence and alertness is good timber in the store. These characteristics in a salesman aid him in appreciating the wants of the customer standing before him. Any dullard can be waited on and served, but to serve requires judgment, skill, tact, patience and industry. When these have become the accomplishment of the salesman, then they can sell the goods and adequately serve the customer.

The W. H. Stone Co.'s store carries high class goods. In doing so it assumes that its patrons are familiar with the better classes of foodstuffs, and that they are particularly anxious to secure them even if the prices may be higher.

### Selling High Class Groceries.

Their wisdom in that is best illustrated by the statement of A. E. White, the secretary-treasurer. "Our sales of high class groceries," he says, "have been steadily on the increase during the last four or five years, and we attribute this fact to the reason that we made it a point to talk quality to our customers in preference to price."

"We feel that there is no question as to the truth of the saying that 'quality

is remembered long after the price has been forgotten.'"

Here is a point in salesmanship worthy of more than a passing consideration. This Winnipeg grocery firm find it easier to sell a quality article costing the consumer 50 and 90 cents, than a similar article at 25 and 30 cents. Not only do they sell more of the former but their percentage of profit is greater, better satisfaction is given, and there is less chance of losing a customer.

### Another Splendid Result.

Mr. White cites another actual experience to prove his contention in this regard.

"The same thing applies to ox-tongue in glass jars. During the last three months we have sold several cases of this line at a retail price of \$1.25, whereas lunch-tongue at 35 cents and ox-tongue in tins which retail at 85 cents per tin were our limits until we introduced the higher grade and more attractive line."

This instance of the selling power of The W. H. Stone Co. is typical of the big merchants who have attained outstanding positions in the mercantile world.

A Winnipeg manufacturer said recently that he did not believe success could be attained in any great measure in the retail grocery business to-day, unless the merchant exercised and developed his selling possibilities.

"Wait for the demand," he said, "and there will be little business done; the dealer must create demand himself if he is going to succeed. Whether this is done by the exercising of his power of speech to suggest and persuade, by newspaper advertising, window-dressing, cleanliness, quality in goods interior and exterior appearance, or by all of these, it matters not; but the demand above the ordinary requests of customers must be secured."

This man has been through the mill, and he knows.

This strikes a key in the reasons for the progress made by The W. H. Stone Co. By urging their customers to purchase quality goods that were bound to give satisfaction, they not only kept their trade, but secured new patrons, and at the same time received better profits. It must be remembered that whatever else is done, there must be profits secured which will float the business above water. If no attention is

paid to this feature, eventual failure is irresistible. A stock turn-over twice a month may be done but unless there be profits which will more than overcome expenses it availeth nothing.

It is therefore with the profit point in view that such houses as The W. H. Stone Co. do business. Any other policy they deem, would be suicidal.

## Qualifications of the Clerk who Makes a Success

"How to Become a Successful Assistant," was one of the subjects written on in the prize essay contest of the London, Eng., Grocers' Exhibition. The first prize essay was contributed by S. Snowcroft and was as follows:

1. Punctuality.—Be prompt in getting to business.

2. Personality.—Give attention to your personal appearance. Clean finger nails, neat attire, cheerful countenance, and a pleasant address help success.

3. Tact.—Immediately customer enters, step briskly forward, with a "glad-to-see-you" smile. Be patient with slow customers, diplomatic with grumblers, respectful and courteous to all. Remember names and faces. Customers like to be greeted pleasantly by name—they feel flattered, appreciated.

4. Accuracy.—Cast up customers' invoices carefully. Avoid mistakes; they are costly. When in error apologise promptly, frankly.

5. Dependability.—When you promise to procure or deliver goods by an appointed time, do it. Disappointed customers are fatal to success.

6. Knowledge.—Know the goods you handle. Be able to give full, prompt and accurate reply to the customer's question about country of origin, different grades of quality, process of manufacture, how prepared for use.

7.—Thoroughness.—Avoid "slipshodness." Never leave a customer partly served. Let your thoroughness indicate a desire to please.

8. Progressive.—Customers welcome information about new goods—whether corn cures or washing powders. Attention skilfully drawn to a new thing means a sale, wins you a reputation for up-to-dateness and leads to success.

9. Systematic.—Be methodical; systematise your work. Master it, or it will master you. Abhor dirt. Keep stock bright, scales sparkling, counter polished. Do not write or read private notes or newspapers during business hours.

10. Morals.—Shun gossip. Be truthful; be honest; be manly; be gentlemanly; be true to yourself. Cultivate lofty ideals.

"Hitch your waggon to a star." Success will inevitably follow.



Each Clerk has a Special Article, Which he Displays and Talks up to Receptive Customers.

## Article Assigned Weekly to Each Clerk

System Used by a British Columbia Dealer in Selling Profitable Goods—Clerks Keep Track of Sales Daily so That Their Worth and Salaries May be Judged—Each Salesman Looks After a Display for the Particular Article Allotted to His Attention—Found to be a Profitable Method.

"We certainly have found salesmanship one of the greatest factors in the securing of new business," said a prominent grocer of Victoria, B. C., recently, in reply to a query upon this subject.

"We have adopted many selling plans from time to time, and among them that of suggestion has been probably foremost. One idea we follow particularly is this: Beginning with any week we select some particular article for each clerk. If he does not already know its best talking points, he is told them, and he is supposed to push the article that has been allotted to him.

### Selling More Cocoa.

"That is the method in the rough, but it works out on a broader and more elastic principle. For instance, suppose that one clerk has been given a line of cocoa, as this is particularly appropriate at this season, and illustrates the point.

"Women like cocoa, and it has a big sale, but with many it may almost be regarded as a delicacy. They are probably overlooking it until their attention is called to it, and only a little talk is needed in many cases to make a sale.

### A Display for Each Clerk.

"Well, this clerk, using his best judgment, makes a special effort to sell this line of cocoa, which, of course, must give a fair profit. To assist him in the work he will have a neat display on part of the counter at which he is generally found, or it may be on a showcase or shelf.

"The idea is that it may attract the customer, even before the clerk has spoken, or having it close to hand he has but to point to it in suggesting it to customers from whom he is taking orders.

"He has to depend largely on his judgment to decide what customers he will suggest it to, for like every other plan, this one is not guaranteed to suit every case. It has, however, proved invaluable in our store and the clerks themselves like the idea.

"They have to keep account of the number of sales of the article entrusted to them, and in this way, together with the duplicate order-checks, we are able to follow the success of the efforts that have been put forth by each. To a certain extent their abilities may be judged from this plan, likewise their interest in the work, and their salaries as well.

### Goods Sold Over the Phone, Too.

"Those who are sent out to take orders follow a similar principle, and in answering the telephone it receives the same prominence. Of course, this method does not exclude suggesting other articles. Not at all! The clerk pursues his usual plan, but emphasizes the special article allotted to him for that particular week.

"It is not difficult to keep different articles going the rounds. They are interchanged among the clerks in order to give these special articles as big an impetus as possible. By thus talking up goods that are not asked for every day, goods that from their character may be called delicacies for even the average

consumer, a new trade is slowly but surely built up.

### Quality and Profit Important.

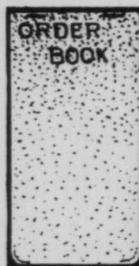
"It has been our opinion that this policy is good business from every way you look at it. If you get in a new line of pickles, jams or jellies, which presents a good profit, and the quality of which can be depended upon, it is not safe to wait until the customers ask for it. In fact, such a method seems suicidal.

"Our policy is to go after the business and, to gather it in, you must undertake a selling plan—or it might be called an educating plan—by which the new goods are introduced to customers. If the article is worthy of our efforts—and we always endeavor to satisfy ourselves on that point before we handle it at all—then we do not hesitate in telling customers that we have faith in it, that it is good goods and will give satisfaction.

### Are From Missouri.

"No matter how good an article may be, most people do not know it when you first present it to them. They have to form their own opinions by experience. If we were to get in new stock and simply leave it in the store-room, or if we even displayed it on the shelves and then trusted to fortune, we would soon have more old stock in the place than we would know what to do with, and we would not be getting our money back.

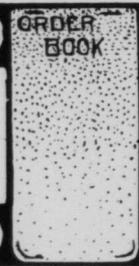
"Our experience has assured us of the importance of this principle in the grocery business, and we think that every grocer can profit by adopting it," he said in conclusion.



With the Man



On the Road



# Plain Talks About Grocers' Defects

Observant Knight of the Grip Takes a Fall Out of The Man Who Knows It All—This is the Class, He Declares, Who Frequently Drops Into the Hands of The Receiver—Gives Some Actual Conversations With Men Behind the Counter.

Said a traveller recently:—"There is one class of grocer who never will amount to a row of pebbles, and that is the man who knows nothing or practically nothing about the business and will not admit it. I fail to see any hope for that individual. His days are numbered, and it is only a matter of time until he notifies his creditors that he has given up the struggle. The receiver takes charge of the obsequies; the last rites are performed; the mourners get twenty-five cents on the dollar; the old stock is sold at ridiculously low prices; the other grocers rant and rave until the cheap goods disappear, and there is another vacant store on the main street.

### Like Tennyson's Brook.

"It is we travelers that know this kind. You cannot do business with them, and you cannot tell them anything, for they think they know it all themselves. They come and go on forever, with wonderful regularity. One fails, and there is another to take his place. On our first trip we find the new one confident of what he is going to do, but ignorant of what he is doing. And he is there every time we come around, but looking sourer each time. However, he is very busy, so he says. Has no time to talk to travelers, no time to read in fact. Call some other day. Another day comes, but Mr. Man has gone.

"Yes, if some of these fellows would admit to themselves that they knew as much about the grocery store as they do about the fourth dimension there might be some salvation. At least, they would be in a position to learn some of the rudimentary principles of how to make money handling groceries. But you simply cannot tell the majority of them anything.

"They know this and they know that, to hear them tell it, but if you get any

opportunity to unmask them, you will soon find that they are ignorant of even the basic principles.

### Neglected to Study.

"I told one of them a few things, not long ago, that may wake him up, but I have my doubts. I did not want to be too personal about his business, but we were talking on business methods, and how to get new ideas and how to develop old ones. I felt that his ideas were few and far between, although if he once got going he might be able to grasp a few notions. So inadvertently I asked him if he read a trade paper dealing with his business. Oh, yes, he read it sometimes, but he could not find much to it.

"That's queer," I told him. "I know grocers who say they find it quite a benefit. I'll bet that if you were to read it carefully, and act upon the methods given, that you would find quite a difference.

### Article on Profits and Cost.

"There happened to be a recent copy on a side shelf, so I opened it and called his attention to an article by Henry Johnson. Now, I know about Johnson pretty well myself, and I know that he has made good as a retailer, so I said, Here is an article that is meant just for grocers like you.

"How's that," he asked, but he really did not seem to want the answer. However, I was just waiting for that cue, so I said: "Well, seeing you've asked me, I'll tell you, and I mean it for your best interests; you know you do not understand the grocery business. This article deals with profit and costs. Now do you know what it costs you to sell your goods?"

"I guess he did not know whether to answer me or to throw me out, but I told him how important it was that he should get things down to a business

level before he could hope to secure the best results. He replied that his cost of doing business was not a big item, and then I started.

### Some Plain Talk.

"You are not the only one who is struggling along with the same idea, and when I speak plain like this I don't want you to feel offended."

"So we went around the store, and I pointed out where he could improve arrangements of goods, told him about his windows, etc. I referred to salesmanship, cost accounting, quality, and told him to learn how others do things.

"Ask travelers," I told him, "it is better to learn all they know than to send them about their business without even an enquiry. Learn from other grocers if you can, and when you read your trade paper, start at it as if there was something you could learn, and not as if you knew it all and did not need assistance."

"I cannot say that I told him much myself, but I did point out a few defects that could be removed, and a better system established.

### Must Acknowledge Defects.

"As I have already said, this is the kind of grocer who must grasp the first principles of business or close up his shop. He must be converted, so to speak, and before that takes place he must admit his deficiencies.

"I have often wondered if anything can be done for the grocers of this class and each time I get back to the above conclusion that they must acknowledge that they have something to learn. In other words they must co-operate. This co-operation may be with a local association, with a traveler, with the trade journal or with any other means that can direct him along the right path or all."

# Power of Quality Backed by Cleanliness

An Illustration From Quebec Province—Greater Enthusiasm Can be Placed Behind Selling Power if Such is the Case—Modern Fixtures and Prompt Service Add to Possibilities—An Annual Turnover of \$50,000 on a \$5,000 Stock—A Large Business Owned by Women.



The first, and the most striking feature of the store of J. N. Duquette, Park Avenue and Prince Arthur St., Montreal, to the incoming customer, is the atmosphere of perfect cleanliness pervading the entire place. Naturally the first question asked is, how they manage to keep it in the condition it is always found? In order to answer this the manager, J. C. Marchand, gave a short outline of the history of the business from the first time, eight years ago, when J. B. Berthiaume began retailing groceries.

As one of his first investments he decided that his fixtures must be of the best, and such that the stock would be as nearly free from outside contamination as was possible. With this in view the quality of the fixtures, show cases, etc., was such that the appearance of the store necessitated constant care to keep it always up to the mark. Gradually this careful spirit spread throughout the employes of the establishment, until it became a matter of pride to see that nothing should mar the original state of things any more than was unavoidable.

Six years later the store passed into the hands of Duquette & Falcon. The head of the firm, Mr. Duquette, carried even further the policy of cleanliness and neatness, rendered perhaps more easy by the thorough training given the employes by the first proprietor.

## Women as Grocers.

Some few months ago both members of the firm died, leaving Mrs. Duquette and her daughter, Miss Florence, with the store on their hands.

Instead of selling out as most women placed in similar circumstances would have done, they immediately started in to run the business, with the valuable assistance of the right hand man of the old firm, J. C. Marchand. Florence, the daughter, pluckily left high school to take charge of the office work, and aided by the advice of the older employes, she had soon mastered the situation, and was running the business like a veteran. The old lines have been followed to the letter, with additional im-

provements as they became obvious and necessary.

## Carry Only Quality Goods.

Two of the maxims of the store are well worthy of being placed over the desks of every up-to-date retailer. The first is "Never stock anything you would not wish to eat yourself." The second is that "It is better to sweep out the corners of your store first, and the centre afterward. Then you can be sure it is thoroughly done."

These sound like very simple things, but the constant application of them to the everyday store routine is bound to have the best kind of an effect on the general tone of the store.

When questioned recently by The Grocer as to the effect on the average customer, Miss Duquette said the best recommendation to this kind of merchandising showed in two ways—first, the class of customers to trade there were of the very best, and second, that they were much more ready to pay cash if it was necessary to do so in order to trade there.

## Weekly Trade of \$1,000.

Speaking more in detail as to this latter result, she said that, in their average weekly business of nearly \$1,000, only about ten per cent. was not a strictly cash business, and the balance was in short time accounts.

According to Mr. Marchand the goods are already half sold when they make their appearance in the store. The reasons for this he considered to be two. One has already been referred to, the goods and their appearance. The other is by far the more important. To give the proper explanation one must dip into psychology a little.

## Selling Power of the Individual.

Clerks are human, the same as the rest of mankind. Suppose you are stocking poor stuff, badly put up, and carelessly looked after. Naturally the salesman can feel little enthusiasm when recommending to a customer. Which will he sell the most of? Goods he knows are not what the customer should have, or those which he is firmly convinced are as good as can be sold for the money? This personal element in the selling of groceries is only too often entirely neglected. How can a man conscientiously recommend articles

he has no intention or wish to use for himself? and if he cannot do this conscientiously how much influence will he have on the prospective customer?

Just let us take an example. A customer asks for some eggs, requiring that they be absolutely new laid. If the clerk is confident that his eggs are what is required, will not his decisive, confident manner assure the customer that they are as represented, and effect the sale? Suppose, on the other hand, that he knows the customer will be certain to find some of the eggs poor, is his line of selling talk going to be as convincing?

Of course not, and therein lies the secret of the success of this business. Every clerk in the store is absolutely certain that no better goods at the price can be furnished, at any rate not in the vicinity. Result,—the clerks are enthusiastic about the goods and produce a line of talk that makes sales. The personality and initiative of the salesman accounts for a large proportion of satisfied customers. If a customer sees that the salesman believes entirely what he says, is thoroughly in earnest, and knows that the store is willing and able to back him in his statements, it goes a long way toward effecting the disposal of the goods. Also it makes a steady customer, provided nothing occurs to change matters.

## Interior Arrangement.

Accompanying this article is an illustration, showing somewhat of the interior arrangement. Undoubtedly no store is perfect in every respect, but in the Duquette premises all the essentials are to be seen. Being 100 by 30 ft., there is plenty of room to show practically all the stock capable of display. This is done by means of two series of side show cases, between which is a third, wide aisles separating all three.

## Particular Goods Under Glass.

The side walls are bountifully equipped with shelf and bin fixtures of the most approved types. The displays made thereon are well in accordance with the care and thought evident in the entire conduct of the business. They are systematically placed, all goods such as teas, soaps and spices, being under glass, while articles like canned

goods, not so affected by outer influences, dust, flies, etc., occupy the open shelves.

Cheese, meats and butter are kept in the refrigerators, except what is used up during each day. This trade has become so steady that now the day's supply of bacon is cut in the morning on the slicer recently installed, and it is invariably judged within ½-lb. of the correct amount. Wrapped up in pounds and halves it is kept on sanitary graniteware pans under a glass cover. The cheese is kept in a similar way. In cutting cheese, Mr. Marchand uses the method of slicing by means of a wire. He claims it is sanitary and simple. Also there is absolutely no waste.

#### Pump for Kerosene.

A mechanical contrivance which has proved a great convenience, is a pump for kerosene. A slight turning of a handle serves to set a stream running and the amount necessary can be gauged to a nicety. The pump has already paid for itself many times over, not only from economy in service, but in the time saved by the clerk. Also it prevents the hands from being contaminated, odors which in some stores are transferred to bread and other sensitive articles for the table.

Another mechanical assistant is a coffee mill run by electricity. Simply by turning the switch any desired amount can be ground.

#### Carefulness in Lighting.

The lighting of the store is very complete. Three large plate glass windows form the front outer section of the store. Two more are placed at the back. In addition there are two large gas-burners and two chandeliers suspended from the ceiling at intervals.

The ceiling itself is a credit to the store. It is of handsomely panelled wood, stained a dark brown.

Leaving for a moment the inside of the store, two delivery wagons and horses are employed and it may soon be necessary to use more. Two phones are kept busy all day long and pressure of business will soon make an additional one necessary. Most of the deliveries are made on the c.o.d. system. As Miss Duquette put it, "we have the kind of stock people want; we have the most up-to-date methods of storing and delivering, and we find that people are fully as willing to pay cash if they receive the proper treatment."

#### Turnover Ten Times the Stock.

Evidently she is right for, with a stock of less than \$5,000 the annual turnover is about \$50,000, showing practically a monthly turnover—about as near an ideal retail grocery trade as could be found.

## Casting Discredit on Honesty of the Grocer

Canadian Newspapers Take Up the Cry of Dishonesty From New York on the Part of the Retailer, Forgetting That Dealers of Our Own Country are Different — The Canadian Dealer Places the Confidence of His Customers Above Everything Else—Printing of "Don'ts" Here Likely to Cause Unjustified Criticisms.

By Harry Hallman.

A number of Canadian daily newspapers have recently published a list of "don'ts" collected by C. J. Driscoll, the Inspector of Weights and Measures of New York City, and it is likely that many other papers throughout the country will use them. A few of these "don'ts" are as follows:

Don't allow your grocer to weigh in the wooden butter dish when he is weighing your butter.

Don't gossip with your merchant while he is weighing your purchases unless you are absolutely sure of his honesty. This is one of the practices of a dishonest shop.

Don't be afraid of your tradesman. If you believe he is giving short weight, or not the proper quality of goods, do not hesitate to insist upon your rights.

The whole list is in the same tenor, tending to cast discredit upon the honesty and integrity of the grocer. Pamphlets were printed and distributed throughout New York city. Their appearance in the Canadian press, however, will not tend to disturb the great bulk of Canadian grocers.

#### Confidence His Best Asset

The typical grocer of the Dominion realizes that his greatest asset is the confidence of the consumers with whom he is doing business. If he did not possess their complete trust he would soon find himself ready to give up the ghost. Even if there is any doubt as to his uprightness, the mutual understanding which forms the basis of ideal salesmanship is destroyed, and were such a grocer to suggest some goods to a purchaser, his statements would be taken with a "grain of salt."

This immense asset upon which the selling power of the dealer is established is cherished by the best of Canadian retail grocers. Bereft of the confidence of their customers they might just as well turn their goods over to the receiver, first as last.

#### The Criminally Disposed.

There are possibly some of those who pass as grocers, to whom the above "don'ts" might well apply, but fortunately they are few and far between. Even grocers are human, and therefore are liable to err, but those who are

criminally disposed, those who would stoop to cheating, fail to realize the enormity of their offence. If they continue in the path they thus choose, and having once stolen they will likely persevere in it, the winding up of their business approaches with each succeeding day. It is only a matter of time until customers begin to doubt, and this stage marks the beginning of the end.

Canadian grocers, generally speaking, have inherited an unsullied name, and up to the present they have preserved its brightness. True, there are some that may be playing with the fire, to use a colloquial expression, and they may be putting it over their customers now and then, but it is believed that this kind of grocer is a rare species.

#### Does Not Apply Here.

The New York inspector may have considered it necessary to cast wholesale aspersions at the retail grocery trade, but his advice might have remained below the border. The cap will fit but few grocers on the northern side of the line.

It may cause some inconvenience if some of the suspicious individuals read that list of don'ts.

There are people whose trust in humanity is extremely limited, and if but a hint were dropped against the grocer they might possibly believe it.

No! the time has not yet arrived when the consuming public should be warned against their grocers, and it is to be hoped that this reputation will always be maintained.

As manufacturers who have had business with the retailer of Canada know, the Canadian dealer is a superior business man to his confrere to the south of the boundary. He is a man capable of conducting business on business principles, capable of creating demand for worthy goods. The Canadian dealer is not merely an automaton.

By a recent ruling of a judge in Springfield, O., grocers may keep open on Sunday. The court would not discriminate between cigarmen, ice cream dealers or any other merchants and said that if it was lawful for one it was lawful for the other.

# Damaging Criticism of Dirty Stores

**Women Tell Each Other at a Social Function About Grocery Stores Which Show Lack of Cleanliness—Names of Retail Dealers are Unhesitatingly Mentioned—Instance of a Loss in the Sale of Cheese.**



How many grocers' ears must tingle every time there is a five o'clock tea or a quilting bee! If they only knew the criticisms, probably exaggerated, but all the more damaging, that are piled up against them wherever two or three members of the feminine sex are gathered together, they would perhaps be more particular about their interior displays, the cleanliness of their goods and the general tidiness of the whole store.

If they recognized to the full the selling force that a nice, bright, well-arranged interior presents they undoubtedly would take more pains in their attempts to create a favorable impression on the particular customer.

As it isn't probable that grocers attend these five o'clock teas or other luncheons where women predominate, we shall endeavor to give some actual observations by some of the latter, made at a certain social event of the type mentioned. They may help to illustrate the importance that the disappearance of slovenly manners is to the selling power of the business of the dealer who doles out the necessaries and luxuries of life in the foodstuff line.

### Honor Where Honor is Due.

"Did you see B——'s windows yesterday," asked one, "they were simply beautiful; one of them contained all kinds of fish, another had poultry and wild game and the third one groceries; and their store looks so nice and clean."

"I wish we had a store something like that nearer us," remarked one of the other women; "if we want anything in a hurry we have to run out to the corner and you know we can't depend on the goods we get. They handle a lot of fruit and if we happen to appear just when a new lot arrives we can generally get good quality at fair prices."

### Wouldn't Buy the Cheese.

"But the other day I took a notion that I would like some cheese for supper so ran over to the corner store for it. Well I saw a piece of cheese on the edge of the counter with flies around it, a sticky fly paper next it and cinnamon

lying on the top of it, so you may be sure I didn't buy any. It almost sickened me. Almost every time I go there now I see something that I don't like and apart from fruit and an occasional package of spice I purchase very little.

"In fact there isn't a single clean store around here that I can depend upon. There are Jones', Brown's, Smith's and Hall's and not one of them as clean as it ought to be."

The third "spokesman" was a young woman who had not yet entered in upon the life of conjugal bliss.

### Another Cheese Story.

"I went into W——'s grocery on our corner there on Saturday night to get some cheese and crackers. Everything looked to be upside down and I was almost tempted to go out without them when I saw some crackers done up in five cent packages. But the cheese!

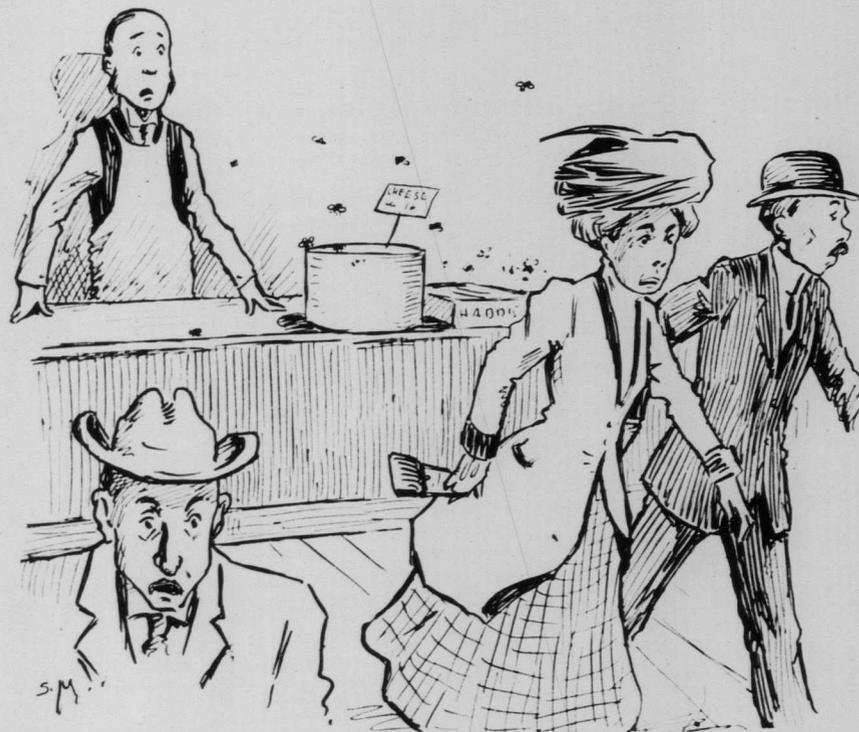
some in a box at the back of the store which looked a little better; but I'm always afraid to get anything there."

### Goods Piled Everyway.

Still another retailer came in for criticism for having so many boxes, barrels, etc., on the floor. "I can scarcely get past them," said the critic, "and the window is always so full of boxes, too, that I can never see inside without going in."

These few little conversations go to illustrate the damage that can be done to a grocer who does not keep a clean store and who expects to deal with women who are particular. It is one of the surest methods of losing trade and ought to be given the most serious consideration.

The yield of honey in the Old Country this year is about 50 per cent. of the average and bee-keepers are keenly



They Went to Purchase Cheese, But Came Away Empty Handed. Why?

A saleslady showed me a ragged little piece on the counter with no cover on it and next a pound of butter. I asked if that was all she had and she wanted to know if I wanted more. I told her I didn't want as much, but that I didn't like the looks of it. So she showed me

disappointed. The scarcity is ascribed to the sunlessness of the summer, which has kept the bees from working and also to the lack of warmth and the abundance of rain which have militated against the secretion of nectar in the flowers.

## Advises Hard Work to Enlarge Profits

**Methods Pointed Out to Show How Greater Interest Can be Aroused Among Consumers on the High-Class Profitable Lines—These Should be Concentrated on and Unprofitable Lines Forgotten—Importance of Knowing Cost and Overhead Charges.**

By Henry Johnson, Jr.

### Various Things.

**COST.**—There are few things as elusive as cost. What you pay for your goods looks like a matter easily to be determined; yet, when you come to look into it closely, it is not so easy.

This has been discovered by manufacturers, but only very lately in its completeness. The country had expanded so rapidly, development along all lines had been so ready and impetuous, that until within a few years it was safe to do business largely on guesswork. The manufacturer made prices without any distinct idea of the cost of his goods and so long as he made an annual profit, he did not dig into details. But things changed. Goods were made by manufacturers situated nearer to one another and competition became close. Occasionally one was unable to stand the pressure and went under; and attributed his failure to "conditions," more or less vague. Investigation showed, however, that many fixed charges had not been properly apportioned, so that even the man who survived got through only by chance, because he had some goods which paid well enough to cover the losses on the items with which he had underbid the man who failed.

### Heavy Overhead Charges.

An accurate accounting showed that the fixed charges, called the "overhead," constituted such a heavy charge against the business, that, in most factories, a flat rate of 100, 125, and even 180 per cent, was added to factory cost on all goods, to cover the overhead. So it is that wholesale grocers who manufacture specialties, add a heavy percentage to what it costs them to simply compound and pack those specialties.

I know of one making a gelatine specialty. The cost of the goods, packed and ready to deliver to the sales department, is 37½ cents a dozen. But they add 100 per cent, to that cost; and the merchandising end is charged 75 cents a dozen for that gelatine.

### Studying the True Cost.

If we do not reflect that nothing happens without cause, we are apt to jump at the conclusion that such a wholesaler is a "robber." A little knowledge of true conditions, and such reflection as it is well for us to cultivate, will lead us to conclude that maybe the jobber is not wrong and that we would better follow in his footsteps and find out something about our own overhead charges.

Let us begin by making sure that what we call our cost includes every charge of whatsoever nature which is incurred in getting the goods into our stores ready to sell. That will make an excellent beginning in our study of true cost.

\* \* \*

**FEAR.**—Fra Elbertus says that "there is no devil but fear," and I think he is right.

We always fear to take the bull by the horns lest we encounter some strange monster in the shape of "customer-disapproval," or "what the man down the street will do." We are afraid of shadows whenever we think of reasoning things out logically, as they are, and acting on our conclusions.

If by any chance it is pointed out to us that things cost thus and so and we must figure on that cost to ascertain what our margin is and what it should be, we drop back on the reflection that this would be all very well "if they would all do it, but, etc., etc." Yet, in almost all these things, we hold our future in our own hands. Let us go about things honestly, that we do not fool ourselves, and logically, that we may KNOW the true facts and conditions.

### Pay No Attention to Others.

The first thing to do is to find out just what goods cost. We are not concerned, for the present, with what others may pay, or how they may figure things, or whether they are working along right lines, or doing what they should do, or making money, or going broke. We have to do with ourselves first. Our study, then shall be our own costs—just what they amount to, to the uttermost fraction on each item.

\* \* \*

**THE GROCER'S POWER.**—What we might do if we were all enlightened merchants cannot be properly computed. We could go anywhere; do anything; nullify any adverse condition. The grocery trade, as a body, has no conception of its power. I am conceding all this as a starter, to get rid of the weak objection that certain things cannot be done by one man alone; for I know that the fact that each must stand alone and work out his own problems under existing conditions, holds many advantages for those who know opportunities when

opportunities come along. First, the battle makes the strong man. Second, the constant study and application make the broad, unusual merchant. Third, there is no danger of our being weakened by having too great discretionary power. That last is important; it will mean a lot to you if you will think it over and digest it.

### Work Where Profits Exist.

But right now, under existing handicaps—or stimulus, if you please—the thoughtful, studious grocer, who logically thinks out his own problems, can work out his salvation with signal success. First get YOUR costs. Then work on those things on which it pays you to work. Then labor to widen your margins on your entire line. And, finally, work early and late, through improved service and the study of new and better items, to RAISE THE GRADE of your business.

With the exact knowledge of what things cost, you can immediately and without further parley, change the arrangement of your stock and alter instructions to your clerks so as to push the sale of lines which PAY.

### Display Profitable Lines.

I need not go into many details—one or two will indicate what I mean. Put your sugar, corn meal, cereals without profit, and standard peas on the back shelves, where they can be got at rapidly in filling orders so as to cut the work on them, and remove them from display. Get your coffees, teas, fine layer figs, attractive fresh fruits, fancy crackers, fancy peas, large sizes of prunes and other finer things out in front where they will to a certain extent "sell themselves," and where they will constantly remind your clerks to sell them.

That is the great preliminary step; and you will observe that there is nothing revolutionary nor trade-startling about it. Still it will likely stir up a good deal of favorable comment among your customers from the first day.

One important thing I forgot: have your windows CLEANED and arrange some simple, attractive displays in them, which change twice each week—no less.

After that—well, the rest will almost unfold itself to you after that!

The raisin crop in California is estimated at 50,000 tons against 75,000 tons last year; the Spanish crop at 15,000 tons against 30,000 tons last year and Smyrna Sultanias at 25,000 tons against 50,000 tons last year and the Greek currant crop at 120,000 tons against 185,000 last year.

## High Class Goods Attractively Shown

**Handsome Interior of Star Provision Company's Grocery at Regina—Importance Placed on Cleanliness and Neat Displays—Profits on Fine Goods—Modern Fixtures Installed.**

That the west demands the best, is well illustrated by the handsome store of The Star Provision Company, Regina, Sask. It shows the value this firm places on interior appearance in enhancing their selling power, and provides food for thought for many easterners who are behind the times in this important feature of the grocery store.

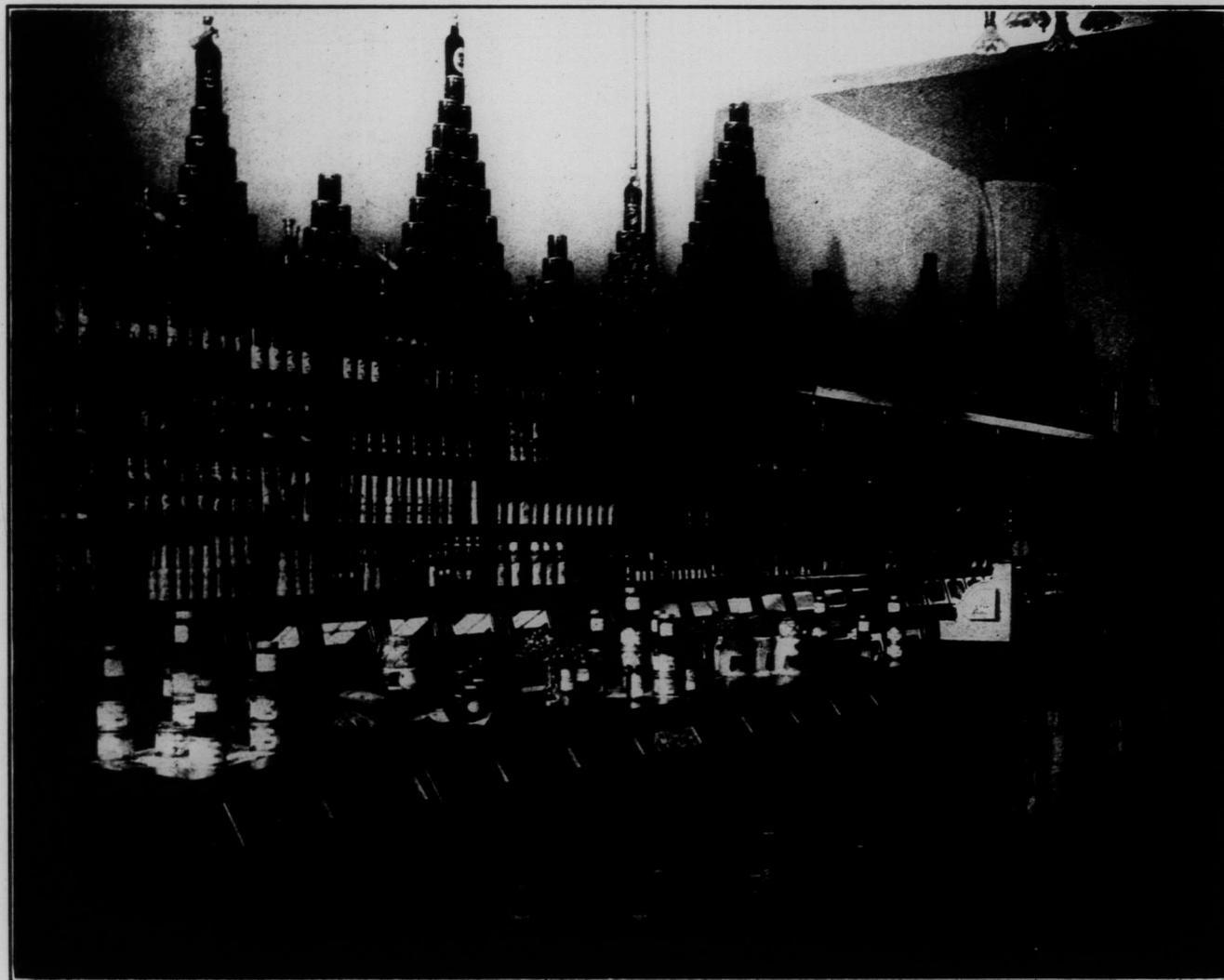
—grocery, provision and confectionery—and each of them is equipped with up-to-date fixtures.

The business was begun in November, 1906, by W. Wakelield, formerly of St. Thomas, Ont., and A. F. Carruthers, a former resident of Strathroy, Ont. In December, 1907, they moved into their present quarters, and, principally on ac-

The Star Provision Co. make a feature of high-class goods. They secure good profits on these and talk them up to customers, thereby creating a revenue which would otherwise go to a competitor. This, they claim, aids in giving their store a certain distinctive characteristic, which is a power in getting new customers and working up new demand.

### INTO THE ENEMY'S CAMP.

Kamloops, B.C., Oct. 27.—By running an advertisement in the Kamloops press The Savonas Grocery Company, Savonas, B.C., some 27 miles from here, ar-



Interior of the Grocery Department of the Star Provision Co.'s Store, Regina, Sask., Showing a Handsome Arrangement of Extra Fine Goods.

The Star Provision Co.'s store contains modern equipments equal to the best in eastern Canadian grocery establishments. The illustration shows that cleanliness and system are particularly attended to. The long shelf display and the handsome counters, at once give a distinction that appeals to the eye of every one who enters the store. This company has three separate departments

count of using up-to-date methods of display and personal salesmanship, they have met with good success.

They inaugurated later a cash system of business. Six weeks before doing so, they sent notices to all their customers, telling them of the contemplated change of policy. This was backed up by a vigorous advertising campaign along quality and price lines.

rests the attention of land seekers, prospectors and sportsmen. The ad. asks these people why they do not outfit at Savonas and save packing to that point. They add: "We have the goods; we understand the business and our prices are right."

This is an evidence of live merchandising and shows that this company possesses an aggressive spirit.



## Delivery Route is Marked by City Map

The System in Vogue by Montreal Dealer Whose Deliverymen Make the Shortest Possible Trips—What to Do With the "Rush" Orders—Connection Between Satisfactory Deliveries and the Obtaining of New Customers.

By H. D. McMullen.

Prompt delivery and its selling power is a problem to which is given considerable prominence by Montreal dealers.

The retail grocery business they claim is one of almost infinite detail. A constant flow of small, medium sized and large packages go to make up each day's quota for the delivery department.

They go in many directions and to long, short or medium distances from the store. The customers receiving them may be in a hurry or not, may be chronically impatient and hard to satisfy, or they may be willing to be satisfied with any kind of a delivery.

In order to conduct this branch—one of the most highly esteemed methods of holding custom—in the best possible manner, and at the least expense, it has received many hours of thought from every successful, and many of his less fortunate brother grocers.

The problem has several sides. In the first place take the city retailer. While the bulk of his trade will undoubtedly lie near his store, there are sure to be at least some customers at greater distances. Usually these latter are widely scattered. To come from a distance for such everyday necessities as groceries may apparently be unnatural but it shows usually that for some particular reason the local man has "fallen down," and dissatisfied customers then spread out among other grocers at a distance.

### Various Cases Which Arise.

Now to reach economically and quickly all these people requires the most careful kind of planning. The number of delivery wagons must be estimated, figuring approximately what one can do and then buying others as needed. Then, a system should be considered to handle "rush" orders. Lastly, and not by any means the least in importance, the dealer should spend the time necessary

to map out the routes for his drivers which will save the most time.

### Route Market on Map.

A suggestion just here as to how this may be done, and what is more, done daily:

One Montreal retailer personally supervises his delivery system and yet spends only a few minutes per day in doing so. He has a blank city map on which he has located his regular customers. Each morning and evening when his drivers are to start out a clerk brings him the list of addresses. By numbering them in the order of delivery, using the map to figure it out, the driver has an easy task. No chance of leaving addresses till the last which would mean long, unnecessary jumps.

The scheme is so simple and practical that it is rather a wonder more are not employing it.

Another merchant uses a similar method, planning for the driver, but does not use the map, saying he knew the localities so well it was unnecessary. Of course in the smaller cities this would be very true, particularly where a man had grown up in the town. In larger centres, however, the map is a practical help to a busy man.

### Clamor for Rush Orders.

Let us suppose that the grocer has found out just how many wagons he needs for his regular delivery, and take up the subject of "rush" orders.

There are some customers who apparently are never satisfied to have goods delivered in the regular routine way. They must always be "rushed."

It does not take long for a grocer to know this class, and when he does there should be a little tactful explanation that continual orders given in this way are impossible to deliver. Of course that would depend to some extent on how good a customer is under consideration; but nevertheless there is no ne-

cessity for being imposed upon. Continual punctuality at regular delivery periods will soon make any reasonable person an appreciative buyer.

The real rush order, the one which would be an absolute convenience, sometimes even a necessity, to the customer, is a different matter. These must be attended to. How to do it is often a serious problem. The regular wagons can of course take a small part of them, but the bulk will have to be looked after in some other way.

A boy is naturally the easiest solution, and one of the best. Not only can he make himself useful in this respect, but in his spare moments he can be of material assistance in the store, cleaning up and straightening stock, running errands and the hundred and one little extras that would unnecessarily otherwise take up the time of higher paid men.

If trade warrants it two boys are even better. Thus one is almost always ready if necessary. In connection with boy service bicycles are often of great benefit. They will soon pay for themselves in time saved, that is, if the boy is not inclined to loaf.

Just here it is worth while noting that in England a tricycle arrangement is used which consists of a large box on three wheels, with a seat at the back occupied by the boy. By means of pedals he can deliver very quickly, particularly in crowded streets where a wagon would be unable to make good time.

### Selling Power of Good Delivery.

So far we have dealt mostly with proper delivery. But, supposing the delivery system to be running smoothly and swiftly, what is the effect? Customers come to depend on it; they bank on getting things when promised, and what is more, tell their friends about it. Comparing notes about household matters nearly always brings up

the forms cusse

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the subject of service in its various forms, and among the first to be discussed is the grocer.

For instance let us take three close friends, Mrs. A., Mrs. B. and Mrs. C.—all three having different grocers. In the course of conversation it develops that Mrs. A. is enthusiastic about her grocer, Mrs. B. somewhat lukewarm about hers and Mrs. C. dissatisfied. Mrs. C. decides to change. Puzzle—who

does she try? The answer is obvious. Eventually if she is satisfied, Mrs. B. will also change. Customers form an endless chain, the influences spreading by the most unexpected conductors. You can never tell what sends your next new customer. See that it isn't your competitor who takes away a customer of yours through unsatisfactory delivery. It is, properly handled, one of the greatest and surest methods of holding customers.

posing the net profit to be ten per cent. it meant a direct loss of thirty dollars to the grocer.

Other instances are not necessary. Every grocer and clerk who has had any experience knows of clerks who have been responsible for such losses. But the proprietors do not always learn of prospective customers—those who were buying little odds and ends now and then—but who left because a clerk divided attention between the customer and some baseball comrade and was more interested in the conversation with the latter than with the business he was supposed to be transacting.

Cases of this kind mean actual losses in dollars and cents to the grocer and in addition there are the negative losses, such as failing to make use of real salesmanship abilities.

**Proprietor Often Responsible.**

A clerk's value depends often upon the store in which he is engaged. In one he would possibly be like the proprietor who does not realize his selling power and does not look for salesmanship in his clerk. He is one who hands out goods but does not try to increase his power. With a real grocer, such as is found in fairly large numbers to-day, this same clerk would be a real salesman having acquired the selling sense of his new employer.

Thus, the one grocer could afford to pay more money than the other for the reason that the one store was earning more than the other and more was demanded from the clerk.

**Clerks That Are Valuable.**

On the other hand there is the clerk who by his personality, intelligent salesmanship methods, attention to details and thoughtfulness waits on a customer for the first time, and she, returning home, is impressed by the treatment received and returns again and again until she is recognized as a customer. Or a clerk may possess the art of window-dressing by which he brings business which a mediocre arrangement of the display would not have attracted.

It is safe to say that instances like these are more numerous than those of the clerk who causes the losses referred to. The one should be advised to seek some other work, while the other be prized and developed as much as possible.

A quality that is very necessary is an unflinching amiability. The grocer and his clerk should be almost superhuman in this respect, for the average man occasionally feels out of sorts. If he is liable to this failing it would be better for him to leave the store until it passes away, for customers do not take to a grouchy greeting when they enter a store.

**Clerks Who are Valuable and Otherwise**

**Some Think They are Worth More Money When They are Not  
—Instances Quoted Where Customers Have Been Driven Away  
—This Means a Big Annual Loss—The Ideal Salesman and  
Some of His Characteristics.**

The clerk occupies a peculiar position in the grocery store. He is supposed to take as much interest in the business as if it were his own, and the reward for this close attention and care is often a wage that most factory workers would scorn.

As the selling end of the retail business is more and more regarded as the most important, the responsibility devolving upon the clerk increases proportionally in as much as he is a part of the selling force. Discredit has fallen upon the long honored motto of "buy right." It is certainly good advice but it has been emphasized to such an extent that there was a danger of entirely overlooking the selling end.

**Throws His Chances Away.**

It is regrettable that frequently when a grocer does buy right, he cuts his selling price because of some advantage he may have over a neighbor and instead of making additional profit he has recklessly thrown it away to his customers.

Instances of this kind have been legion, but the trade has awakened to the fact that more attention must be given the selling end of the business.

Everybody knows of some grocer who "bought right" on some line and then cut the price. Needless to say, his trade does increase for the time being, but when he can no longer offer this line at the reduced figure without a straight loss or at any rate, no profit, those who have been buying from him think it strange that he should go back to the price at which other grocers were retailing.

Leading grocers recognize the value of salesmanship and much of the clerk's merit depends upon his ability in this direction. It is necessary, therefore, that he should possess a considerable amount of what is commonly called brains. Otherwise he will never be a success as a salesman. Prominent gro-

cers who have by their own efforts risen from the ranks, freely declare that wisdom, tact, foresight, ability to read character were largely responsible for the results they attained. They also look for similar business virtues in their clerks. And it must be said that there are many clerks, unsung salesmen, who if they had the chance would make their mark as proprietors, but who are as yet only clerks.

**Salary Question Important.**

The salary question is one of the vexing problems in the grocery business, particularly because many other paths offer better wages and shorter hours. Proprietors would no doubt give better wages but for the reason that they are only making a living themselves. The cut-throat character of the retail business in many places is responsible for small profits and if this kind of competition keeps the profits at a low figure the clerk suffers with the proprietor.

But apart from any reason for low wages to clerks, there are quite a number who are not worthy of their hire. Possibly they were never intended for clerks but at any rate they are clamoring for "more money" when it would be better for the proprietor if he would entirely dispense with their services.

**Clerk Loses Good Customer.**

One clerk is known who gave the little boy of a good customer inferior butter and when she returned to the store and spoke to him about it he took it upon himself to argue with her about that and other little instances of the same kind. The woman became vexed, refused to take any butter, and left the store. She has not returned yet. This woman was a regular "pay," and her bill averaged about six dollars a week. The clerk did not realize that this meant a turnover of \$312 a year to the proprietor, and sup-

# Avenues of Loss in Grocery Business

Leaks Which Dealers and Their Clerks Ought to Watch—Many Thefts Made by the Dishonest Employee—Trouble Caused by Discourtesy and Mistakes in Rendering Accounts—Losses Due to Overweight.

By Walter Thompson.

Business leaks are easily remedied once they are located but it is the locating them that presents the big difficulty. The average grocer must of necessity place a certain amount of trust in his employes and the grocer who has good, industrious, thoughtful clerks, those who know the selling game and its side lines, has a business asset that should not be underestimated.

Some leaks are due to thoughtlessness and others are quite deliberate. The grocer who leaves all the lights in his store burning at night is guilty of carelessness. Simple cheap devices can be arranged by which the window lights will be turned off automatically at an hour when the people have deserted the streets.

## The Speculative Man.

The grocer who takes money which he requires for his grocery business to invest in the stock market and, when he needs ready cash again, cuts prices to get the cash in his hand is guilty of a deliberate injury to his business, and knowingly creates a leak.

The clerk who pilfers, in plainer words robs, his employer of goods or of cash does so with full knowledge of his misdeed. This is a leak that is the result of deliberation. When he gives more goods than a customer pays for, or crowds old goods to the back of a shelf putting the new in front, he is guilty of carelessness. Thus nearly all leaks can be classified as either premeditated, that is, carefully thought out by some party, and on the other hand they may be the result of lack of thoughtfulness.

## Giving Overweight.

The writer knows a clerk, of about 21 who when he first went into a grocery store four or five years ago was extremely careless in weighing goods, so much so that he had a regular following who preferred him to serve them. He was not downright dishonest but his employer had not impressed upon him the value of care and plain common sense. The clerk did not feel that he was giving goods away and what was lacking was a quiet little talk from the employer on the dependence he had to place on his clerk.

## Saturday Night Thefts.

In that same store was a delivery boy of about nineteen whom the proprietor

knew or at least he should have known was inclined to be lightfingered. When in the rush of business on Saturday night the orders were being rushed out for the nine-thirty delivery a stray basket of grapes, can of pork and beans, loaf of bread, box or two of candies or other articles regularly found their way to the delivery wagon and afterwards to the barn where the employe had a regular hiding place for his refreshments.

Then on Sunday when he would come down to the stable to clean things up, he generally had a pal, and together they had a light collation at the expense of the proprietor who was then at church, unsuspecting of the fact that one of his employes was thus cutting down his profits. The character of the goods taken depended upon the season of the year and of course, the quantity on hand.

These incidents are actual happenings and there are many other clerks who if the truth were known, have been guilty of the same petty thefts. As another example of how these young men worked the game, a can of strawberries or pineapples—these were favorites—was placed in a box in which an order had been put up by a clerk and left with the other boxes for delivery. Then the route employe carried them out to the wagon and the proprietor was out fifteen for every tin. Boiled ham was another article that disappeared through the same channel and for "wet" goods ginger-beer and strawberry wine suffering most. Cheese was still another delicacy.

## Got Hungry Regularly.

Grocers know that one begins to feel a little hungry about four o'clock in the afternoon and practically every day at that hour these two, the young clerk and the delivery boy, would have a little repast at the expense of the house and they would then return better prepared for work, as they used to laughingly say.

They had a regular list of utensils including can opener, corkscrew, spoon, drinking glasses and of course, their jack knives. Just before closing up on Saturday night, was another favorite time of having a little "snack." All of this was not a case of stealing goods and taking them home but still it was a leak.

A large pail of chocolate chips, gave evidence of being a regular money maker for the store, but the clerks acquired a decided weakness for them and money was actually lost. This was a fairly large store employing about ten clerks and when the orders were made up with an extra parcel no one but the two employes, who worked together, knew anything about it, and indeed it was practically impossible to catch them unless a suspicion was first formed.

## Causes of Other Losses.

The grocer and his clerks cause leaks by discourtesy to purchasers, poor service when promptness has been promised, errors by the clerical staff by which a customer is charged in her bill for some goods she did not purchase and on discovering it jumps at the conclusion that an attempt has been made to cheat her, impertinence by the delivery men and impoliteness. In fact it is simply out of the question to expect a grocer with a big staff to keep a close eye on all the business and it is better to put confidence in the clerks and endeavor by every means to have them take as much interest in the business as if it were their own. If this can be secured the dealer need not worry much but grocers say that clerks of this kind are not born every minute in the day.

## Greater Care Necessary.

The writer knows of a woman who discovered an error in her bill caused by confusion resulting from several customers having the same name and the clerk did not properly initial them. That woman stopped buying at the store stating that she could not be bothered examining every item on her bill to see whether she had bought it or not.

There are leaks that can be more easily prevented than those mentioned above. It should not be a difficult matter to educate customers to pay their bills regularly and frequently. That is the best way of stopping the big account and the long-lived one when credit is given.

Attention is the special antidote to these leaks. The grocer with his eyes open and who by his own experience knows where to look for outlets will be able to keep the plugs in better than will those who are careless and thoughtless.

## Country Prices Lower than Catalogue

**Comparisons Between Big Mail Order House Prices and Those of a Country Merchant—They Illustrate That Latter Can Sell Cheaper—One Merchant Not Afraid to Allow Customers to See Catalogues—How he Talks to His Trade.**

"I leave two catalogues, one belonging to each of two big mail order houses, lying on the counter all the time," remarked a village general merchant, in referring to the fact that he could give better prices than these big stores.

"Why, the other day Mrs. ——— came in and happened to see them for the first time.

"Oh, I see you have ——— and ——— catalogues; I didn't think you would let anybody see them," she said.

"I explained that that was just why I placed them there; I wanted everybody to look them over to see wherein our prices were cheaper than theirs. Every opportunity I get I point out this fact to them and by continually 'rubbing it in' gracefully, you know, I think I haven't a customer who sends away for any of her goods. I sell everything that might be required in a house. If one of my customers needs a piano or a stove they come to me."

This merchant conducts a business in a small country village about 90 miles from Toronto—a business that is now more than half a century old. He doesn't worry over mail order houses, because he has continually been teaching his customers that it is to their own advantage to deal at home, and they are doing it.

### His Talk Backed by Facts.

Comparisons of a few prices of his grocery department articles with those from a mail-order house catalogue which are given on this page, readily show the effectiveness of this merchant's talks. These comparisons illustrate clearly that merchants throughout the country can sell goods just as cheaply as the catalogue houses, and therefore that they have a strong weapon to use in their personal conversations and newspaper advertising in favor of dealing at home. They can, of course, as well, point out occasionally the loyalty that every citizen of a community should show in the upbuilding of his own section; that every cent of money spent to purchase goods away from home which could be bought just as cheaply at home meant depreciation of land value, etc., but the greatest talking points are the price, freight and express considered, and the quality.

### A Poor Policy.

"Whenever a merchant mentions the mail order people in a condemning spirit

he only turns so much attention their way," said the merchant. "Let him treat this opposition as an opposition to be respected, and on business principles, and by so doing he will strengthen his own standing."

"You might be able to get a bargain or two, if you were on the spot," he often says to a customer, "but to order from a catalogue you are paying more than you need to, and I'll be only too glad to show you."

This same merchant, in speaking about a competitor across the street, declared that if anyone were to bring a mail order catalogue into his store, he believed he would almost shoot him. It is this very antipathy and bitterness against the mail order house which turns so much business its way. It ought to be treated respectfully, if for no other reason than it is glad to hear of bitter opposition from merchants. This is part of its advertising scheme. But when it is considered on a business basis, money talks every time and good is sure to result.

### Advertising Price Comparisons.

Many dealers have found it profitable

to advertise in the newspapers, such comparisons of prices as are given here. The "C" represents the catalogue price and the "G" the grocer's. By doing this a few times, customers become educated to deal at home; they are shown that it is most profitable for them to do so and when this fact has been impressed upon them, the advertising method might be changed.

Merchants who have overcome the trade going to mail order houses say that the only sure way is by the means of live up-to-date methods.

### EXPORTS TO U. S.

For the 4 months ending July 31, 1909, there were shipped from Canada to the United States \$56,090 worth of codfish; \$23,769 of halibut; \$23,769 of fresh lobsters; and \$91,925 worth of fresh salmon. The corresponding figures of 1910 are \$64,039; \$59,097; \$294,003; and \$98,003. During the four months ending July 31, 1910, Canada's exports to the U. S. included \$10,655 in cheese; \$152,600 in tea; \$63,684 in tobacco and its manufactures.

Through error the names of agents for Carr & Co., Carlisle, England, were omitted from their advertisement in our issue of October 21. The agents are: Wm. H. Dunn, Montreal and Toronto; Hamblin & Brereton, Winnipeg and Vancouver; L. T. Mewburn & Co., Calgary; T. A. Macnab & Co., St. John's, Newfoundland.

### CATALOGUE AND COUNTRY MERCHANT'S PRICES COMPARED

C—3-lb. pail extra fine kettle-rendered lard, GROSS weight	57c
G—3-lb. pail extra fine kettle-rendered lard, NET weight	60c
C—20-lb. pail extra fine kettle-rendered lard, net	\$3.80
G—20-lb. pail extra fine kettle-rendered lard, net	\$3.75
C—2-oz. bottle lemon, pure flavoring extract, straight	10c
G—2-oz. bottle lemon, pure flavoring extract, 3 for	25c
C—2-oz. bottle vanilla, pure flavoring extract, straight	10c
G—2-oz. bottle vanilla, pure flavoring extract, 3 for	25c
C—1 pkg. ——— corn starch, straight	.9c
G—1 pkg. (same brand) corn starch, 10c. 3 for	25c
C—1 tin kippered herring	15c
G—1 tin kippered herring	10c
C—Section pure clover honey in comb	20c and 25c
G—Section pure clover honey in comb	15c
C—10-lb. pail pure clover honey in comb	\$1.30
G—10-lb. pail pure clover honey in comb	\$1.20
C—Gallon tin FINE maple syrup	\$1.35
G—Gallon tin PURE maple syrup	\$1.25

Freight rate from Toronto to country village would average about 32½ cents per cwt. Express rate on small parcels range from 35 cents to \$1.10.

C refers to Catalogue price, and G to Grocer's.

# Practical Methods in Retail Stores

Plans in Brief From all Parts of Canada For Making More Money—Saving Bacon ends, Creating Demand for Oysters, Sausage, Pickles, Etc.—Cash Carriers in Ontario Store Facilitate Work of The Clerks—How Montreal Dealer Teaches His Clerks Selling Points of Goods.

## Want By-law Repealed.

Belleville, Ont., Oct. 27.—The case of the city against Fenn & Son, on the charge of selling groceries after 7.30 p.m. contrary to the early closing grocery by-law was recently decided by Police Magistrate Masson. Mr. Fenn's contention was that he was running a large meat business many times the size of his grocery trade and he submitted figures to substantiate his argument.

The magistrate found that the butcher business being much larger than the grocery the early closing grocery by-law did not apply, and hence the charge was dismissed.

At the next meeting of the city council a petition signed by a majority of those engaged in the grocery business in the city will be presented, asking that the by-law be repealed.

## Makes Money Out of Boxes.

Winnipeg, Oct. 27. — That there is money in saving boxes is illustrated by a local grocer, who makes quite a sum every month in selling them. He finds a good demand from people willing to pay as high as 25, 30 and 40 cents for them, so is very careful in his unpacking operations.

Boxes, he says, are scarce and if a merchant takes enough pains in pulling the nails with a nail-puller he is in a position to make a tidy sum every year on boxes alone, which is practically money found.

## Troublesome Sugar Question.

Vancouver, B. C., Oct. 27.—The selling of sugar at a profit is still troubling retailers here. A certain departmental store is paying \$5.80—the same as everyone else—for the product of the local refinery and selling it at \$5. The retailers have been attempting to have the cutting of the retail price discontinued, but they have not succeeded.

It was threatened that Chinese sugar would be brought in, but it is not likely that this will be done in any event. Now a company proposes to establish a refinery up the Fraser river at Mission. The Vancouver Retail Grocers' Association is to meet these people to see if any arrangements can be made whereby prices of their product can be protected. The product of this refinery will be beet root sugar.

## Quoted Prices in Dodger.

Toronto, Oct. 27. — T. F. Dove, 102 Wilton Ave., proprietor of The Cash Grocery Store, recently got out a dodger which he claims secured good results.

He began it with "The Exhibition is over, but Dove's Cash Butchers and Grocers still remain at 102 Wilton Ave., etc." in large type. This was followed by "To quote you quality goods at low prices—specials Friday and Satur-

day—1,000 lbs. choice creamery butter, 28c per lb.; granulated sugar, 18 lbs. for \$1;" quotations were also given on gem jars, pints, pickling spice, followed up by "For one week only rubber rings, quarts and pints, 5 cents dozen."

Mr. Dove recognizes the value of quoting prices in such an advertisement.

## Brightened Up the Store.

Lindsay, Ont., Oct. 27. — Extensive improvements have been made in A. L. Campbell's grocery store. The cellar has been renovated by putting in a cement floor and brightening the walls. A large number of shelves have been installed and on these will be arranged a large, newly-arrived consignment of canned goods. The china hall will also be moved to the basement and will be displayed to better advantage. The department formerly occupied by the chinaware will be converted into a feed and store house. The front windows of the store have been much improved by metallic walls painted a greyish white. The main part of the store has been otherwise renovated and cleaned and a new lighting system has been installed.

Mr. Campbell believes it takes a well-cleaned, spic and span store with nicely arranged goods to attract customers.

## Selling Talks to Clerks.

Montreal, Oct. 27.—"How do I find so many good salesmen for my store?" said a St. James St. retailer, in reply to a question: "I don't find them, I make them. Any bright man can be a good salesman with the proper assistance. At least once a week I hold an informal meeting for fifteen or twenty minutes and take up some one article in the store, going over its particular selling points and the best methods of bringing these home to the customer. I find this creates more interest in salesmanship than any other method, and incidently it is a great time saver, as a clerk who knows the points of an article will dispose of it much more rapidly than one who simply has vague ideas on the subject.

"Of course it requires study to enable the proper line of argument to be given, but a few hours spent this way pay for themselves many times over in the results."

## Advertising Winter Supplies.

Halifax, N.S., Oct. 27.—Grocery stores in this district depend a great deal on fishermen as well as farmers for their trade and among those who make extra

efforts to get a portion of this is Wentzell's, Limited. They run advertisements in the district press calling attention to their efficiency in supplying such men with big supplies.

A recent advertisement of theirs under the heading "Fall and Winter Supply of Groceries" read as follows:

"We are right ready to fill the wants of those farmers, fishermen and other sea-faring folks and all others who at this time of the year put by enough groceries, feed, etc., to last them until the next spring. Buying in large quantities and taking advantage of all discounts, we are in a position and do quote lowest cash prices on tea, flour, sugar, molasses, rice, barley, beans, pork, beef, lard, feed, oil, rolled oats, raisins, tobaccos, cigars and the various small items of groceries.

"Whether you want the whole supply, or but one of the items, it is only doing yourself justice to get our prices."

The above was neatly set in a box border and presented an attractive appearance.

## Cash Carriers Save Clerks' Time.

Stratford, Ont., Oct. 27.—In the Barnsdale Trading Co's store here is a system which takes all the parcelling of orders out of the hands of the salesmen and salesladies behind the counter. This firm have the cash carrier system in effect which conveys the customer's order in duplicate to the business office. It is made out in triplicate, the customer getting the other copy. If cash has been paid it is placed in the till and the order slip stamped paid; if credit, the transaction is booked. In either case the original order is sent on—the duplicate being kept—by means of the overhead carrier to another department at the rear of the store where a staff does nothing else but put up parcels. Delivery men know exactly where to get their respective parcels which are all carried out by means of a side door and passage, to the wagon on the main street.

This system facilitates the work of the salespeople who have more time to use their selling abilities since they are not hampered by putting up parcels.

**Advertising and Window Display.**

Montreal, Oct. 27.—“One of the most mistaken ideas, and yet a very prevalent one,” said a Montreal retailer recently, “is the display in windows of lines other than those advertised at the same time in the local papers.”

“To feature one or two lines at a time is sufficient, and there must be co-operation between the two mediums to obtain the best results. Personally I find that the simple windows containing an attractive display of only one or two lines proves the most effective. Backing this up by the papers and the selling ability of the staff, the effect is bound to be an increased sale of the articles in question, and indirectly other lines which are needed by the customers attracted by the feature articles. Nothing is gained by trying to display a dozen different lines at once.”

**Demonstrated at the Fair.**

New Westminster, B.C., Oct. 27.—As a means of gaining new customers and of increasing the demands of regular store patrons, C. A. Welsh believes in demonstrations. At the time of the Industrial Exhibition in New Westminster earlier in the month he had a demonstration which aroused a great deal of interest and which he claims brought him considerable new business.

In arranging his booth he had piles of groceries stacked attractively, the packages and cans being relieved by handsome glass jars of preserves. W. Marshall was in charge and talked to the bystanders on the quality and advantages of different brands of goods handled. A young lady served coffee and wafers and a favorable impression on Mr. Welsh's goods was the result.

**Goods Sold for 25 Cents.**

Fredericton, N. B., Oct. 27.—In a recent advertisement in the local press Yerxa's grocery calls the attention of readers to a list of goods which they were offering for 25 cents. This was given only in one section of their ad., the remainder of the space being utilized to advertise other goods.

Among the list of goods they offered for 25 cents were the following:

3 lbs. raisins, 7 lbs. sweet potatoes, 10 lbs. granulated oatmeal, 8 bars Yerxa's soap, 15 cakes toilet soap, 3 bottles flavoring extract, 5 lbs. best codfish, 3 lbs. dates, 4 rolls toilet paper, 3 bottles Worcester sauce, and 6 bars castile soap.

**Loses Nothing on Bacon Ends.**

Ottawa, Ont., Oct. 27.—“Do you know that there is usually a loss on bacon?” asked T. W. Collins, a local grocer, who claims to have adopted a method of

selling it which will obviate the same. When he cuts a shoulder of bacon, he slices the first few orders off one end, then he reverses the piece, and slices the following orders from this end until he has a piece from 2 to 4 lbs. remaining, which portion is always a choice piece of meat, so that when a customer asks for a piece of bacon of about three pounds' weight, he has just what is wanted and there are no small unsalable pieces left. Thus the whole shoulder has been disposed of.

**Created Demand for Sausages.**

Hull, Que., Oct. 27.—A Saturday special sale of sausages is one of the “out of the ordinary” methods of a local grocer in an outlying ward. He arranged with a packing house to handle their fresh sausages every Saturday, and has built up quite a demand for them. It was some-

thing of a venture at first, but as soon as the people in the neighborhood heard of his innovation they remembered that they liked sausages, and bought from the grocer.

He has steadily increased the number of purchasers and believes the handling of sausages has increased his business in other lines.

**High Prices on Luxuries.**

Quebec, Oct. 27.—“Grocers are often asked by their customers why they charge so high for an article de luxe, a line which must surely yield the vendor a large profit,” said a local dealer. “The retailer is quite justified in his large profit on such goods because sales are neither numerous nor frequent, and he must not lose sight of the fact that he has, proportionately, more capital tied up in stocking such an article.”



This Age is Not One For The Merchant Who is Asleep: the Man With The Live Methods Gets the Business.

# The Markets—A Third Decline in Sugar

Announcement Came Again This Week Showing One Company With a Reduction of Fifteen Cents, While Others Quoted Only Ten Cents—An Advance in the Price of Sockeye Halves is Expected—Jobbers Say it has Been Made at the Coast—Canned Goods and Dried Fruits Show Advanced Prices in Different Markets.

See also Provisions, Cereals and Fruit, Vegetables and Fish Departments on Pages Following.

## QUEBEC MARKETS

### POINTERS:—

Sugar—Declined 15c  
Evaporated Apples—Advanced 3c.  
Beans—Declined 15c.  
Peas and Tomatoes—Advanced 10c all lines.

Montreal, Oct. 27.—Trade here this fall has been good indeed in almost every grocery line. Not only has trade been brisk, but in the majority of cases the prices have been well maintained. Collections have been better than the average, and the buying has been done from places new to this market, as well as from all the former ones. With this encouraging start it will be rather strange if grocers do not make money this fall and winter. Even through the summer conditions were a decided improvement over those of last year.

The feature of the week is the decline of sugar, an additional 15c last Tuesday at 1.30. While this was only the natural result of raw market conditions, it came in spite of increased local buying. It was thought that this influence would be sufficient to delay the decline, but evidently it was not.

Coffee is attracting considerable attention, and buyers are apparently holding off to see which will win out, the bull or bear influence.

Sugar—Sugar has again declined, and this time 15c in Montreal and 10c in Winnipeg. Although this has been deemed certain to come soon it was hardly expected until later in the week, as buying has been rather heavy recently, and it was thought the market would be supported to a slight extent. However, the continued decline of the raw market made it a case of necessity. At present there seems to be no bottom to the raw market, prices now being at or below the cost of production. The German beet crop is the main cause. It is big enough, according to recent reports, to furnish all the sugar necessary for this year, even if the Cuban crop were entirely wiped out. As to the damage done by the recent storms to the Cuban crop, evidently first reports were largely exaggerated. The amount done by the first amounted to only about \$5,000, a mere bagatelle. Definite news as to the second is not yet to hand, but it is evidently nothing very serious. Unless something unforeseen occurs, there are still further declines in prospect in the near future, though there may be enough buying orders to support the market for a short time. The price of sugar on Oct. 27 last year was \$4.60 for standard granulated, a decline of 10c having taken place Oct. 10th.

Granulated, bags	4 70
" 20-lb. bags	4 80
" Imperial	4 55
" Beaver	4 55
Paris lump, boxes, 100 lb.	5 50
" " 50 lb.	5 60
" " 25 lb.	5 80
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 40
" 100 lb. boxes	5 50
" 50 lb. "	5 60
" 25 lb. "	5 80
" 5 lb. cartons, each	0 37 1/2
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37 1/2
Extra ground, bbls.	5 15
" 50-lb. boxes	5 38
" 25-lb. boxes	5 55
Powdered, bbls.	4 95
" 50-lb. boxes	5 15
Phoenix	5 15
Bright coffee	4 65
No. 3 yellow	4 55
No. 2	4 45
No. 1	4 30
Bbls. granulated and yellow may be had at 5c above bag prices.	

Syrups and Molasses—Already the call for molasses is beginning to strengthen and several large orders have been booked for early November shipment by local jobbers. If present prophecies of an extra cold winter are fulfilled, there will be a large increase over last year in the demand for this commodity. It is needed, as importers have considerable on their hands in storage here, which they have not been able to dispose of yet on a profitable basis. Also, the jobbers report rather large stocks. Taking into account the amount in Montreal at present, the prices are being held remarkably well. This is undoubtedly on the expectation of a larger than usual winter trade. Syrups continue to have a brisk sale at current prices, and are evidently growing in popularity through the country districts. This element may hurt the molasses prospects to some extent, but the normal annual increase in consumption should account for a good deal of the extra trade.

Fancy Barbadoes molasses, puncheons	0 85	0 85
" " " barrels	0 38	0 39
" " " half-barrels	0 40	0 41
Choice Barbadoes molasses, puncheons	0 31	0 33
" " " barrels	0 34	0 36
" " " half-barrels	0 36	0 38
New Orleans	0 27	0 28
Antigua	0 30	
Porto Rico	0 40	
Corn syrups, bbls.	0 03 1/2	
" " " "	0 03 1/2	
" " " "	1 30	
25-lb. pails	1 30	
Cases, 2-lb. tins, 2 doz. per case	2 50	
" 5-lb. " 1 doz. "	2 85	
" 10-lb. " 1 doz. "	2 75	
" 20-lb. " 1 doz. "	2 70	

Tea—Low-grade Ceylons are apparently enjoying the best demand just now, though there is considerable trade passing in all lines. The local Japan market is holding well at firm prices. The sales noted are, however, in rather small lots. Evidently dealers are only buying for immediate requirements. Reports from New York give similar conditions as existing there. Evidently the tea business has about settled down to its steady winter gait.

Choice	0 40	0 50
Choice	0 35	0 37
Japans—Fine	0 30	0 35

Medium	0 25	0 28
Good common	0 21	0 23
Common	0 19	0 21
Ceylon—Broken Orange Pekoe	0 21	0 40
" Pekoe	0 20	0 22
" Pekoe Souchongs	0 20	0 25
India—Pekoe Souchongs	0 19	0 02
Ceylon greens—Young Hysons	0 20	0 25
" Hyson	0 20	0 22
" Gunpowders	0 19	0 22
China greens—Pingsuey gunpowder, low grade	0 14	0 18
" " " " pea leaf	0 20	0 30
" " " " pinhead	0 30	0 50

Coffee—This week the coffee market is practically beating time. Roasters have laid in sufficient supplies to carry them for some time to come, and are apparently waiting to see who will win out, the bulls or the bears. It begins to look as if the tide were turning in favor of the latter. Conditions do not warrant any further advance in coffees in fact, with the amount of coffee in sight it begins to look like a declining market, though probably not to any great extent. At any rate, the feeling of uncertainty is gaining strength among the large roasters, and they expect to hold off until the market settles itself one way or the other. Undoubtedly there is considerable foundation for the bear reports regarding the growing crop in Brazil, and conditions there may prove sufficiently bad to warrant holding the present prices, but no further advances are looked for.

Mocha	0 18 1/2	0 25	Santos	0 16	0 19
Rio, No. 7	0 12	0 15	Maracaibo	0 17	0 20

Spices—Reports are being circulated of a short crop in cloves. This has caused added activity in this market, and prices are firm. In confirmation of these reports future prices on this spice are too high to permit of much business being done until more definite information comes to hand. Peppers seem to have firmed up sympathetically, for there is no new feature to cause it except that. The tone of the whole market is quiet but firm, with a steady trade passing at former quotations. The orders are in smaller lots than formerly, but the totals seem to be about as large as before.

Allspice	0 13	0 18	Ginger, whole	0 15	0 20
Cinnamon, whole	0 16	0 18	" Cochin	0 17	0 20
" " ground	0 15	0 19	Mace	0 01	0 25
Cloves, whole	0 18	0 30	Nutmegs	0 30	0 60
Cloves, ground	0 20	0 25	Peppers, black	0 16	0 18
Cream of tartar	0 23	0 32	" white	0 20	0 25

Dried Fruits—The recent arrival of Mediterranean fruits coming in on a bare market produced a brisk trade for small lots in these lines. Evidently dealers were only buying for immediate requirements to tide over until the arrival of the second boat, which will be in the course of a couple of weeks. In Malaga raisins the demand is light and present stocks are ample for all the requirements. Dates are having a fairly brisk sale at firm prices. Figs are firm at the recent advance, and are in good demand. The demand for currants is one of the fea-

ugar

THE CANADIAN GROCER

tures of the week. It looks as if the country buyers all wanted theirs at about the same time. This has resulted in added firmness in this market.

Currants, fine filigras, per lb., not cleaned.....	0 66	0 07
" " " " cleaned.....	0 07	0 08
" Patras, per lb.....	0 08	0 09
" Vostizzae, per lb.....	0 09	0 09
Dates.....	0 05	0 05
Figs, 4 crown.....	0 19	0 11
" 5 crown.....	0 10	0 13
Figs, 6 crown.....	0 11	0 12
" 9 crown.....	0 13	0 14
Prunes—		
40-50.....	0 09	0 08
50-60.....	0 08	0 07
60-70.....	0 07	0 06
70-80.....	0 06	0 05
80-90.....	0 06	0 05
90-100.....	0 05	0 04
Raisins—		
Australian, per lb., (to arrive).....	0 08	0 09
Old seeded raisins.....	0 09	0 09
" fancy seeded, 1-lb. pkgs.....	0 09	0 09
" loose muscatels, 3-crown, per lb.....	0 07	0 08
" 4-crown, per lb.....	0 08	0 09
" sultans, per lb.....	0 07	0 10
Malaga table raisins, clusters, per box.....	2 40	5 50
Valencia, fine off stalk, per lb.....	0 07	0 08
" select, per lb.....	0 08	0 08
" 4-crown layers, per lb.....	0 08	0 08

Evaporated Apples—Winter grades are now arriving, and the short apple crop of this year has forced the price up to 11c, an advance of 3c over former prices. Even at this price the best grades are hard to obtain, and it looks like a high market all winter. Of course, it is hard to say just how small the production will be this year, but all reports received so far seem to coincide that the high-grade stock will be light. Exporters seem to be uncertain how far this will affect them. During the past year evaporated apples were not at all popular in this country, and there was an over-supply for export. If the same lack of local consumption prevails there may be plenty for the foreign trade.

Evaporated apples, prime..... 0 11

Beans and Peas—Large supplies coming in have depressed the bean market 15c. At this lower level there is a brisk trade passing, and evidently dealers have only been holding off for some such drop as this. Winter stocks have been neglected for some time past, owing to the high state of the market, and it is only during the past few days that there has been any decided change in conditions. Peas are selling quite freely at current prices, and there seems to be an ample supply for all demands.

Ontario prime pea beans, bushel.....	1 95
Peas, boiling, bag.....	2 50

CANNED GOODS

MONTREAL.—Heavy sales for future delivery have caused an advance of 10c in all lines of peas and tomatoes. Buyers are taking all of these two lines allowed them, and in view of the rather short crop the advance had to come. There is certain to be a scarcity in these lines this winter, as the demand is much larger than last year, and the pack falls considerably short. Further advances are looked for, unless the buying falls off to a very considerable extent.

All lines of fruit and vegetables are firmly held with a good demand passing.

In fish salmon stocks are rapidly becoming depleted with poor prospects of replenishment. There are practically no Humpbacks on the market, and the other lines show great scarcity. About the only ones left are Clover Leaf and

Horseshoe, and they were advanced recently, as reported in these columns.

Meats are rather too high for the present market prices of live stock, and the effect is to make a rather dull, weak market. In face of the declining meat prices it looks as if present prices for the canned goods would drop before long.

Peas, standard, dozen.....	\$1 20
Peas, early June, dozen.....	1 3F
Peas, sweet wrinkled, dozen.....	1 35
Peas, extra sifted, dozen.....	2 00
Pumpkins—3 lb., 95c.; gallon, \$3.00.	
Beans, dozen.....	0 97
Corn, dozen.....	1 00
Tomatoes, dozen (Ontario and Quebec).....	1 35
Strawberries, dozen.....	1 77
Raspberries, 2's, dozen.....	1 77
Peaches, 2's, dozen.....	1 70
Peaches, 3's, dozen.....	2 85
Pears, 2's, dozen.....	1 65
Pears, 3's, dozen.....	2 40
Plums, Greengage, dozen.....	1 60
Plums, Lombard dozen.....	1 00
Lawtonberries, 2's, dozen.....	1 60
Clover Leaf and Horseshoe brands salmon—	
1-lb. talls, per dozen.....	2 00
1-lb. flats, per dozen.....	1 40
1-lb. flats, per dozen.....	2 40
Other salmon—	
Humpbacks, dozen.....	1 00
Cohoos, dozen.....	1 60
Red Spring, dozen.....	1 90
Red Sockeye, dozen.....	2 10
Lobster Futures—	
4-lb. flats, dozen, \$2.40; 1-lb. talls, dozen, \$4.25.	
1-lb. flats, dozen, \$4.50.	
Compressed corned beef, 1s.....	2 00
Compressed corned beef, 2s.....	3 35
English brawn, 2s.....	3 15
Boneless pig's feet, 2s.....	3 15
Ready lunch veal loaf 1s.....	1 50
Ready lunch veal loaf 1s.....	2 60
Roast beef, 1s.....	2 00
Roast beef, 2s.....	3 35
Stewed ox tail, 1s.....	1 60
Stewed kidney, 1s.....	1 50
Stewed kidney, 2s.....	2 65
Minced collops, 1s.....	1 40
Minced collops, 2s.....	2 50
Corned beef hash, 1s.....	1 60
Corned beef hash, 2s.....	2 80
Jellied hocks, 2s.....	3 50
Jellied hocks, 6s.....	12 00
Paragon ox tongue, 1s.....	7 50
Paragon ox tongue, 2s.....	8 50
Paragon ox tongue, 2s.....	9 50
Paragon lunch tongue 1s.....	4 00
Tongue lunch, 1s.....	3 50
Succed smoked beef, 1s.....	1 50
Sliced smoked beef, 1s.....	2 50

TORONTO—From reports at hand it would seem that the canned goods market from the price standpoint is unsettled. Sales for the most part depend upon different conditions. One house may be well supplied with a certain line, and can afford to dispose of it at first prices, but in peas, tomatoes and salmon the tendency is to get away from the opening prices. Stocks are claimed to be too short in most cases to warrant holding to the original prices, and many sales have been made on a higher basis. Some jobbers have bought at prices higher than those at which retailers bought, and it certainly is not probable that they will dispose of such goods at a loss. The opening price for tomatoes, \$1.12½ to \$1.15 is being left behind, and \$1.25 seems to be the general price for group B goods. Similarly peas have been selling for the most part around \$1.25, and are practically an impossible purchase because of the light stocks.

Among the trade it is reported that sockeye halves are practically up 35 cents a case. They may be bought yet at the old price, but from the information received, the advance has been made at the coast, and it is but a matter of time until the price is put up locally. Salmon has been considered valuable holding, and an advance will not be regarded as much of a surprise. The authority for the increase that may be announced at any time, is from a reliable source, and the trade may look forward to the change.

On the whole the canned goods market is holding its position firmly.

ONTARIO MARKETS

POINTERS:—

- Sugars—Another decline.
- Salmon—Advance expected.
- Coffee—Held firmly.

Toronto, Oct. 27.—The sugar market refuses to leave the centre of the grocery stage just now, and claims attention this week by another decline, making the third in three weeks. The wholesale trade have been looking for this movement, and readers of these columns have been kept in close touch with the market and with the opinions of probable movements, as judged by those who have had a long connection with the sugar business. It is hardly necessary to cover the ground of the causes again, as they are practically the same as last week, and are mentioned further in this report. The drop this week was announced on Tuesday to be 15c, and that it was a general decline. On Wednesday, however, it was learned that but one firm had made a drop to that extent, and that 10c was general for the rest. No one seems to know exactly whether there will be any further movements, but the statistical position of sugar shows an immense crop, and some jobbers are inclined to believe that a lower basis will yet be reached.

Sugar—On Tuesday afternoon of this week information was sent out announcing still another decline in the price of sugar, this time a drop of fifteen cents. The next morning the trade did not know exactly where they were at, for while the 15-cent decline held good for one company, representatives of another would not confirm it, and afterwards reported that their new prices showed a reduction of only 10c. Just how long this difference of price will continue is difficult to tell. Some of the jobbers considered that it would not be more than a few days. However, in regard to the decline itself, this is the third within three weeks, and readers of these columns have had the benefit of reliable opinions of the market, which emphasized the weakness of the raw markets, and cautioned the trade to look for lower prices. With this third reduction, the market is about reaching a level which it has been believed to be in keeping with the raw markets. One jobber expressed his opinion that a further decline might be looked for, holding, as he does, that the bottom price has not yet been reached.

Just what the next move will be it is difficult to tell. The influences that were concentrated on the market last week are still at work. The season of heavy demand has practically spent itself, and enquiries from retailers are not as numerous, the new crop reports indicate an abnormally heavy production of both cane and beet raws, and altogether it is a bearish market.

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# PURITY!



# FLAVOR

But, unlike other makes of Preserves, "E.D.S." Goods do not rely on a mere assertion. After exhaustive tests by Public Analysts they have been certified 100% pure, and Bulletin 194 tells just how much purer they are than any other make.

Then, again, our consumer advertising creating the demand for "E.D.S." Goods, is extensive and persistent, and half sells the goods before you can display them.

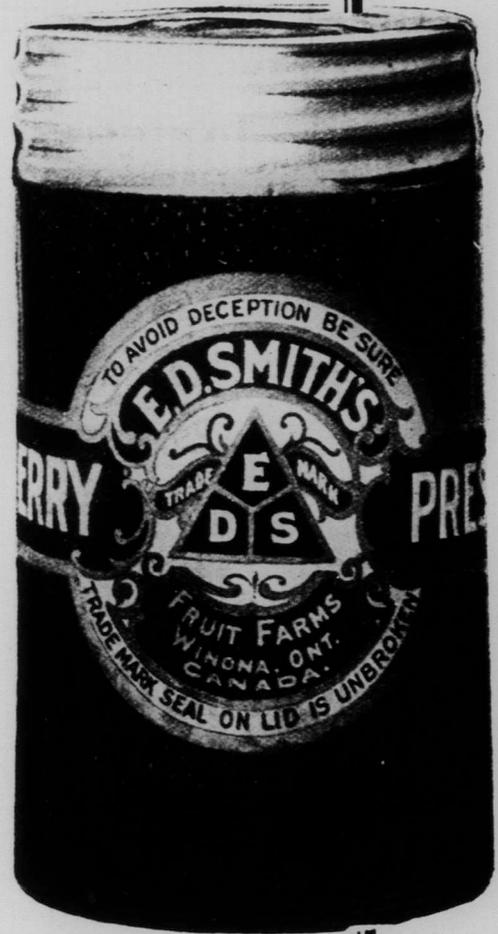
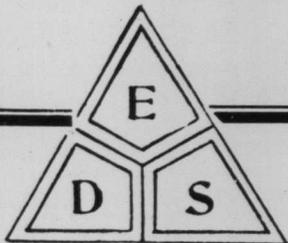
Isn't this the line to handle with satisfaction?

Give "E.D.S." Brand Goods the prominence they deserve.

AT HIS FRUIT FARMS

## WINONA - - ONT.

AGENTS · N. A. Hill, 25 Front St. E., Toronto ; W. H. Dunn, Montreal ;  
Mason & Hickey, Winnipeg ; R. B. Colwell, Halifax, N.S. ; J. Gibbs, Hamilton.



# Millar's Jams

**Q** In store, one car  
Millar's Jams and  
Marmalade, direct  
from Belfast, Ire-  
land.

## Jams

Strawberry	1s, cases 4 doz.
“	2s, cases 2 doz.
Raspberry	1s, cases 4 doz.
“	2s, cases 2 doz.
Blk. Currant	1s, cases 4 doz.
Assorted	1s, cases 4 doz.

## Marmalade

Orange 1s, cases 4 doz.

Once tried, your cus-  
tomers will insist on  
having Millar's.

### WARREN BROS. & CO.

Wholesale Grocers

TORONTO



## COUNTRY GROCERS

We will pay you cash for all the  
lots you can ship us of live or  
dressed

Chickens  
Geese  
Ducks  
Turkeys

We want supplies AT ONCE,  
and for several weeks. Ask farm-  
ers to bring you their stock. Do  
this TO-DAY. Write us and say  
what quantity you are likely to  
send, and how soon. We remit  
on the day we receive your ship-  
ment. We give correct weights.  
Our reference: Any bank in Mon-  
treal, Dun's, Bradstreet's.

### The Harris Abattoir Co.

Limited

Bonsecours Market

MONTREAL

## "The Early Bird Catches the Worm"

Every line of Business is not done to death in the West, and there's plenty of room for your goods if their quality and prices are right.

There is no business enterprise so successful as the one which gets in on the 'ground floor.' May we assist you, Mr. Manufacturer and Mr. Shipper, of the East, to introduce your products to the Great growing West? We have the facilities, the business ability, and the financial standing to guarantee you conscientious and efficient service. Our record speaks for itself.

We have extensive track warehouses at all the western strategic business points, and are prepared to store all kinds of merchandise.

Write us to-day fully. Our expert advice is at your disposal.

### NICHOLSON & BAIN

Wholesale Commission Merchants and Brokers

WINNIPEG    REGINA    CALGARY    SASKATOON    EDMONTON    FORT WILLIAM  
Storage for all classes of merchandise      Cars distributed from Calgary, Winnipeg, Regina, Edmonton, Fort William



## BOVRIL

**BOVRIL** has been tried and proved. **BOVRIL** is past the experimental stage.

**BOVRIL** is known all over the world. Your customers know it and need it.

Large sums of money have been spent to make the merits of

**BOVRIL** known, and there is a steady sale for it.

**YOU CAN SELL MORE**

Let us help you to do so. A post card addressed to **BOVRIL LIMITED, 27 St. Peter St., MONTREAL** will bring you a prepaid parcel of attractive cards for your windows.



## Gunns Quality

The following letter speaks for itself:

HACKENSACK, N.J.  
October 10th, 1910

Gunns Limited,  
West Toronto.

Gentlemen:—

When the writer was up in Canada last summer, used some of your Bacon, Hams, etc. Kindly advise if your goods are obtainable anywhere in this vicinity. If not, I shall have you send me some down direct.

Kindly give me the information.

MR. GROCER, have you personally tried our Maple Leaf Brand Hams and Bacon?

**GUNNS** PORK AND BEEF PACKERS  
LIMITED WEST TORONTO

## Fresh Pork Sausage

The Season for this line comes in with the 1st of October. Your customers will appreciate them if you have them on your counters and we shall be glad to have your orders for daily or weekly shipments.

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**F.W. Fearman Co.**  
LIMITED  
Hamilton

## LAING'S

It is simply good business to refuse to experiment in your smoked meat department. When selling

### HAMS and BACON

you want to feel that you are pushing the choicest. Selected and cured most carefully, "LAING'S" are always

"Meats that Satisfy."

*The*  
**Laing Packing and Provision  
Company, Limited**  
MONTREAL

We want your regular shipments of

### POULTRY BUTTER EGGS

AND ALL FARM PRODUCE

We have a large trade to take care of and must have the goods. We are in a position to give your shipments prompt attention and realize full market value. If not already shipping to us start at once, it will pay you.

---

**WILLIAM RYAN, LIMITED**  
Packing Houses FERGUS 70 Front St. East  
TORONTO

## Reduced Prices in Many Lines of Pork

Deliveries of Hogs Have Been Liberal and Prices Have Sought Lower Basis—Egg Quotations Have Made a Sharp Advance, Owing to Scarcity of Supplies and a Good Demand—Poultry Seems to be Plentiful for the Holiday, Although Turkeys are Inclined to be Scarce—Production of Butter is Still Heavy.

Prices have been moving somewhat in these markets during the past week. Eggs are becoming dearer and a high price is demanded for new-laid. These are scarce and dealers find them difficult to secure. Storage eggs are being largely used, owing to the scarcity of supplies, and everything points to high prices for new eggs.

In provisions the tendency has been downward. Supplies are coming in more freely, and prices have sagged, taking with them the prices of some lines of pork. Jobbers say there is a good demand, and account for the decline by the increased supplies. The easier feeling is quite general. Prices of lard are steady.

The production of butter still holds at a high figure, owing to the continued heavy yield of milk. Prices are inclined to drop, and in some places are quoted at reduced figures. The demand is not sufficient to absorb the supply, with the result that the market is weakened under the overload.

A good price is being realized for cheese just now by the makers. The export demand has been good and the prices paid at country boards have ranged from 11c to 11½c, which is considered a pretty good showing. Home demand is steady at a stationary price.

Reports have been circulated recently of blackheads showing in turkeys, but it is generally believed that if this does exist outside of the imagination of some newspaper writers, that the cases are isolated. Turkeys are not coming in any too freely for the holiday, but at this time of the year they are hardly ready for the market. Jobbers state that they do not look for any reduced supplies this year. Reports of this kind are always circulated about the time the turkey season opens. This year it is expected that supplies will be about an average, possibly a little below it, but not appreciably so.

Geese and chickens are coming in plentifully enough, as are also ducks. On the whole, the poultry market seems to be normal and satisfactory.

### MONTREAL.

Provisions—Trade is much less than might have been expected at the low market level now prevailing. This is due to the expectation of still lower prices. However, buying must soon be taken up in earnest, as winter is approaching rapidly, and prophets say it will be a cold one. If this is the case, the situation will become much stronger. Live hogs are down to 8c, and dressed to 11¾c, otherwise the market is steady at last quotations. Arrivals from the

country are numerous and this in spite of the low prices to be obtained for them.

<b>Pure Lard—</b>	
Boxes, 50 lbs., per lb.	0 15½
Cases, tins, each 10 lbs., per lb.	0 15½
" " " " " " " " " "	0 15½
" " " " " " " " " "	0 15½
Pails, wood, 20 lbs. net, per lb.	0 14½
Pails, tin, 20 lbs. gross, per lb.	0 14½
Tubs, 50 lbs. net, per lb.	0 15½
Tierces, 37½ lbs., per lb.	0 15
<b>Compound Lard—</b>	
Boxes, 50 lbs. net, per lb.	0 13½
Cases, 10-lb. tins, 60 lbs. to case, per lb.	0 13½
" " " " " " " " " "	0 13½
" " " " " " " " " "	0 13½
Pails, wood, 20 lbs. net, per lb.	0 13½
Pails, tin, 20 lbs. gross, per lb.	0 12½
Tubs, 50 lbs. net, per lb.	0 13½
Tierces, 37½ lbs., per lb.	0 13½
<b>Pork—</b>	
Heavy Canada short cut mess, bbl. 35-45 pieces	29 00
Bean pork	23 50
Canada short cut back pork, bbl. 45-55 pieces	28 50
Clear fat backs	29 50
Heavy flank pork, bbl.	21 00
Plate beef, 100 lb bbls.	9 25
" " 200 "	18 00
" " 300 "	26 50
<b>Dry Salt Meats—</b>	
Green bacon, flanks, lb.	0 14½
Long clear bacon, heavy, lb.	0 14
Long clear bacon, light, lb.	0 15½
<b>Hams—</b>	
Extra large sizes, 25 lbs. upwards, lb.	0 16
Large sizes, 18 to 25 lbs., per lb.	0 17½
Medium sizes, 13 to 18 lbs., per lb.	0 18½
Extra small sizes, 10 to 13 lbs., per lb.	0 17½
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 18½
" " " " " " " " " " " "	0 19½
Breakfast bacon, English, boneless, per lb.	0 18½
Windsor bacon, skinned, backs, per lb.	0 17½
Spiced roll bacon, boneless, short, per lb.	0 17
Hogs, live, per cwt.	8 00
" " " " " " " " " " " "	11 75

Butter—Prices are easier in the country, but this is causing no undue uneasiness among dealers, as stocks in Montreal are lower than they have been for some time past, and, in addition, western orders have been booked to a much greater extent than ever before. Additional inquiries from this source are coming in almost daily. A short spell of cold weather would stiffen the market materially and leave dealers with prospects of a successful winter. Receipts for the week are 6,070 packages, as against 5,996 same week last year. For the season they are 376,805 packages, as against 332,972 same season last year.

New milk creamery	0 25	0 25½
Dairy, tubs, lb.	0 22	0 23
Fresh dairy rolls	0 22	0 23

Cheese—Cheese matters are beginning to quiet down, and the only arrivals now are of October make. The feature seems to be the scarcity of colored, as compared with white, and also the fact that the colored is in much greater demand. Why this is so no one has as yet given a good explanation, but it apparently is only one of the trade vagaries. Shipments have been rather heavy of late, as the navigation season is rapidly drawing to a close. Reports from England show that the New Zealand make is growing in popularity, and it will be necessary for Canadians to make strenuous efforts next year if they are to retain their hold on the market. The loss of our butter trade there, while not exactly a fair comparison, is sufficiently recent to point

out what must not happen again. Receipts for the week are 62,034 boxes, as against 56,151 same week last year. For the season they are 1,760,410 boxes, as against 1,750,277 same season last year.

Quebec, large	0 12	0 12½
Western, large	0 12	0 12½
" " " " " " " " " "	0 12	0 12½
" " " " " " " " " "	0 12	0 12½
Old cheese, large	0 15	

Eggs—As prophesied last week, new-laid have advanced to 40c. Eggs are evidently going to be "eggs" this winter if all the signs are to be believed. While supplies are coming in fairly well, local stocks are low and the quality of the arrivals is not all that could be desired. Until the hoped-for legislation is obtained, making it a criminal offence to sell rotten eggs, this condition of affairs must be expected. Receipts for the week are 3,018 cases, as against 1,351 same week last year. For the season they are 174,197 cases, as against 178,398 same season last year.

New laid	0 40
Selects	0 28
No. 1	0 24

Honey—Clover comb honey is scarce and the price has firmed up to a slight extent. This will undoubtedly be a firm market through the winter, as there is no replenishment in view. In buckwheat the situation is the reverse. There was a great deal left over from last year, and in addition the new crop has been large. This has caused a weak feeling in the market, and although no reduction has taken place, it is not expected that the present level will be held for long. Trade in general is fair, considering it is this early in the year.

White clover comb honey	0 15	0 16
Buckwheat, extracted	0 08½	
Clover, strained, bulk, 30 lb. tins	0 10	
Buckwheat comb	0 12½	

Poultry—Poultry is coming in more freely than a few weeks ago, but even now there is room for improvement. This is particularly true of chickens, which are higher as a result. A few geese are on the market, but in no quantity to enable any accurate judgment as to what will be the price level. At present they are bringing about 13c. Preparations are well under way to handle the Thanksgiving trade, and, until after that date, prices will certainly be firm and high as usual. Afterward is the temporary slackening until the Christmas rush begins.

Chickens	0 16	0 18½	Ducks	0 18	0 19
Fowl	0 14	0 15	Turkeys	0 18	0 19
Geese	0 13				

### TORONTO.

Provisions—Prices of pork and most pork products are down this week. Receipts of live hogs by packers have been heavy, and quotations for live hogs at country points slumped to \$7.25, and even a slightly lower price than that has been paid. At this season of the year lower prices are generally looked for in the provision market, because of the fact that supplies are more liberally offered. Jobbers state that the demand for hams, bacon and backs continues

Flour, Pork, Grain,  
Smoked Meats and  
General Povisions, also  
Hay and Oats  
**George Tanguay**  
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.

**EMOND & COTE**  
BUTTER, EGGS,  
CHEESE, BACON,  
: : : : HAMS : : : :  
If either a buyer or seller  
of these lines, communi-  
cate with the largest pro-  
duce firm in Quebec.  
It will pay you.  
QUEBEC CITY

**L.E. Dastous & Co.**  
GRAIN and GENERAL  
**BROKERS**  
SHERBROOKE, QUE.  
SPECIALTIES:  
Sugars and Dried Fruits  
CORRESPONDENCE SOLICITED  
FROM FOREIGN SHIPPERS

**Albert Dunn**  
COMMISSION  
MERCHANT  
67 ST. PETER STREET  
QUEBEC, P.Q.  
Provisions, Canned Goods,  
Biscuits, Confectionery,  
Teas and General  
Groceries.

**PEAS**  
Barley, Corn, Oats and Beans  
SPECIALTY: BOILING PEAS, Choice Quality  
Who Has Any to Sell?  
Who Wants Highest Price?  
I sell to all Quebec Jobbers and have the best of con-  
nections. If there's a man who can get the orders,  
I AM HE.  
**ELZEBERT TURGEON**  
COMMISSION BROKER, QUEBEC  
AGENT: Maple Leaf Milling Co., Ltd., Toronto  
Gunn's Limited, West Toronto

**CANNING MACHINERY CO.,**  
CHICAGO, ILL., U.S.A.

When writing advertisers kindly men-  
tion having seen the advertisement in  
this paper.

**Supplies for Campers**  
When you are outfitting a party,  
be sure to recommend  
**Clark's**  
**Pork and Beans**  
All of Clark's Meats are just the  
thing for shooting parties. They  
are handy, wholesome and pala-  
table.  
**Your Jobber will supply you**  
**Wm. Clark - Montreal**  
Manufacturer of High-Grade  
Food Specialties



**What Selling Power**

of yours is dependent very largely  
upon the quality and the reputation of  
the goods you sell.

Even a poor salesman can make  
good in the grocery business if he is  
careful to buy only stock bearing  
well-known trade marks that his  
customer, almost unconsciously, as-  
sociate with absolute purity and  
unvarying goodness.

And in the hands of a good salesman

**Heinz Chili Sauce**

proves a wonderful seller. It is made  
from whole, fresh, ripe tomatoes,  
spiced just enough to give it a par-  
ticularly appetizing zest, but not  
enough to take away the true tomato  
flavor.

Good salesmen suggest this sauce  
on all occasions for use on meats, fish,  
game and for all seasoning purposes  
where the genuine tomato flavor is  
desired.

**H. J. HEINZ COMPANY**  
PURE FOOD  
SPECIALISTS



# Selling Power and Quality

I am naturally very proud of the reputation quality has earned for Red Rose Tea, and the personal interest, the selling confidence retailers all over Canada have shown and are showing in Red Rose Tea, is most pleasing to me.

For sixteen years I have sought the co-operation of the retail merchants, and I do not hesitate to state frankly that to a very large extent the marvellous success of Red Rose Tea is due to the selling power and friendliness of the dealers, backed by the highest standard of quality in Tea.

Because of its quality it pays YOU to feature Red Rose Tea in your business; display it, advertise it, personally recommend it. It builds permanent business.

**T. H. ESTABROOKS**



COTE  
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CITY

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Choice Quality  
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Price?  
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PANY





# A Condition— Not a Theory

THE questions that confront the intelligent Grocer are not easy ones. They require analyzing to the smallest detail and a keen foresight of the ultimate results. The popularity of "package" goods over the old-fashioned "bulk" goods has resulted in a large increase of branded grocery specialties. This condition forces the retailer to discriminate between goods that are recognized as the standard of quality and those that are claimed to be "just as good."

It is the laudable desire of every Grocer to retain his old customers and increase his business by attracting new customers. This can only be accomplished by the personal salesmanship of the dealer and his assistants. The good-will of a business that comes from a long succession of satisfied customers and the advertisement that is given by word of mouth from one pleased customer to a prospective one, are valuable assets, and to acquire them takes many years of earnest endeavor to supply to his customers nothing but pure and wholesome goods.

Profits are sometimes deceptive. The IMMEDIATE profit on some branded article may be greater than on another article of the same kind, for the reason that goods that are made from the highest grade materials cost more to manufacture and cannot possibly be sold to the trade as cheaply as the short-lived "just as good" kinds, which at their best are but imitations ---cheaply made from low grade materials. The claims made for such imitations are misleading and the goods themselves are usually unreliable. Good goods that are extensively advertised require less time and effort to sell---will turn over oftener---produce a more lasting and dependable profit in the course of the year---and at the same time retain the good-will and patronage of customers.

**Gillett's Goods are the**  
**STANDARD OF CANADA**

## **E. W. Gillett Co. Ltd.**

**TORONTO, ONT.**

**Winnipeg**

**Montreal**



There are Good Reasons  
For Inducing Your Trade  
To Use

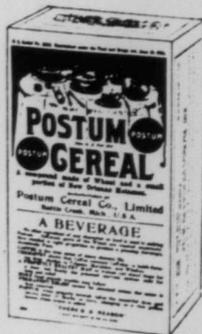
# POSTUM

Tea and Coffee do get on the nerves of some folks, causing many obscure ills.

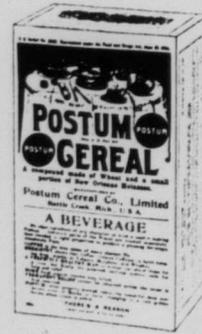
It is not advertising alone that has put Postum where it is to-day. The vast benefit it has done thousands—yes, millions, is the real secret of its steadily increasing sale in every part of the world.

You can help people to dismiss ills caused by tea and coffee by inducing them to change to Postum.

**And, Mr. Grocer, did you ever figure the long profit on Postum? Generally better than on Tea and Coffee—and the sale of Postum is guaranteed!**



People buy Postum because they like and need it, and it pays the retailer to supply that want—pays him well!



**“THERE’S A REASON”**

Canadian Postum Cereal Co., Limited, Windsor, Ontario.

most satisfactory. The best season for cooked hams is over now. Prices as they exist to-day are somewhat higher than at this time last year. The tendency seems to be to work toward lower prices, although with a market changing as frequently as does the provision market, this may not be experienced. However, the tendency is in that direction.

Long clear bacon, per lb.	0 15
Smoked breakfast bacon, per lb.	0 19
Pickled shoulder.	0 14
Roll bacon, per lb.	0 16
Light hams, per lb.	0 18
Medium hams, per lb.	0 18
Large hams, per lb.	0 17
Cooked hams	0 25
Fresh shoulder hams.	0 13
Shoulder butts	0 17
Backs, plain, per lb.	0 19
" pea meal.	0 19
Heavy mess pork, per bbl.	26 00 27 50
Short cut, per bbl.	30 00 31 00
Lard, tierces, per lb.	0 15
" tubs	0 15
" pails	0 15
compounds, per lb.	0 13
Live hogs, at country points.	7 25
Live hogs, local.	7 50
Dressed hogs	11 25

Butter—The butter market is stationary, and if anything is just inclined to weakness, although prices have not been reduced. The country is enjoying such ideal weather for pasturing that the flow of milk refuses to fall off, and, as a result, the make of butter is large. This is responsible for larger supplies than the demand calls for, and, as a result, the market gives evidence of a slight oversupply.

Fresh creamery print	Per lb.	0 26	0 27
Creamery solids		0 25	0 25
Farmers separator butter		0 24	0 25
Dairy prints, choice		0 22	0 23
Fresh large rolls		0 21	0 22
No. 1 tubs or boxes		0 21	0 21
No. 2 tubs or boxes		0 19	0 20

## GREAT QUEBEC CITY

The marvellous growth of Quebec warrants your giving it every attention. Our connection, of many years' standing, with the trade in and around Quebec, makes us valuable representatives for firms wishing to do business here

WRITE US AT  
ONCE FOR FACTS

### ALF. T. TANGUAY & CO.

Commission Merchants  
and Brokers

18 ST. JAMES STREET

We make a specialty of CORN and BEANS.  
We also handle Teas, Coffees and Spices.

Cheese—There are no particular features to the cheese market. The demand is steady, and prices are holding firmly.

New cheese—		New twins	0 12	0 12
Large	0 12	0 12	0 14	
Old cheese	0 14	0 15		

Eggs—There is no backward disposition to the egg market. First qualities are too scarce, and to secure them a big price has to be offered. Advances have been made in all grades, and if the prices are going to continue their upward climb it is difficult to estimate to what heights they will attain. Up to the present they have been consistent, and advances have come steadily. Demand for eggs is good, and business is most satisfactory from that standpoint.

New laid eggs	0 35	0 40
Selects, storage	0 29	0 31
Fresh eggs, doz., storage	0 26	0 27
Pickled eggs	0 25	0 26

Poultry—The poultry market is steady with everybody looking for a heavy holiday trade. Chickens, ducks and geese are coming in freely with the supplies of turkeys fairly good. Local jobbers say that there is no scarcity of supplies in the country, and that the reports that turkeys are going to be scarce are not well founded. They do not claim more than an average supply, but they do expect the supply to be quite up to the average.

### PROF. VINK'S

CELEBRATED

## Horse and Cattle Preparations

Always in demand. Yield good profit. Secure catalog and full information from

The Joliette Chemical Co.  
Limited  
JOLIETTE, QUEBEC

The GRAY, YOUNG & SPARLING CO., Limited

### SALT MANUFACTURERS

Granted the highest awards in competition with other makes.

WINGHAM ESTABLISHED 1871

### THE HODGSON GUM CO.

896 St. Lawrence St. MONTREAL  
Makers of High Class Gums at  
Popular Prices. Write for Samples  
and Quotations.

We make special brands to order.

### EUGENE PICHER & CO.

Commission and Wholesale Dealers in  
HAY, GRAIN, BUTTER, and  
FARM PRODUCTS

98 St. Peter St. - Quebec

Spring chickens, live	0 11	0 12
Hens, per lb. live	0 09	0 09
Turkeys, per lb., large, dressed	0 16	0 18
Spring duck, lb., live	0 10	0 10
Geese, live	0 08	0 09

Note.—Dressed prices from 1 1/2 to 2 cents above live.

Honey—The market in honey is steady with fairly good business passing. Prices remain unchanged.

Clover honey, extracted, 50 lb. cans	0 10	0 11
" " " 10 lb. pails	0 11	0 12
" " " 5 lb. pails	0 12	0 13
" " comb, per dozen	2 00	2 50
Buckwheat honey, lb.	0 07	0 07

## MAPLE SYRUP!

SMALLS brands are standard world over. 36 years reputation. Wholesale Brokers carrying stock: Standard Brokerage Co., Vancouver; Nicholson & Bain Winnipeg; Calgary; MacLaren Imperial Cheese Co. Toronto; T. M. Duche & Sons, New York and Manchester, Eng.

Canada Maple Exchange, Limited - Montreal

## W. S. SILCOCK

COMMISSION MERCHANT

33 ST. NICHOLAS STREET  
MONTREAL

GROCCERS' AND  
CONFECTIONERS'  
SPECIALTIES

CORRESPONDENCE SOLICITED

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.

### CHEVALIER, POULIOT & CIE.

WHOLESALE GROCERS

Proprietors famous "Congo" Brand  
Guaranteed Goods.

Correspondence Solicited. Address us at  
JOLIETTE, QUE.

CANADA. No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S No better Chocolate

All the year round

# Mott's

"Diamond" and "Elite"

brands of

# Chocolate

are the grocer's most ready sellers. Uniform quality and absolute purity have made this possible.

EVERY JOBBER SELLS THEM

## John P. Mott & Co.

Halifax, N.S.

SELLING AGENTS:

J. A. Taylor Montreal  
R. S. McIndoe Toronto  
Jos. E. Huxley Winnipeg  
Arthur Nelson Vancouver  
Arthur M. Loucks Ottawa  
R. G. Bedlington Calgary

# BISCUITS

## from the Old Country

Some of the most popular Biscuits in Britain are made by

# McVITIE & PRICE

Biscuit Manufacturers

EDINBURGH and LONDON

The thousands of new-comers to Canada will welcome the sight of their old favorite varieties in your shop.

AGENTS for Manitoba, Saskatchewan, Alberta and British Columbia:  
RICHARDS & BROWN, 314 Ross Avenue, WINNIPEG

Canadian made Licorice

**Y&S BRAND**

All Druggists.



Manufactured by NATIONAL LICORICE CO. Montreal.

Grocers Confectioners and Druggists

should not fail to handle a full range of our

# Licorice Specialties

which will be found quick selling and profitable.

We also recommend our

Delicious Y&S Licorice Pepsin Gum

Soft Mints, 5c. boxes | M.&R. Wafers 5c. bags

Acme Pellets, 5-lb. tins | Lozenges, etc.

Write for price lists and illustrated catalogue

**Send To-day**

AGENTS

ONTARIO, R. S. McIndoe, 54 Wellington St. E., Toronto

PROVINCE OF QUEBEC and MARITIME PROVINCES, W. H. Dunn, 394 St. Paul St., MONTREAL

MANITOBA and SASKATCHEWAN, O. F. Lightcap, 214 Princess St., Winnipeg

BRITISH COLUMBIA, Shallcross, Macaulay & Co., Vancouver

PROVINCE OF ALBERTA, Tees & Perse, Calgary and Edmonton

# FOR THE CHILLY DAYS

Some of your customers no doubt have been led to think that Shredded Wheat is a "Summer food." Of course it is a Summer food—but it is just as wholesome, nourishing and strengthening in Winter—or in any other season.

Here's a hot dish full of warmth and strength, for a chilly day: Heat the Biscuit in the oven to restore crispness; pour hot milk over it, adding a little cream and a dash of salt. It is better for children or grown-ups than mushy porridges.

# Shredded Wheat

is equally delicious in Fall and Winter with sliced bananas, stewed prunes, peaches or other fruits. Take a little time and tell your customers about it. It will please them and add to your profits.

"A FAIR DEAL FOR THE FAIR DEALER"

## Twenty Cent Decline in Rolled Oats

**Was Expected as a Result of Heavy Yield of Oats This Year—  
Not Sure That the Drop Has Reached the Bottom Yet—  
Total Wheat Yield This Year Estimated to be Lower Than  
Last Year—Brief Gossip of Recent Happenings in the Wheat  
World—Farmers are Holding Back Supplies for Higher Prices.**

Both the flour and rolled oats markets have lost ground during the week and there has been an actual decline in the price of rolled oats, while flour prices remain unchanged, with but a statistical less against it. The reports from the wheat markets are still most favorable and it is this influence that largely accounts for whatever weakening there has been in the flour situation.

Millers state that as far as Ontario wheat is concerned they can scarcely obtain sufficient supplies. Deliveries are decidedly slow.

Conditions have not changed materially in the western wheat situation. Shipments for last week amounted to 4,549,000 bus. Notwithstanding this heavy drain the western stocks increased by 215,829 bushels owing to unusually large consignments from the west.

In view of the complaint which has tallied every day during the past month from the lips of Canadian exporters, who said they could not even dream of increasing their shipments to Britain until prices assumed an export basis, figures submitted by P. B. MacNamara, Canadian trade commissioner at Manchester, Eng., to the department at Ottawa, have a peculiar interest. The commissioner mentions the fact that in three years Canada has increased her shipments of flour to Great Britain by nearly a hundred per cent., while in the same time the imports from the United States have declined by 120 per cent.

According to the latest estimate of the wheat production in the principal wheat growing countries in the world the total for the present year is 2,300,800,000 bus. as against 3,497,600,000 bushels last year. Heaviest losses have been in Russia, France and the United States, the former country declining 18,600,000 bushels according to estimates.

### MONTREAL.

Flour.—The recent weakening in the wheat situation in Chicago has had considerable effect on the local flour market. A weaker tone prevails in all grades. As yet the prices to the retailer have not been affected, but any lengthy wheat weakness will have that effect in time. The cause of the weakness is well defined. Larger quantities of wheat will be available this year than has been the expectation from early reports.

In the unsettled state of the market at present, buyers have been holding off, and even for export the trade has been quiet. Local millers are hoping for a settled market in the near future, as it is now so near the end of the navigation season.

Recent reports go to show that much of the export wheat is going from Canada by way of United States ports in spite of the greater cost of transportation. It is an open question as to whether this will be permanent. It is causing considerable agitation among Montrealers, however.

Winter wheat patents, bbl.	5 45
Straight rollers, bb	5 25
Extra, bbl.	3 25
Manitoba 1st spring wheat patents, bbl.	5 80
" straight patents bbl.	5 30
" strong bakers	5 10
" second	4 60

Rolled Oats.—In sympathy with the wheat weakness in Chicago, there is a decidedly bearish tone to the oat market. This is in spite of the determined attempts of certain large operators to maintain former conditions. Still there is a redeeming feature locally. This is the brisk export demand. Not only is it good, but is improving daily. Evidently foreign buyers are distrustful of the present weak tone, and are taking advantage of it by laying in heavier supplies than usual.

The cornmeal market is quiet, at former prices.

Fine oatmeal, bags	2 45
Standard oatmeal, bags	2 45
Granulated	2 45
Bolled cornmeal, 100-lb. bags	1 70
Rolled oats, bags, 90 lb.	2 00
" barrels	4 45

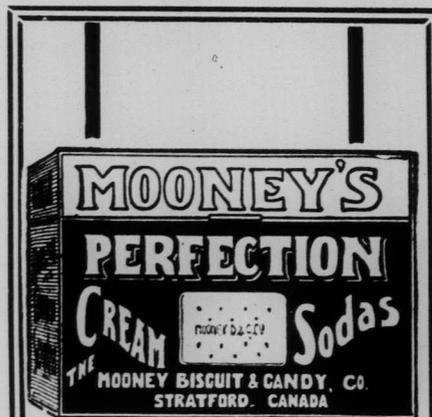
### TORONTO.

Flour.—Millers are unanimous in declaring upon the light supplies at the mills. Farmers are holding back probably for two reasons, first because they have many duties to attend to just at present and again, because the price is not exactly satisfactory to them. Whatever the real reasons are the millers are not getting enough supplies. Demand for flour is not heavy just now and conditions altogether are not the most satisfactory. A weaker feeling exists in Chicago wheat markets which is having a general weakening effect and may bring prices down.

<b>Manitoba Wheat.</b>	
1st Patent, in car lots	5 70
2nd Patent, in car lots	5 20
Strong bakers, in car lots	5 00
Feed flour, in car lots	3 10 3 30
<b>Winter Wheat.</b>	
Straight roller	4 25 5 25
Patents	4 80 5 35
Blended	5 00 5 20

Cereals—A decline of twenty cents is announced this week by the big mills. Competition has to some extent been responsible for the decline and stock conditions are said to also warrant it. Demand for cereals is heavy just now and a good trade is passing. High prices are not expected to have a chance under present conditions.

Rolled oats, small lots, 90 lb. sacks	2 05
" 25 bags to car lots	1 95
Rolled wheat, small lots, 100 lb. brls.	2 85
" 25 brls. to car lots	2 75
Standard and granulated oatmeal, 98 lb. sacks	2 25



There's a constant demand in every household for a good soda biscuit!

Are you stocking

## Mooney's "Perfection"

Cream Sodas

the kind that always reaches your customer in a crisp and fresh condition?

It's a line that never fails to satisfy, and leaves a good margin of profit.

They are pleasantly palatable and perfectly pure.

See to your stocks.

The  
**MOONEY BISCUIT & CANDY CO., LTD.**

Stratford and Winnipeg

**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**

TWO NEW DELIGHTFUL BISCUITS

## JACOB & CO.'S BUTTER PUFFS

Resembling puff-paste in character. Delicious plain or served with preserves, stewed fruit, savouries, cheese, etc.

## JACOB & CO.'S CURRANT PUFFS

A choice puff-paste variety containing currants. Very appetising.

W. & R. JACOB & COMPANY - - Dublin, Ireland

Agents:—K. H. MUNRO, Coristine Buildings, Montreal. WILSON BROS., Victoria, B.C. C. & J. JONES, Winnipeg. THOS. B. CLIFT, St. John's Newfoundland.

Becoming the Housekeeper's Choice

## LYNCH'S Quality Biscuits

prove the Grocer's easy seller and profit-maker and sell at favorable prices. We make a specialty of staple lines.

Here are some of our leaders, which always reach you crisp and fresh:

Creamalt Sodas	Seed Sugar
Family Pilot	Fig Bars
Graham Wafers	Crimp Sugar
Ginger Snaps	Lemon Creams

### LYNCH'S LTD.

Sydney, N. S.

Manufacturers of Biscuits, Confectionery & Bread

Stellarton and at Halifax  
Fred A. Milligan, Manager Frank A. Gillis, Manager

By Royal



Letters Patent

## NELSON'S POWDERED GELATINE

is a perfectly pure Gelatine in powder form, ready for immediate use, without soaking.

## NELSON'S Gelatine and Liquorice LOZENGES

Should be in your confectionery department.

G. NELSON, DALE & CO., Ltd.

EMSCOTE MILLS, WARWICK, ENGLAND

The above can be had from any of the following agents:

The Smith Brokerage Co., Ltd., St. John, N.B.  
Watt, Scott & Goodacre, P.O. Box 1204, Montreal.  
J. L. Watt & Scott, 27 Wellington Street East, Toronto.  
W. E. Ashley, Winnipeg  
Geo. A. Stone, 34 Inns of Court Buildings, Vancouver, B.C.

## The "All-night-soak" Eliminated



By no means least among the reasons for the great popularity of **MINUTE TAPIOCA** are the speed and ease with which it is cooked. It requires no soaking. Fifteen minutes cooking of **MINUTE TAPIOCA** produces a pudding that in taste, nutriment and good appearance would tickle the palate of a Prince.

Tell your women customers about the tastiness, convenience and nice appearance of **MINUTE TAPIOCA**. Recommend it as an ideal Dessert—*then watch your sales mount up.*

ASK YOUR JOBBER FOR MINUTE TAPIOCA

Minute Tapioca Co. - Orange, Mass.

# After the Sale Comes Service

You see, Price and Quality being equal, Effective Service *only* compels the *call-again*.

Just so with the LAKE OF THE WOODS, Brother Grocer.

Our interest in YOU does not cease once your name is on the famous "dotted line" under your quantities for a car of FIVE ROSES, or a "mixed car" of the assorted products of the Keewatin Mills.

You not only buy the *flour*, you buy careful, courteous attention to correspondence, faultless

packing and shipping, hoped-for delivery. You get *more* for your money—*the same money*—than you can anywhere else.

It has taken all of twenty-one years to perfect this service, a system making all customers friends, Brother Grocer.

Ask the man who deals with the L.W.M. Co. He will tell *you* there are *three inseparable parts* to every LAKE OF THE WOODS sale: Price, Quality, Service.

Consider a while this service.

## Lake of the Woods Service

You want your order packed in a peculiar manner suited to your trade? We have the facilities, the men, the sincere desire to accommodate—you get what *you* want, not what *we* think you want.

You want it shipped this way or that? Your wish is law to our shipping experts—you get what you want *the way you want it*.

You want it on the 20th? You get it on the 20th, not the 28th or the 30th—you get *what* you want the *way* you want it *when* you want it. You can't wait for mill shipment?

Then storehouses all over the country will keep you going with "small lots" *till your ship comes in*.

Unexpectedly overstocked, you say? Why, we can *divert* even at the last minute.

Embarrassed with slow collections? Then will you *most* appreciate the welcome fact that L. W. M. Salesmanship does *not* end with "the sale."

Goods damaged in transit—goods stolen—shortage? A postal to us relieves *you* of all anxious worry. Without cavil the loss is made good; *we* fight it out with the railway.

Comes a complaint from a valued customer? FIVE ROSES is guaranteed like every L. W. M. product—you lose nothing, *your customer* loses nothing. Would YOU know what close co-operation means, what splendid satisfaction might be YOURS?

Then take advantage of this *three-fold* system—Price, Quality Service. You will be very welcome as a customer, Brother Grocer, whether it is ten bags or ten cars.

Let us serve YOU, not "some day," but NOW



LAKE OF THE WOODS MILLING COMPANY, LTD.

Capacity, 10,500 barrels a day

Montreal Toronto Ottawa London St. John, N.B.  
Winnipeg Keewatin Vancouver



# CANUCK CEREALS

**Make better profits selling Canuck Cereals packed in paper bags**

Heretofore Cereals have been sold chiefly in bulk or in advertised cartons.

Selling in bulk you are liable to lose by overweight, waste and deterioration of quality.

Selling in advertised cartons means carrying a big assortment, many of which are slow sellers and all of which pay a very narrow profit.

The happy medium—neither bulk goods nor adver-

tised cartons---is found in Canuck Cereals, packed in attractive, convenient, moisture and dustproof paper bags.

This line gives your customers a more generous weight for their money and allows you a better margin of profit, while it is as easy to handle as advertised cartons. It means no waste, no deterioration, steady and satisfactory sales.

## Here is the Canuck Family

Oat Flakes	2½-lb. bag	retailing at	10c
Oat Flakes	7 " " " "	"	25c
Flaked Wheat	2½ " " " "	"	10c

Flaked Wheat	7-lb. bag	retailing at	25c
Corn Meal	3 " " " "	"	10c
Corn Meal	7 " " " "	"	20c

Graham Flour in bags contains 7, 14 and 24½ lbs. respectively. Oatmeal in bags, containing 6, 12 and 24½ lbs. respectively.

**Write us at once  
for trade prices**

**The Chisholm Milling Co., Limited**

**No. A Jarvis St. (South of Esplanade), Toronto, Ont.**

We take a pride in maintaining  
the highest possible quality in

## "Peerless Brand"

**Flaked Oats Flaked Wheat**  
**Rolled Oats Corn Meal**  
**Split Peas**

**All kinds of Feed**

We buy only the choicest grain;  
and we mill them by the most  
up-to-date process. We are in a  
position to **guarantee** satisfac-  
tory quality of all shipments.

**Quotations Cheerfully Given.**

**PARKINSON CEREAL CO.**

**Thornbury, Ontario**

## Freight Saved for E. T. Grocers

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

**Dried Fruits**  
**Canned Goods**  
**Onions Vinegars**  
**Pickles**

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

WRITE FOR SAMPLES AND PRICES

**C. O. Genest & Fils**

**Sherbrooke, Que.**

# CHRISTIE

## A plain business talk to our partners, the Grocers of Canada, about stable profits

Have you ever figured out the source of *the only profit worth while* in the grocery business? Take your pencil and do it right now.

Transient business does *not* amount to much.

Your few score or few hundred dependable customers—*mainly your particular buyers*—make up your *paying* trade.

They are *precisely* the customers who make your good will a *valuable asset*.

These customers *insist* on the *best* groceries—inferior goods will not satisfy them.

If they want biscuits they *demand*

## CHRISTIE BISCUITS

because it's a matter of common knowledge that Christie Biscuits are "*The Purest of all Pure Foods.*"

Now, isn't it as plain as day that the manufacturer of high-grade groceries is your best friend? His reputation works for you day after day—keeps on working for you even on Sundays and holidays.

HIGH STANDARD GOODS ARE THE ONLY SOURCE OF STABLE PROFITS IN THE GROCERY BUSINESS.

The superiority of Christie Biscuits *is* conceded—has never been seriously questioned.

You know that, your customers know it—more of them will know it. Whether your best customer wants soda biscuits, sweet or fancy biscuits, she invariably asks for *Christie's*.

The name is a guarantee of biscuit purity and perfection. And the fact remains that

"*Christie Biscuits sell more than Biscuits.*"

CHRISTIE, BROWN & CO., LIMITED

# BISCUITS

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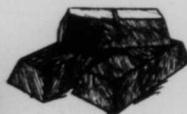
Fils

THE CANADIAN GROCER

# MAPLE SYRUP



SMALL'S ready prepared CREMO Cake Icing is a practical success, a favorite and staple with all housekeepers who have used it. It interests the right class. STOCK IT.



THE ORIGINAL COUPLED BLOCK



Mr. G. R. Small is the originator of "Small's Brands" and at present manager of the EXCHANGE. This gentleman has 32 years' experience in the Maple industry and is free to give any information possible regarding the product that may be desired by dealers. Address—CANADA MAPLE EXCHANGE, Limited, Montreal, Quebec.



There is a demand for a heavy Syrup—a sauce  
**SUGAR JELLY**

We are packing it. Write for list

We notice there is a growing demand for a little  
**CHOICE BARBADOES IN TINS**

We are packing it. Write for list.

**"TO THE TRADE"**

Practical reasons why you may handle "SMALL'S" Standard Maple Syrup with advantage to yourselves and satisfaction to all in preference to the many Private and Mushroom Brands on the Market.

"QUALITY"—Firstly. We give a written guarantee on every package that materials used are of the highest quality obtainable. Secondly. Claims have been established and universally accepted by Consumers, Expert Judges, and awards from nearly every important Country including the Orient, for the past 32 Years. Thirdly. Its Standard character has been maintained and verdict handed down by Judge Lect, in Canada's High Courts of Appeal as late as November 4th, 1908—

Your Syrup is Superior to anything I have seen. H. Mockford, London, Eng.

Superior to anything we have ever tasted. Milford Sipes & Co., Detroit, U.S.

We thought it fine. Wm. Ranch, M.D. Sect. Board of Medical Examiners, Johnstown, Pa., U.S.A.

"PRICE"—Reasonably in reach of all Consumers. Equal if not lower than that of many of the flavored compounds that have been and are to some extent still urged on the Market, made possible by our long experience, large and advantageous connections in securing choicest raw materials. "SMALL'S" "Standard Maple Leaf" Brand is delivered Freight Prepaid to any Railway Point East of Sault Ste. Marie, at the following prices through all Jobbers:

Quart Bottles, 12 to Case .....	\$2.35	Half Gallon Wine, 12 to Case .....	\$4.70
Pint Tins, Wine, 24 to Case .....	2.50	1 Gallon Wine, 6 to Case .....	4.40
Quarter Gal., Wine, 24 to Case .....	4.70	2½ Gallons Imperial, 2 to Case .....	3.90

and other Brands less, in proportion to quality. Write for complete Price List.

**"TO JOBBERS"**

Stock is carried by the following Wholesale Brokers:—

- T. M. Duche & Sons, New York, N.Y., and Manchester, Eng.
- Standard Brokerage Co., Vancouver, B.C.
- Nicholson & Bain, Winnipeg, Edmonton, Regina, Calgary, Moose Jaw, and Saskatoon.
- MacLaren Imperial Cheese Co., Limited, Toronto, Ont.
- de la Ronde & Sons, Ottawa, Ont.

**"NOTICE"**

With exception of the C.P.R., CANADA MAPLE EXCHANGE, LIMITED, do not sell to large Retail or Departmental Stores, neither to Hotels, Pedlars, Convents, Factories, etc., but strictly to recognized Wholesale Trade only.

**CANADA MAPLE EXCHANGE, LIMITED - MONTREAL, QUEBEC**

# Tillson's Oats

"A FOOD—NOT A FAD."

We are just commencing a vigorous and extensive advertising campaign for this well-known and well-liked cereal food.

Newspapers and billboards will both be used liberally and, as a result, you will soon observe an

**increasingly active demand**

Grocers who take the precaution of ordering a liberal stock of Tillson's Oats will naturally get the best dividends from our advertising investment. Tillson's Oats are sold in these two sizes:

**Premium Family Package, retailing at 25c.**  
**Pan-Dried Package, retailing at - - 10c.**

An excellent margin of profit for you on each size.

**Canadian Cereal & Milling Co., Limited**

Head Office · Lumsden Building - - - TORONTO, ONT.



Ye right olde English Dainty

## **CARR'S Superior CHRISTMAS PLUM PUDDINGS**

These Plum Puddings are manufactured with selected fruits from a carefully tested recipe. Their quality and excellent flavor will be appreciated by all lovers of this old English dainty.

They are supplied in hermetically sealed tins with tear-off lids. 1, 2, 3, 4 and 6 lb. each.

IN CUMBERLAND CAKE TINS

### **CARR & CO., LTD.**

Biscuit Manufacturers

**CARLISLE, - - ENGLAND**

ORDER FROM AGENTS—Wm. H. Dunn, Montreal and Toronto; Hamblin & Brereton, Winnipeg and Vancouver, B.C.; L. T. Mewburn & Co., Limited, Calgary; T. A. Macnab & Co., St. John's, Newfoundland.

MAKING MORE MONEY!

## THE GROCER who is handling a full line of "White Lily" Brand Biscuits



is on the road to greater profit in his business.

HAVELOCK LUNCH BISCUITS have proved a popular favorite to retail at 15c a pound. They are made of the purest ingredients only, and are mixed and baked in a modern, sanitary factory.

'Sogginess' is unknown with 'WHITE LILY' BRAND BISCUITS. They reach you in as crisp and fresh condition as they leave our ovens.

We also recommend WHITE LILY Cream Sodas — Marshmallow Jam Jams and People's Fancy Mixed.

Write for prices

**J. A. Marven, Limited**  
**MONCTON, N.B.**

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Small's Brands EXCHANGE. Experience in the any information may be desired MAPLE EX. bee.



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An  
all-the-year-round  
Success!

## Huntley & Palmers Breakfast Biscuits

A real biscuit novelty.  
Welcomed wherever introduced.

Light, crisp, unsweetened and digestive—a highly  
appreciated substitute for toast or rusk—excel-  
lent with butter, cheese or preserve.

H. & P. 'Breakfast Biscuits' will not  
only win you new customers,  
but *retain them*.

Huntley & Palmers, Ltd.  
Reading  
Eng.

## Anchor Brand Flour

makes delightful Bread, Buns, Biscuits,



Pastry and, in every way  
flour is used, upholds the  
manufacturers' guarantee of  
"highest quality attainable."

Manfd. by Leitch Brothers Flour Mills, Oak Lake, Man.

21

162

## WINDSOR SALT

**CAR LOTS OR LESS.** Prompt shipments  
Write us for prices. Phone order our expense

**TORONTO SALT WORKS**  
TORONTO, ONT. GEO. J. CLIFF, MANAGER

## A. C. LANDRY

STE. FLAVIE STATION, QUE.

Jobber and Wholesaler in

**Groceries, Flour, Grain and Provisions**

Open to buy Beans, Peas and Canned Goods



## CHINESE STARCH

Quick Sales.  
Satisfaction.  
Large Profit.  
No Dead Stock

Get Prices

**OCEAN MILLS**  
MONTREAL

## GEORGE & BRANDAY

Established 1879

Shipping and Commission Agents

Dealers in Coffee, Cocoa, Pimento, Hides, Honey  
Wax, Sugar, Rum, etc., etc.

KINGSTON, JAMAICA

## 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

## The W. H. ESCOTT CO.

WHOLESALE

Grocery Brokers

137 BANNATYNE AVENUE

**WINNIPEG**

COVERING

MANITOBA and SASKATCHEWAN

CORRESPONDENCE SOLICITED



## MAPLEINE

(Maple Flavor)

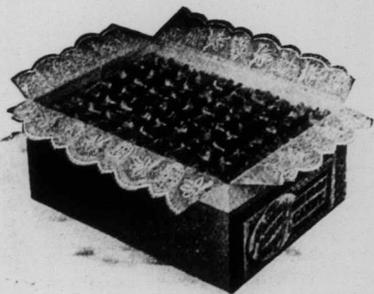
This is a strictly high-grade  
maple flavor, made of absolute-  
ly pure materials, and possesses  
the genuine rich flavor of the  
maple.

One ounce of Mapleine makes  
a gallon of delicious syrup.  
For manufacturing purposes it  
is positively unexcelled.

Send for Free Sample

**Frederick E. Robson  
& Co.**

26 Front St. E., Toronto



## Why We Want Your Business—

Your interests are best served by that firm which has proved itself progressive, up-to-date, awake to the needs of a growing country, and prepared to co-operate with you in mutually satisfactory business-building. A maker of biscuits and confectionery, especially, must keep pace with the times. He cannot exist if he does not.

Our record has been one of constantly increasing activities. We began small. Because we worked intelligently with you wide-awake dealers, we have grown. Our factory is now one of the largest of its kind in Canada. Our plant is up-to-the-minute; our goods are superior, surpassed by absolutely no other manufacturer. Our organization is complete—but we are still progressing.

We think, therefore, we are justified in stating that you should be one of our customers. Our range of high-grade chocolates, other confectionery and biscuits, is wide—no matter what your needs, we can fill your order. Every article we make is of the highest quality. We are specialists in some lines, experts in all, we sell. We have experience. Our sales record proves these statements. You will require a large assortment of biscuits and confectionery for Fall and holiday trade. Get our catalogue and prices.

## The Montreal Biscuit Company

MONTREAL

Our attractive advertising hangers sell goods. They are free to you.

**SALT**

not shipments  
at our expense

**WORKS**  
CLIFF, MANAGER

**DRY**

QUE.

or in

Provisions

Canned Goods

**CHINESE**

**MARCH**

quick Sales.

satisfaction.

large Profit.

Dead Stock

Get Prices

**DEAN MILLS**

MONTREAL

**ANDAY**

Agents

Hides, Honey  
etc.

JAMAICA

**COCA**

SUCHARD'S  
will be in  
the best. We  
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es just right.  
D., Montreal

**TT CO.**

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**LEINE**

e Flavor)

strictly high-grade  
made of absolute  
als, and possesses  
rich flavor of the

if Mapleine makes  
delicious syrup.  
uring purposes it  
excelled.

Free Sample

**E. Robson**

**Co.**

it, E., Toronto

## Florida Oranges and Grape Fruit

(Cluster Brand)

Fresh car due this week. Heavy, Juicy  
Fruit—Bright's

JAMAICA BANANAS

Fruit is exceptionally fine.

ALMERIA GRAPES

Write for special prices on APPLES

NUTS FIGS DATES

New stock.

CRANBERRIES, SWEET POTATOES  
SPANISH ONIONS



25-27 CHURCH ST. TORONTO  
are Largest Receivers

**Extra Fancy**

TRACUZZI, Packe

**St. Nicholas and  
Home Guard  
Puck**

J. J. McCABE, Toronto  
AGENT

**Extra Choice**

## Higher Prices Prevail in Fruits

Apples Are by No Means Cheap, Lemons and Oranges are Firm, Pineapples are Bringing A Good Price and Quotations Generally are Firm—Trade a Little Off Color of Late, But the Holiday Should Brighten Things—What is the Lemon Market Going to Do?—Tornado Mussed Things Up a Little in Florida.

The fruit season has about reached its normal level again, after a brisk summer trade, which, although not exactly a record breaker, was about the average. Grapes are still coming in freely, and the last shipment is not yet in sight. Pears are holding on pretty well, and are bringing a fair price. Apples are demanding attention. High prices are ruling, particularly for choice stock. The export of Canadian apples is at a low mark compared with other years, and the statement made earlier in the year to the effect that export apples would be few, is now fully verified.

It will possibly not be long until many of the fruits and vegetables will have to be imported again, and will continue to be received in that way until spring breaks again. Already, in some places, small vegetables that not long ago were produced here, are now being brought into the country. As soon as importation becomes necessary, higher prices may be looked for.

Pineapples are quoted at a rather stiff price, owing to the scarcity of Cuban stock. Valencia oranges are also firm, particularly in some brands, the end of the season causing light deliveries. The lemon situation is pointing toward high prices. Recent sales in New York have witnessed mediocre fruit sold at good prices for the reason that Sicily lemons are scarce, and the buyers needed them so badly that they were even glad to get them. The new crop is late, as has been stated in these columns before, and, in addition, it is not known when the first shipments will be made. Indications are that they will be late, owing to vessels not desiring to call at Palermo, the chief lemon port on the island. Stocks are light here, and—well the future will unfold itself in due time.

A recent tornado that swept across the lower part of Florida is said to have caused a loss of about ten per cent. of the new crops of oranges and grapefruit.

Thanksgiving and Hallowe'en coming together should bring big business to the fruitmen.

### MONTREAL.

Green Fruits—Apples are coming in freely, but as yet only in the inferior grades for local consumption. Even for export, the grade is none too good, and as a result prices are somewhat in the air at present. Quotations range about the \$6 mark, but grades now appearing are hardly worth that. It is thought the next few days will bring in the better grades in fair quantity, and then matters will adjust themselves.

Grapes, Canadian grown, are in good demand for both preserving and table use. Although Delawares are about done, there are plenty of Rogers, Coacords and Niagaras appearing. Prices are about the same.

Quebec plums are off the market, except a few scattering lots. Canadian peaches are also done. U. S. peaches are appearing in fair quantity in the large baskets.

The pear crop appears to be good this year, both from the standpoint of quality and quantity. Business has only been fair for all lines.

Apples, bbl. .... 5 00 6 00	Oranges—
Bananas crated, .....	California, late
bunch, .....	Valencia, .....
..... 2 00 2 25	..... 4 00 5 00
Cranberries, bbl. 7 50 8 50	Pineapples—
Cocanuts, bags, .....	Florida, case, .....
..... 4 25	..... 5 00
Wild grapes, lb. 0 03 0 05	Plums, crate, .....
Limes, per box, .....	..... 2 00 2 25
..... 1 25	Peaches, Ameri-
..... 2 00	can, basket, .....
..... 4 25 5 00	..... 2 00
	Pears, bbl. .... 7 00 10 00

Vegetables—Scarcity in some lines is beginning to make itself felt. The main ones to be affected are corn, tomatoes and cucumbers. In the last two mentioned, supplies are practically exhausted, as far as locally grown are concerned, and those now on the market are coming from across the border. Cucumbers are selling as high as \$2 per doz., and tomatoes at \$2.50 per box. Corn, the little that is coming in, shows a decided advance and is poor in quality even at that.

Squash are in good demand at former prices, and dealers say that there should be an advance in the next few days.

Trade in general is rather quiet at last quotations, but dealers say it is only temporary, and should be brisk in the near future.

Bears, American	Onions—
basket, .....	Spanish, cases, .. 2 50 3 00
..... 3 00	Potatoes, bag, .. 0 90
Beets, bag, .....	Sweet potatoes,
..... 0 75 0 90	basket, .....
Carrots, bag, .....	..... 1 50
..... 0 75 0 90	bbl. .... 4 00
Cabbage, new, dz 0 40 0 50	Parsley, dozen, .. 0 15 0 20
Celery, doz., .....	Parsnips, new, bag 0 75 0 90
..... 0 75 0 90	Radishes, dozen
Cauliflowers,	bunches, .....
Montreal, .....	..... 0 25 0 30
..... 1 00 1 50	Spinach, bbl, .....
Corn, doz., .....	..... 3 50
..... 0 20 0 25	Tomatoes, box, .. 2 50
Cucumbers, doz., .. 2 00	Preserving to-
Garlic, 2 bunches, .. 0 25	matoes, bkt., .. 0 40 0 50
Green Peppers,	Turnips, new,
basket, .....	bag, .....
..... 0 75	..... 0 75 0 90
Hubbard squash	Vegetable mar-
dozen, .....	rows, dozen, .....
..... 3 00	..... 2 00
Leeks, doz., .....	
..... 1 50	
Lettuce—	
Montreal, doz., .. 0 40 0 60	
Boston, .....	
..... 1 00 1 25	

### TORONTO.

Green Fruit—The wholesale fruit men are moving back from the exchange which they have occupied all summer. It is expected that this week will wind up the season at the general market. The lemon situation is still indefinite, and locally has a much firmer tone. The shipping conditions in Palermo are still unsettled. Vessels are not yet willing to touch at this port from which fully 90 per cent. of the Sicilian lemons

used in the United States and Canada are shipped. It is believed that the total lemon stock of Toronto wholesalers at the beginning of the week was no more than two car loads. Recently in New York prices went to a high figure, as did some brands of late Valencia oranges. With the first shipment of the new Sicilian crop quite unknown, and present stocks low, the market price has become much firmer, and those who looked for high prices some time ago still hold to that opinion and look to see it verified.

Late Valencia oranges are rather scarce, and are bringing a high price. Jamaicas are also on the market and in good condition. New Floridas have not begun to come freely yet, but should soon reach the market. New grapefruit is of good quality, although not as ripe as it might be.

Apples, bbl. ....	3 50	5 00	Florida, per case	4 50	5 50
Apples, Canadian, basket. ....	0 30	0 45	Egg Plant, 11 qt. basket. ....		25
Apples, St. Lawrence, basket. ....	0 50	0 65	Lemons—		
Bananas, ..... 1 50	2 00		Verdelli, ..... 5 00	5 50	
Cantaloupes, basket. ....	0 40	0 50	Limes, box. ....		1 25
Citrons, doz. ....	0 60	0 75	Oranges—		
Cocconuts, sack 4 00	4 50		Valencia, ..... 4 00	5 00	
Cranberries, bbl. ....	8 00		Peaches, Canadian, basket. ....	0 85	1 25
Cranberries, case. ....	3 00		Pears, Canadian basket. ....	0 30	0 75
Grapes, case. ....	2 25		Pears, California box. ....		3 00
" Canadian, basket. ....	0 15	0 25	Pineapples crate	4 00	5 00
Malaga bbl. ....	6 00	6 50	Quince, basket. ....	0 50	0 75
Grape Fruit—					
California, ..... 3 00					

Vegetables—The market has been quiet. There has been a steady demand for most vegetables, but with no special feature. Tomatoes are still received, but their heavy season is over, and the present trade is uncertain. Spanish onions are pretty well stocked by local houses. Potatoes are moving well at unchanged prices. Crop reports differ in different places. From some it is said the crop is a good one, while other reports are not so favorable. On the whole, however, it seems to be an average crop.

Canadian beet, bag. ....	0 60	0 75	Spanish, 4-cases. ....	1 50	
Beans, wax, per 11-qt. basket. ....	0 15	0 25	Yellow, per bag. ....	1 25	
Cabbage, case—			Ontario, per bag. ....	1 00	
Canadian, ..... 0 75	1 50		Domestic, ..... 0 40		
Carrots, Canadian, bag. ....	0 50		Potatoes, Ontario, new, bag. ....	0 75	0 80
Cauliflower, dz. ....	0 75		Sweet, bbl. ....		3 50
Celery, dozen. ....	0 40		Parsley, per doz bunches. ....	0 25	0 30
Cucumbers, bag 0 15	0 25		Red pepper. ....	0 50	0 75
Egg plant, 11-qt. basket. ....	0 25		Green peppers, 11-qt. basket. ....		0 30
Gherkins, bag. ....	1 25	1 50	Tomatoes, Canadian, basket 11 qt. ....	0 30	0 40
Lettuce, Canadian, head. ....	0 25	0 30	New turnips, per 11-qt. basket. ....		0 50
Onions—					
Spanish, large. ....	2 25	2 65			

## FLORIDA ORANGES

Our first car "Parson Brown" variety Florida Oranges arrived to-day. Quality and flavor cannot be excelled. When you buy "Parson Brown" Floridas you are getting the very best. Try them this week.

## WHITE & CO., Limited TORONTO

P.S.—We have a few thousand boxes Fancy Apples—Spys, Baldwins, Greenings, to offer. If interested, write.

## SEASONABLE GOODS

Fancy Almeria Grapes  
Ripe Bananas  
Oranges and Lemons  
Cranberries  
Nuts, Figs, etc.

NEW CROP DATES DUE EARLY NEXT WEEK.

Send us your orders.

HUGH WALKER & SON  
(Established 1860)  
GUELPH, ONTARIO

## BUSTER BROWN LEMONS



are carefully selected and packed. They are the Lemons you should always buy. If you handle them you will continue; if you have not handled them you should. This brand will make you money. Ask for them—do not accept any other packer but—Follina.

W. B. STRINGER  
SALES AGENT - TORONTO

FOLLINA BROS.  
PACKERS - PALERMO



BEFORE THE CLOSE OF NAVIGATION, OR RAILROAD WINTER RATES COME INTO FORCE, GET IN YOUR SUPPLIES OF

# Pickled and Salt Fish

You will economise in every way, and you will procure the best articles in the market if you order from us.

HERRINGS—Labrador, Scotia, Imported Holland and Scotch in barrels, half-barrels and kegs.

SALMON—Labrador, British Columbia, in tierces, barrels and half-barrels.

MACKEREL—Scotia, Irish, in Barrels and half-barrels.

TROUT—Sea, Red and Pale Lake in barrels and half-barrels.

SALT CODFISH—Boneless, Skinless, Shredded, in barrels and boxes.

DRIED CODFISH—In drums and bundles.

## D. HATTON COMPANY

Largest Distributors of Fish

MONTREAL

### Push Loggie's Lobsters

#### WHY?

Because in the Loggie method of canning the natural flavor of the fish is preserved.

IN **Golden Key**  
and  
**Golden Crown**  
BRANDS

only the freshest Lobsters are canned in our up-to-date sanitary factory, and there's a 'well-worth-while' profit for you in handling them!

SEND FOR PRICES.

WE ARE THE SOLE PACKERS.

**W. S. Loggie Co., Limited**  
CHATHAM, N.B.



### BLUENOSE BUTTER

(IN TINS)

It is indispensable for

**HUNTERS, MINERS,  
PROSPECTORS**

or others going into districts where they cannot get fresh butter.

It's pure; packed in air-tight tins that keep the butter indefinitely, and it has no "tinny" taste. SELLS ON SIGHT.

PACKED BY

**SMITH & PROCTOR**  
HALIFAX, N.S.

THE CANADIAN GROCER

QUALITY HIGHEST - AND ALWAYS UNIFORM



# BALAKLAVA BAKED BEANS

WITH OR WITHOUT  
TOMATO SAUCE.

SOLD AT A POPULAR PRICE  
WHICH YIELDS THE GROCER A GOOD PROFIT.

**THE EASTERN CANNING CO.**  
PORT CANADA, N.B.

CANADIAN AGENTS - Nicholson & Bain, Winnipeg. Western Agents: Green & Co., John Street, Toronto; D. C. Hannah, London, Ont.; G. Wallace Weese, Hamilton; H. D. Marshall, 197 Sparks Street, Ottawa; Martin & Robertson, Vancouver, B.C.; John Murphy, 88 St. Peter Street, Quebec.





## YOUR EFFORT PLUS OUR GOODS—

A retailer's selling power depends largely upon himself, but even more upon the quality his words imply.

What a combination: A good retail grocery salesman and high-class merchandise!

You have it when YOU sell CONNORS BROS' high-class sea foods. The quality stands behind your words, an ever-ready guarantee of your sincerity in recommending these sea products.

CONNORS BROS., LIMITED, feel they can always stand behind their products. Their factory is modern, sanitary, located close by the fishing grounds, ensuring economical operation. The goods are guaranteed.

How about YOU—the salesman? Our experience proves to us that the majority of Canadian grocers can consistently sell our goods at a profit.

Are YOU Selling Them?

# Connors Bros., Limited

**Black's Harbour, N.B.**



# Sealshipt Oyster System Is The Only Oyster Insurance

## On National Advertising

Every reader in the country will read about SEALSHIPT OYSTERS this season.

## On Unfailing Supply

You can always get SEALSHIPT OYSTERS. There are over three hundred wholesale distributors in the U.S. and Canada.

## On Safety in Keeping

Packed in the prime of their freshness, perfectly refrigerated, SEALSHIPT OYSTERS will keep for weeks.

## On Increased Consumer Demand

You will find that consumers appreciate SEALSHIPT OYSTERS. They will SHOP where SEALSHIPT are sold.

## On Purity of Product

Our oyster beds are regularly inspected by the Lederle Laboratories.

## On Guaranteed Measure

Rigid contracts with shippers make this solid measure proposition a surety.

## On Assured Profit Margin

You are guaranteed 25% profit at the very least. Many SEALSHIPT Dealers get more.

## On Co-operative Advertising

We furnish free booklets, signs, ad. matter and cuts for local use.

## Sealshipt is Your Insurance Policy Against an Unprofitable Oyster Business

Do you realize, Mr. Dealer, just what the SEALSHIPT SYSTEM is?

Besides being the largest distributor of oysters in the world, its aim is to have the public realize the food value they can find in oysters. ALL THIS IS AT A PROFIT TO THE DEALER.

Here is a vast organization having nearly one hundred shipping points on the Coast and hundreds of inland wholesale distributing points, all banded together in a Co-operative effort to make our aim possible.

We publish a House Organ, "CO-OPETITION," for the benefit of SEALSHIPT dealers. Do you want a copy?

Write for our catalogue and proposition to dealers.



## Oysters Cannot Work, But - -

if you stop to think for a moment, you will realize that you can make money by handling them. You can make oysters work up your profits this season. There is *good money in oysters* and they are *easily handled*.

Have us write you about the cost of a trial order. We have started hundreds of grocers on the road to a profitable business in oysters. Postal us.

Our specialty is SEALSHIPT Oysters, in those patented sealed carriers. Very sanitary; convenient too. But, we also handle bulk oysters, all grades. Do take this matter up NOW. The real season commences at Thanksgiving.

Perhaps you will want fish, too. Our supply is such as to meet your requirements. It includes Haddies, Kippers, Bloaters, Boneless, Smoked, Prepared and Fresh Fish. Prompt shipment. Get our full price list.

P.O. Box 639

## Leonard Bros.

20-26 Youville Square, Montreal  
also St. John, Grand River, Gaspé.

### Dominion Fish & Fruit Company QUEBEC, QUE.

Proprietors of the new, modern **Dominion Cold Storage** Plant, which we open to the trade for safe and economical storage.

### Fresh Salmon

We make a specialty of this line. Supplies received daily by our own boats, direct from our own fishing grounds. Wholesale orders solicited. We handle all other kinds of fish in season.

ALSO DEALERS IN

### Fruits and Vegetables

Fresh daily—every variety—very best at attractive prices.

Office and Warehouse: **Champlain Market**  
Cold Storage: **St. Paul St. and Bell's Lane**  
**I. Montreuil    Jos. Simard    J. N. Beaumont**



### "Concord" Norwegian Sardines

are distinguished by many exclusive features. We reject all but the very finest small fish, autumn caught. We handle the fish with the greatest care, pay every attention to sanitary details and use only the highest grade oil. They are the only sardines which have an extra cover for use after the tin has been opened. Each tin is guaranteed by the **CONCORD CANNING CO.** of Stavanger.

Send your order to any Wholesale Grocer

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.



For the Grocer who realizes the advantage of featuring a 'quality article, backed by an unmistakable guarantee, we recommend

## 'Beacon' Brand Haddie

We are convinced in our own minds that in point of flavor and all-round excellence, 'BEACON' BRAND is without a rival, and to protect the retailer and his customer against fraud and substitution, we are attaching to each fish a metal tag (see cut at foot). Don't buy any Haddie without this tag; it won't be genuine 'Beacon' Brand!

The Haddie under this Brand is cured specially by Scotch Experts from prime Bay of Fundy fish, and we pack Bay Leaves with the Fish, giving a very nice aroma.

We are going to give the retailer every assistance in our power, and have arranged an extensive consumer advertising campaign to create the demand and help his sales.

---

Look for the tag!



*The*  
**F. T. James Co.**  
Limited



Exact Size of Tag

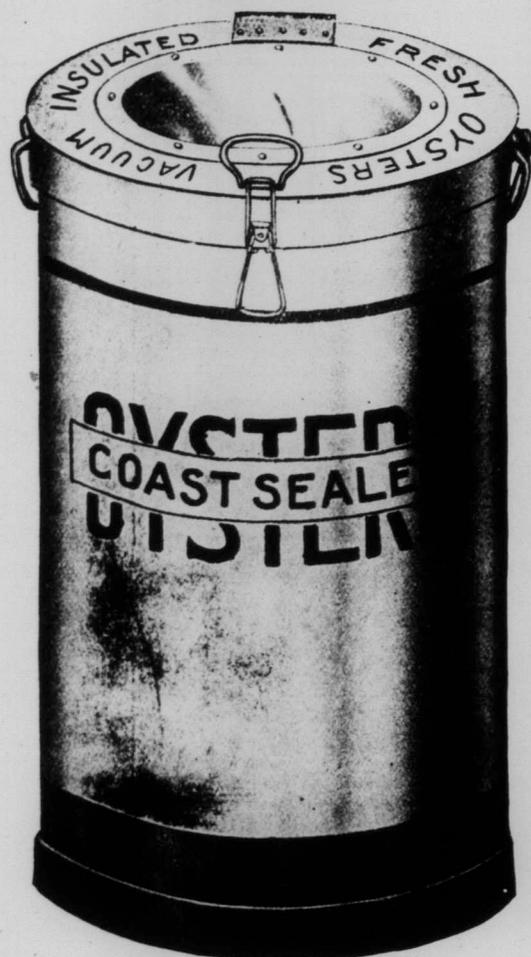
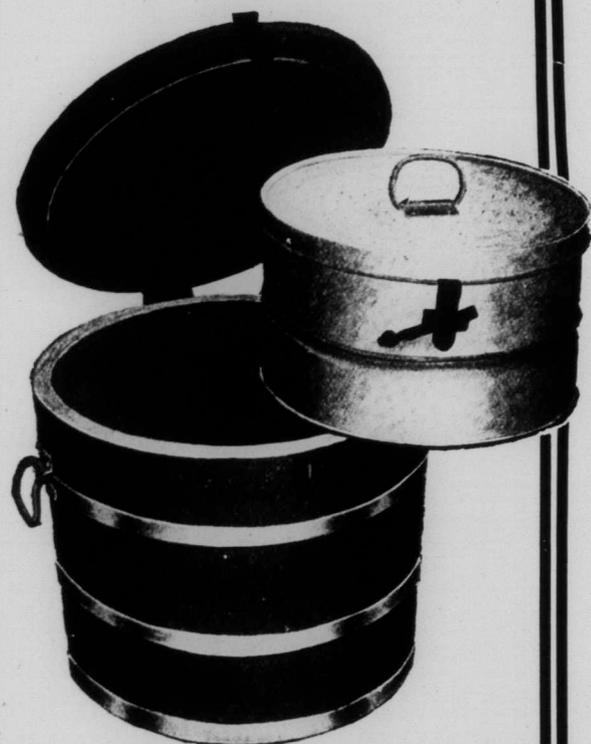
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We also handle a full line of  
Fresh, Frozen and Salt Fish

'Phone Main 7454

Church Street  
TORONTO, ONTARIO

# How to sell more Oysters



Building up a big, profitable business in oysters depends mainly on three factors:—1. Right Buying; 2. Pushful Selling; 3. Quality of the Oysters.

And the existence of these essential factors is also the strongest reason why you should sell

## “Coast-Sealed” Oysters

Consider them one by one:

1. RIGHT BUYING—“Coast-Sealed” Oysters cost less than most lines because your order is measured up in **solid oysters**. A gallon of “Coast-Sealed” Oysters is composed of nothing **but** absolute meats.
2. PUSHFUL SELLING—The “Coast-Sealed” Oyster Display Cabinet is a great aid to pushful selling because it displays your oyster stock most attractively, and enables you to keep that stock absolutely fresh until the last pint is sold. And—this is **very** important—“Coast-Sealed” Cabinets are sold outright. No strings, no conditions; the “Coast-Sealed” Cabinet is **your own property** after you have bought it. Quality, not coercion, is what sells “Coast-Sealed” Oysters.
3. QUALITY—Without consistent good quality your oyster business cannot be truly successful. By handling “Coast-Sealed” Oysters you are absolutely certain of consistent good quality. “Coast-Sealed” Oysters are all northern grown on our own grounds in Rhode Island, Connecticut, and New York, and are all over four years old before being opened. They are fat, meaty, full-flavored oysters. They are packed—right at the sea-coast, mind you—in “Coast-Sealed” containers which are then sealed. The container reaches you with the seal unbroken and with nothing inside of it but pure, absolutely fresh oysters with the delicious salt sea flavor unimpaired.

**Selling “Coast-Sealed” Oysters is the surest way to do a bumper Oyster trade.**

**As the season is advancing rapidly we would solicit an early enquiry.**

## Connecticut Oyster Co.

88 Colborne Street  
Toronto



# Fish - Oysters



## Season for Fresh Fish Fast Closing

Demand is Still Largely Confined to Fresh Fish, but the End of the Season is in Sight—Receipts in the Interior Show Some Improvement—Market Practically Bare of Halibut, but Fresh Trout Receipts are More Liberal—Open Season for Smelts—Fresh Fish in General Coming in More Freely This Week—The Season of Advent is Not Far Distant.

The fish market is pretty active, though many lines are hard to procure. The late storms have played havoc with fisheries and threatened a famine of ground fish. Matters are improving now and it is expected that conditions will be about normal from now on.

The green cod market is a matter of much speculation just at present, and the outlook is for high prices. Still the fact must not be lost sight of that with a couple of weeks good fishing there will be a plentiful supply coming in.

Frozen fish in quantity have been moving, and are in transit already from the Pacific Coast and Great Lakes, although it is still early in the season. The reason is not far off. Owing to the shortage of fresh fish the trade had to take precautions to keep up supplies.

### ONTARIO.

Toronto, Oct. 27. The fresh fish season is drawing to a close. The first of November is commonly regarded as the turning point, but trade extends considerably into the month. According to one of the trade, this week will be about mark the passing of fresh halibut. Fresh trout are coming in rather freely, and should be offered for some time yet. Finnan haddie is quoted at a slight advance, partly due to the increased demand. Oysters are moving out more freely, and prospects are brightening. It will only be a few weeks now until Advent, when the demand for fish should be appreciably increased. The retail trade should begin to prepare for the heavy season.

#### FRESH CAUGHT FISH

Halibut.....	0 09 0 10	Herring.....	0 06
Salmon trout.....	0 12	Yellow pickerel.....	11
White fish.....	0 12 0 13	Steak cod.....	0 04
White fish, pan.....	0 10	Perch.....	0 07
Frozen.....		Haddock.....	0 06 0 07

#### FROZEN LAKE FISH

Pike.....	0 07	Gold eyes.....	0 06
-----------	------	----------------	------

#### OCEAN FISH (FROZEN)

Herring, per 100.....	2 00
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#### SMOKED, BONELESS AND PICKLED FISH

Acadia, tablets, box.....	1 60	Herring (Labs.) half-barrels.....	3 25
Acadia, 2 lb. boxes, per crate.....	2 40	Haddie, Finnan 0 08 1/2 0 09	
Boneless Digbys, box.....	1 00	Halifax, 1-lb. bas., per crate.....	3 12
Codfish, Bluenose, ".....	1 40	Oysters, extra selects, gal.....	2 25
Cod steak, per lb.....	0 07	Oysters, selects, gal.....	1 85
Cod, Imperial, per lb.....	0 05	Oysters, standard, gal.....	1 65
Filets, per lb.....	0 12	Quail on toast, per lb.....	0 06
Halifax, 3 lb. boxes, per crate.....	4 50		

### NEW BRUNSWICK.

St. John, Oct. 27.—The first sign of an improvement in the local fish situation came this week, when several fair shipments of haddock and cod were received. The receipts were not sufficient, however, to affect prices, which remain about the same. It is now expected that with a continuance of fine weather the situation will be much relieved, and that conditions will be about normal again. New halibut are scarce, though a few chicken halibut are being received. With the advent of colder weather the dealers will look to British Columbia for their supply. Mackerel were in fairly good supply last week, but it is hardly expected that there will be any quantity from now on, as the season is about ended.

The fresh fish for the province, up to about a month ago, was a fair average, but since that time it has been bad and dealers look for the season all round to be about equal to last year, which, however, was not a favorable season by any means.

### NEWFOUNDLAND.

St. John's, Nfld., Oct. 27 — The extremely small catch during the past season is responsible of the advance in the price of Labrador fish. Supplies are

not sufficient to meet the demand. Prevailing prices are—

Fish, large merchantable, per qtl.....	5 00
" small.....	5 00
" large Madeira.....	6 00
" small.....	5 00
" large West India.....	3 50
" small.....	2 50
" Labrador.....	4 00
Haddock.....	2 50
Herring, No. 1, large, barrel.....	2 10
Lobsters, case.....	15 00
Salmon, No. 1, large, tierce.....	21 00
" No. 1, small.....	15 00
" tinned, case.....	5 70
Cod Oil, hardwood packages, package.....	78 00
" softwood.....	73 00
Cod Liver Oil, gallon.....	0 60

### NOVA SCOTIA.

Halifax, Oct. 27 — There is some improvement in the receipt of fresh fish on the local market this week. The stormy weather, however, has hampered the operations of the fishermen along the coasts, and the quantities of fish canned are far below the average for this season. The market is bare of fresh halibut, there being an unusual scarcity of this class of fish. There is a fairly good run of codfish, but few haddock are being caught.

Leard's Lobsters, Canned Chicken, Chicken Soup and Quahaugs.

Write for prices.

**W. A. LEARD**  
SUMMERSIDE, P.E.I.

## Dried Apples

Shipments Solicited  
Settlements Prompt

**W. A. GIBB COMPANY**  
HAMILTON  
JAMES BOMERVILLE Manager

## Highest price paid for DRIED APPLES

**O. E. ROBINSON & CO.**

ESTABLISHED 1886

Ingersoll - Ontario

Would you like our Weekly Circular?

## Lemon Bros.

Owen Sound, Ont., and Sault Ste. Marie  
Wholesale FRUIT, FISH and PRODUCE

Commission Merchants, and

Dealers in HIDES, WOOL and RAW FURS

Cable Address: "TRESTER."

ESTABLISHED 1865

A. B. C. Code, 4th Ed.

## HAMBURG, M. TRESTER GERMANY

Old established Commission Agent for the sale of Evaporated Apples, Millfeed, Bran, Tallow, Hides, Cereals, Butter, Cheese and all other Canadian Export Products. Correspondence with offers F.O.B. solicited.



## Hints on Care of Tobacco in the Store

**Stock Should be Kept Under Glass so That it Will be Free From Dust—Moisture Needed, Particularly in Winter—No Necessity in Cutting Prices to Make Tobacco a Leader—The Buying of Plug Tobacco.**

By H. C. M.

Grocers are only beginning to realize the possibilities for trade increase offered by cigars and tobaccos. From the standard of a profit-bringer there are few lines which offer such a margin. As a means of bringing new customers to the store, it attracts the men of the family, which practically no other section of the grocery trade does to any great extent. Tobaccos are staples, and with proper care will keep readily for any necessary length of time.

In order to fully deal with the subject, it would be necessary to do so under two separate headings—from the viewpoint of the city grocer, and from that of his country, or small town cousin. In this article we will deal only with the latter. The reason for this is obvious. In the city the tobacconist flourishes, thus making it essential that only a limited portion of the trade can be dealt with by the grocer. In a small town or village it is entirely different. The grocer has the field practically to himself. That is, he should have if he avails himself of his opportunities. Practically his only competitor is the druggist, and the natural place for cigars is not the drug store. For every-day necessities the grocer is the logical man to go to.

Why is it that tobacco in its various forms has not received its fair share of attention? There are several reasons, but the principal is stated when we say that most grocers pay little attention to this department, and know little about

the care necessary to keep to stock properly.

Tobacco and cigars, when properly looked after, do not deteriorate. The observance of a few essential rules will always give the dealer good stock to work with.

### Moisture is Necessary.

For instance, tobacco requires moisture always in the proper quantity. In summer nature looks after this with only moderate help. The air usually contains sufficient moisture to keep the stock in good condition.

There is one matter which has to be carefully watched, however. In the average store tobaccos are usually kept in the first place available, where they will be least in the way. This very often means that they are dumped in the first empty drawer, and usually one near the floor. As a result of this carelessness, the dust from the sweeping collects about it, not only spoiling the appearance, but seriously injuring its quality. Tobacco is sensitive to outside influences, and needs fully as much care as the grocer would devote to his finer cheese or teas.

### Price-cutting Useless.

Another mistake that is common is using the tobacco department, not as one of the main profit-bringers, but as simply a leader, a drawing card at a cut price for trade in other lines. Cigars and tobaccos appeal only to the men of the family, and constitute almost the only line which does reach them. Thus the uselessness of price-cutting in this par-

ticular branch of trade is readily observed.

A proper study of trade must be made in order to stock the quality of goods that will take with customers. Often the grocer finds himself loaded up with a lot of tobaccos, good enough in all probability, but not good enough for his custom. The only remedy for this, or rather preventative, is to buy at first

**Tell Your Customers That**

**SHAMROCK  
BIG PLUG  
SMOKING TOBACCO**

*When cut never dries up or becomes hard. The leaves are so firmly packed that the plug remains fresh and moist*

**Rock City  
Tobacco Co.**

LIMITED

QUEBEC and WINNIPEG

Manufacturers  
of

THE

**MASTER  
MASON**

Brand of

**Cut Plug  
Smoking Tobacco**

**McDOUGALL'S**

**CLAY PIPES**

THE BEST IN THE WORLD

**D. McDougall & Co., Ltd.,** GLASGOW, SCOTLAND

**Black Watch**

**The Big Black Plug  
Chewing Tobacco**

"A Trade Bringer"

Sold by all the Wholesale Trade.



# 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.

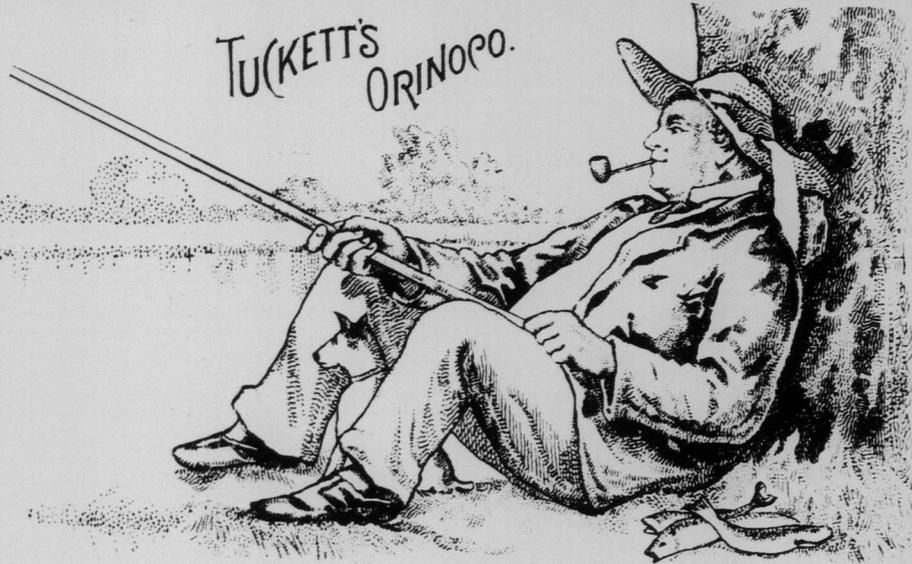
**THERE IS NO SUBSTITUTE**

## Tuckett's

## Orinoco

## Tobacco

NO BETTER  
JUST  
A LITTLE Milder  
THAN



### Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

## TUCKETT LIMITED

HAMILTON,

ONT.

in small lots until he is sure just where he will land in stocking certain lines, and then go ahead.

**Some Golden Rules.**

In the first portion of this article some mistakes have been pointed out, but remedies have been left to the latter part. What are some of the golden rules in tobacco selling?

See that your stock is kept in glass, protected from dust and injurious outside influences.

In winter make sure that some additional moisture is left in your tobacco compartments.

Study your trade and cater to it.

Do not use tobaccos as a leader at cut prices.

Plug tobaccos should be bought in small boxes and kept fully as well protected as any other lines. The reason for the small boxes is obvious; new stock is always open.

of a good display and with price tickets. He should aim at buying stocks that will retail at a reasonable price and still pay a good percentage of profit, and he should regulate his supply to prevent any of his goods becoming too stale.

It is the persistent advertiser that keeps the public interested in his store. The man who uses newspaper space once a month is not likely to gain many new customers through advertising. Printer's ink and white space can be made a powerful asset in a retailer's business—an investment which many find to be "worth its weight in gold." Persistence, good copy and good goods to back up the ads. are the essential points.

**Candy Well Displayed is Half Sold**

**Western Grocer Places His Show Cases near the Door and Uses Price Tickets and Salesmanship—Makes a Profit of From 25 to 50 Per Cent—Care Should be Exercised Not to Overstock as This Results in Stale Goods.**

Recent years have witnessed a marked change in the character of the modern grocer's confectionery department. Formerly, the great majority of grocers sold confectionery, but in those days it was known only as candy. It was then in short dresses, so to speak, but now it has reached its majority and is designated the confectionery department as an evidence of its new dignity.

To-day, the grocer displays in handsome showcases choice chocolates, creams, milk chocolate, and other varieties of fancy chocolates and candies for all tastes.

The candy sticks and bars of former years have not at all disappeared. They occupy a position in some stores although apparently they have lost ground. But the new high-class goods have been tried by the grocer and they have proved profitable and easy to handle.

On account of the neatness of the confectionery in boxes and packages, and of the daintiness of the "sweets" that are displayed in bulk, this department possesses a particular attractiveness in those stores where it receives the attention that is its due.

The location is generally a conspicuous part of the store—because it is a profitable line—and a shopper can scarcely pass it without buying. One at least stops to let the eye feast on the dainties if the palate has to be deprived of them.

**Business Expanded Quickly.**

A Western Canada retailer expressing his views upon the value of a confectionery department states that he has met with splendid success. From the very first it has paid well, and it was not long until he had a regular demand and required special show cases to display them whereas previously he had only a small show case.

"While I knew," he said, "that peo-

ple came into my store oftener than any confectioner's or druggist's, still I was a little doubtful at first whether they would buy in a grocery store, so my first plan was to get in only a small quantity as an experiment. I put a display in a prominent place but did not try to do any special boosting until the first Saturday when I branched out in earnest."

"There is no reason why I should have doubted these goods even from the beginning but the fact was I did not know anything whatever about them. That should not prove a deterrent for confectionery really gives little or no trouble."

**Made a Good Profit.**

"The profit varies from about 25 to 50 per cent. It is different with different brands. I cannot just say that it went right up to 50 per cent, but it was not far from it. There is one particular thing to be remembered in handling candy and that is to get the quality. If the quality is good the consumer is bound to like the product. After that it is smooth sailing."

"Buying candy according to my experience is to a large extent a habit especially when people get to like some special kind. But you have to begin them in that habit. It stands to reason that people will not come back for something that did not suit them the first time. Their feeling is rather that they will take good care not to go near that candy stand. That is the only method I know."

**Care in Stocking.**

The grocer should therefore, carefully select his stocks. When the goods are presented before him he will be able to select wisely and after that he will learn what goods he can sell best. He should make an effort to sell them combining personal salesmanship with that



**CANADIAN  
POLISHES**

These lines will interest you because they are polishes of highest quality, and yet can be sold cheaper than imported articles.

This is because Royal Polishes are made in Canada, by Canadians, for Canadians.

We pay no duty—the duty you pay on other polishes we take off our price to you.

Stock up with Royal Polishes before cold weather sets in.

Prompt Shipment.

**Royal Polishes  
Co.  
Montreal**

*Established when George the Third was King*

**HOLBROOKS LIMITED**  
**BIRMINGHAM, ENGLAND**

Sole Manufacturers and Proprietors of

# HOLBROOK'S

**WORCESTERSHIRE**

# SAUCE

Acknowledged  
Sauce of

the Premier  
the World



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

CANADIAN-AMERICAN OFFICES :

**40 Scott Street, Toronto, Canada**

Manager, H. GILBERT NOBBS.

Head Office and Works, Birmingham, England.

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

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

DIRECTORY OF

Manufacturers, Manufacturers' Agents,  
Brokers, Etc.

BRITISH COLUMBIA

**W. A. JAMESON  
COFFEE CO.**

Importers and Roasters of High Grade Coffees.

Manufacturers and Proprietors of  
"Feather-Light" Brand Baking Powder

We also carry a full line of TEAS,  
SPICES, etc.

Mail orders promptly attended to.

Cor. Langley and Broughton Sts.  
VICTORIA, B.C.

R. ROBERTSON J. Y. GRIFFIN

**R. Robertson & Co.**

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VANCOUVER, B.C.

Wholesale Brokers  
GROCERIES, PRODUCE, FRUITS, GRAINS  
Importers and Exporters

Reference—Bank of Montreal.  
Write us for information about B.C. trade.  
Cable Address—"Robin," Vancouver.  
Codes—A C, 5th Edition; Revised Economy; Modern  
Economy; Utility and Dowling's.

ONE of the most successful  
retailers of late years  
says: "When a firm advertises  
in trade papers it is getting  
into good company. As I pick  
up one of a dozen of these  
periodicals here in my office,  
and glance through it, I find  
that the best people, the suc-  
cessful firms, are represented  
in such a way as to reflect  
their importance in the trade."

VICTORIA  
**FRUIT GROWERS' ASSOCIATION**

The largest packers and shippers of first-  
class Fruits of all kinds in British Columbia.

OFFICE AND WAREHOUSES

COR. WHARF AND YATES STS. - VICTORIA  
Branch at 140 Water Street, Vancouver.

Do you want live representation?  
We are in touch with the trade.

**Andrews & Nunn**

Manufacturers' Agents and  
Wholesale Commission Merchants

Codes—A B C 5th Edition, Western Union

615 Dominion Trust Building  
VANCOUVER, B.C.

Correspondence  
Solicited

Highest  
References

The  
**Condensed Ads.**  
on page 200  
will interest you

**SLATER BROS.**

Wholesale Manufacturers' Agents  
P. O. Box 645  
VANCOUVER, B.C.  
Correspondence Solicited

**WILLIAM W. DUNCAN**  
Broker and Manufacturers' Agent  
**DISTRIBUTING**  
Free and Bonded Warehouses  
VANCOUVER - VICTORIA

**McLEOD & CLARKSON**

Manufacturers' Agents and Wholesale Commission  
Agents

144 WATER ST., VANCOUVER, B.C.

Can give strict attention to a few first-class Gro-  
cery Agencies. Highest References.

Are you interested in any of the  
lines that are advertised?  
A Post Card will bring you price  
list and full information.  
Don't forget to mention this  
paper.

**Where Knowledge is Power 'tis Folly to be Ignorant!**

Particularly when the knowledge can be readily acquired at a very low cost.

MERCHANTS and SALESMEN will find their efficiency greatly increased by a careful perusal of any of the books listed below. WRITE FOR FULLER PARTICULARS.

The Making of a Merchant .....	\$1.25	Bookkeeping Self Taught .....	1.00	Ropp's Vest Pocket Edition (cloth)...	.35
Men Who Sell Things .....	1.00	Success in Letter Writing .....	.75	Spices and How to Know Them .....	3.50
Human Nature in Selling Goods .....	.50	How to do Business by Letter .....	1.00	Tea Hints for Retailers .....	2.00
Management and Salesmanship .....	.50	Ropp's Commercial Calculator		Tea, Its History & Mystery .....	2.00
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Practical Publicity .....	2.15	Pocket Edition (Leather) .....	1.00	100 Good Ads for Grocery Store .....	1.00
The Art of Retail Selling .....	2.00	(Cloth) .....	.50	Art & Science of Window Decorating	2.00
Retail Advertising Complete .....	1.00	Vest Pocket Edition (leather) .....	.50		

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THE MacLEAN PUBLISHING COMPANY, - TECHNICAL BOOK DEPT.

143-149 UNIVERSITY AVENUE, TORONTO

# Red Clover Tea

## Maritime Grocers! Tea Prices Talk

Do you not consider it a good buy to purchase  
RED CLOVER TEA at Figures like these?

You buy at 23c.	26c.	30c.	36c.
You sell at 30c.	35c.	40c.	50c.

Good profits? Compare prices and be your  
own judge. Red Clover Tea quality is the very  
highest, and is always maintained.

### Charles H. McDonald

Direct Tea Importer  
and Blender

St. John, N.B.

## Buy "The Powder with a Pedigree"

THE LEADER FOR 50 YEARS  
AND STILL THE BEST.



NO ALUM  
IN IT.

FROM ALL JOBBERS.  
OR

W. D. McLaren, Ltd.  
Montreal

# COOK'S FRIEND BAKING POWDER

The Grocer will award medals for the best examples of "Constructive Salesmanship" furnished by merchants or their clerks during the next six months.

**Class A.**—Open to merchants or clerks in villages or towns up to 2,500 population. 1st, Solid Gold Medal; 2nd, Silver Medal; 3rd, Bronze Medal.

**Class B.**—Open to merchants or clerks in towns and cities between 2,500 and 20,000 population. 1st, Solid Gold Medal; 2nd, Silver Medal; 3rd, Bronze Medal.

**Class C.**—Open to merchants and clerks in cities over 20,000 population. 1st, Solid Gold Medal; 2nd, Silver Medal; 3rd, Bronze Medal.

The Competition will close May 1st, 1911. The decision will rest with a committee comprising the editors of nine of the Maclean trade newspapers.

The ability of a merchant to sell depends upon many things—buying methods, display, advertising in its various forms, store equipment, recommendation of goods, telephone service, etc.

Everything that has a bearing upon the building up of profitable business is "Constructive Salesmanship," for salesmanship is the essence of all business. Even buying comes under that heading, because a merchant always buys with the sale in mind.

We want actual methods by which dealers have introduced new goods, broadened the scope of demand for others, and in a general way increased their turn-over and profits by the exercise of their selling power.

No contestant will be judged on his ability to write an article about his experiences. As a matter of fact we'll be quite satisfied if merchants merely send us a rough description of the methods which they have employed. We do want all the facts—good hard facts. Where they come to us minus literary style, we'll do our best to furnish the latter.

This competition promises to be an extremely interesting one, and the beauty of it is that the small man works under no disadvantage because of his size. If he takes off his coat, studies his field and earnestly sets out to develop its possibilities, he has as good a chance of winning as the bigger fellow.

The Editor of The Grocer will be glad to hear from merchants or clerks desiring more specific information in regard to the conditions surrounding this competition.

# RICHARDS & BROWN

Wholesale Commission Merchants and Brokers  
WINNIPEG, - - - CANADA

MR. MANUFACTURER:—

You would not employ a salesman without seeing him or making a thorough investigation. Then surely you will not appoint agents to sell your goods without knowing their ability.

We have five travellers covering Manitoba, Saskatchewan and Alberta with only the highest grocery lines. If you have goods to market in the above provinces all we ask is that you see us before arranging with some other agent who cannot secure you such profitable results.

Why is it that so many manufacturers fail to get a large connection in Western Canada, and are dissatisfied with their present agents? It is because they did not investigate more thoroughly before leaving the selling of their goods in the hands of someone that has not a well organized selling staff, or is overloaded with lines.

WE INVITE CORRESPONDENCE.

Cut this out for Reference

## BRITISH COLUMBIA COMPANIES ACT 1910

We are prepared to act as principals for companies desiring to do business in British Columbia without such companies assuming the responsibilities and obligations imposed by the above Act.

This Act, which came into force July 1st, 1910, requires the registration or licensing of extra-provincial companies doing business in British Columbia, the payment of fees set forth in the Act and the filing of statements, together with particulars of all mortgages and charges created by an extra-provincial company.

### Shallcross, Macaulay & Co., Ltd.

Branches at Victoria, Vancouver, and Nelson, B. C.,  
Edmonton and Calgary, Alta., and Winnipeg, Man.

## Buchanan & Ahern

WHOLESALE COMMISSION  
MERCHANTS  
QUEBEC

Representing reliable manufacturers of grocery lines. Open to consider one or two new agencies.

ADDRESS P.O. BOX 29.

## CEYLINDO TEA

SATISFIES the most exacting tastes because IT IS THE "BEST TEA" AT POPULAR PRICES.

This choice whole leaf Indo-Ceylon Tea, free from dust, is specially blended and packed in our Bonded Warehouses, London, England, and is second to none.

Of guaranteed uniform quality, rich and fragrant as used in Europe, it is an excellent advertisement of good value for any store to sell, and it will keep old customers and obtain new ones.

We want permanent and future business, and if you try this Tea, you and your customers will be satisfied, as they will tell you THERE IS NO BETTER.

W. D. MIDMER & CO., "Canada," LIMITED  
New Glasgow, N.S., and London, Eng.



Montreal Office

# Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.



Winnipeg Office

<p><b>R. B. Colwell</b> BROKER HALIFAX, N.S. REPRESENTING LEADING MANUFACTURERS, SUCH AS <b>E. D. Smith Lowneys Toblers</b></p>	<p><b>W. S. CLAWSON &amp; CO.</b> Manufacturers' Agents and Grocery Brokers. Warehousemen ST. JOHN, - - - N.B. Open for a few more first-class lines.</p>	<p><b>MacLaren Imperial Cheese Co.</b> Limited AGENCY DEPARTMENT Agents for Grocers' Specialties and Wholesale Grocery Brokers TORONTO, Ont. DETROIT, Mich.</p>
<p><b>J. W. GORHAM &amp; CO.</b> JERUSALEM WAREHOUSE, HALIFAX, N.S. Manufacturers' Agents and Grocery Brokers WAREHOUSEMEN can give close attention to few more first-class agencies. Highest references.</p>	<p><b>Headquarters</b> New White Beans Arriving. Get our quotations.</p>	<p>We have on hand 3,000 cases Gallon Apples, quality No. 1, which we are offering, subject to not being sold. Prices on application. <b>Lind Brokerage Company</b> 73 Front St. E., Toronto</p>
<p><b>FOR SALE</b> Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order. <b>J. T. ADAMSON &amp; CO.</b> Customs Brokers and Warehousemen 27 St. Sacramento Street, Montreal TEL. MAIN 778 BOND 28</p>	<p><b>W. H. Millman &amp; Sons</b> Wholesale Grocery Brokers TORONTO NEWFOUNDLAND <b>T. A. MACNAB &amp; CO.</b> 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.</p>	<p>NOTICE TO MANUFACTURERS We WILL SELL your goods to your satisfaction - write us. <b>The HARRY HORNE CO.</b> Grocery Brokers, Manufacturers' Agents and Importers 309-311 King St. West, - - - Toronto <b>WATSON &amp; TRUESDALE</b> (Successors to Stuart, Watson &amp; Co.) Wholesale Commission Brokers and Manufacturers' Agents. WINNIPEG, - MAN. Domestic and Foreign Agencies Solicited.</p>
<p><b>ROBERT ALLAN &amp; CO.</b> MONTREAL General Commission Merchants Green Cod, Skinless Cod, Herrings, Seal and Cod Oils, White Beans, Peas, etc</p>	<p><b>G. C. WARREN</b> Box 1036, Regina IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT Trade Established 12 Years. Domestic and Foreign Agencies Solicited</p>	<p><b>— WINNIPEG —</b> <b>H. G. SPURGEON</b> Wholesale Broker and Manufacturers' Agent United Kingdom and Foreign Agencies Solicited. 230 Chambers of Commerce. P.O. Box 1812</p>
<p><b>WESTERN DISTRIBUTORS LIMITED</b> Wholesale Commission Merchants, Customs Brokers and Manufacturers' Agents. Cars Dis- tributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our posi- tion is your opportunity. SASKATOON, - WESTERN CANADA</p>	<p><b>W. G. A. LAMBE &amp; CO.</b> TORONTO Grocery Brokers and Agents. Established 1885</p>	<p><b>DISTRIBUTORS, LIMITED</b> P. O. Drawer 99 EDMONTON, ALBERTA Manufacturers' Agents, Commission Mer- chants, Warehousemen. We sell direct from the Manufacturer to the Retail Track connection with all Railroads.</p>
<p><b>BUCHANAN &amp; AHERN</b> 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</p>	<p>If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is <b>The Irish Grocer, Drug, Provi- sion and General Trades' Journal.</b> 10, Garfield Chambers, Belfast, Ireland</p>	<p><b>90,000 People</b> Think of the amount of PORK and LARD there is consumed in this centre. Are you repre- sented here, Mr. Packer? I am open to consider a first class American or Canadian agency.</p>
<p><b>M. Allan Deans</b> GROCERY BROKER AND MANUFACTURERS' AGENT Bank of Hamilton Chambers - 34 Yonge Street Domestic and Foreign Agencies Solicited.</p>	<p><b>W. G. PATRICK &amp; CO.</b> Manufacturers' Agents and Importers 77 York Street, Toronto</p>	<p><b>A. FRANCOIS TURCOTTE</b> Room 16, Morin Block QUEBEC, CANADA <b>In Quebec City</b></p>

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

# SYMINGTON'S COFFEE ESSENCE

ALWAYS READY!  
ALWAYS PURE!  
ONE STANDARD  
QUALITY!

UNQUESTIONABLY THE VERY BEST  
THOMAS SYMINGTON & CO.

TO BE HAD OF ALL  
WHOLESALE

EDINBURGH



## "Vol-Peek"

**Granite Cement  
Mends Holes in Everything**

Here is a line easily handled, in demand every day and saleable at a VERY attractive profit.

Unsurpassed for mending holes in Graniteware, Tin, Agate, Iron, Brass, Aluminum, Enamelware, etc.

One package will mend 50 holes. No tools necessary.

Supplied to you in nice counter display easels as illustrated on right.

The price could not be more attractive.

2 dozen (prepaid):  
**\$3.00**

**H. Nagle & Co.**  
Montreal, Quebec



MADE IN CANADA

WE WANT to interest you in paper, and especially the brands which we manufacture.

Superfine Linen Record

Earnscliffe Linen Bond

Standard Pure Linen

Empire Linen Bond

Crown Linen

Colonial Bond

ENVELOPES TO MATCH—SAMPLES SENT ON REQUEST

**The Rolland Paper Co., Ltd.**

MONTREAL, P.Q.

General Offices:  
MONTREAL, P.Q.

Mills at  
ST. JEROME, P.Q.

## "JAMES DOME LEAD"

The finest STOVE POLISH on the market. Gives a quick, lasting, brilliant shine. Creates no dirt or dust, all polish.

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

## Imperial Maple Syrup—

It is economical, and decidedly good value in every way. Put up in attractive packages for grocers who cater to a trade that is particular.

You will feature this syrup to advantage. It is a quick seller, and steadily in demand.

The Imperial Syrup Co. :: Montreal

A Delicious Vegetable all the Year Round

### FOSTER'S "Hand Brand" Lincolnshire

Marrow-  
fat



Green  
Peas

THE HOUSEWIFE'S DELIGHT

*In Sealed Packets only.*

Sole Agents:

Maclure & Langley, Limited  
12 Front Street East, Toronto, Canada



Golden Brown Squares of Nourishment

You can please the palates of your customers and add to your own profit by featuring

### TELFER'S GRAHAM WAFERS

They are very appetising and nourishing and command a ready and steady sale at the popular price of 10c.

We also make all kinds of fancy and other biscuits. Get our prices.

TELFER BROS., Limited  
COLLINGWOOD, ONT.

Toronto    Winnipeg    Hamilton    Fort William

## LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON,

JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce

THE CANADIAN GROCER

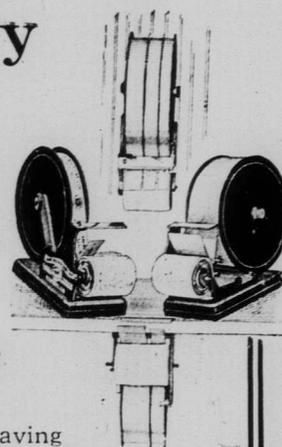
# Save Time—Save Money

AND GET

## Safer and Neater Packages

BY USING THE

# AMERICAN Gum Tape Machine



Four machines have been found to save one clerk in a grocery store, besides saving at least two-thirds on twine. Packages thus sealed are more secure than those tied with string, are much neater and much more quickly fixed.

Many leading American firms—Marshall Field, Wanamaker, Macy, Siegel-Cooper, etc.—have found they can handle their businesses with the least possible expense by using the American Gum Tape Machine.

Printed tape speaks your name out loud—furnished at slight additional cost. Write us for samples of tape and prices. Machine sent you for free trial if desired.

**American Gum Tape  
Company**

**115-119 Worth St.,  
New York**



The Demand for **SAUERKRAUT**  
is daily increasing

ASK FOR QUOTATIONS



SHIPMENT OCT. TILL SPRING

Place your order early

CANNING DEPARTMENT  
**ONTARIO SEED CO., Successors, WATERLOO, ONT.**



The kind that will give satisfaction

FROM BEST  
FIRE CLAY

CROCKS,  
CHURNS,  
FLOWER POTS,  
FIRE BRICK, Etc.

WRITE US FOR PRICES

**Belleville Pottery Company**  
BELLEVILLE, ONT. C. A. Hert, Prop.

## MOLASSINE DOG and PUPPY CAKES

are entirely different from all others and are quick sellers. If you are stocking Dog Foods, write for particulars and free samples; I will interest you.

SOLE IMPORTER:

**ANDREW WATSON**  
81 YOUVILLE SQUARE, MONTREAL



## FACTS ABOUT ADVERTISING



*By The Advertising Manager*

VIII.

"I'll use three half-pages in The Canadian Grocer, at a cost of \$37.50, and if the results are good I'll continue in that space right along," said a manufacturer to one of our representatives not long ago.

"Just what sort of results do you figure this advertising should bring you?" asked the solicitor.

"Why, inquiries about my goods," was the reply.

"Before going any further," said the solicitor, "let us look at the real nature of selling work and its relationship to advertising.

"We'll say that you want to push your ———"

"You have ten travelers on the road selling these goods, not to speak of the hundreds of jobbers' salesmen who handle them.

"You have the trade pretty well covered and you feel that your goods and selling facilities are quite satisfactory.

"Competition is keen and you've got to hustle for business.

"You place a half-page advertisement in The Grocer, in which you speak earnestly and enthusiastically of the quality of the goods, of the satisfaction they have given where introduced, of the worth-while profit paid the dealer.

"Now, what is the attitude of the dealer when he sees this advertisement?"

"We'll say that it contains a good illustration of your package and that the typographical arrangement is neat and attractive.

"The dealer reads what you have to say about your goods and it interests him.

"You have used a good-sized space to give him your main selling arguments, and your story is told in a frank, earnest, enthusiastic way. To be brief, your advertisement gets his

attention, and impresses him with the fact that behind your talk is a strong faith in the goods. He feels that such a house is likely to be a 'live wire,' and that when its salesmen call they'll be men of the same stripe—*aggressive and equipped with something worth while to tell him.*

"But does this merchant rush away to write you a card or letter, inquiring for prices, etc.?"

"No, he does not.

"He knows that you are not doing a mail order business.

"He knows that if you want to sell him you are going to send a traveler to call on him.

"He's as sure as he can be of anything that a salesman will call to try and sell him these goods.

"Then, why should he sit down and write to you?"

"He won't buy the line anyway until the salesman arrives, and perhaps he won't then—on the first call.

"Your first advertisement gets his attention and he looks for the succeeding ones, into which you introduce new arguments, and in which the typographical arrangement is attractively varied.

"Your talks reach him, you know, at a time selected by himself to study matters connected with his business—at a time when his 'buyer's attitude' is dropped and he is willing to listen to what the firms who are trying to sell him goods have to say through the paper that has his thorough confidence.

"You may never receive a line from this dealer direct, but when your salesman arrives he gets a good hearing.

"Through your advertising you have won the dealer's attention and aroused his interest.

"Now, don't you think the salesman's work has been simplified by this favorable reception you have prepared for him?"

"Don't you think he will sell a higher percentage of the dealers he calls on, than he would if this introductory work had not been done?"

"Don't you think the securing of attention for your goods beforehand will save a good deal of the salesman's time—permit him to make more calls in a day than he otherwise would?"

"Won't you admit that by carrying the dealer through the stages of attention and interest—always essential in the process of selling—this advertising in The Grocer has accomplished actual selling work?"

"Won't—"

"You talk like a lesson in scientific salesmanship," interrupted the prospective advertiser with a smile.

"Well, doesn't all this appeal to you as common sense reasoning? Doesn't it fit in with the real nature of selling work?"

"Yes, I must admit that it does. I have never looked at the matter in just that way."

"You did not realize," went on the solicitor, "that it is the established system by which you distribute your goods that discourages inquiries on the part of dealers.

"You overlooked the fact that only one class of advertising ever brings direct sales—mail order advertising.

"The general advertising on which manufacturers spend millions in the daily newspapers and magazines never even brings inquiries, unless the public is asked to send in for a book of recipes, catalogues or samples.

"Even then the value of the advertising cannot be judged by the inquiries. As a matter of fact, they are merely incidental to the real value.

"At the same time, the results are sure and certain, the same as from advertising in The Canadian Grocer."

"Do you mean that The Grocer will not bring inquiries at all?" asked the prospective advertiser.

"Not by any means. The Grocer will, and does, bring inquiries to the advertising of some firms.

"Take an advertisement for a store fixture or appliance that can be accurately illustrated and described.

"Or take an advertisement that offers the dealer a price inducement to buy goods whose quality he is well acquainted with.

"In such instances as these The Grocer brings splendid inquiries, and often actually makes sales."

Here the solicitor turned over the pages of The Grocer and pointed to advertisers who had proved this to be so.

"A half-page every week for a year would cost me \$425, would it not?"

inquired the prospective advertiser.

"Yes," replied the solicitor, "and don't forget that by means of it you reach ten good buyers, for every cent expended.

"It costs you only about \$8 per week to reach 7,000 of the best merchants in Canada.

"This represents a charge against each of your ten travelers' expenses of 80 cents per week.

"Not to speak of the extra sales it brings through the jobbers' salesmen."

"I'll take that half-page for the year," said the manufacturer, "and I'll clearly explain its purpose to my sales-

men. Through showing them just how it performs actual selling work, by getting the dealer's attention and interest, and making their task easier, I hope to put enough additional ginger into them to make the advertising worth while for that reason alone.

"I want these advertisements to be good and I'd appreciate the assistance of one of your ad. writers."

The order was signed, the advertisement carefully written and a new advertiser made a very valuable addition to his selling staff—one in which he has every confidence, since he knows just exactly the work that it can be relied upon to accomplish.

**The Real Thing at Last!**  
**FUSSELL'S PURE RICH THICK CREAM**  
**(GOLDEN BUTTERFLY BRAND)**

Samples and particulars of:—  
 The W. H. Malkin Co., Vancouver, for British Columbia, Yukon and West Alberta.  
 C. Fairall Fisher, 22 St. John St., Montreal, for Quebec.  
 W. H. Escott, 141 Bannatyne Ave., Winnipeg, for Manitoba, Saskatchewan and East Alberta.  
 The Harry Horne Co., 309 King St. West, Toronto, for Ontario.  
 J. W. Gorham, 251 Hollis St., Halifax, for Nova Scotia.  
 W. A. Simonds, St. John, for New Brunswick, or  
**FUSSELL & CO., LTD.**  
 4 Monument Street, LONDON, Eng.



is NOT a Makeshift nor a Substitute, but PURE Mountain Pasture CREAM. Put up in Sterilized Tins. Guaranteed Quite Pure. Contains no Preservative. Keeps good anywhere.

**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.

**TEA LEAD**

Best Incorrodible

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

**ISLAND LEAD MILLS LIMITED,**

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

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

**HOTEL DIRECTORY**

HALIFAX HOTEL

HALIFAX, N. S.

THE GRAND UNION

The most popular hotel in

OTTAWA, ONTARIO.

JAMES K. PAISLEY, Prop.

**ACCOUNTANTS**

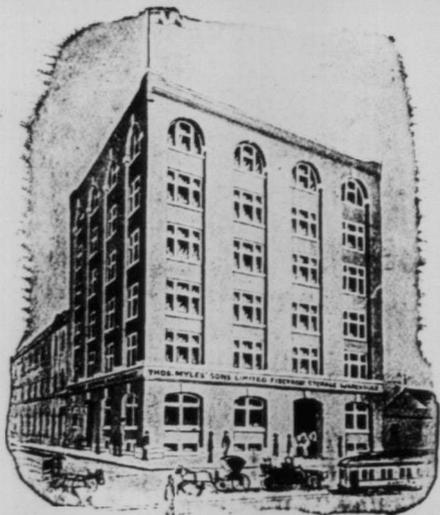
Jenkins & Hardy

Assignees, Chartered Accountants, Estate and Fire Insurance Agents, 15 1/2 Toronto St., Toronto 52 Canada Life Building, Montreal

# BROOMS are DOWN

We Make Brooms of Quality  
Be Sure You Get Them

Walter Woods & Co. - Hamilton and Winnipeg



## HAMILTON STORAGE

Most Centrally Located. Fireproof Warerooms for Merchandise  
**BONDED OR FREE**

Separate Rooms for Furniture. Insurance Arranged at  
Lowest Rates.

### LIBERAL LOANS

Quickly and Confidentially Advanced on Goods in Store.

### GENERAL CARTAGE AGENTS

Distributing from Cars a Specialty.

**THOMAS MYLES' SONS, Limited**

Main and Hughson Sts., Hamilton, Ont.

## BOYD & CO.

(formerly Watson, Boyd & Co.)

Port of Spain,

TRINIDAD, B.W.I.

Are prepared to receive and handle to best advantage all classes of Canadian  
Produce, including Hay, Oats, Fish, Flour, etc., etc.

Correspondence Invited.

All Codes Used.

## CANADA FIRST EVAPORATED CREAM

### THE RICHEST

BY GOVERNMENT TEST

See Bulletin No. 208, Dept. of Inland Revenue



Manufactured and Guaranteed by Canadians

THE AYLMEER CONDENSED MILK CO., Limited, - AYLMEER, ONT.

# THE BRANDS OF BRAND'S!

For your particular customer, no two lines will give the same satisfaction as



## BRAND'S "A1" and "Worcestershire" Sauces

They give a piquancy and zest to the plainest fare, being equally tasty with fish, flesh or fowl. Every article from the BRAND factory is guaranteed prepared from the purest ingredients only. See to your stocks.

**OX TONGUES IN CLASS.** We have a large consignment just arrived of Brand's famous tongues. The very line for your Xmas trade. *Prices right.*

**Brand & Co, Ltd., Mayfair, London, Eng.** T. O. BAXTER, 25 Front St., E., TORONTO  
H. HUBBARD, 27 Common St., MONTREAL

**CASH OR PARCEL CARRIERS**  
SAVE TIME & MONEY

**OUR GUARANTEE**  
We will instal a System of Gipe Carriers in your store; you use them TEN DAYS, and if you do not find that they give you BETTER and QUICKER SERVICE than any other WIRE CARRIER, PNEUMATIC TUBES, CABLE CARRIERS or CASH REGISTERS, we will remove them at our expense.

**CATALOG FREE**  
THE GIPE CARRIER COMPANY  
99 ONTARIO STREET TORONTO ONT.  
EUROPEAN OFFICE: 118 HOLBORN, LONDON E.C. ENG.




**BLACK JACK**  
QUICK, CLEAN HANDY

TRY IT



SOLD BY ALL JOBBERS

1/2 lb. tins - 3 doz. in case.

**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

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

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

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

**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 flavor is unique, its deliciousness is unique, its value is unique—it makes customers—it makes business—it makes profits—

Why Not Sell It?

W. G. Patrick & Co., Toronto and Montreal.  
 R. B. Seston & Co., Halifax, N. S.  
 W. H. Escott, Winnipeg, Man.  
 Donnelly, Watson, & Brown, Ltd., Calgary, Ala.  
 The Midland Vinegar Co., Birmingham, Eng.  
 Kirkland & Rose, Vancouver.



THERE IS MORE

**WETHEY'S  
Condensed Mince Meat**

(IN CARTONS)

per capita, used in St. Catharines, where the goods are manufactured, than any other point in Canada.

**The Reason is Plain**

Our locally well-known sanitary methods, together with the equally well-known quality of our ingredients, cannot help but invite the patronage of the good people of St. Catharines.

**What About Your Trade?**

3 doz. to a case. All jobbers.

**J. H. Wethey, Limited**  
 ST. CATHARINES, - ONTARIO

Don't Be Last!  
 Order Now  
 Assorted Car

**SALT**

from

**Verret, Stewart & Co.**  
 Limited  
 Montreal



Branch: Sault Ste. Marie

**BIGGER AND BIGGER SALES**

That's the tale you'll have to tell if you are featuring

**AURORA COFFEE**

because superior merit and better value are bound to win. "Aurora" is the coffee with that exquisite aroma and flavor which guarantees repeats. It is the best that money can buy and retails at 40c., leaving you a splendid profit.

**W. H. GILLARD & CO., :: Hamilton, Ont.**

Diab  
 1-lb. t  
 1-lb. t  
 1-lb. t

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 3-doz  
 1-doz  
 3-doz  
 4-doz  
 1-doz



Specie  
 cases



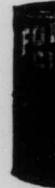
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 No. 2,  
 No. 2,  
 No. 3,  
 No. 10,  
 No. 10,





**ABSOLUTELY  
PURE**

# CRYSTAL SUGAR

A STAPLE LINE OF PROVED  
RELIABILITY THAT PAYS AN  
EXCELLENT PROFIT

**DOMINION SUGAR COMPANY**

LIMITED

WALLACEBURG

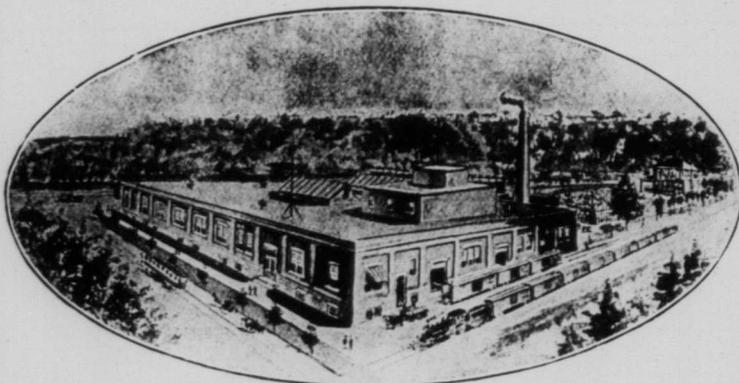
ONTARIO



<p><b>OCEAN MILLS</b> Montreal Chinese starch, 48 1-lb., per case \$4.00; Ocean Baking Powder, 48 3-oz., \$1.40; 48 4-oz., \$1.80; 60 8-oz., \$4.50; 36 1-lb., \$3.75; 48 1-lb. pkg., \$4; 10 1-lb. tins, \$5; loose 25 lbs., \$1.75; Ocean blancmange, 48 8-oz., \$4; Ocean borax, 48 8-oz., \$1.60; Ocean cough syrup, 36 6-oz., \$6.00; 36 8-ounce, \$7.20; Ocean corn starch, 48 1-lb., \$3.60. Jam Per lb. 0 06 30-lb. wood pails..... 0 06 Pure and ed jam, 1-lb. glass jars, two dozen in case..... 1 75</p>	<p><b>WHITE SWAN SPICE AND CEREALS, LTD</b> White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz., 90c. <b>SHIRRIFF'S</b> List price. "Shirriff's" (all flavors), per doz ..... Discounts on application.</p>	<p>"Purity" licorice, 10 sticks..... 1 45 " " 100 sticks..... 0 73 Dulc, large cent sticks, 100 in box..... <b>Lye (Concentrated)</b> <b>GILLETT'S</b> GILLETT'S PERFUMED LYE Per case 1 case of 4 doz \$3 50 3 cases of 4 doz 3 40 5 cases or more 3 35</p>	<p><b>ST. CHARLES CONDENSING CO</b> PRICES: St. Charles Cream, family size, per case \$3 50 Baby size, per case..... 2 00 Ditto, hotel, 3 70 Silver Cow Milk 4 55 Purity Milk..... 4 25 Good Luck..... 4 60 <b>Mustard</b> <b>COOLMAN'S OR KEENS</b> Per doz D.S.F., 1-lb. tins 1 40 F.D., 1-lb. tins, 1 45 " 4-lb. tins 2 50 Per jar " 1-lb. tins 5 00 Durham, 4-lb. jar 0 75 F.D., 4-lb. tins, 0 85 " 1-lb. jar 0 25 <b>IMPERIAL PREPARED MUSTARD</b> Small, cases 4 dozen..... 0 45 dozen Medium, cases 2 dozen..... 0 90 " Large, cases 1 dozen..... 1 35 "</p>
<p><b>Jelly Powders</b> <b>IMPERIAL DESERT JELLY</b> <b>IMPERIAL</b> <b>PURE AND DELICIOUS</b> TRUE FRUIT FLAVORS CARTONS EACH 1 DOZ. Assorted flavors—gross 10.75.</p>	<p><b>Lard</b> <b>N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.</b> Tierces.... \$0 13 1-lb. .... 0 13 Tubs, 60 lbs. 0 13 20-lb. Pails, 2 75 20-lb. tins, 2 65 Cases 3-lb., 0 14 " 5-lb., 0 14 " 10-lb., 0 14 <b>F.O.B. Montreal.</b> <b>GUNNS</b> "EASIFIRST" LARD COMPOUND. Tierces.... 0 13 Tubs..... 0 13 20-lb. pails, 0 13 20-lb. tins, 0 13 10-lb. " 0 13 5-lb. " 0 14 3-lb. " 0 14 1-lb. cartons 14¢</p>	<p><b>Marmalade.</b> <b>T. UPTON &amp; CO.</b> 12-oz. glass jars, 2 dozen cases, 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. <b>SHIRRIFF BRAND</b> "Imperial Scotch" — 1-lb. glass, doz... 1 55 2-lb. " " 2 80 4-lb. tins, " 4 65 7-lb. " " 7 85 "Shredded"— 1-lb. glass, doz.... 1 90 2-lb. " " 3 10 7-lb. tins, " 8 25</p>	<p><b>SAUCES</b> H.P. Sauce, packed in cases of 3 doz. \$1 50 H.P. Pickle, packed in cases 2 doz. pts. 3 35 H.P. Pickle, packed in cases 3 doz pts 2 25 <b>PATERSON'S WORCESTER SAUCE</b> 1-pint bottles, 3 and 6 dozen cases, doz 6 90 Pint bottles, 3 dozen cases, doz. .... 1 75 <b>Soda</b> <b>COOW BRAND</b> Case of 1-lb. containing 60 packages, per box \$3.00 Case of 3/4-lb. containing 120 packages per box \$3.00 Case of 1-lb. and 1/2-lb. containing 3 1-lb. and 60 1/2-lb. packages per box \$3.00 Case of 5c. packages, containing 96 packages, per box \$3.00. <b>MAGIC BRAND</b> Per case No. 1, cases 60 1-lb. packages..... \$2 60 No. 2, " 120 1-lb. " " 3 60 No. 3, " 30 1-lb. " " 1 60 No. 3 Magic soda—cases 100 10-oz. packages..... 4 74 1 case..... 1 61</p>
<p><b>Soap</b> The GENUINE. Packed 100 bars to case. <b>FELS-NAPHA</b> Prices—Ontario and Quebec: than 5 cases..... \$6 00 Five cases or more..... 4 95</p>	<p><b>Licorice</b> <b>NATIONAL LICORICE CO.</b> 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 "Same" pellets, 5-lb. cans, per can ..... 2 00 " " fancy box, 48, per box 1 50 Tar licorice and coin wafers, 5-lb. cans, per can..... 3 00 Licorice lozenges, 1-lb. glass jars..... 1 75 " " 10 5-lb. cans..... 1 50</p>	<p><b>Cereals.</b> <b>Post Toasties</b> <b>Grape Nuts</b> A Food Grape Nuts—No. 22, \$3.00; No. 23, \$4.50. Post Toasties—No. 17, \$2.55.</p>	<p><b>DWIGHT'S SODA</b> Case of 5c. packages, containing 96 packages, per box \$3.00. <b>MAGIC BRAND</b> Per case No. 1, cases 60 1-lb. packages..... \$2 60 No. 2, " 120 1-lb. " " 3 60 No. 3, " 30 1-lb. " " 1 60 No. 3 Magic soda—cases 100 10-oz. packages..... 4 74 1 case..... 1 61</p>



Prepared in  
COPPER  
Kettles  
Boiled in  
SILVER  
Pans  
Packed in  
GOLD  
lined pails

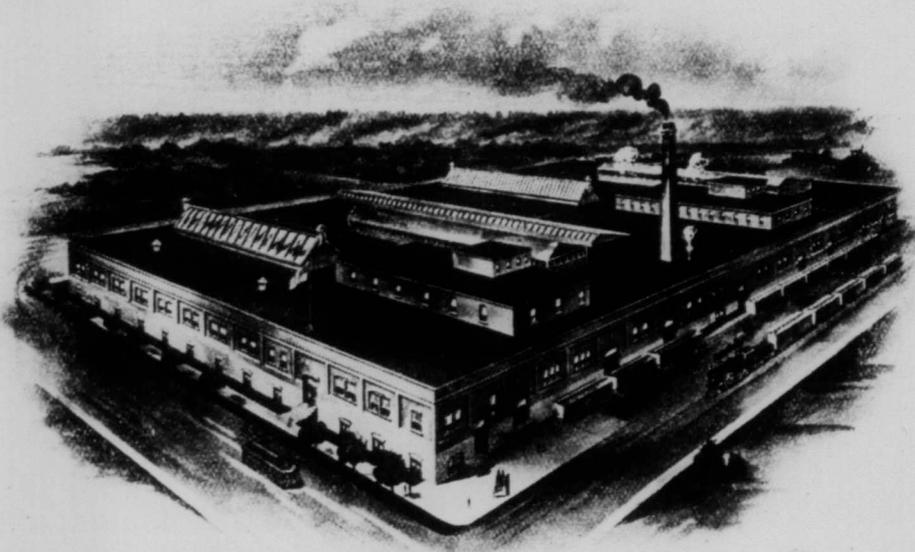


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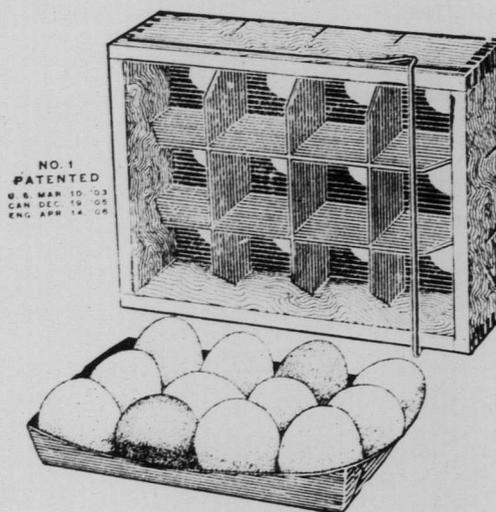
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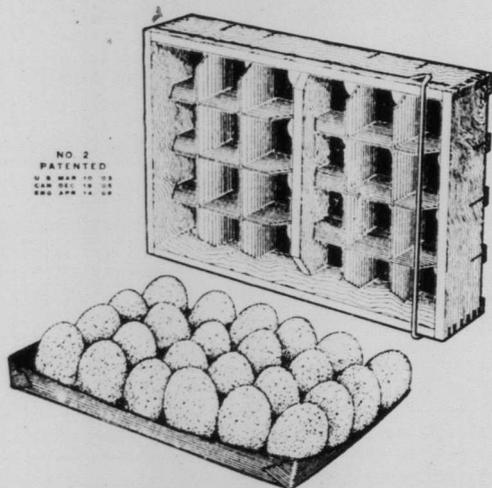
who use our system know that it makes satisfied customers and also that



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# THE CANADIAN GROCER

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Herman Jansen	Schiedam	Gin and Liquors.
G. Pims & Co.	London	Old Tom Gin.
Real Companhia Vinicola	Portugal	Port Wines.
E. Bartissol	Portugal	Port Wines.
Diez Hermanos	Jerez de la Frontera	Sherry Wines.
Feneck Artell et Cie	Tarragona	Mass Wines.
Garrett et Cie	Malaga	Malaga Wines.
Companhia Vinicola Del Norte	Spain	Claret Wines.
Vigneau et Cambours	Bordeaux	Clarets and Sauternes.
Morin, Pere et Fils	Beaune	Burgundy Wines.
Frederick Krote	Coblentz	Rhine and Moselle Wines.
A. Sarrazin et Javilliers	Dijon	Tonic Wines 'Bacchus.'
Kunkelmann et Cie	Reims	Piper Heidsieck Champagne.
Union Champenoise	Reims	C. A. Cardinal Champagne.
Union Champenoise	Reims	Duc d'Origny Champagne.
Bouvet Ladubay	St. Hilaire, St. Florent.	Duc de LaGrange Champagne.
Jules Pernod	Avignon	Absinthe and Kirsch.
Fli Ferrero Ricardo	Turin, Italy	Italian Vermouth.
Cazalis and Pratt	Marseilles	French Vermouth.
Gondran et Fils	Marseilles	French Vermouth.
P. Garnier	Enghien-les-Bains	Liquors and Cordials.
Miller Brewing Co.	Milwaukee	High Life Lager.
Miller Brewing Co.	Milwaukee	Extract of Malt.
W. E. Johnson & Co.	Liverpool	Beer, Bass' Ale.
W. E. Johnson & Co.	Liverpool	Porter, Guinness' Stout.
Huntoon Spring Water Co.	New York	Table Waters 'Sun-Ray.'
Belfast Mineral Water Co.	Belfast, Ireland	Imported Ginger Ale.
Belfast Mineral Water Co.	Belfast, Ireland	Imported Plain Soda.
Chateau Rene Robert	St. Yorre, near Vichy	Robert Soda Vichy.
Chateau Rene Robert	St. Yorre, near Vichy	Vichy-Limonade "Savoureuse."
Source "La Sanitas"	St. Yorre, near Vichy	Sparkling Vichy Water.
Source "St. Nicholas"	St. Yorre, near Vichy	Natural Vichy Water.
Source "La Neptune"	St. Yorre, near Vichy	Natural Vichy Water.
Source "La Capitale"	St. Yorre, near Vichy	Natural Vichy Water.
Duffy & Co.	Rochester, N. Y.	Apple Juice.
Duffy & Co.	Rochester, N. Y.	Grape Juice.
Duffy & Co.	Rochester, N. Y.	Apple Champagne.
Blanc et Fils	Valence sur Rhone	Alimentary Pastes.
H. E. Boule et Cie	Marseilles	Minerva Olive Oil.
Societe Anonyme "Le Soleil"	Malines	Canned Vegetables.
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We are at your command for any information. Your orders will receive all possible attention. Quick shipment or delivery assured.

## LAPORTE, MARTIN & CO., LIMITED

Wholesale Groceries, Wines and Liquors

MONTREAL

**Classified Advertising**

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as \$1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postage, etc.

**A CHRISTMAS GIFT.**

**H**ANDSOME pair silver Pepper and Salts would delight your customers. Send 15 cents for sample pair. **ELGIN SPECIALTY CO., St. Thomas, Ont.** (45p)

**BUSINESS CHANCES.**

**F**OR SALE—In the City of Windsor, Ont., large corner grocery store. Good business. Reason for selling. Will sell property or rent. Address Box 357, **CANADIAN GROCER, Toronto.** (48p)

**F**OR SALE—Grocery and provision business in a good town in south western Ontario. Stock new; good stand; rent very reasonable. Easy terms to good man. Box 636, **CANADIAN GROCER, Toronto.** (43)

**F**OR SALE—Grocery, crockery and provision business. Established since 1864. Annual turnover about \$30,000. Splendid connection; large farming district. Must be sold at once. Good reasons for selling. Apply **JAS. R. LOCKHART, Pembroke, Ont.**

**F**OR SALE—Grocery business, large corner store in growing locality; well established, splendid connection, big order trade; annual turnover \$20,000. Must be sold immediately. Good reasons for selling. Address Box 334, **CANADIAN GROCER, Toronto.** (tf)

**MISCELLANEOUS.**

**A** book-keeping staff in itself—doing the work with machine precision and accuracy, the National Cash Register. Write for demonstration literature. **National Cash Register Co., 285 Yonge Street, Toronto.**

**A**DDING TYPEWRITERS write, add or subtract in one operation. **Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.**

**A**CCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. **International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.**

**A**BOON TO EVERY GROCER. A perfectly reliable fountain pen is to be found in the Braemel "Rival" Pen. Easy to fill, non-leakable, and writes with exceptional smoothness. Gold nibs of thicknesses to suit every style of handwriting. Guaranteed in every respect. Sold by all stationers. **A. R. MacDougall & Co., Canadian Agents, Toronto.**

**C**OPELAND-CHATTERSON SYSTEMS—Short, simple. Adapted to all classes of business. **Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa.** (tf)

**G**ROCERS EVERYWHERE find it most convenient and economical to remit money by **DOMINION EXPRESS MONEY ORDERS, or Foreign Draft.** Absolutely safe—payable anywhere—no loss or delay—lowest rates. Always remit by Dominion Express Money Orders. Agents all over Canada. Agencies in all Canadian Pacific Railway Stations.

**C**OUNTER 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.**

**MISCELLANEOUS.**

**C**OUNTER CHECK BOOKS Write us to-day for samples. We are manufacturers of the famous Surety Non-Smud duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. **Dominion Register Co., Ltd., Toronto.**

**D**DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only \$70. Write for catalogue "B." **The Otis-Fensom Elevator Co., Traders Bank Building, Toronto.** (tf)

**E**GRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. **Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258 1/2 Portage Ave., Winnipeg; 308 Richards St., Vancouver.**

**E**LIMINATE FIRE RISK, save insurance, reduce maintenance costs and save money on your actual building work by using the Kahn System of Fireproof Construction. Used in many of the largest business premises on this continent. Write for catalogue. **Trussed Concrete Steel Company of Canada, Limited, Walker Rd., Walkerville, Ont.**

**E**RRORS AVOIDED, LABOR SAVED—Using the "Shou-perior" Autographic Register. Three copies issued at one writing. 1st, Invoice; 2nd, Delivery Ticket; 3rd, Charge Sheet perforated for filing. No handling of carbons. High grade printing and neat invoices. Make full enquiry. **Autographic Register Co., 191-193-195 Dorchester St., Montreal.** (tf)

**F**IRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada. (tf)

**G**ET THE BUSINESS—INCREASE YOUR SALES. Use Multigraph Typewritten Letters. The Multigraph does absolutely every form of printing. Saves you 25% to 75% of your printing bill. Multigraph your Office Forms; Letter-heads; Circular Letters. Write us. **American Multigraph Sales Co., Ltd., 129 Bay St., Toronto.** (tf)

**H**ONEY—Everybody wants the best. My 1910 crop of pure White Clover extracted now ready for delivery. Write for prices. **CHAS. T. ROSS, 15 Liverpool St., Sherbrooke, Que.** (43p)

**I**F YOU have been afflicted with one of those fountain pens that won't write when you want it to, or leaks when you don't want it to, give it away to one of your poor relations and buy a Moore Non-Leakable Fountain Pen and you will be happy. Consult your stationer. **W. J. Gage & Co., Toronto, sole agents for Canada.**

**K**AY'S FURNITURE CATALOGUE No. 306 contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery with cash prices. Write for a copy it's free. **John Kay Company, Limited, 36 King St. West, Toronto.**

**M**ODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. **Leach Concrete Co., Limited, 100 King St. West, Toronto.**

**O**UR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. **The Ontario Office Specialties Co., Toronto.**

**S**COTCH PLAID STATIONERY is the latest creation for business and society correspondence. Paper and envelopes present a finished linen surface, most agreeable to the pen touch. Leading stationers have it. Write for samples. **The Copp, Clark Co., Ltd., Toronto.** (tf)

**T**HE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. **Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto.** (tf)

**MISCELLANEOUS.**

**T**HE METAL REQUIRED in a Modern Concrete Building. Our special facilities enable us to produce at minimum cost Concrete Reinforcements, Fenestra Steel Sash, Automatic Fire Shutters and Steelcrete Metal Lath. Complete stock, quick delivery. Before deciding write us for catalogue and prices. **Expanded Metal and Fireproofing Co., Ltd., Fraser Ave., Toronto.** (tf)

**W**ITH an eye to stock-taking but two months away, we offer some especially attractive bargains in rebuilt Typewriters. All makes are represented and all are shown in our finely illustrated catalogue, a copy of which will be mailed on request. **THE MONARCH TYPEWRITER CO., Limited, No. 98 King Street West, Toronto.**

**W**AREHOUSE AND FACTORY HEATING SYSTEMS. **Taylor-Forbes Company, Limited.** Supplied by the trade throughout Canada. (tf)

**W**HEN buying bookcases insist on having the best on the market. "Macey Sectional Bookcases." Carried in stock by all up-to-date furniture dealers. Illustrated booklet sent free on request. **Canada Furniture Manufacturers, Ltd. General offices, Woodstock, Ont.** (tf)

**AGENCIES WANTED.**

**T**RAVELLER, with first class grocery connection in Ontario, wants special line on commission. **Box 364, CANADIAN GROCER, Toronto.** (43p)

**W**ANTED by Commission Traveller, a few more good lines connected with the grocery, drug or confectionery trade. Apply early so as to be able to get after Xmas trade. **Box 366, CANADIAN GROCER, Toronto.** (43p)

**SALESMEN WANTED.**

**S**PECIALTY SALESMEN WANTED FOR GROCERY AND MARKET TRADE.—A knowledge of the grocery business is necessary. You must be enthusiastic, convincing, continuous worker and push a manufactured article in the Canadian Provinces that is absolutely needed by delivering merchants. Give reference from last employer. **Box 365, CANADIAN GROCER, Toronto.** (42)

**SITUATION WANTED.**

**Y**OUNG MAN with eight years' experience in grocery business wishes position as traveler or manager of grocery department. **Address Box 455, Owen Sound.** (42p)

**PERIODICAL DEPT.**

**T**HE BUSY MAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. **BUSY MAN'S** is on sale at all news-stands. Better still, send \$2 for one year's subscription. Mail it to-day. **The Busy Man's Magazine, Toronto.**

**TECHNICAL BOOKS.**

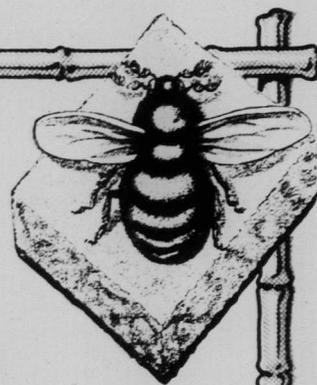
**S**ALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contexts, etc. Price \$2.50, postpaid. **MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.**

**C**ANADIAN MACHINERY AND MANUFACTURING NEWS, \$1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. **CANADIAN MACHINERY, 143-149 University Ave., Toronto.**



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# St. Lawrence Sugar

*The Standard of Purity and Perfection.*

LABORATORY OF PROVINCIAL GOVERNMENT ANALYST

MONTREAL, February 22nd, 1909.

I HEREBY CERTIFY that I have drawn by my own hand ten samples of the St. Lawrence Sugar Refining Co.'s EXTRA STANDARD GRANULATED SUGAR, indiscriminately taken from four lots of about 150 bags each and six lots of about 450 bags each. I have analyzed same and find them uniformly to contain 99-99 100 to 100 per cent. of PURE CANE SUGAR, with no impurities whatever.

(Signed) MILTON L. HERSEY, M.Sc., LL.D.

*Provincial Government Analyst.*

## ST. LAWRENCE GRANULATED SUGAR

Absolutely the best sugar made both for Preserving  
and for Table use.

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**10¢**  
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