

**PAGES
MISSING**

CANADIAN GROCER

FALL CAMPAIGN NUMBER

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THE LAST TRIP OF THE SEASON

THE WASHINGTON COMPANY LIMITED
CHICAGO LONDON

St. Lawrence
Sugars

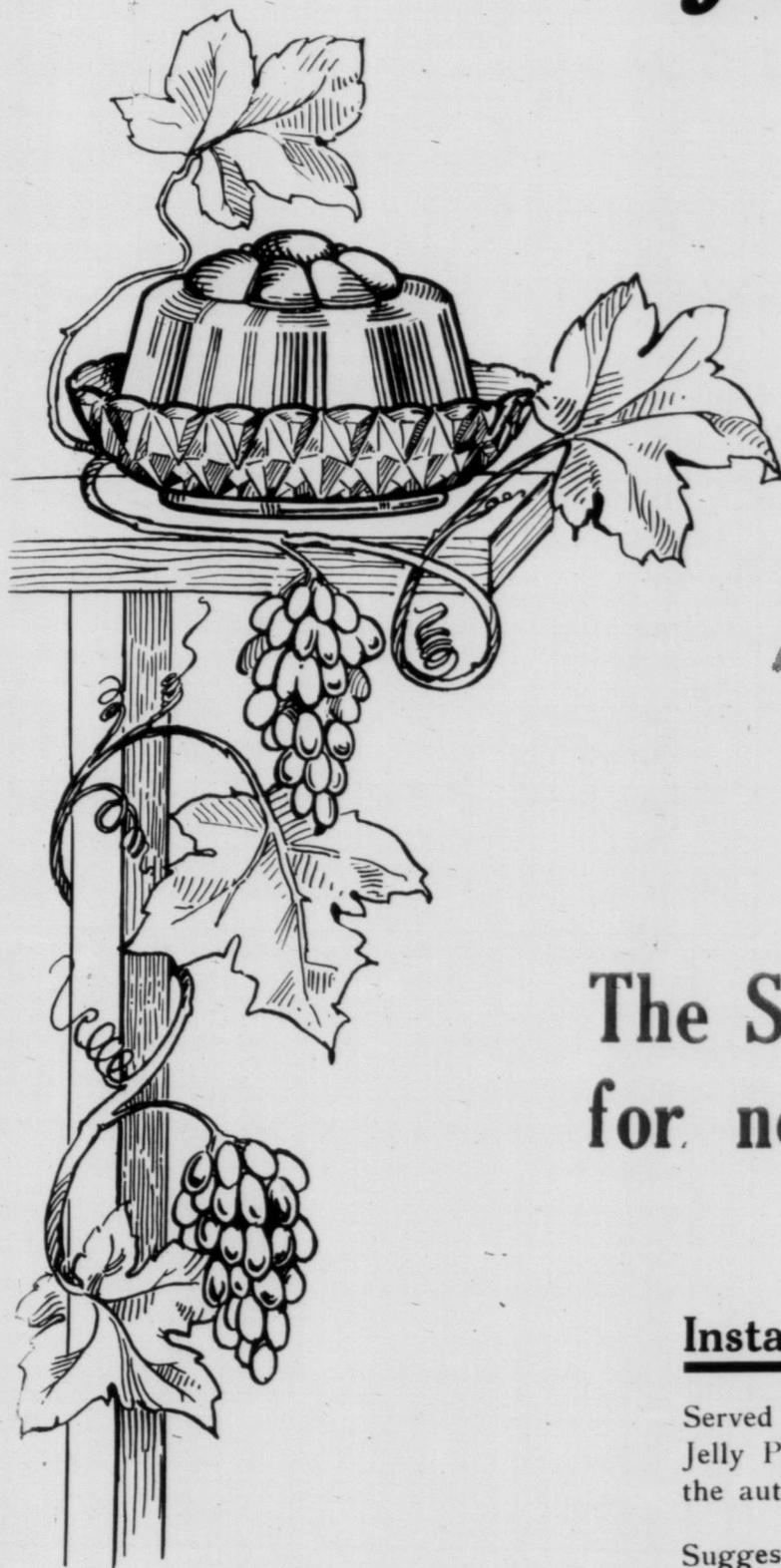
are to-day preferred by the majority of Merchants. This is the best recommendation as to quality.

Absolutely pure cane sugar---
The safest sugar to sell for preserving.



— just COX'S

“ BRITISH MADE ”



The Standard Gelatine for nearly a Century

Instant Dessert

Served with fresh, ripe fruit, Cox's Instant Jelly Powder makes a delicious dessert for the autumn luncheons.

Suggest this to your customers, for they will appreciate the absolute purity of Cox's and will be delighted with the delicious flavor.



No Bitter Flavor To These

When you hear a housewife complain that the mustard is bitter you can rely upon it that it is neither

COLMAN'S or KEEN'S MUSTARD IN SQUARE TINS

They are always uniform in quality and flavor and of superior strength. The trade demands the best; these brands supply it.

Magor, Son & Co.

Agents for the Dominion of Canada
403 St. Paul St., MONTREAL
Toronto Office, 30 Church St.



GETTING THE BUSINESS

From the grocers' viewpoint depends upon the demand there is for the goods he has in stock. That's why

Crown Brand Corn Syrup

Is sold by all good grocers. It brings business because the demand for it is national.

When Crown Brand is asked for, no other Corn Syrup will do.

Crown Brand is known throughout Canada as the ideal table syrup, and custom comes where Crown Brand is sold.

This is the season and now is the time to stock Crown Brand. It will please your customers to know that you have it—and prove a steady source of profit to you.

The Demand is There—You Simply Have To Supply It.

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

SYRUPS THAT PAY

Ramsay's Choice Products of the Maple Tree and Sugar Cane

SNOWSHOE BRAND



Pure Maple Syrup

The first and choicest run of sap from Canada's famous Rock Maple Trees, put up in hermetically sealed cans, guaranteed pure, and will retain its fine quality and flavor.

IMPERIAL BRAND



Maple Syrup Compound

a product of pure maple and cane sugar, the standard from ocean to ocean. The quality is acknowledged, the superiority admitted and the purity is guaranteed.

CABINET BRAND

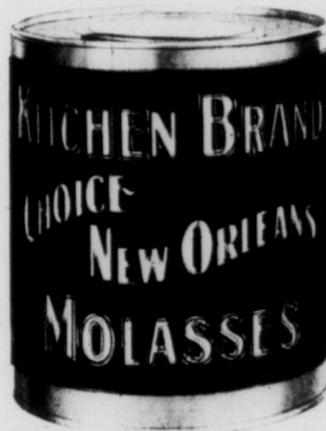


Maple Compound Syrup

warranted to keep in any climate. Money refunded if not satisfactory. Absolutely contains no glucose, preservative or acid of any kind. Put up in hermetically sealed tins.

RAMSAY'S Superior Biscuits

have won a high place for themselves in the hearts of the best trade everywhere. Both the fancies and cream sodas are strictly high grade and are profit producers for the grocer. They satisfy all.



Kitchen Brand Molasses—Choice New Orleans

guaranteed pure Louisiana cane sugar product, and is absolutely the best on the market. NOTE.—On the can containing our Kitchen Brand the label is being so closely imitated on account of our superior quality, that we notify the trade to be careful that they are not deceived, or become liable to us for deceiving our customers by handling the imitation.

RAMSAY'S High-Grade Chocolates

As the holiday time draws near the retailer should see that his orders for chocolates are in good hands. Don't leave it until the last minute. Ramsay's chocolates are good sellers.

Ramsay's Limited
Montreal

THE CANADIAN GROCER



A
high
quality line
that has won
the favor of most
dealers and con-
sumers in Canada is the
UPTON range of **Marmalades,**
Jams, Catsups, etc. This season's
pack is now ready for delivery and
the dealer can do no greater justice to
himself or his customers than to stock and
recommend

UPTON'S

For a delightfully delicious table delicacy, produced
from only finest selected fruits and pure sugar,
Upton's products are unsurpassable. Exten-
sive consumer advertising together with
the "quality" of the goods are two
big points that make sales---**UPTON**
products are prominent on these
points.

Order from your whole-
saler or write direct.



The
T. UPTON COMPANY
LIMITED

Hamilton
Ontario



WHEAT

Is the Sign of Prosperity In the Canadian West

Mr. Manufacturer, if you are not already in this progressive field of activity and opportunity, now is the time to enter. Let us help you.

We are prepared to sell goods for direct shipment to the wholesale trade, or to carry stocks on consignment. Five large track warehouses right in the great distributing centres, and our efficient representation keeps your lines in constant touch with the trade. We have the knowledge of conditions, the experience, the facilities, the connection and the financial standing to handle successfully your particular line.

We have the confidence of a very large number of United States, European and Eastern Canadian manufacturers who have found it particularly profitable to have their accounts in Western Canada handled by a reliable firm on the ground.

Do not overlook this market—WRITE US TO-DAY

NICHOLSON & BAIN

Wholesale Commission Agents and Brokers

HEAD OFFICE: WINNIPEG, MAN.

Winnipeg Regina Saskatoon Edmonton Calgary

Mason & Hickey

MANUFACTURERS' AGENTS

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

<p>Dominion Sugar Company Wallaceburg - - - - - Ont. Granulated, Powdered, Icing and Paris Lumps</p>	<p>Crescent Manufacturing Co. Seattle - - - - - Washington Mapleine Extracts.</p>
<p>Borden Milk Co., Ltd. Montreal - - - - - Can.</p>	<p>Nicholson & Brock Toronto - - - - - Ont. Bird Seed and Bird Gravel.</p>
<p>Gorman, Eckert & Co. London - - - - - Ont. The largest packers of Olives in the British Empire, Spices, Extracts, Etc.</p>	<p>W. H. Dunn & Co. Montreal - - - - - Quebec Pyramid Fly Catchers.</p>
<p>E. D. Smith Winona - - - - - Ont. Jams, Jellies, Catsup, Grape Juice, Raspberry Vinegar, Canned Goods.</p>	<p>Suchard's Cocoa Neufchatel.</p>
<p>Ingersoll Packing Co. Ingersoll - - - - - Ont. Bacon, Backs, Hams, Cream Cheese and large Royal Oxfords.</p>	<p>Geo. T. Mickle Ridgetown - - - - - Ont. White Beans.</p>
<p>MacFarlane, Lang & Co. Glasgow - - - - - Scotland Famous Scotch Biscuits and Cakes.</p>	<p>National Licorice Co. Brooklyn, N.Y. - - - - - Montreal, Que.</p>
<p>Wm. Rogers Denia - - - - - Spain Packers of the famous Caraval brand of Valencia Raisins.</p>	<p>P. J. Shannon & Co. Green Coffees.</p>
<p>Foster, Holtermann & Co. Brantford - - - - - Ont. Ontario Honey.</p>	<p>Edwardsburg Starch Co. Cardinal - - - - - Ont.</p>
<p>J. H. Wethey & Co. St. Catharines - - - - - Ont. Manufacturers of bulk and package Mince Meat.</p>	<p>Griffin & Skelley Gold Bar Fruits.</p>
<p>Brantford Starch Co. Brantford - - - - - Ont.</p>	<p>Maples Limited Toronto - - - - - Ont. Maple Sugar and Syrup.</p>
	<p>Leas Limited Simcoe - - - - - Ont. Pickles.</p>

Mason & Hickey

Winnipeg Regina Saskatoon Calgary Edmonton

THE CANADIAN GROCER

CONTINENTAL GERM-PROOF PAPER BAGS

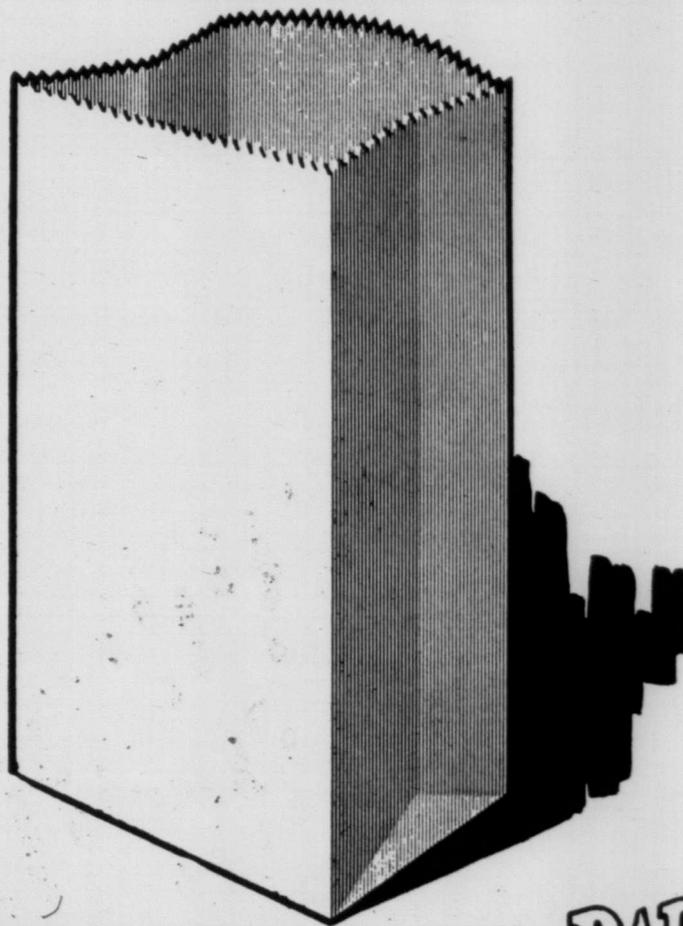
WITH AUTOMATIC OPENING REINFORCED SQUARE BOTTOMS
WITHOUT EQUAL.

ONCE TRIED

You will use no
others.

ONCE USED

You will try no
others.



INSURES

Sanitary

Wrapping

of

Parcels.

THE CONTINENTAL BAG & PAPER CO. LIMITED

OTTAWA

SOLE MANUFACTURERS

CANADA

Distributors:

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

MANITOBA, ALBERTA, SASKATCHEWAN—Walter Woods & Co., Winnipeg.

NOVA SCOTIA, PRINCE EDWARD ISLAND, CAPE BRETON ISLAND—Thomas Flanagan, Upper Water Street, Halifax.

BRITISH COLUMBIA—Smith, Davidson & Wright, Ltd., Vancouver.

QUEBEC PROVINCE—The Continental Bag & Paper Co., Ltd., 427 St. James St., Montreal.

Coffee quality is measured in the cup



That's why—

SEAL BRAND always moves. That's why SEAL BRAND stock is always fresh. Once let a family try—it is ever after demanded.

The few people who do not know—are attracted by our strong advertising campaigns.

There's more than mere coffee profit in SEAL BRAND. It's a customer maker. Have you ever considered what is the value of a regular customer to your store?

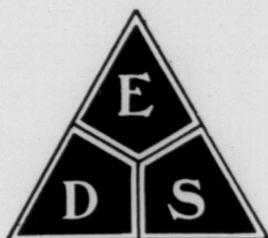
No business is built on single sales. The goods that repeat, that have established a position by constant recommendation, are the customer-making goods.

When a customer buys coffee she hopes it will be as good as SEAL BRAND. So why not sell SEAL BRAND to her yourself?

CHASE & SANBORN

The High Grade Coffee House

MONTREAL



on Jams means purity

Highest in
Government
Test



E.D.S. BRAND JAMS & JELLIES

From the tree or bush to your customer's table the fruits that take the E.D.S. line, are delivered in absolute purity. This has been proven by the most rigid Government tests, and no merchant can overlook this fact if he is anxious to give his patrons the best value possible for their money.

E. D. S. Jams and Jellies have that delicious fresh-picked fruit flavor that even the expert housewife can't get in her preserves unless she picks the fruit herself and preserves it the same day.

We are introducing the E. D. S. Pork and Beans—the kind that is as pure and good as is its name (E. D. S.) in preservedom—Try a sample order.

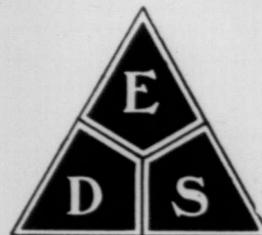
Place your full and holiday orders early to be sure of prompt delivery.

Preserved
Purity



E. D. SMITH, WINONA
ONTARIO

All our products are grown on
our own fruit farms at Winona



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

Nothing But The Best
The One Inflexible Rule For
DOMOLCO

Every package of Molasses bearing this registered label must contain the BEST, nothing but the BEST, nothing but Molasses.

Offered as superior for table use to any other Molasses on the Canadian Market.

We know this to be a strong statement, but you will find the proof in every tin.

Every family on your list of customers should use Molasses, and the majority of them will purchase it regularly after trying

DOMOLCO

Show them quality plus modern package, and note the repeat orders.

THE
DOMINION MOLASSES CO.,
LIMITED

Halifax, - - Nova Scotia

The Proper Care of Oysters

There are many false ideas with reference to this subject. There is one thing the dealer should firmly establish in his mind that he does not require expert knowledge, and that he should not fuss with his oysters. All they want is to be left alone with lots of ice on them. There is absolutely nothing else you can do for them; never wash or put fresh water in them, neither should you put your ice among the oysters; keep them in a compartment pack-

age, preferably a Display Case, where ice and water will be separated from your oysters. Sell them as you receive them and get a price that will afford your doing so. When you add water to cheapen your oysters, you are short-changing both the customer and yourself. If it was a case where the water simply took up the space on so many oysters, it would not be so bad, but as soon as you put fresh water among your oysters you immediately depreciate materially every oyster the fresh water comes in contact with, so that what you give your customer is not as good; you have really not treated him as fairly as though you simply took a few oysters out of his pint or quart package. The dealers who are making money out of the oyster business to-day are those who are getting the price, and put the stock out the best they know how.



The business of the "SEALSHIPT" Oyster System's Canadian Branch has been taken over by us. We can fill all orders promptly for "SEALSHIPT" Oysters or equipment.

We are the only exclusive oyster house in Canada. We devote our time and energy to the one thing we know best. If you desire information pertaining to the proper handling of oysters, forward us your enquiries. We will reply to the customers of our competitors with the same courtesy that we extend to our own patrons. We are anxious to have oysters properly handled and in this way increase their consumption.

CONNECTICUT OYSTER CO.

50 JARVIS STREET

TORONTO

THE CANADIAN GROCER

ESTABLISHED 1890

WILLIAM H. DUNN CO.

BROKERS AND COMMISSION MERCHANTS

396 ST. PAUL ST., MONTREAL

Branch :

27 Front St. East,
Toronto

Agencies at

Winnipeg, Calgary,
Vancouver

**Our Facilities
Are the Best**

**Our Salesmen Cover All
Large Markets in Canada**

REFERENCES:

A dozen manufacturers whom we have
represented for ten to twenty-two years,

Also

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

We solicit only accounts of large
and progressive manufacturers
wanting live representation.

22 YEARS AT SAME ADDRESS

William H. Dunn Co.

Selling Representatives for

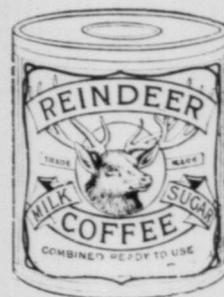
Borden Milk Co., Limited

At Montreal, Toronto, Vancouver





YOU NEED NOT HUNT FAR



for a real good coffee. **Reindeer Brand Coffee** can be had right from your jobber. You like a real good coffee, and so do your customers. Next time try a cup of



REINDEER BRAND COFFEE

the dainty, delicious and refreshing drink that is so easy to make. The coffee, milk and sugar are all combined ready for use—just add hot water. Can be used from the tin as required, after opened; it will keep. **REINDEER COFFEE** is just the thing for a hasty breakfast, a quick luncheon, or an outdoor meal—the camper and sportsman.

The coffee-drinking season is just opening — stock well and display **REINDEER BRAND COFFEE**.



Borden Milk Co.

LIMITED

"Leaders of Quality"

Montreal

Branch Office: No. 2 Arcade Building
VANCOUVER





“Put It Where They’ll See It”

and HOLLAND RUSK will sell itself. Women know that HOLLAND RUSK is delicious with jelly marmalade, poached egg, hot milk, cheese, berries, fresh or canned fruits, roast oysters—they know a hundred ways to eat it. They’ll be glad to find it on your counter. Our advertising has made it so well known that it sells on sight. Once you start your customers using it you are sure of a steady, lively sale, because of the many ways it can be eaten. It’s an all-year-round seller that’s always turning into profit for the grocer.

HOLLAND RUSK CO.,
HOLLAND, MICHIGAN

H. P. PENNOCK & CO., Limited

WHOLESALE GROCERY BROKERS AND COMMISSION MERCHANTS

WINNIPEG

Windsor Salt,
Teas and Coffees,
Dried Fruits
Spices.

**We Handle
Only
The Best**

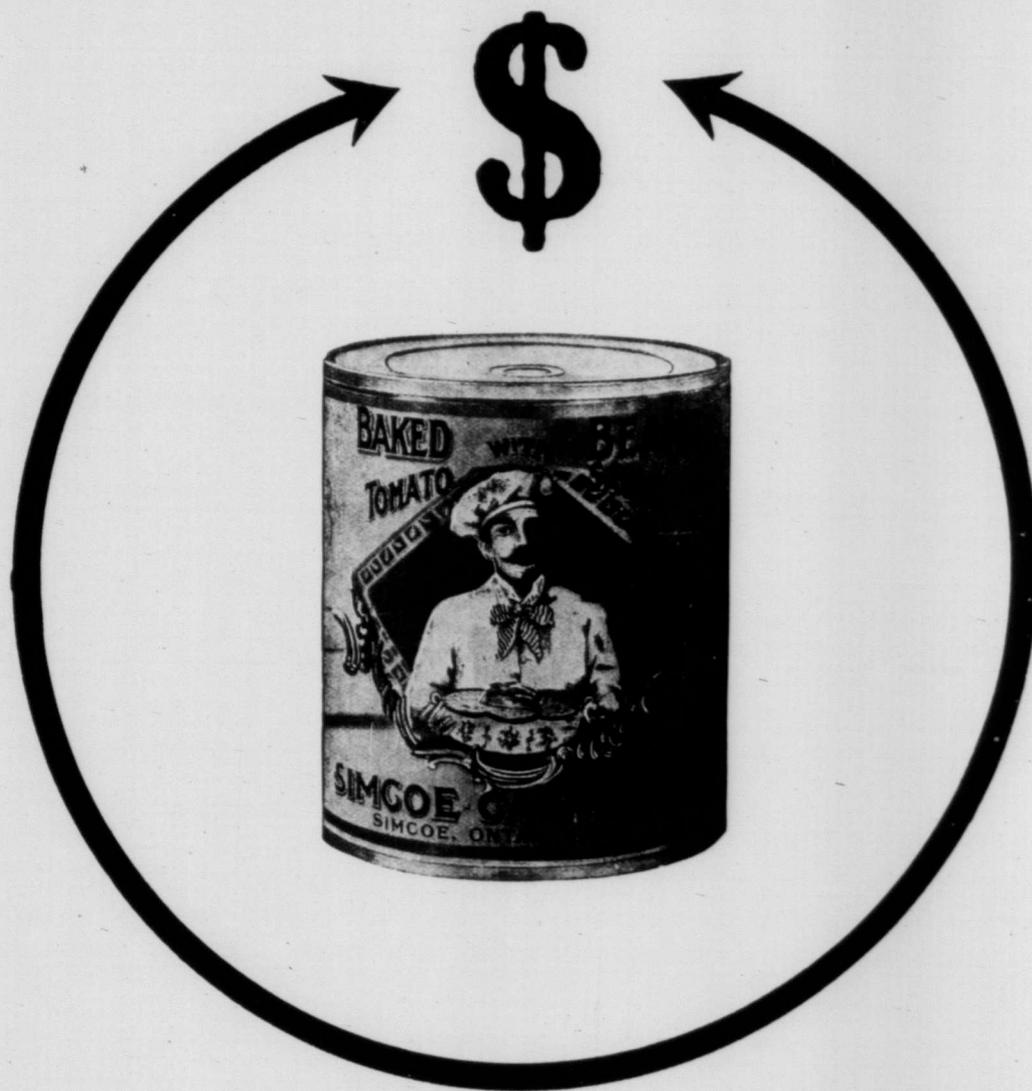
Molasses,
Salmon,
Herring,
Etc., Etc.

WHOLESALE TRADE VISITED TWICE DAILY

We Solicit Accounts of Large and Progressive Manufacturers Wanting Live Representation

Correspondence Solicited

OFFICES:
ALLAN KILLAM & MCKAY BLDG.



“SIMCOE” BAKED BEANS

mean money in the bank for the grocer who sells and the customer who buys the big family cans of this healthful, nutritious and economical food. They weigh more than a 3s. flat can, and the quality is second to none.

Buy while the price is low. In plain, chili, or tomato sauce. All the up-to-date wholesalers stock them.

Order the next time the traveling man calls.

DOMINION CANNERS LIMITED

HAMILTON, CANADA

L. & B. BANNER BRAND JAMS AND JELLIES

will double your sales in a short time. They satisfy the customer because they have the rich flavor of the ripe luscious fruit fresh from the orchards. They satisfy the dealer because they increase sales and pay a good profit. Packed in 2, 5 and 7-lb. gold lacquered pails and 30-lb. wooden pails.

LINDNER & BENNER, 291 Arthur Street, TORONTO

REPRESENTATIVES:

Laing Brothers, Winnipeg
Escott & Harmer, Alberta

The Amos B. Gordon Co.,
Toronto



"I'VE IN TOWN HONEY"

Your jobber now has ready for immediate
delivery a fresh new stock of

AUNT JEMIMA'S PANCAKE FLOUR



Your customers will be asking for Aunt Jemima's early this year. We have made preparations to move this famous flour off of your shelves livelier than ever before. Our advertising campaign, much larger than ever, will make a special feature of the

Popular Aunt Jemima Dolls—Every child wants a set of Aunty, Uncle and the Pickaninnies—and every family likes the delicious griddle cakes, muffins and gems made from Aunt Jemima's Pancake Flour. Order early and your sales will jump.

Send for our Aunt Jemima Window Trim.
Very effective and easy to put up.

A set of the funny Aunt Jemima Dolls will be mailed to
any grocer who sends request on his business letter head.

THE DAVIS MILLING COMPANY, St. Joseph, Mo.

Lighten Freight Bills

REDUCE SHIPPING-ROOM LABOR AND EXPENSES

by using

Double-faced

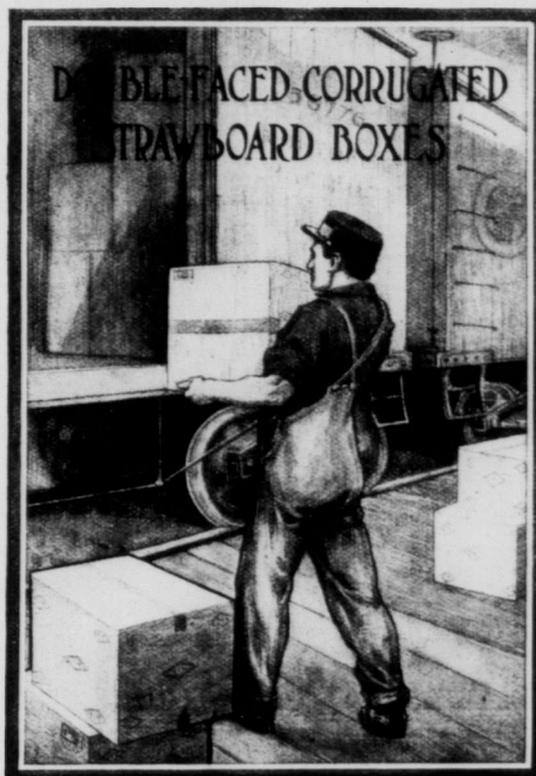


Corrugated

CELLULAR BOARD BOXES

The old-time wooden box to withstand heavy jolts, must of necessity be made of fairly thick material, which, of course, is quite heavy.

The new double-faced Corrugated Cellularboard box is just as strong or stronger, will withstand more abuse in shipping, even when filled with heavy materials. It takes up very little store room, and when needed can be ready at a moment's notice without expert labor. No nailing or wiring—just cement and a brush.



Thousands of manufacturers and shippers are using these boxes to-day, made to their own special requirements, at a great saving in cost, shipping room labor and expense in freight bills.

We make all kinds—double-faced corrugated cellularboard boxes, and can give you information which will knock a big slice off your shipping expense account and place it on the profit side.

Use the cheapest, safest and easiest way to ship your goods.

Write to us for railway regulations regarding shipping in double-faced corrugated boxes

We are thoroughly posted on the railway regulations regarding the use of double-faced corrugated cellularboard boxes for shipping, and will be pleased to send such information to you upon request.

Let us know the lines you ship, and the usual weight, and whether by express or freight.

WRITE TO-DAY.

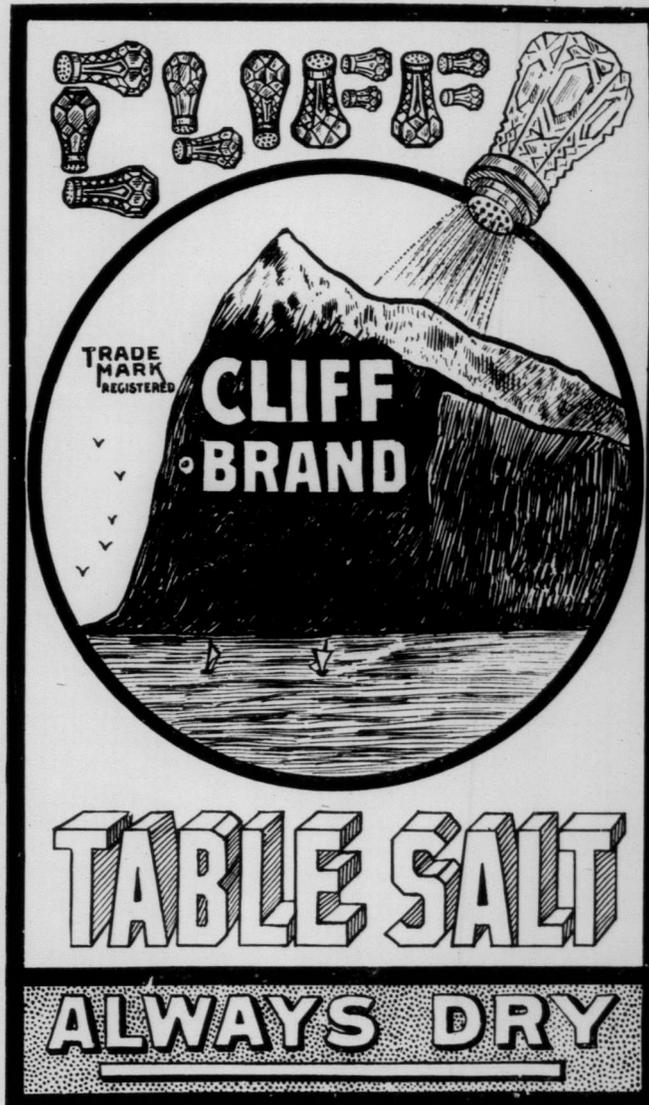
The Thompson & Norris Co. of Canada, Limited
NIAGARA FALLS CANADA

Factories: Brooklyn, N.Y. Boston, Mass. Brookville, Ind. London, Eng. Julich, Germany

CLIFF BRAND TABLE SALT

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

IN THE SANITARY CONTAINER



SAVES
TROUBLE
ALWAYS
DRY
and
FLOWS
FREELY
from
SHAKER

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

SHOWS A GOOD MARGIN OF PROFIT
ANY WAY YOU FIGURE IT

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

TORONTO SALT WORKS
TORONTO, CANADA

*and
"Lit
is
"*



LITSTER GOODS ARE PROFITABLE

They are not only quick-sellers but they give such satisfaction as brings your customers back for more. That makes the kind of permanent business every dealer is looking for. We have positively the most popular lines in

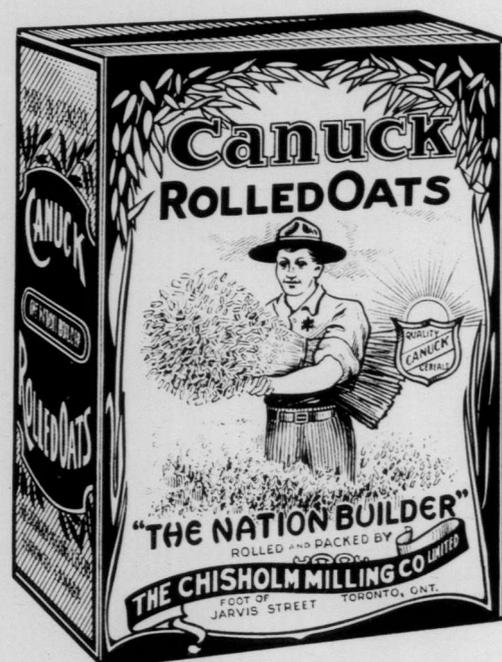
Litster's Jelly Powders
Litster's Salad Dressing
Litster's Half-minute Puddings
Litster's Flavoring Extracts

With nothing in sight to equal the Litster quality and value. We know the trade through and through in regard to its needs and are doing better than you expect with all our lines. The more you recommend Litster goods the more they will recommend you.

*Any thing
"Litsters"
is good*

**The Litster Pure
Food Co., Limited
Toronto**





This package will be in demand this winter. An extensive advertising campaign will be inaugurated in October.

Do not acquire the "something just as good" reputation. It hurts business. Be prepared for the demand for Canuck Rolled Oats and give your customers what they want.

Canuck Rolled Oats are thoroughly good, and the profit is satisfactory.

Order now from your jobber, or direct from us and avoid disappointing your patrons.

Two sizes, retailing at 10c and 25c.

Chisholm Milling Co., Ltd.
Toronto



Every Household Has Use for Arrowroot!

Day by day hundreds of people are learning the wonderful food properties of St. Vincent Arrowroot. Large manufacturers of biscuits and chocolates find that their products which contain this popular food are the choice of consumers.

ST. VINCENT ARROWROOT

can be made up into so many and so delightful dishes that its popularity is easily explained. Medical science is loud in its praises of St. Vincent Arrowroot as a dish for infants and invalids, because it is so strengthening and easily digested.

You have but to acquaint your trade, Mr. Grocer, with the fact that you have St. Vincent Arrowroot and you can be sure of a steady sale. There's good money in it, too.

Write the Secretary for information and samples.

ST. VINCENT ARROWROOT GROWERS' AND EXPORTERS' ASS'N
KINGSTOWN, ST. VINCENT, B.W.I.

AGENTS: Wallace Anderson, 49 Wellington Street, Toronto. L. H. Millen, Hamilton, Canada



HUNTLEY & PALMERS, Ltd.
Biscuit and Cake Manufacturers
READING AND LONDON,
ENGLAND.

Are manufacturers of more than
Four hundred kinds of high-class Biscuits and Cakes.

Their products are guaranteed to be made of
the choicest materials only;

and if properly stored they retain their
high standard of excellence
for a considerable length of time.

The result is that all the World over
they are always increasing in favour and in demand.

They have received the highest awards
at all the principal International Exhibitions
of the last fifty years,
and they can be obtained

from all high-class Grocers and Storekeepers.

Amongst their most popular kinds are the following:

Breakfast---Unsweetened---Finest type of rusk ever made.

Shortcake---Sweet, rich, and short eating

Sugar Wafers---Light and delicate; for ices and dessert.

HUNTLEY & PALMERS, Ltd.
READING AND LONDON,
ENGLAND.

“ PURITY ”
MORE THAN A NAME

**The Name of
a Salt**

What's in a name? You may say that there is absolutely nothing, and yet the original names of our ancestors had a direct bearing on some trait, some quality, or was in some way directly associated with the history of the person who bore it. In the case of salt, when we call our product "Purity," you and your customers at once associate it with a quality. We dare not mislead—"Purity" stands for

**The Quality of
a Salt**

our salt — and time has proven this fact beyond a shadow of a doubt. There is more in this name than you may think, and if you are wise you will trade on the name "Purity" and

**Advertise
“Purity”**

Advertise it because every time you sell "Purity Salt" you are sending out one of the best ads. for your store that is possible. Salt may be salt, but "Purity" is pure salt.

THE
WESTERN SALT CO.
LIMITED

Mooretown Ontario



**This is
The
Only Genuine Bottle**

We make no Private Brands.

Everything we put up is packed under Goodwillie's name ONLY.

PACKED BY
H. GOODWILLIE & SON
Welland, Ont.

Rose & Laflamme Limited
Agents
MONTREAL TORONTO

All the
Tins, Co
Boxes, C
etc., sh
this illu
are Speci
work ac
done o
LOVEI
chines.

Lovell's

Baking P
Cream T
White Pe
Black Pe

TO EVERY LARGE PACKER

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



Bag and Carton Making, Packaging, Wrapping, Tin and Packet Lining and Labelling, Etc., Etc.

Send us samples for quotations.

Lovell's Bag and Packet Machinery Limited, London, Eng.

A LASTING FOUNDATION

The man who started to build up trade on a foundation of quality is in business to-day, while the man who built on "any goods at all" has long since turned the key in the door. You can guess why.

OVER FIFTY YEARS EXPERIENCE.
Deal With An Old Established Reliable Firm

CLUB HEALTH SALTS CLUB JELLY POWDERS

Baking Powder
Cream Tartar
White Pepper
Black Pepper



Allspice
Nutmegs
Cloves
Gingers

FLAVORING EXTRACTS ICING POWDER

We supply spices whole or ground.

We are manufacturers of
CORKS and CAPSULES



S. H. EWING & SONS

MONTREAL

TORONTO

Apple Products from 140,000 Trees

If all the apple trees on our exclusively owned and leased properties were placed in single line they would extend over 950 miles.

At Mimico, our model cider mill, vinegar factory and evaporating factory convert the apples by the most advanced processes under the personal direction of an expert.

Our exceptional facilities enable us to supply the trade with products of superior quality at prices independent of any trust or other financial combine.

APPLES: by the car load. Northern Spies, Ontario Greenings, Tolman Sweets, Baldwins, Russets, etc.

SUN GOLD CIDER: in casks. Sun Gold Cider is unfermented and free of alcohol. The best being made from Georgian Bay Northern Spies.

SUN GOLD VINEGAR: in kegs of convenient size. A pure cider vinegar that has no rival the world over.

EVAPORATED APPLES: Superior to the ordinary kind by reason of the flavor being preserved with the fruit.

We invite correspondence from Grocers regarding prices for the above named apple products

The National Land Fruit & Packing Company, Limited

Offices: 37 Yonge St.

TORONTO

Sales Dept.: 1-3 Scott St.

Factory and Cider Mill: Mimico, Ontario

CHINESE
STARCH



This is a line that has a well established place

in most homes. Some homes, however, have not as yet had it introduced to them, and it is to the dealer's advantage to enlighten the housewife. Chinese Starch is the best, the "quality" is unsurpassable, and the quantity is the fullest—full 16 oz. to the package. This is the line of starch you should feature.

O. Lefebvre, Prop.
OCEAN MILLS
Montreal

AGENTS: Standard Brokerage Co., Vancouver, B.C.; Escott & Harmer, Winnipeg, Man.; Harry Horne & Co., Toronto, Ont.; Norman D. McPhie, Hamilton, Ont.; The Lawrence Mfg. Co., Ltd., St. John's, Nfld.; J. J. McKinnon, Charlottetown, P.E.I.; Bolvin & Grenier, Quebec, Que.; Eug. Follot, St. Pierre, Miquelon; Scott, Boyd & Co., Port of Spain, Trinidad, B.W.I.; Desmarais & Gregoire, Chicoutimi, Que.; and all the Wholesale Grocers throughout the Dominion.

From a Hard Headed Business Standpoint

Coles Machines embody in quality of materials and workmanship, a construction, guaranteeing a long term of service.

They are very economical to operate, due to their great simplicity and design. For instance, to grind one pound of coffee requires no more power than to burn an ordinary electric light for three minutes, or, in other words, one-fiftieth of a cent.

Again, by comparison you will find that in every instance there is a considerable difference in favor of the COLES. Combine these facts then, Price, Endurance, Economy, and they will present three very good reasons why the COLES is the one logical machine for you.



COLES MFG. CO., Philadelphia, Pa.

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

WE

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Mr.

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THE ABOVE PHOTOGRAPH WAS TAKEN AT THE ROYAL AGRICULTURAL HALL, LONDON
DURING THE GROCERS' & CONFECTIONERS' EXHIBITION, SEPT., 1912

WE ARE SPECIALISTS IN THE MANUFACTURE OF
"JELLYCONSERVE" ——— JAMS ——— MARMALADE
TABLE JELLIES, POTTED MEATS, XMAS PUDDINGS
AND MINCEMEAT, CONFECTIONERY, SOUPS,
LEMON CHEESE, PICKLES.
ALL OF WHICH ARE OF THE

HIGHEST POSSIBLE QUALITY

WRITE FOR FULL PARTICULARS NOW TO OUR SPECIAL REPRESENTATIVES

Mr. BERNARD PINK
c/o THE "CANADIAN GROCER"
E.T. BANK BUILDING, MONTREAL

EMERSON BAMFORD CO.
VANCOUVER, B. C.

OR DIRECT TO

E. & T. PINK, LIMITED,
LONDON,
ENGLAND

HUDON, HEBERT & CO., Ltd.

MONTREAL

(Established A.D. 1839)

Wholesale Grocers

and

Wine Merchants

AGENTS IN CANADA FOR

- CHARTREUX MONKSTarragona.... **GENUINE CHARTREUSE,
GREEN and YELLOW.**
- J. DE MULLERTarragona..... **MASS WINES** and other Tarra-
gona Wines.
- ARCHAMBEAUD FRERESBordeaux..... **Jockey Club Brandies.**
Diamant and White Ball Rums
- BOUTELLEAU & CO.Barbezieux... **Cognac Brandies.**
- NUYENS & CO.Bordeaux..... **French Liqueurs and Cordials.**
- La Cie Des **GRANDES SOURCES**
MINERALES FRANCAISES ...Vichy..... **VICHY-GENEREUSE.**
- VIOLET FRERESThuir..... **Byrrh Wine** and other Fancy
Wines.
- WYNAND FOCKINKAmsterdam... **Holland Gin.**
- WRIGHT & GREIG, LTD.Glasgow..... **Roderick Dhu, Premier & Grand**
Liqueur Scotch Whiskies.
- TALBOT FRERES ...Bordeaux.. **Alimentary Pastes, Olives, Olive**
Oils, Peas, Mushrooms, etc., etc.
- MIRAND & COURTINE ...Maisons-Alfort **Alimentary Pastes.**





The Foremost

Brand of Canned Goods



GAZELLE

Has never failed to satisfy even the most fastidious.

HUDON, HEBERT & CO. Ltd.

Wholesale Grocers and Wine Merchants

(Established A.D. 1839)

**The Most Liberally Managed Firm
In Canada**

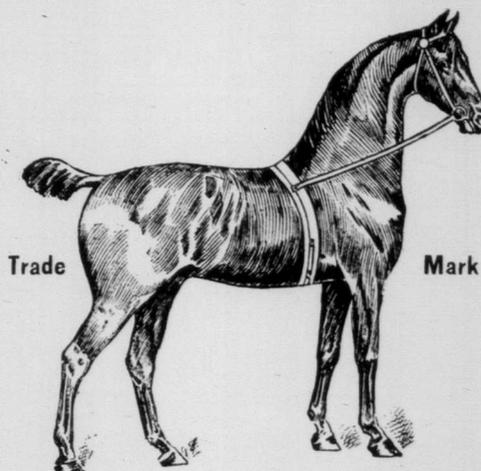


Satisfaction or your money back

ATTRACT THE COUNTRY TRADE

QUINQUINOL
Canada's A 1
Stock Food

QUINQUINOL
Canada's A 1
Stock Food



A Genuine Proposition

ONLY ONE DEALER IN EACH TOWN will be sold QUINQUINOL, and we will help you sell it thus.

You will be given one dozen gallon tins free to distribute amongst customers for trial.

Every tin carries a money-back guarantee. If after being used according to directions there is cause for complaint, refund purchaser and write for credit slip.

For orders placed now for one gross or more we will allow six months' credit, and give a free dozen, as stated above, with each gross.

IF BEFORE 30 DAYS YOU CAN POINT OUT ANY DEFECT IN THE GOODS, ADVISE US, AND WE WILL TAKE THEM BACK AT OUR OWN EXPENSE.

Why You Should Stock Quinquinol

1. It has the recommendation of the Minister of Agriculture.
2. Has been awarded three of the highest diplomas obtainable.
3. Is packed in tins, not cartons, and is free from loss by vermin or moisture.
4. Tins attractively lithographed in two colors are an ornament in the store.
5. Strangers will come for QUINQUINOL who have never called for anything else.

\$4 per doz, gal. tins

Retails at \$6 per doz.

DO YOU WANT TO HAVE EXCLUSIVE CONTROL OF QUINQUINOL IN YOUR TOWN? YOU CANNOT LOSE ON THIS PROPOSITION. SO STRIKE WHILE THE IRON IS HOT.

Quinquinol Stock Food Company

69 St. Timothy St.
MONTREAL

50%
Profit

50%
Profit

SOM

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Absorbs
Extermi
and Inse
Kills Ger
And lea
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Send for

MACLA
Offices: TORON
Factorie

SOMETHING for NOTHING

The above may sound strange, nevertheless, it's true. We intend giving every householder a large sample tin of ANTI-DUST, just what every householder likes, something for nothing. But, Mr. Grocer, just imagine what a demand this will create for you, without much effort on your part. All you require to do is to see you have it on hand to supply the demand, and remember, ANTI-DUST will do all it claims to do.

Absorbs the Dust.

Exterminates Moths
and Insects.

Kills Germs.

And leaves a clean,
healthy, pleasant and
refreshing odor.



Light in weight.

Easy to brush.

Does not cling to the
carpets or floors, and
above all, shows a good
profit.

Packed in Crates, 3 doz. 15 cent size.

2 doz. 35 cent size.

In Bulk, 100 lb. Drums.

Send for samples. Order from your jobber, or write for particulars to the agents

MACLAREN IMPERIAL CHEESE CO., Limited

Offices: TORONTO

MONTREAL

CALGARY

DETROIT, Mich.

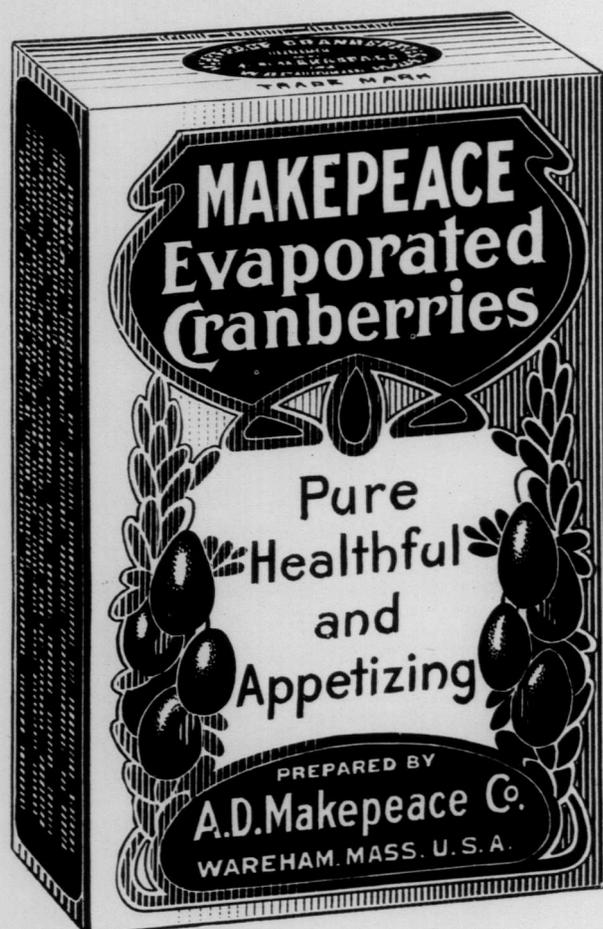
Factories: WOODSTOCK

WELLESLEY

BANCROFT, MICH.

Supply your customers with red-ripe cranberries the year
'round by handling

MAKEPEACE EVAPORATED CRANBERRIES



FLAVOR superior to fresh fruit, because only perfect vine ripened red fruit is used by us. By our process all the delicious flavor of fresh, red-ripe berries is retained.

ECONOMICAL. No waste for the dealer or consumer. One package has cooking value of one quart fresh cranberries.

CONVENIENT. Unaffected by freezing. May be handled safely in all seasons. Soak in water 1½ hours and use as fresh fruit.

GOOD PROFIT. Three dozen cartons per case, \$3.50. Retail at 15 cents per carton or two for 25 cents.

Order from your jobber, or write nearest broker who will tell you where they may be secured.

Calgary

PLUNKETT & SAVAGE
ALBERTA BROKERAGE
CO.

Halifax

JOHN TOBIN & CO.

Montreal

ROSE & LaFLAMME

St. John, N. B.

H. W. COLE, LTD.

Sidney, N. S.

WOOD & McCONNELL
LTD.

Toronto

EBY, BLAIN CO., LTD.
WHITE & CO.
W. B. STRINGER, Broker

Vancouver

RAINSFORD & CO.
F. R. STEWART & CO.
HAMILL BROS., Brokers

Winnipeg

ROGERS FRUIT CO.
BRIGHT, EMERY CO.

The Nip That Tickles The Palate

THE "MEADOW-SWEET" NIP



Makes the **M**uscle
Makes the **M**an

The Package That Catches The Eye And Corrals The Nimble Coin

You are to-day, no doubt, handling different kinds of cheese, put up in as many different forms and of as many different qualities, some good and some no good. But have you ever tried "Meadow-sweet"—the cheese that has a flavor all its own—a peculiarly nippy and appetizing flavor that the cheese cranks like? "Meadow-sweet" is put up in a dainty package that adds attractiveness to your store and sells the cheese, adding dollars to your weekly sales.

"This is highly nutritive and palatable cheese."
MILTON HERSEY CO., Limited.
(Signed) Milton L. Hersey.

Analysis of Report.

We have very carefully analysed and examined the samples of Meadow-sweet Cheese and we find them to be pure and to contain large proportions of muscle and heat forming constituents, easy of digestion. The cheese is very nutritious and valuable as a food.

(Signed) A. NORMAN TATE & CO.,
Analytic and Consulting Chemists.

LIVE AGENTS WANTED

MEADOW-SWEET CHEESE

29 and 31 William Street, Montreal

Make Your Candy Department Pay Well

DIAMOND



DIAMOND

DIAMOND

NO CHARGE FOR PAILS
8 1/2-Gross Boxes—1 Case

BRAND

CONFECTIONERY

THE CANADIAN GROCER

Christmas time, with its tremendous candy demand, will soon be peeping over the horizon. It is the candy man's harvest, and if you have a candy department in your store, no matter how small, make it pay by stocking Diamond Brand.

The "Mikado Mix"

is a winner—put up in pails with dainty packing which attracts the attention of old and young. A superb mixture, free from sugaring, well mixed—jellies, creams, mints, fancy rocks, gum drops, etc., in thirty-two pound pails, cost 8 1/2c. a pound.



You can make from 70 to 80 per cent. clear profit on Diamond Confectionery and yet give your customers goods absolutely pure and delicious. Prepare now for the Fall and Christmas candy trade. Send to your jobber or write direct to us.

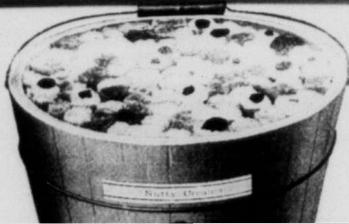
Crystalized Maple Gems

have proven their popularity with the trade. This is a dainty, toothsome confection, flavored with real sap. Packed in eighteen pound pails, price per pail, \$2.70. Cut out trial order below and mail to us.

For real profit, clip this out
and mail to-day.

1912

Sugars Confectionery, Limited



is a winner—put up in pails with dainty packing which attracts the attention of old and young. A superb mixture, free from sugaring, well mixed—jellies, creams, mints, fancy rocks, gum drops, etc., in thirty-two pound pails, cost 8½c. a pound.

have proven their popularity with the trade. This is a dainty, toothsome confection, flavored with real sap. Packed in eighteen pound pails, price per pail, \$2.70. Cut out and order below and mail to us.



For real profit, clip this out and mail to-day.



NUTTY CREAMS

Rich, pure and delicious, perfectly fresh. Put up in seventeen pound pails, cost you \$2.40 a pail, and sells at 25c. a pound, which means a net profit of over 70%. Worth while, isn't it?

Messrs. Sugars and Cannery, Limited
Montreal, Que.

Please Ship at once:—

1 pail Nutty Creams, 17 lbs.	\$2.40
1 pail Maple Cream Hearts	2.40
1 pail Crystalized Maple Gems	2.70
1 pail Mint Buttons, 17 lbs.	2.20
8 ½-gross boxes, Gross Goods, new lines	4.00
1 pail Victoria Chocolate Drops, 32 lbs.	4.16
1 pail Minto Mix, 32 lbs., Jellies and Creams	2.72
1 pail Mikado Mix, 32 lbs.	2.72

1912

MAPLE HEARTS

Something everybody likes, most people rave over them. Try a pail of these to-day. Cost \$2.40 for eighteen pounds, and sell at 25c. a pound, which means a profit of over 80%. Can't go wrong with these.

THE OLD-FASHIONED

After all, what is nicer than the good, old-fashioned chocolates, cheap, pure and wholesome.



CHOCOLATES, They're Good

Your wholesaler can send our price list; if not, write direct. There's a good profit in these.

MAPLE SYRUP

We make all kinds of maple specialties. Silver Sheaf Brand, Diamond Brand, Shanty Brand Syrups give perfect satisfaction.

MAPLE SUGAR

Our own original Twin Block Maple Sugar is of proven value. Try our Maple Sugars. Your wholesaler will book your order.

Sugars and Cannery, Limited

MONTREAL

THE CANADIAN GROCER

You Should Never Be Without It

Use this for Every
Purpose with Cold
Warm or Hot Water



Softens the Water
Goes Further and
Does Better Work
Save the Wrappers

Reproduction of 8 Page Poster

The best 5c. line with an
extra good margin of profit.

HANDLED BY EVERY WHOLESALER

The Richards Pure Soap Company, Ltd.
WOODSTOCK - - ONTARIO

Put Lots of Snap Into Your Business



The Hand-cleaner That Made Clean Hands Possible

What a field there is for such a cleansing preparation as SNAP. Everybody from the two year old who upsets the shoe polish on her hands to the father who earns a livelihood for his family by hard manual labor, from the romping boy to the thrifty housewife---they all require SNAP HAND CLEANER everyday. The more you stock it, the more you will sell. Show it on your counter, show it in your windows, get your patrons all using it, and you will find it an endless chain for sales and profit. We will mail a useful souvenir to any dealer sending us his name and address plainly written on a postal card.

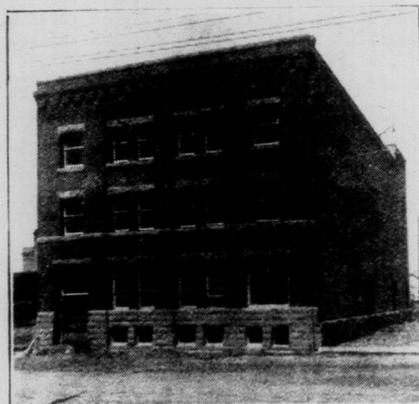
SNAP COMPANY, LIMITED
MONTREAL, CANADA

THE CANADIAN GROCER

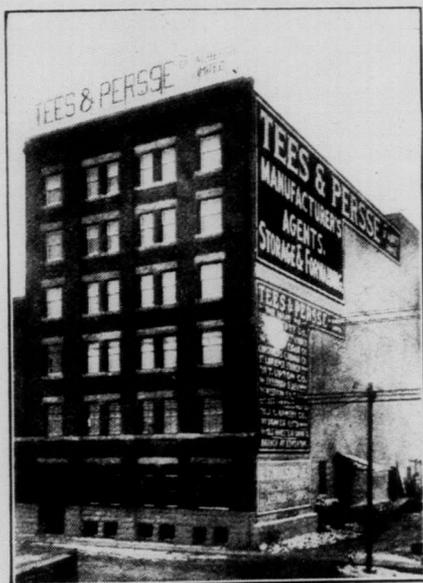
TEES & PERSSE LIMITED



WINNIPEG WAREHOUSE



SASKATOON WAREHOUSE



CALGARY WAREHOUSE

ESTABLISHED 1884

MANUFACTURERS!

For Western Representatives we have pleasure in recommending

TEES & PERSSE, LIMITED

who have assisted us for many years in distributing

**Durham,
St. Lawrence,
Canada,
Ivory Gloss and
Akron Starch**

also

Bee Hive Corn Syrup

Their warehouses at

FORT WILLIAM

WINNIPEG

REGINA

MOOSE JAW

SASKATOON

CALGARY

EDMONTON

were erected and are maintained to look after manufacturers' interests as they should be. Their operations extend

**"From the Great Lakes to
the Rockies,"**

and all jobbers are canvassed daily.

St. Lawrence Starch Co.,

Limited

PORT CREDIT, ONTARIO

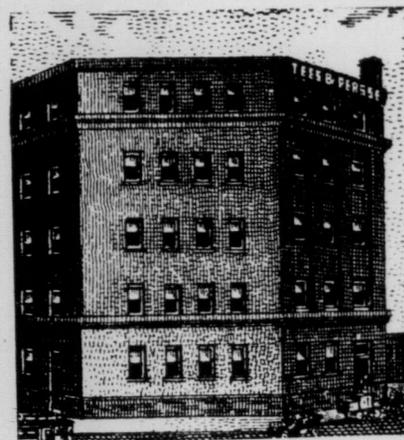
AGENCIES SOLICITED

Address

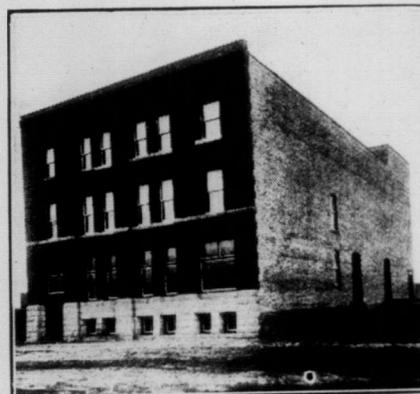
TEES & PERSSE, LIMITED

WINNIPEG

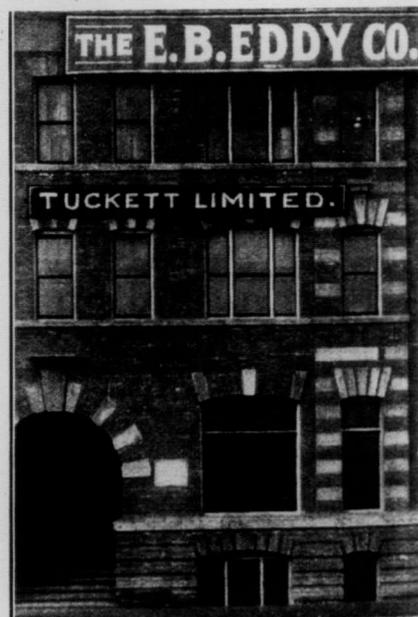
**TEES & PERSSE OF ALBERTA
LIMITED, CALGARY**



REGINA WAREHOUSE



MOOSE JAW WAREHOUSE



EDMONTON WAREHOUSE

PRICES AND SAMPLES ON APPLICATION

AGE

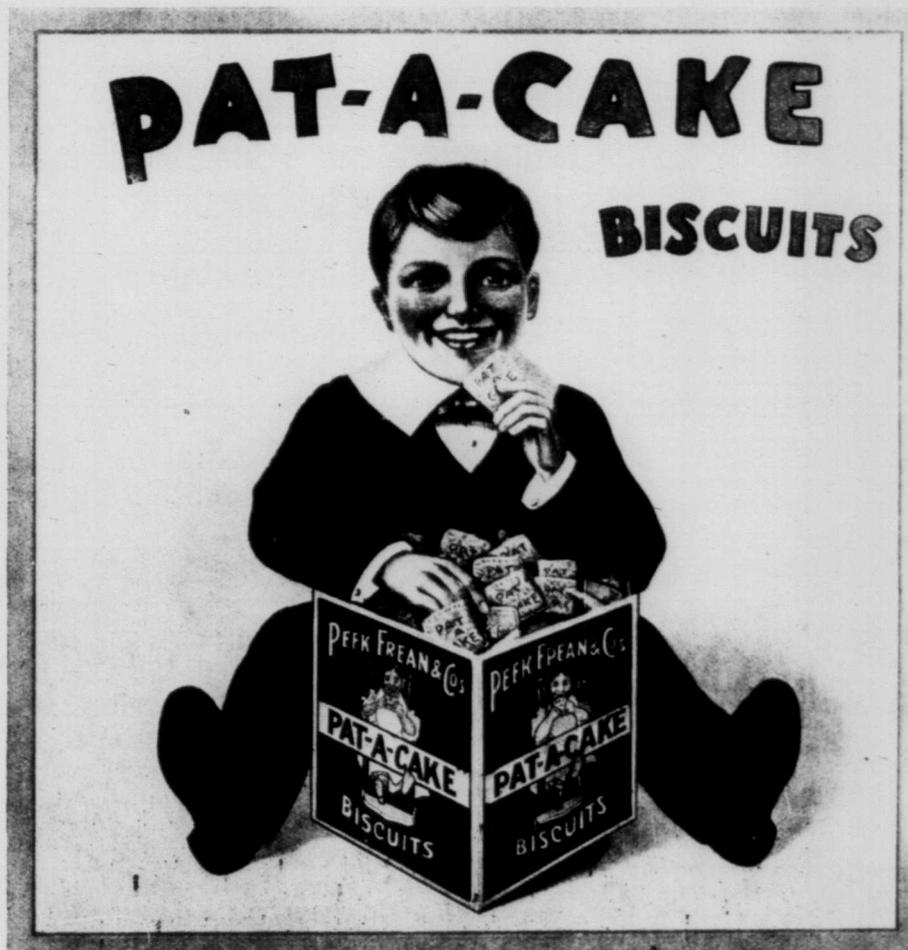
PE

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

32 Prize Medals

21 Royal Appointments

PEEK, FREAN'S



PRICES AND SAMPLES ON APPLICATION.

ILLUSTRATED ALBUM ON APPLICATION.

OVER 425 MILLIONS SOLD IN ONE YEAR.
EVERY CANADIAN GROCER SHOULD STOCK THEM.

AGENTS: British Columbia—The W. H. Malkin Co., Limited, Vancouver.
Winnipeg and District—Ruttan & Chipman, Fort Garry Court, Winnipeg.
Ontario—The Harry Horne Co., 309 and 311 King St. West, Toronto
Montreal and District—C. Fairall Fisher, 22 St. John Street, Montreal.
New Brunswick—W. A. Simonds, 8 and 10 Water Street, St. John.

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

BIG BUSINESS AWAITS YOU!

"Last year, from April to August 1, the figures for immigrants were 182,799; this year for the same time the figures are 209,640, an increase of 15 per cent. Of this number, 143,742 entered Canada through the ocean ports this year, against 127,925 last year. From the United States during the same months last year, 54,814 came in and the record for this year shows an increase of 14 per cent., 65,907. The proportion of United States settlers is less this year than last on account of the increased British immigration."—Winnipeg Telegram.

98 per cent. of these immigrants came to Western Canada.

To supply these people 400 Grocery stores, besides general stores, have been opened in Western Canada this year.

Does it not sound reasonable that there is, therefore, a big field for your goods, if they have merit?

If so, communicate with us and we shall be pleased to place our experience and staff of salesmen at your disposal.

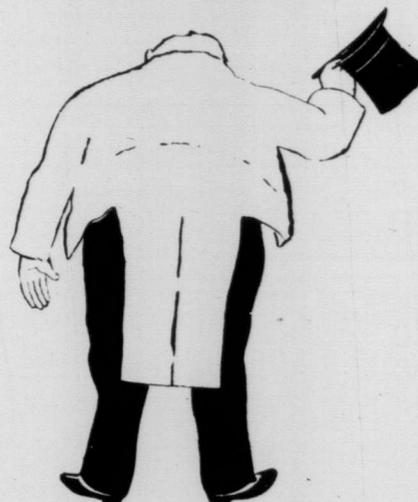
Watson & Truesdale

Wholesale Commission Brokers
and Manufacturers' Agents.

WINNIPEG

--

CANADA



DON'T TURN YOUR BACK

on the trade and possibilities in Newfoundland for your particular line of goods, Mr. Manufacturer. Do you not realize the opportunity there is for establishing a paying trade here?

Get reliable representation, a wide-awake, aggressive firm that will produce results, and put your product in the limelight. Years of experience in this province of opportunity and our exceptional facilities for introducing your goods, make us your logical representatives.

Mr. Manufacturer: "The Field is Yours," will you let us do the ploughing, seeding and harvesting for the line you would like to introduce?

Only firms of the highest standing represented.

T. A. MACNAB & COMPANY

Manufacturers' Agents, Commission
Merchants, Importers and Exporters

ST. JOHN'S, - NEWFOUNDLAND

OFFICE AND SAMPLE ROOMS: CABOT BUILDINGS
CABLE ADDRESS: "MACNAB," ST. JOHN'S.

CODES USED: A. B. C. 4th and 5th EDITIONS AND
PRIVATE. WAREHOUSE: TESSIER'S WHARF.



C.



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FOR OVER THIRTY
YEARS OUR

**Feed
Cornmeal
Pure Barley
Oats and Corn**

has been the standard.

We control

ROYAL GOLD FLOUR

for the Town of Truro,
and specialize on

**GOLD DUST
CORNMEAL**

Write for Prices

Most liberally handled
flour and feed house in
the province.

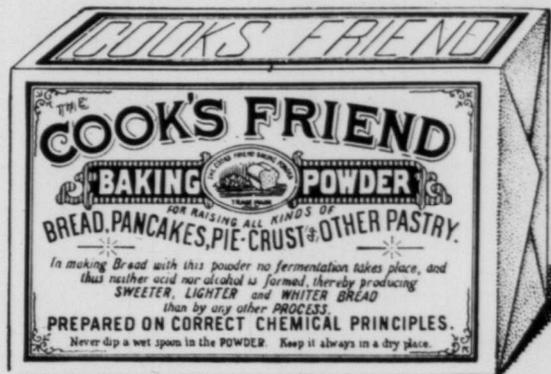
C. B. McMullen, Proprietor of the **Victoria Mills**
TRURO : : **NOVA SCOTIA**

COOK'S FRIEND BAKING POWDER

OVER FIFTY YEARS A LEADER

Cannot Be
Made Purer.

In fact, purer than
the law demands.
Was on the market
before the pure food
laws existed.



No Alum.
Never Was.

Better than any im-
ported powder at
double the price.

THE POWDER WITH A PEDIGREE

Ask Your Jobber To-day

W. D. McLAREN, LIMITED, MONTREAL



Established Almost Eighty Years

SWIFTEST SHIPPERS

The fact that we have been identified with the grocery business since 1834 offers sufficient proof of our ability to serve you and serve you well. By entrusting us with some of your business, in fact all of it, because we can supply you with anything (except liquors and tobacco), you may count on a square deal.

Quaker Canned Goods

If you want to learn what really first class canned goods and vegetables are like, secure a stock of these QUAKER goods, original pack.

Quaker Brand Salmon

We are proprietors of this new and extra fancy salmon, put up in tall and flat tins. We claim QUAKER BRAND salmon to be superior to any fish ever offered to grocers in Canada. Sample it and you will appreciate it.

Quaker Baking Powder

We are makers of this line. None better obtainable. Positively No Alum.

Quaker Soap

A hundred bars in each box of pure soap, no prizes, no fakes. Just soap, as pure as pure soap can be.

Peacock Pickles

We are also proprietors of this high class line of pickies, the sales of which have been enormous during the present season. For high class trade, this is the line.

A CARD WILL BRING A TRAVELLER. P.O. Box 1570

MATHEWSON'S SONS

Montreal

Three Long Distance Telephones

MILLIONS SOLD

IN EIGHT SHORT MONTHS

PROVE THAT

WHITE SWAN

YEAST CAKES

GIVE BEST RESULTS

AND THAT HOUSEWIVES EVERY-
WHERE HAVE BEEN EAGER TO
PROCURE SOMETHING BETTER
THAN WAS OBTAINABLE BE-
FORE THIS BRAND WAS PLACED
ON THE MARKET.

ASK YOUR WHOLESALER FOR THEM

IN ANY PART OF CANADA OR NEW-
FOUNDLAND

Investigate The Merits Of **DUERR'S**

VACUUM-BOTTLED JAMS

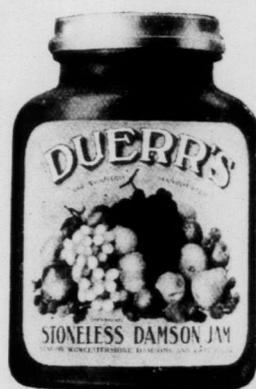
"The Pure Jam With The Fresh Fruit Flavor"

The New Process Jam which has proved an instantaneous success wherever introduced.

Packed in the neatest and most attractively labelled bottle on the market.

Made by the famous jam Specialists.

**F. DUERR & SONS, First British Vacuum Jam Factory,
Old Trafford, Manchester, England.**



Stocks carried by:

Messrs. Leeson, Dickie & Gross, Vancouver.
A. & W. Smith & Co., Halifax and Sydney, Nova Scotia.
H. W. Cole, Ltd., St. John, New Brunswick.

Sole Canadian Agents:

MACLAREN IMPERIAL CHEESE CO., LIMITED

TORONTO

CALGARY

MONTREAL

Qual
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V
Shirri
Vanilla,
REAL c
Vanilla
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chemica
it goes

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A Quality Trio

Quality is the keynote of the Shirriff Products illustrated above. They are pure. The ingredients are the finest procurable. They are skillfully made. They are fully deserving of the high reputation they enjoy.

Shirriff's

True Vanilla

Shirriff's is named True Vanilla, because it is the REAL extract of Mexican Vanilla beans. Your customers will be glad to use it if you tell them about it. It is far superior in delicacy and bouquet to chemical imitations. And it goes farther, too.

Scotch Marmalade

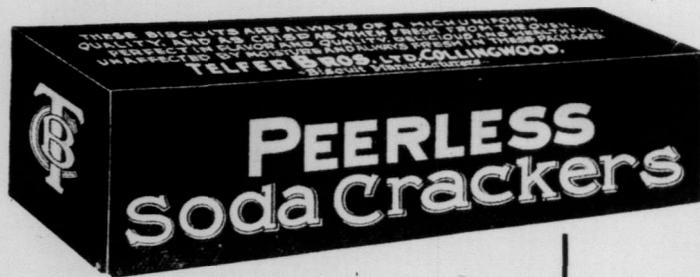
A pure food product of the highest class. Made from selected Seville oranges and high-grade granulated sugar. It has the real, delicious tang so delightful to the palate. A quick seller, and a big seller.

Jelly Powder

Shirriff's Jelly Powders are greatly favored by particular housewives, because of the deliciousness of the true fruit flavors of Lemon, Orange, Pineapple, Raspberry, Strawberry, Wild Cherry and others. Certainly a good line for the grocer to handle.

Imperial Extract Co., Toronto

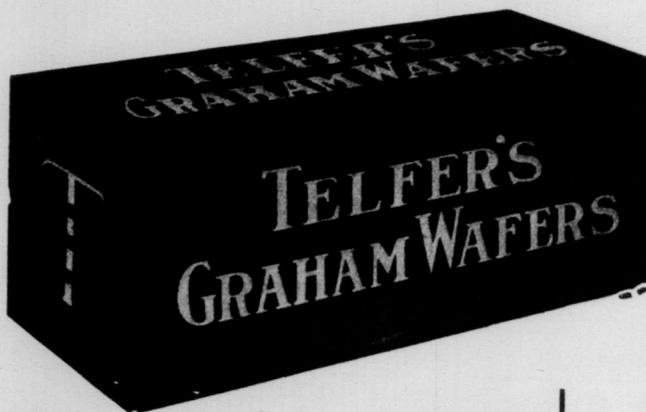
8, 10, 12 MATILDA STREET



If your customers are cracker cranks you can please them with Telfer's Peerless Soda Crackers or Cream Sodas. They are always fresh, crisp and creamy.



A particularly pleasing wafer when used with bouillon cups or soups. It fills the demand for a light lunch wafer—cheese and wafers.



An exceedingly wholesome and nutritious food is embodied in the Telfer Graham Wafers. They are thin, crisp and very palatable.

A Few Of Telfer's Lines



What can be more in demand than these healthful crackers—Telfer's Oatmeal crackers are prime favorites around the home both with the children and grown-ups.



The Telfer Vanilla Wafers are satisfying and delightfully pleasing to the most delicate palate. They are dainty, yet quite inexpensive.

Push Telfer's Fancy Biscuits For Your Own Profit

Write For Prices

Telfer Bros., Limited, Collingwood, Ont.

Branches: TORONTO, WINNIPEG, HAMILTON, FORT WILLIAM

CABLE ADDRESS: FISCHANDO, LONDON
CODES USED: (LIEBERS
A.B.C. IV. V.
A. I)

Edwin Fischel & Co.

*11, Road Lane,
London, England.*

RAW COCOA BEANS

COCOA BUTTER

SPECIALISTS IN HIGH GRADE COCOAS

**ARRIBA, CEYLON, CARACAS,
PARA AND BRADNA**

**ASSORTED
CARLOADS**

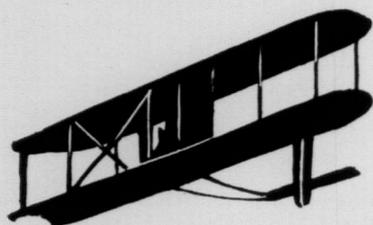
AGENTS:

W. G. PATRICK & CO.

77 YORK STREET,

TORONTO, ONT.

L. H. Dear,
(COCOA DEPARTMENT)
*Edwin Fischel & Co.,
11 Road Lane,
London, E.C.*



HIGH ABOVE ALL OTHERS

BRAND'S A.1. SAUCE

has long held and continues to hold its high position, attained by its unvarying quality and deliciousness. It has been the table delight of thousands for over a century, and continues to give its delightfully appetizing zest to the plainest fare to both old and new admirers.

Brand's A. 1. Sauce and invalid specialties were granted the highest possible award — THE GRAND PRIX — at the Festival of Empire Exhibition, Crystal Palace, London, 1911.

It pays a good profit to the dealer.

Big consumer advertising campaigns help the sales.

Brand & Co., Limited

Purveyors to H.M. the Late King Edward VII.

Mayfair, - - London, Eng.

NEWTON A. HILL, 25 Front St. East, TORONTO

H. HUBBARD, 27 Common St., MONTREAL

McLEOD & CLARKSON, VANCOUVER

Every package
a "quality" holder
Every fish a
guaranteed income

Let us insure you against inferior quality and unsatisfied customers.

Order our "WEEBALL" and "SKIPPER" brands of Nova Scotia or Newfoundland pickled Herring. Packed in barrels, half-barrels, quarter-barrels and pails.

We also handle Labrador and Newfoundland Canned Salmon, one pound flats, Corned Salmon in barrels, half-barrels and quarter-barrels. Tongues & Sounds, Grocery Codfish, Caplin.

Our pickled Herring awarded first prize at the Nova Scotia Provincial Exhibition, 1912.

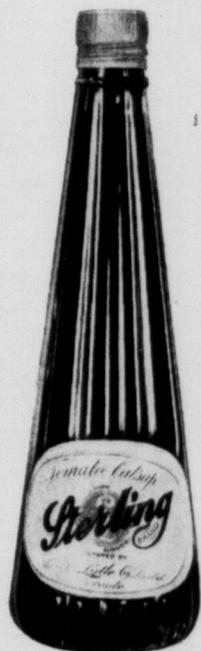
J. A. Farquhar & Co.
Halifax, N.S.

Place the "Sterling" Mark ON YOUR STORE DISPLAYS



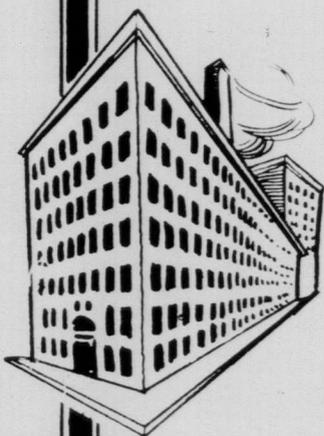
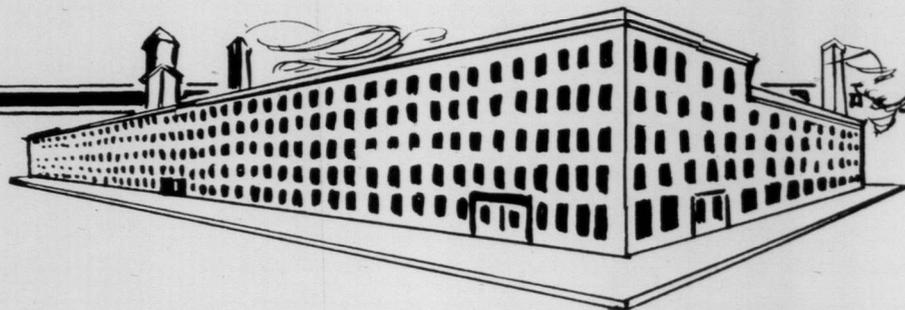
Your Displays Are Valuable

Not only are your window displays important, but your counter or interior displays prove invaluable in introducing. Use "Sterling" goods to improve your counter and window exhibits, and you will find the result very satisfactory, even to a surprising degree. Place value on your displays and increase their value by using the "Sterling" lines, for they are attractive and appeal to the eye. They moreover appeal to the taste when once used. Every bottle of "Sterling" pickles, chow chow, catsup, is a long-remembered advertisement for you.



THE T. A. LYTLE CO., LTD.

Sterling Road, TORONTO, ONT.



THE COMING
INDUSTRIAL
METROPOLIS
OF QUEBEC

MAISONNEUVE

The Ideal City for Your

MR. MANUFACTURER OF FOODSTUFFS, you are seeking the most advantageous location for your factory. Then you will have regard for these facts about Maisonneuve, the most rapidly-growing industrial city in Canada. There are reasons.

ACCESSIBILITY. Maisonneuve is easily reached from all points, lying directly alongside Montreal, with its stores and supplies, affording convenient market for the purchase of raw material and marketing of finished products.

SHIPPING FACILITIES. The C.P.R., C.N.R. and the G.T., with a terminal electric railway linking them all together, furnish sidings for practically all sites, besides which there is the St. Lawrence River with its great docks for ocean liners and up-the-lake boats.

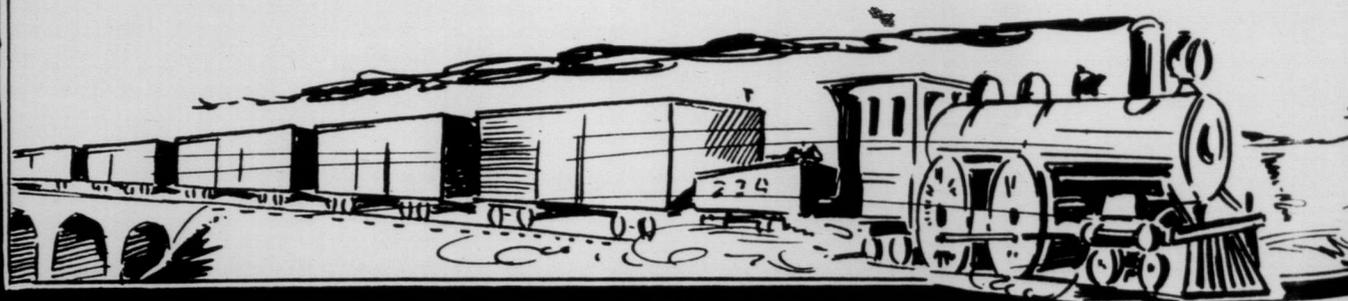
IMPORTANT CONCESSIONS. Ten years' exemption from taxes are freely offered the bona fide manufacturer.

SPLENDID SITES along the terminal railway and elsewhere are available at low prices.

ALL THE IMPROVEMENTS, gas, electricity, water, sewers, power, are readily obtainable.

LOW POWER RATES, the result of competing electric companies, give the manufacturer in Maisonneuve a very distinct advantage.

FREEDOM FROM LABOR TROUBLES is offered by Maisonneuve, which has the finest labor market in the Dominion of Canada, male and female, skilled and unskilled, for practically all the workmen own their own homes.

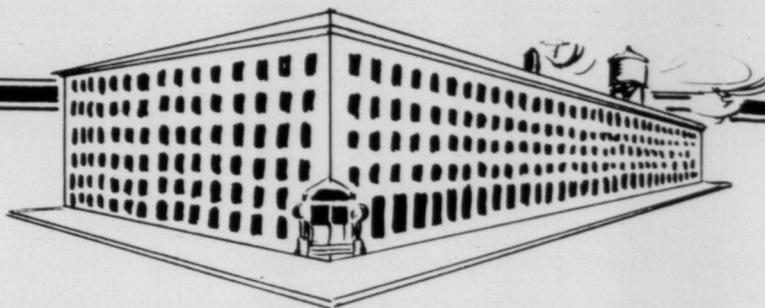


A CONSUMER
every door is
particularly
a moderate-si

MAISONNEUVE
churches of
Catholic, the
shaded street
SHOE CO.,
VICKERS-M

GET IN TOUCH
worth your
of Canada.

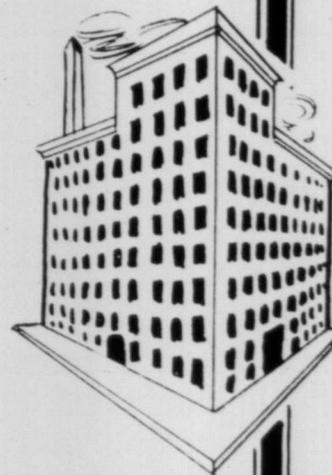
13 Bank of T



MAISONNEUVE

City for Your Factory

THE COMING
INDUSTRIAL
METROPOLIS
OF QUEBEC



A CONSUMING MARKET of six hundred thousand at your very door is an advantage every manufacturer will recognize, particularly when joined with the economy and convenience of a moderate-sized city.

MAISONNEUVE has a population of thirty thousand people, churches of all denominations, schools, both Protestant and Catholic, theatres, shops, department stores, parks, beautiful shaded streets, mammoth industries, including the UNITED SHOE CO., THE MONTREAL STEEL WORKS, and the VICKERS-MAXIM CO.

GET IN TOUCH with this enterprising town. We can make it worth your while to locate here in Maisonneuve, the Pittsburg of Canada.

FOR FACTORY SITES, WRITE :

M. G. ECREMENT,
Sec.-Treas. Maisonneuve

or

HARRIS & L'ESPERANCE

Commissioners for the Town of Maisonneuve

13 Bank of Toronto Building,

MONTREAL





SAFE AS THE BANK OF ENGLAND

This is not too strong a statement when women everywhere are using this soap on their very sheerest and daintiest fabrics.

The absolute purity of "Wonderful Soap" accounts for this element. It thoroughly and quickly cleanses all kinds of soiled clothing—in fact it works like magic—no bleaching required.

Attractively labeled and well packed, it presents a good appearance in your stock and produces good round profits for you.

Have you ever featured our Crystal Soap Chips?

The Guelph Soap Co.

GUELPH :: ONTARIO

Convenient, Modern Warehousing



AT OTTAWA

Two Warehouses

No. 1—G.T.R. Seventy thousand square feet floor space.

No. 2—C.P.R. Thirty thousand square feet floor space.

Modern Warehouses. Fireproof. Largest business in Ottawa Valley. Low Insurance Rates.

Direct connection all railways. Tracks to the door. Convenient to steamers. Centrally located.

EXCISE—BOND—FREE

Write for Low Rates

DOMINION WAREHOUSING CO., LIMITED

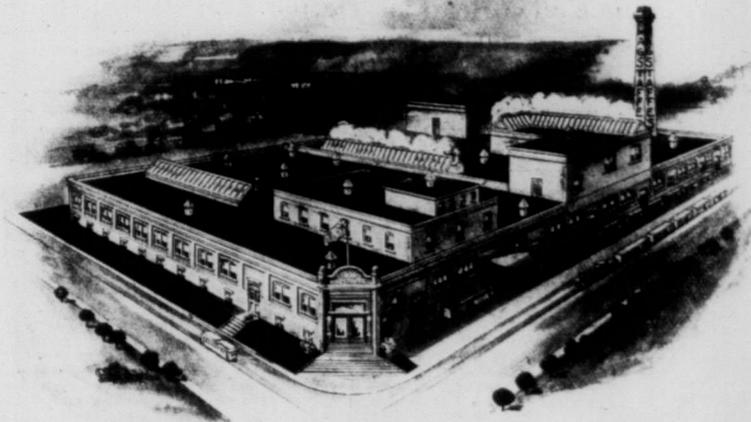
46-52 Nicholas Street, Ottawa

J. R. ROUTH, Manager



W

W



FINEST FRUIT PRESERVING PLANT IN CANADA

WAGSTAFFE'S

Fine Old English

**MINCEMEAT, PLUM PUDDING, JAMS,
JELLIES and MARMALADE**

Prepared
in
Copper
Kettles,
Boiled
in
Silver
Pans

are recognized all over Canada to be the best obtainable. Only the best fruits and purest ingredients are used, ensuring "quality" and wholesomeness.

The dealer who handles Wagstaffe's products does more than satisfy his customers, he pleases them.

Get your orders in now for MINCEMEAT, and PLUM PUDDING, see prices quoted in last week's issue of "The Canadian Grocer."

Packed
in
Gold
Lined
Pails

WAGSTAFFE LIMITED

PURE FRUIT PRESERVERS

Hamilton,

Ontario

W

W

The Queen of Blends

Roasted by our special process, our Coffee has a delicious flavor and aroma, which ensures it an appetizing beverage.

The Coffee Bean is selected from the choicest growths of the world's finest coffee fields and our own famous blend.



Trade Mark of Quality

Sweetheart Brand Coffee

A few of our lines:—

SWEETHEART BAKING POWDER
SWEETHEART EXTRACT

SWEETHEART JELLY
SWEETHEART MUSTARD

IXL Spice and Coffee Mills

London, Ontario *

Limited



50% PROFIT

← RIGA WATER

Strongly Recommended
By The Medical Board

This highly pleasant purgative water should be in every home and it is up to you to get it there. You'll make 50% or more on every sale.

WHY IT EXCELS

- 1—Positively relieves indigestion.
- 2—Does not cause colic or irritation.
- 3—Effective in cases of liver and bladder troubles.
- 4—Unexcelled for relieving constipation.

Live Agents will find this a Money-Maker

WRITE FOR SPECIAL PROPOSITION

La Societe des Eaux Riga

MONTREAL

50% PROFIT

50% PROFIT



Condensed Milk Growing Popular

A great change has come over the public in the course of the past few years and condensed milk is a recognized household article.

Grocers who are up-to-date should tone up their stocks with the Malcolm lines, which are both new and good.

St. George Evaporated Milk, 4 doz in case...\$3.50
Princess Condensed Milk, 4 doz. in case...\$4.20
Banner Condensed Milk, 4 doz. in case...\$5.00

Our lines will bring you new customers and quick returns.

Order them from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax.

J. Malcolm & Son, St. George, Ont.

YOU WILL BE INTERESTED

to know that our INCREASE on the Leading lines, which you should be selling is 100% over 1911.

Are You Getting Your Share ?

H. P. Sauce

H. P. Pickle

Packed by Midland Vinegar Co., Birmingham



HERRING IN BOULLION

Registered



KIPPERED HERRING

Registered



HERRING IN TOMATO

Registered

CROSSED FISH BRAND SARDINES

PERLE DE PROVENCE PURE OLIVE OIL

LION BRAND ITALIAN MACARONI

CLARNICO BRAND

High Class Confectionery
for Fancy Grocery Trade.

Let us help you get YOUR share of Xmas Business.

WRITE NOW FOR PRICES

W. G. Patrick & Company, Limited

Importers

Toronto

Montreal

Winnipeg

Vancouver

Kops & Kops Ale Stout

(Non-Alcoholic)

Ideal Summer Beverages

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

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

Possess distinct tonic and stimulating properties.

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

THE BEST FOR YOUR TRADE.

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

KOPS BREWERIES, London, S.W., England



DRIED FRUIT OF QUALITY

This Mark



on every Box Insures the Best

Place Order Now for
Fall Delivery

All First-class Jobbers Handle

Laurentia Milk and Cream

Pure
Rich
Sweet

COW'S
MILK

Bottled
and
Sealed

Non-Perishable



WILL KEEP PERFECTLY UNTIL OPENED
Nothing added to it Nothing taken from it
Nothing but Milk

The LAURENTIA MILK CO., Ltd.
371 Queen Street West, Toronto, Ont.
Telephone—Adelaide 2760

Tartan

SIGN OF PURITY **BRAND**



Your Decision Means Money

If you tie your money up in goods that do not mean satisfaction to your customers, you are only sure of making one profit. If you stock Tartan Brand goods you are absolutely certain of repeat orders as well as giving your store a first class standing, which in the end means greater patronage.

Tartan Brand has made a name for itself. It will help uphold your name.

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

EVERY PACKAGE OR TIN FULLY GUARANTEED BY

BALFOUR, SMYE & CO.

Importers, Packers, Wholesale Grocers
HAMILTON, ONTARIO

OUR MAIL ORDER SERVICE IS JUST WHAT YOU NEED

GRAY'S JAMS

Contains neither glucose nor preservatives.

Our guarantee of purity is on every jar.

Samples and prices from:

Maritime Provinces, Quebec, Manitoba, Saskatchewan and Alberta, W. H. Dunn, 396 St. Paul Street, Montreal; Toronto, Lind Brokerage Co., 73 Front Street East; Ottawa, E. M. Larner & Sons, 11 York Street; British Columbia and Yukon, Kirkland & Rose, 312 Water Street, Vancouver.

John Gray & Co., Ltd.

Glasgow

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

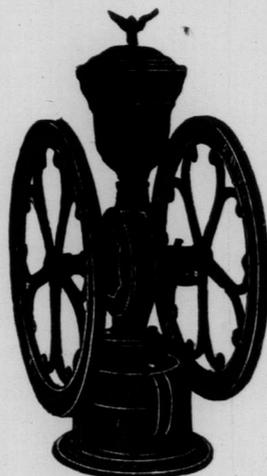
Sherbrooke, Que.

YOU ARE THE MAN WE WANT

—that is, if we haven't yet had the pleasure of putting an

ELGIN National Coffee Mill

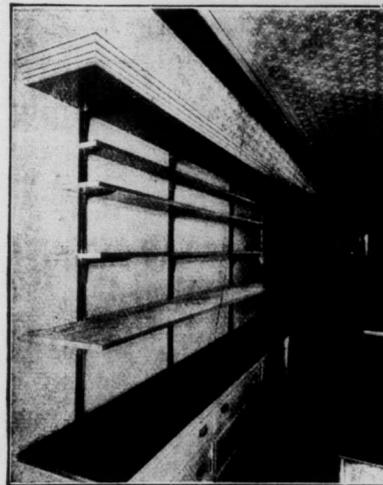
in your store. No mill can match the "Elgin" for rapid grinding and easy running, and it is unsurpassed for attractiveness and finish. Equipped with special adjuster device and the new style force feed steel-cutting grinders.



Ask any of the following jobbers for our illustrated catalogue
WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches)
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm Braid & Co.; Kelly, Douglas & Co., Ltd.
HAMILTON—James Turner & Co.; Balfour, Smye & Co.; McPherson, Glasco & Co.
TORONTO—Eby, Blain, Ltd.; R. B. Hayhoe & Co.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour & Co.; Dearborn & Co.
REGINA, Sask.—Campbell, Wilson & Smith.
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, Alta.—The A. MacDonald Co.

Woodruff & Edwards
CO.
ELGIN, U.L., U.S.A.

THE BEST SHELVING FOR YOUR BUSINESS



Note the splendid stretch of shelf space—not a stick or prop in the way—all reserved for the best display of merchandise. This is one of the many good points of our

PATENT ADJUSTABLE BRACKETS

They are strong, durable, beautiful in appearance and leave all the space for display of goods.

Write, stating whether your building is brick or frame; and full information will be gladly sent.

The Piqua Bracket Company

SOLE MANUFACTURERS

PIQUA

::

OHIO

Breakfast Foods Are Not All Alike

Some breakfast foods are made from wheat and some are not.

To make "FORCE" wheat was selected, because wheat is the best balanced food, and the blend of barley malt helps the appetite and aids digestion.

“FORCE”

The all-wheat food, ready to eat.

Cooked with Malt.

Rolled into flakes.

Baked and toasted.

Are you filling the requirements of your customers who are asking for "FORCE," or are you pushing some other cereal that they don't know and that you are not sure they will like? Our consumer advertising is far reaching and if you let your townspeople know you have "FORCE" by putting in a good window display you are sure to get their cereal trade. Stock "FORCE" and satisfy your patrons.

THE H-O COMPANY

HAMILTON, CANADA





WHEN we first came in contact with this grocer, whom we shall call Mr. Pennywise, he was not at all inclined to our point of view. He had been doing business for about twenty years along the old lines, and had been successful. He had been able to struggle along so far with the ordinary day-book and ledger and regularly every month he sent out his statements to his customers. He was pretty close-fisted, and when it came to spending money for fancy office equipment he "had to be shown."

"But, Mr. Pennywise," we said, "isn't it true that when you bill your customers only once a month you are actually hindering them from paying their bills for thirty days?"

After some mental effort to dodge the issue, he admitted this was true.

"And, Mr. Pennywise, isn't it also true that under this system many people run larger bills than they can really afford to pay, and isn't this, perhaps, the greatest cause of bad accounts?"

After making a few exceptions to defend his position, he also admitted that this was true.

Then we followed along, pointing out one by one the different arguments in favor of the Barr Register System that everyday common sense must admit to be sound. We showed him how this would save an immense amount of time in bookkeeping; how it would prevent losses through mistakes in bookkeeping; how it would enable him to throw his daybook and ledger out of the window, because with the making out of his counter check his bookkeeping was done without a further penstroke.

We showed him how the customer was given a bill of his current purchase and at the same time a statement of his account to date, thus abolishing the old monthly statement bugaboo. We showed him how, at the same operation, all of his accounts were posted right up to the minute, and we told him of the famous 16 things that the Barr Register did immediately.

And at last his common sense came to the rescue and overpowered his prejudice against "new-fangled" machines, and he bought a Barr Register.

A little while ago one of our representatives happened to call around his way.

"How do you do, Mr. Pennywise," our salesman greeted. "How is the Barr Register working?"

How a Grocer
Got \$2,5

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200-300 Account Register for Counter



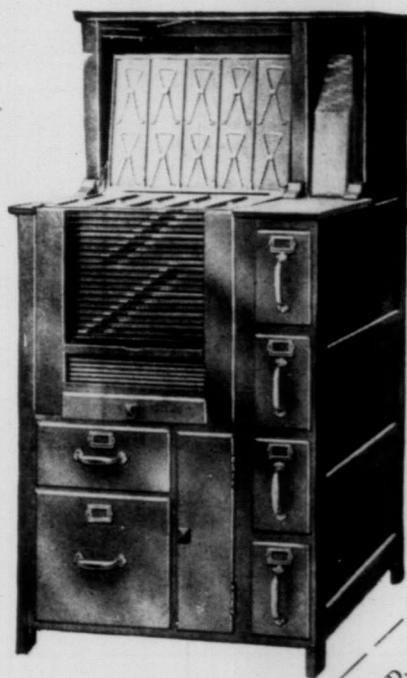
300-400 Account Register with Sanitary Base

a Grocer
\$2,500

Mr. Pennywise was brought up in the old school and had developed his muscles in no inconsiderable degree, and the hand-shake of welcome that our representative received from him made him feel as though a trip-hammer had fallen on his hand.

"I want to tell you," said Mr. Pennywise—who was no longer pound foolish—"that your making me buy that Barr Register was the best thing that ever happened to me since I was converted at Camp Meeting. It has actually, in cold dollars and cents, reduced my outstanding accounts from \$3,000 to \$500."

Have you, gentle reader, any outstanding accounts?



500-1,000 Account Register

Then Use the Coupon

BARR REGISTER LIMITED,
Trenton, Ont. (Grocer)

We would like to know more about the money-saving powers of the Barr Register System. Please send full information, prices, terms, etc.

Name
Street & Number
City
Province

"Red Rose" Specialties



"RED ROSE" BAKING POWDER

The immense quantities of "Red Rose" specialties that are shipped to all parts of Canada is proof that they are not only of local fame but are fast becoming popular throughout the trade. Three car-loads have already been sent to Western Canada.

"Red Rose" Baking Powder has no equal on the market for all round baking. It gives 100 per cent. satisfaction at all times, both to the consumer and the retailer.

There's good profit in "Red Rose."

"RED ROSE" SPICES AND EXTRACTS

The winter and holiday season approaching adds life to your trade in spices and extracts to a degree worthy your best efforts to prepare for.

"Red Rose" spices are of the finest flavor and are pure and of full strength, properly packed to preserve their strength indefinitely.

"Red Rose" extracts are the last word in the flavoring trade. They are of a very fine quality, and are favored by discriminating housewives.



"RED ROSE" JELLY POWDER

For your own satisfaction, if you do not know the virtues of "Red Rose" Jelly Powder, let us send you a sample package. Have it tried out and proved.

You will find it the equal of the best and far superior to many jelly preparations now being sold. The "Red Rose" packages are attractively labeled and help to sell the goods—the quality then does the rest.

Write to-day.

A. W. HUGMAN, LIMITED
RED ROSE SPECIALTIES MONTREAL

Cheese Cutters of Every Description

Cut your cheese, quickly, neatly and ACCURATELY. Make the full profit of your cheese—don't cut by guess, there is sure to be a little too much, which will either be thrown in or put back to dry up and waste.

PERFECTION CHEESE CUTTERS

(MADE IN CANADA)

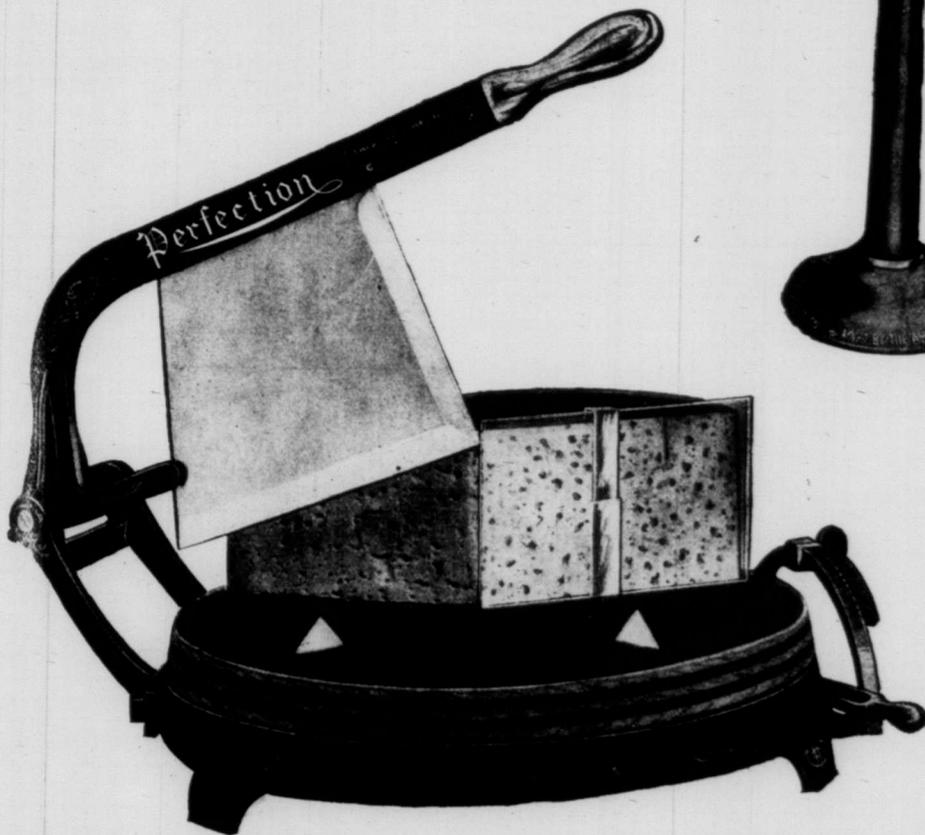
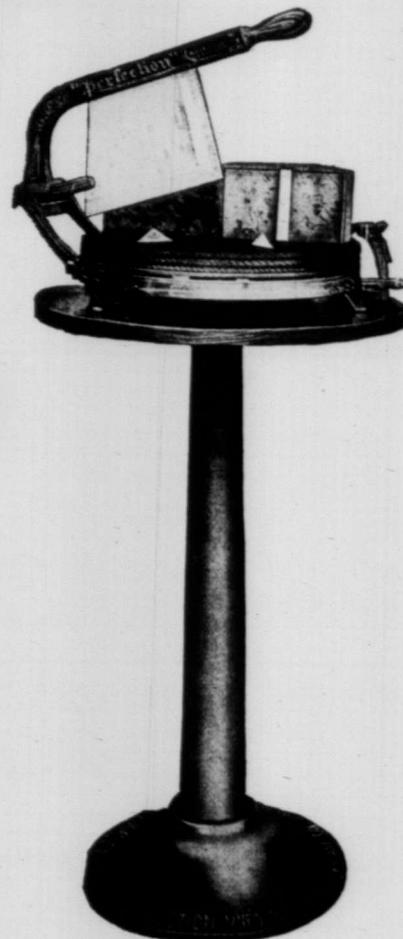
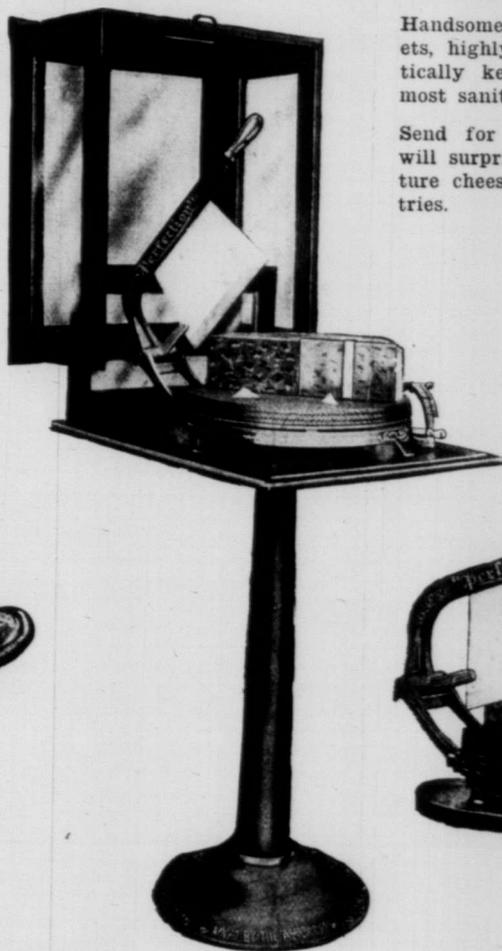
solve the problem of cheese-cutting; they make every piece cut show its own profit, and insure you against careless and wasteful clerks. A "Perfection" Cheese Cutter gives "class" to the store, and in the saving it makes it soon pays for itself.

Handsome glass and wood cabinets, highly polished, very practically keep the cheese in the most sanitary manner.

Send for particulars, the price will surprise you. We manufacture cheese cutters for all countries.



**THE AMERICAN
COMPUTING CO.
OF CANADA
HAMILTON
CANADA**



Modern Merchandizing Demands Efficient Service



The mechanic near his work can do it efficiently—Same applies to a salesman behind the counter.

The "WALKER BIN" SYSTEM

will save 25% of your floor space and also of your expense for skilled salesmen—

Is This Worth Your Consideration?

When the aisle from the door to the counter looks like a cow path in a swamp, there should be some boxes and barrels of fruit, vegetables and cakes shifted and the stock placed in bins as shown—leaving a clean, inviting store for the fastidious housewife.

Which Would You Prefer?

Write NOW for Illustrated Catalogue and let us give you an estimate.

NOTICE—These bins are protected by patent and must not be installed by any one else under penalty of fine and removal of the bins. The company gives notice that it will not permit any infringement of their patents and will enforce their rights under the law.

The Walker Bin & Store Fixture Co. Ltd.

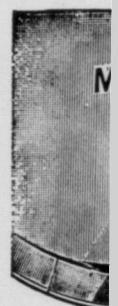
Designers and Manufacturers of Modern Store Fixtures
BERLIN, ONTARIO

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Sask. and Alta.: J. N. Smith, Box 695 Regina, Sask.

Vancouver: Western Plate Glass Co., 318 Water St.
Montreal: W. S. Silcock, 33 St. Nicholas Street
Maritime Provinces: R. R. Rankine, 4 Wright St., St. John, N.S.

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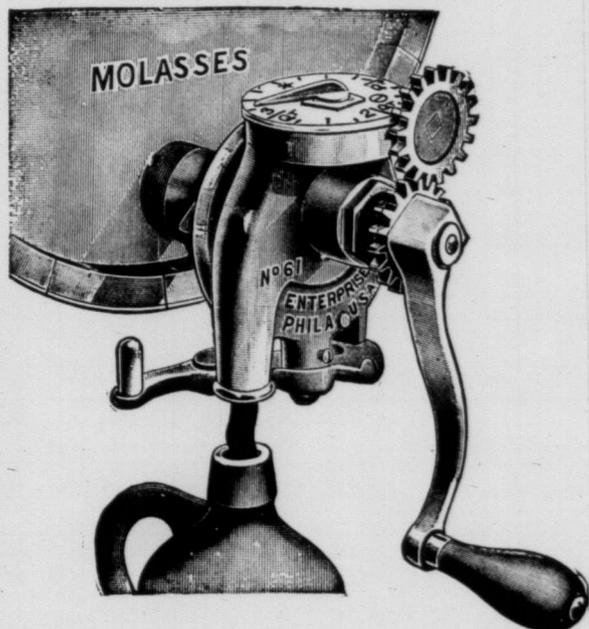
There isn't a grocer in the land who can afford to be without one of these two trouble savers

Many dealers, who know that their trade demands that they sell molasses by the quart or gallon, would like to dispense with it altogether because it is troublesome.

Here are the devices that take away the difficulties—that make the drawing and sale of molasses both profitable and convenient.

ENTERPRISE

IMPROVED PATENT SUCTION AND FORCE MEASURING FAUCET



THE ENTERPRISE IMPROVED PATENT SUCTION and FORCE MEASURING FAUCET

draws molasses both summer and winter directly into the jug or bottle and without the use of a funnel. It is cleaner and dispenses with the use of measures; does away with the fly and dirt nuisance.

It will draw a gallon of molasses in winter in one minute. It is the only measuring faucet that has shown that it can stand the wear and tear of service.

You simply open the nozzle gate, turn the crank until the register hand indicates the quantity you desire to draw. Eight revolutions draw a quart—absolutely without fail. We warrant this faucet to measure according to United States Standard.

SELF PRIMING AND MEASURING PUMP



THE ENTERPRISE SELF-PRIMING AND MEASURING PUMP draws molasses at the rate of four revolutions to the pint. It is equipped with our new total register device. Just put the pump into the barrel and it is ready to use. The new total register device shows you precisely how much you have left in the barrel, so that you can order before your supply is exhausted.

Bear this in mind. Our pump will not agree with any inaccurate measure. It measures. It measures a gallon, which weighs just the amount that a gallon should weigh, and every time you test it you find it right. Use one of the Enterprise devices and do a satisfactory molasses trade. Like all Enterprise articles—Meat and Food Choppers, Cherry Stoners, Fruit Presses, Sad Irons—these are made to give you absolutely satisfactory service. There isn't a part that is not made to the highest standard. Send for the Enterprise catalogue.

THE ENTERPRISE MANUFACTURING CO. OF PA., Patented Hardware Specialties
PHILADELPHIA, PA.

21 Murray St., New York. 530 Golden Gate Ave., San Francisco, Cal. 176 North Dearborn, St., Chicago

“Rideau Hall” Coffee

If you won't take it from us, take the word of the old coffee drinker that “Rideau” blend is the triumph of the coffee world. It's a perfect blend of perfectly roasted coffee. It is the result of long and practical experience in coffee blending. Comes in one pound and 25c tins.



“Club House” Brand

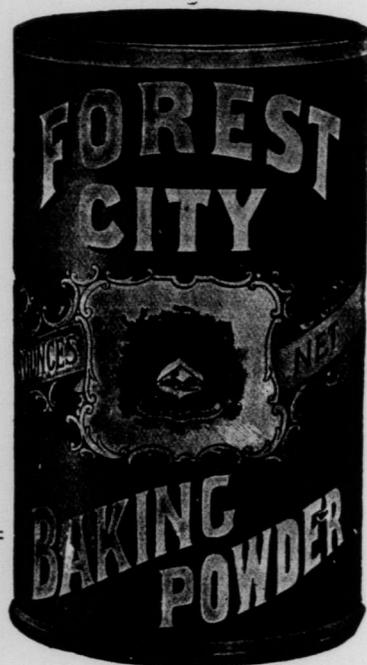
Spanish Olives



Brine made from the pure, healthful water from our own Artesian well and the finest Seville Olives are features which make “Club House” Olives distinctive. They are crisp and fine flavored. Satisfaction guaranteed. Put up in different sizes of bottles. Get our prices.



Make up a Trial Order of these Lines



“Forest City” Baking Powder is too well known by you to require introduction. This is just to remind you that you cannot afford to let your stock run low. Every can you sell means a satisfied customer.

GORMAN, ECKERT & CO.,
LIMITED

LONDON

ONTARIO

Western Selling Agents

MASON & HICKEY

WINNIPEG

“Forest City” Baking Powder

The Standard of 25 Years.



Feature Quality in Canned Goods

"OLD MILL" TOMATOES AND FRUITS



TO THE TRADE:—

In appealing to the grocery trade for orders for Canned goods, we do so with perfect confidence, as we know we have the goods in which we can place full reliance—pure spring water, sanitary tins, and ripe fruit freshly processed, much of which is grown on the farm on which our factory is situated, tends to give the

"OLD MILL" BRAND

a leading place with the Canadian Grocers.

We can offer to the trade special inducements on Yellow Peaches, Bartlett Pears, Red Pitted Cherries, Red Raspberries, Strawberries and Golden Wax Beans, in 2 lb. sanitary tins, assorted cars for immediate delivery.

Have some very enticing prices on a few cars of Choice Yellow Peaches, 2's, in Heavy Syrup.

Get information from our travellers—write or 'phone us, for special prices.

The W. H. Merriman Co., St. Catharines, Ont.

WHOLESALE GROCERS AND CANNERS

Factory at St. David's



A Series of Advertisements for CASH STORES

A GOOD many people think I have written the best advertising for cash stores that has been produced. I think so myself, but I don't ask any merchant to accept my opinion in the matter. Any dealer who wishes to form his own opinion can see a sample. I have just prepared

Now Ready—A New Series of Ten Ads for Cash Stores for \$10.00

This series of ads is fully protected by copyright. No one may use them without arrangement with the Fisk Publishing Company. Also no one may copy them after being used by a dealer. I will send one sample ad on request. The first dealer in any town who sends an order, with check for ten dollars, will receive the set of ten ads for exclusive use in his town. The basic principles of cash selling are the same for all lines of trade, therefore these advertisements will answer for any line of trade, if the store is a cash store. The ads are designed for display in a double-column, six-inch space, and are ready to send to the printer, who simply "follows copy." They can be displayed in larger or smaller space if desired, and can be used either with or without prices. Personally, I think they are the best advertisements yet written to convince consumers that a cash store is the only place to trade. Write for sample, using request form below.

REQUEST FOR SAMPLE OF FISK CASH AD SERVICE

FISK PUBLISHING COMPANY, Schiller Building, Chicago.

Gentlemen:—Please send us a sample of Fisk \$10 Cash Ad Service. We agree not to use this sample without arrangement with you, and that we will inform you within three days whether we want the service.

Yours truly,

.....
FIRM NAME (WRITE PLAINLY)

.....
ADDRESS (WRITE PLAINLY)

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Ask us



KING (BRAND) JAM

The most Delicious Compound

PRICE suits everyone. QUALITY does likewise. PROFIT is handsome.

A TRIAL WILL SATISFY YOU

Hundreds of dealers give King Brand Jams the preference because they have tried them, and know that they are another word for quality. Why shouldn't you do the same? You and your customers want the best goods at the most reasonable price, therefore you want King goods.

Quality Counts

Ask us about Catsup (King) and Lye. Write for price list.



In glass, wooden and tin pails,
and cartons.

LABRECQUE & PELLERIN

MONTREAL

AGENTS:

Western Province: John J. Gilmor & Co., Winnipeg.

Maritime Provinces: J. Hunter White, St. John, N.B.

THE CANADIAN GROCER

CABLE ADDRESS
BRITCANNER, HAMILTON
CODE WESTERN UNION

TELEPHONE
BELL 3740

FACTORIES

BOWMANVILLE
COBOURG
HIGHGATE
MERLIN
PORT ROBINSON

BRITISH CANADIAN CANNERS LIMITED

GROWERS AND PACKERS OF
HIGH CLASS
FRUITS AND VEGETABLES

BRANDS

BRITISH CANADIAN
FLEUR DE LIS
PIONEER
BRITANNIA
MAISONNEUVE
PARLIAMENT

GENERAL OFFICES

LISTER CHAMBERS, JAMES ST. NORTH.

HAMILTON, ONT. October 7, 1912.

GOLD MEDAL AWARD AT QUEBEC EXHIBITION.

TO THE TRADE,

Gentlemen:-

We feel sure that you will be very much interested in learning that we have achieved a further success, in this our first season of operations, by being awarded the GOLD MEDAL at the "QUEBEC PROVINCIAL EXHIBITION" held during the week of August 26th-31st, 1912, for the QUALITY of our CANNED FRUITS AND VEGETABLES.

We have received letters from nearly all of our customers expressing their satisfaction in regard to the quality of the goods we have shipped them, and these letters, together with the GOLD MEDAL awarded at Quebec for QUALITY certainly demonstrate the fact that we have done everything possible to live up to our guarantee of furnishing our customers with Canned Fruits and Vegetables equal or superior to those of any other Canadian packer. We have not yet received a single complaint in regard to the quality of our Canned Fruits and Vegetables, and considering the difficulties that beset every manufacturer in the first year of operations, we think we are safe in predicting that our products of 1913 will be the finest in quality that have ever been offered to the Canadian Public.

You are no doubt aware, that the 1912 Canning Season, which is now rapidly drawing to a close, has been about the most unfavorable in the past ten years. The crops of practically all canning fruits and vegetables have been a failure and most Cannerns have only been able to make a small pro rata delivery on orders booked by them. The Crops of Corn and Tomatoes are suffering from the unfavorable weather conditions more seriously than any of the earlier crops of fruits and vegetables, and consequently, the Canadian pack of Corn and Tomatoes is likely to be much smaller than in any of the past ten years.

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JW/VT.

THE CANADIAN GROCER

TO THE TRADE—Continued.

We mention this fact because the information may be of much benefit to some Members of the Trade, but we would point out that if we are favored with warm weather during the remainder of the month of October all Cannerys will be enabled to pack a large quantity of both Corn and Tomatoes and therefore, the ultimate pro rata delivery that will be made by Cannerys on orders for Corn and Tomatoes, depends entirely on weather conditions of the next two weeks.

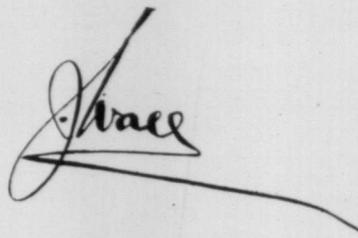
We would also point out that Cannerys have not only been hampered by small crops this season, but the quality of the fruits and vegetables delivered to the factories has been greatly inferior to the produce of the average season, and therefore, as we have been so successful in satisfying our customers with the quality of our goods this year, we are confident that next season we will more than gratify the desire of all Members of the Trade for quality Canned Fruits and Vegetables.

We intend to greatly increase our output next season and therefore are anxious to show our qualifications for the business to more Members of the Trade, and we repeat our former offers to send you samples of any of the varieties of goods we have packed this year. We want your business because we know we can give you satisfaction with the finest quality of goods and still make a reasonable profit for our Shareholders.

We will be in a position to take care of your entire requirements of Canned Fruits and Vegetables, Jams, Catsups and other Specialties during the season of 1913, and the superior quality of our products will more than compensate you for placing your contract with us.

Yours very truly,

BRITISH CANADIAN CANNERS LIMITED,



General Manager.

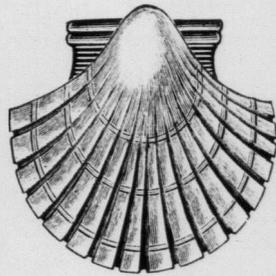
JW/vt.

The One Genuine

IMPORTED

French Castile Soap

SHELL



BRAND

The Standard of Purity the World Over
MADE FROM PURE OLIVE OIL

BARS packed in 1 lb. up to 6 lb. Size

Also

TABLETS Square and Oval

100's, 150's and 200 Tablets to the Box

Yearly Shipments to Canada over 50,000 Boxes

(Beware of the Cheap Imitations, and just as good kind)

Escott and Harmer

WINNIPEG

Sole Agents for the West

The Western Market

IT'S A MARKET worthy of the attention of every manufacturer and producer. Write regarding your consignments as early as possible. We are

**WHOLESALE GROCERY
BROKERS, COMMISSION
MERCHANTS, AND MAN-
UFACTURERS' AGENTS**

covering the three Prairie provinces — MANITOBA, SASKATCHEWAN and ALBERTA, with offices at WINNIPEG, REGINA, CALGARY and EDMONTON.

We hold the key to the best wholesalers in these three provinces.

Escott and Harmer

181 BANNATYNE AVENUE | E., WINNIPEG

Does Your Western Traveller's Report Meet Your Approval?

A traveller who does not cover the ground often cannot bring in the business he should. We are the oldest commission firm in Alberta and know and cover the ground thoroughly and often. Let us handle your particular line for this section and you will be assured of good results.

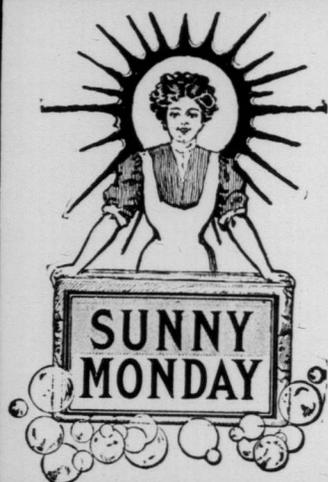
Alberta is one of the best sections in the West and trade is growing rapidly. We handle a number of firms' lines. Let us handle yours.

McKELVIE & STIRRETT
CALGARY

Branch Offices: Lethbridge and Edmonton



THE NAME "FAIRBANK" MEANS SOAP SURETY



SUNNY MONDAY

Tell your customers that SUNNY MONDAY (the White Laundry Soap) contains a wonderful dirt-starter that saves rubbing, time and clothes.

SUNNY MONDAY works equally well in hard, soft, hot or cold water.

You'll find SUNNY MONDAY will completely satisfy more women than any other laundry soap you can sell; this fact, together with our heavy advertising means you can SELL MORE of it than any other.

SOLD TO RETAIL AT 5c.

"Sunny Monday Bubbles Will Wash Away Your Troubles"

THE N. K. FAIRBANK COMPANY, MONTREAL

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PURVEYORS OF
JAMS, JELLIES AND
CANNED ENGLISH FRUITS



TO
HIS MAJESTY
KING GEORGE V.

BY APPOINTMENT



Chivers & Sons' Fruit Preserves

have a flavour that is unequalled, being composed of the choicest fresh fruit skilfully prepared. This delicious flavour may be attributed to their method of preserving and packing, almost immediately after the fruit is gathered. This is an advantage obtained by Chivers' factory standing in the midst of thousands of acres of orchards in the finest fruit-growing district of Cambridgeshire.

PURITY—CLEANLINESS—FRESHNESS—are the hall-marks of this world-famed make of food products.

A feature that you will find as a selling point is the careful packing in tins or bottles. By a special process all the tins are prepared so as to prevent the possibility of any detrimental effect on the fruit.

You safeguard your reputation, Mr. Grocer by stocking foodstuffs of perfect purity and quality—tried and tested. You will find it the means of bringing many repeat orders—at good profit.

ORDER TO-DAY

CHIVERS & SONS, LIMITED

FRUIT GROWERS,

HISTON, CAMBRIDGE, ENGLAND

For samples and quotations apply to the agents:—

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

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

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

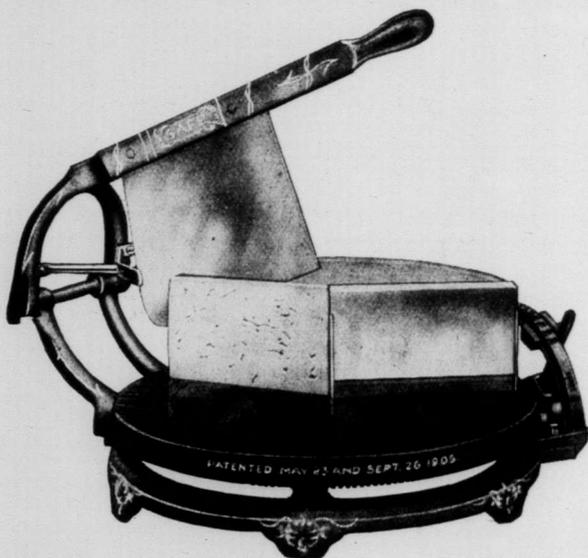
Packer's Celebrated Chocolates

NEW IDEAS NEW BOXES NEW CENTRES
NEW SERIES OF HIGH GRADE GOODS

Mr. J. P. Wright has arrived in Canada from Australia
and will advise our friends prior to calling.

H. J. Packer & Co., Ltd., Chocolate
Manufacturers Bristol,
England

THIS FIXTURE PAYS FOR ITSELF



in the saving of overweights which
occur **without it.**

It shows exactly how much will be
received for a cheese. You should know
this. **Never trust** to guess work.

The "SAFE" is the cutter which
continues to cut **accurately.**

It is an investment. Not an expense.

Pays for itself in a few months.

No overweights. No crumbs. No
drying out.

Order one to-day and stop your loss
on cheese.

If your Wholesale Grocer has none
in stock, write us.

COMPUTING CHEESE CUTTER CO.

621-625 MAIN STREET,

ANDERSON, IND. U.S.A.

Canadian Macaroni

Support Home Industry

Swallow Brand (Hirondelle)

is a brand of worth, because the best elements unite in its production, the result being the height of perfection from every standpoint.

There's Worth in Quality

The "Swallow" Brand proves the worth of its quality. Manufactured with the best quality of Canadian Flour, with the most modern machinery, in the best equipped mills, and under the management of experts, it fears no competition as to quality and freshness from the imported article.

SOLD ANYWHERE
LIKED EVERYWHERE

C. H. CATELLI CO.,
LIMITED
MONTREAL

Globe Brand

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



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

GOOD PROFITS
SURE REPEATS

D. SPINELLI, REGD.
MONTREAL

AGENTS—Quebec: Boivin, Grenier & Cie. Ottawa: A. M. Sutherland. St. John: J. Hunter White. Toronto: C. C. Mann. Western Provinces: Tees & Persse Ltd., Winnipeg.

You Will Want

Some of the following surely for Fall and Xmas trade. Get your order in now when prices are right and in your favor:

Almeria Grapes In barrels. We are direct receivers for distribution.

Sicily Filberts Primary Market has been advancing. Get in on our prices:

Italian :

Canned Peas The highest possible quality. Canned Peas have been scarce. We have have supplies though.

Beans

Peeled Tomatoes

Red Onions Prices on application for car load lots.

Garlic and Spanish Onions {Can't you handle some?

Apples

FAMEUSE and WINTERS

Car lots, or less, at lowest possible prices.

SPANISH OLIVES Real Sellers from now on.

BLACK OLIVES

TOMATO EXTRACTS Ask us

IMPORTED PICKLES about

CHEESE—All varieties These

WRITE

H. E. VIPOND

197 St. Paul St., - Montreal

The Golden Rod Range of Brooms

Natural color of broom corn, made honestly, no green dye covering up common cheap corn.

The Lady Grey Broom, weighs 30 lbs., length 16½ inches. Best quality hand-sorted bleached and toughened corn, red-polished handles, six strings. Best Broom Made. \$6.00 per doz.

The Parker Broom—weighs 28 lbs., length 16 inches. Best quality bleached corn, yellow polished handles, five strings. Best medium length broom made. \$5.40 per doz.

The Daisy Broom — weighs 24 lbs., length, 14¼ inches. Best quality short bleached corn, yellow polished handles. The best light carpet broom made. \$4.50 per doz.

No. 2 Broom—weighs 27 lbs., length 16 inches, 5 strings, plain polished No. 1 maple handles. Good, sound, durable corn. \$4.00 per doz.

No. 3 Broom—weighs 24 lbs., length 14½ inches, polished maple handles, good strong plump broom. \$3.50 per doz.

No. 4 Broom—weighs 20 lbs., length 14½ inches, plain maple handles, made from hand-picked factory pickings. A good serviceable broom. \$2.75 per doz.

Delivered Anywhere in Canada in Lots of 6 Dozen and Over

ASK YOUR WHOLESALER

The Parker Broom Co.

692 Wellington Street, OTTAWA, ONTARIO

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GROCCERS and TEA DEALERS

Are you getting your **legitimate share** of the **increase** in the **Tea business** claimed by the Packet Tea Packers? Or is it going to the butcher, the baker, the confectioner, fruit dealer, etc., etc.

Sell Blended Teas and **control** your own **trade**.

Your Tea business should be your most valuable **asset** and **Good Will** in your business.

Wake up and handle teas that you can control.

Push your **Bulk Tea Trade**. Be perfectly certain that you get the right goods.

Are you content being just **one** of the **many** instead of **The Man?**

Selling Standard Blends means extra **Profit** and more **satisfaction** to your **customer**.

Our usual **Guarantee** goes with **every package**. If not perfectly **satisfactory** return at our **expense**.

We especially recommend our 40 cent



STAR

English Breakfast Tea

cost you

27 cents

Freight paid on 100 lbs. and over.

Give us a trial order to prove what we say. **You take no risk.**

EBY-BLAIN, LIMITED

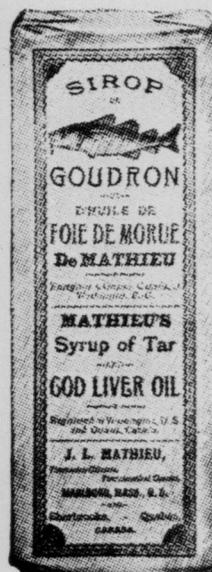
TEA BLENDEES TO THE TRADE

Toronto

Canada



This laboratory, one of the largest and best equipped in Canada is owned by us and used exclusively for the preparation of our celebrated specialties.



MATHIEU'S SYRUP of Tar and Cod Liver Oil

You can unhesitatingly recommend this preparation which commands by far the largest sale, in Canada, of any cough remedy. 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. 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.
Don't let your stock run low.

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

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

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

SALADA



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THE IMPORTANCE OF FRESH TEA



The flavor of tea is contained in an essential oil. With age the oil decays. This affects the flavor and is quickly detected by the consumer. Tea keeps better when not exposed to the air, but it deteriorates, more or less, under any circumstances. **Fresh tea** is as necessary to a successful tea trade as **fresh butter** to a successful butter trade. No retailer should keep a pound of tea in his stock for more than **four months**, and he should be sure that wholesalers are not supplying him with old goods which they have had on hand for years.

In Ceylon, tea is picked every week in the year, and you always get it **fresh and fragrant** in "SALADA."

If any retailer—anywhere—at any time—has any "SALADA" in stock that is over six months old, let him ship it back to us—freight collect—and we will refund the full purchase price. We back up our belief in the paramount importance of **fresh tea** by this sweeping guarantee.



"SALADA"



TORONTO

New York, 198 West Broadway.

MONTREAL

London, Eng., 41 Eastcheap.



Cairns' Scotch Jams

have the fresh natural taste which can only be obtained from most carefully selected and prepared fruits.

Cairns' Scotch Jams and Preserves have made a reputation, not only among Royalty, but among the best trade of the Empire in general. They are everywhere appreciated.

Handle the best in Jams. Quality goods bring and hold trade and put money into your pocket because quality goods move out rapidly. In Jams, let it be Cairns'.



We have supplied the tables of Their Late Majesties Queen Victoria and King Edward, and are now catering to King George V., by special command.

ALEXANDER CAIRNS & SONS

PAISLEY

SCOTLAND

Canadian Agents: SNOWDON & EBBITT, Montreal.



AYLMER

(CANADA FIRST)

CONDENSED MILK

PURE
MILK



is not just ordinary cow's Milk. It is pure, full cream Milk, over **three times** richer in butter fat than ordinary Milk.

It is sweetened with granulated sugar or unsweetened.

A can of Aylmer Condensed Milk should be in every housekeeper's pantry, and then there is no anxiety over Cream for the tea or coffee when visitors arrive unexpectedly.

Ask for AYLMEER. Quality of every tin guaranteed. :: ::

THE

AYLMER CONDENSED MILK COMPANY, LTD.

Factory :—
AYLMER, ONT.

Business Offices :—
HAMILTON, ONT.

Why bother selling unknown brands of canned fruits, vegetables, etc., when your customers **always** ask for **Aylmer**? "**Aylmer**" has been the standard of quality **for over a quarter of a century**. All high class grocers specialize with **Aylmer Brands**.

When they offer you canned goods they may say they're just as good as "**Aylmer**," but the "just as good" kind **are not** as good.

Every can of **Aylmer Brand** is of **guaranteed quality**.

Aylmer Brand is Canada('s) First.

Dominion Cannery, Ltd.

HAMILTON

CANADA

Knorr

Knorr's Soup Squares

to sell at 5c retail. Each square yields 3 plates of excellent nourishing soup by mixing with water and boiling for about a quarter of an hour.

Knorr's Consomme Cubes

for making in a few seconds a cup of excellent Beef Tea, by simply dissolving in hot water. Retail price, 5c for 2 cubes.

Knorr's Pea Soup Sausages

(ERBSWURST)

Very useful and practical for preparing at a few minutes' notice a splendid Pea Soup equal to home-made, requiring no stock.

Knorr's Julienne

IN PACKETS

an expert mixture of dainty garden vegetables and herbs. Indispensable for making the famous French vegetable soups.

Knorr's Macaroni

manufactured from prime hard wheat semolina after a new method by which the Macaroni are dried by a continual current of fresh air.

Knorr's Egg Vermicelli

made from the finest raw material and fresh eggs. Thread and Fancy Vermicelli for soups, Ribbon Vermicelli for entrees.

Knorr's Soup Flours

as: Oat Flour, Rice, Barley, Greencorn, Pea, Bean, Lentil Flour, in packets, for soups. Very digestive.

Knorr's Panirflour

is used in the place of raspings when frying sausages, fish, cutlets, etc.

LARGE PROFITS TO THE TRADE

Agents: MacLaren Imperial Cheese Co., Ltd., Toronto



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FALL CAMPAIGN NUMBER

OCTOBER 11TH 1912.

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, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

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

OFFICES:

CANADA—

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

UNITED STATES—

New York—R. B. Huestis, 115 Broadway, New York. Telephone Rector 2009.
Chicago—A. H. Byrne, 140 South Dearborn Street. Phone Rand 3234.

GREAT BRITAIN—

London—88 Fleet St., E.C. Telephone Central 12060. E. J. Dodd

FRANCE—

France—John F. Jones & Co., 31 bis Faubourg Montmartre.

Subscription: Canada, \$2.00; United States, \$2.50;
Great Britain and Colonies, 8s. 6d. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY.

TORONTO, OCT. 11, 1912

FOR THE FALL CAMPAIGN.

THE Fall Campaign Number of the Canadian Grocer herewith makes its bow. We believe that what it has to say to you is something worth while. It has come out at a time when dealers are preparing for their Fall campaigns, and in view of this, both its editorial and advertising pages will be found particularly advantageous.

The Fall Number has long since come to be expected. It is an essential part of our annual volume, and is to the year what the ordinary issue is to the week. It celebrates the season of natural replenishment, as do the fall fairs in our Canadian towns and cities.

In the articles following there are depicted the methods and opinions of many men in the trade from the Atlantic to the Pacific. All these methods or opinions are, of course, not applicable to the business of every reader. But we can confidently say there is something in every article that will appeal to all.

We have been particularly fortunate in securing a number of fine illustrations of Canadian stores and windows. There are ideas in them for the smallest as well as the largest stores. Sift them out and you have information that will mean money to you. They are making money for your fellow-members every day.

THE POWER OF SUGGESTION.

A WELL-KNOWN Canadian retail grocer made the statement the other day that people nowadays must be sold goods; the grocer could not afford to wait for the demand.

As an instance of this he cited one of his own experiences bearing on the selling of brooms. He has been keeping his stock of brooms towards the rear of the store and occasionally sold one. Occasionally only, because brooms are not considered a rapid selling line since the lives of most brooms are fairly lengthy. Even when a broom has long since seen its best days, many a housewife will overlook replacing it.

But he decided to make a slight change in the position of his brooms. He placed a rack containing a dozen in the doorway one Monday morning, and on Tuesday noon there were only five remaining—and none, remember, were stolen.

Now this was a very simple act, but has it not its important feature? Seven brooms at 40 cents each amounts to \$2.80. Here was a turnover of almost three dollars extra in a day and a half, due to a simple little idea—the change in location of the broom rack.

It emphasizes the fact that goods can be sold other than those thought of before the customer or passerby left home. If such is the case—and the proof has been given—is there not a great future for every dealer who takes the fullest advantage of this “power of suggestion?”

Brooms are not a luxury, but a necessity in every home. Extra staple goods can therefore be sold by suggestion.

THE GROCER'S LEGITIMATE TRADE.

IN a city of some 20,000 population there will probably be eighty or more grocers to ten or a dozen druggists. Yet in many of these cases there will be found as many drugstores carrying announcements in the daily papers as grocers.

At the same time, if one notices the stock carried in the drug store, he will find many lines that rightly belong to the grocer. Among these will be spices, confectionery, soda, cream of tartar and baking powder. These are not drugs, but are used in the home for cooking purposes, and naturally should come from the grocery store.

An advertisement in a small city paper the other day was headed:—

PICKLING SEASON:

PURE SPICES are essential in making the Best Pickles, etc. You are always sure of the purest and choicest, if obtained from us. Special attention to all the Pickling Necessities.

Following this talk was a list of spices, and other pickling requisites, such as rubber rings, sealing wax, corks, and pickle bottles, sold by that store. It was a druggist's advertisement, not a grocer's. With ten grocers to one druggist in many cities, there is no good reason why the former cannot get practically all such business, which is legitimately theirs.

If drug stores can secure business from announcements in the press, why cannot the grocers? It all depends on

the announcement, and if the goods are first class, satisfaction and repeat orders will be forthcoming.

WORK WINDOWS TO FULL LIMIT.

THE majority of grocers in Canada do not give the attention to window display they should; nor do they give the same amount of attention to this department as do dealers in many other lines of business.

This is not because they do not realize or believe in the value of window display. Examples of direct business are too frequent for that. On the contrary, every grocer who has given any appreciable attention whatever to window display, is high in his praise of the good results. But even many of these men do not give the attention that they should.

It is not infrequent to hear a retailer say, "my windows are my best salesmen," or "take my windows away and you take my business away," and still these same dealers do not get the best possible results from them. There is no denying that they get considerable business, but that is absolutely no argument why they should not reap the full advantages possible by giving them more attention, changing them oftener and continually aiming to make them turn every cent possible into the cash drawer every day.

The grocery store is by nature a busy place, and there are many minor details to be attended to, but this is no reason why the window should be neglected. It would be a great deal more profitable for the grocer or whoever looks after the windows to devote more time to them and arrange in some way to have the minor details attended to by someone else, even if extra help is found necessary. The extra business which good windows will bring as a result will more than make up for the cost of the extra help.

TIME TO GO AFTER BUSINESS.

"THERE is a tide which taken at the flood leads on to fortune." These are words well worth the consideration of the merchant. They are of special import at the present time.

Canada is at a record point of prosperity this year, probably more so than ever before. Crops have in general been good, and in some lines in some districts have attained a record mark.

The harvests have been garnered and farmers are now reaping the fruits of their year's labors. In the West big yields of grain are being sent forward and turned into cash. In dairying sections by reason of the high prices of butter and cheese returns have been exceptionally favorable. Large yields in the fruit districts have made things equally profitable there. Altogether the finances of the farmer are in a particularly rosy condition. This means prosperity in the cities and towns where employment has been plentiful, and money is free. It is probably no exaggeration to say that there is more money in the country than ever before.

As a result people are in an excellent buying mood. The time to go after business is when business is the most easily secured. Now is undoubtedly that time. This is the psychological moment, and every dealer should put forth his best efforts to benefit while the opportunity exists.

REMEDY ERRORS IN DELIVERY.

IF a delivery system sends goods to the wrong house, it is not a system at all. There are cases every day where groceries are mis-directed, thus breeding complaints that frequently lead to loss of business. When the dealer has

it brought to his attention that goods have not reached their destination or gone to the wrong address, he should immediately institute an enquiry to find the cause of the trouble and effect a remedy.

Mistakes are commonly made in the store by the salespeople who address parcels wrongly. These errors are, of course, mostly all blamed on the delivery man. Often names without addresses are placed on the counter-check, the onus being placed on the delivery man to distribute them properly. On a busy day something is bound to go astray.

The delivery question is one that should be given every attention. If the "system" permits the sending of parcels to the wrong address or neglecting to send them out at all, there should be an immediate overhauling of the "system." The losses of three or four customers in a year from such causes are not explainable.

CANADA'S GROWING TRADE.

CANADA has every reason to feel proud of the great increase in revenue during the past six months. The financial statement made public recently shows a total revenue of \$81,378,650, an increase of \$17,309,126, as compared with the corresponding period of last year. The increase averages nearly three millions per month and is the largest on record for any half-year in the history of the Dominion. The growth of imports, with consequent increase in Customs revenue, accounts for the greater part of the total gain. For the six months the Customs receipts totaled \$56,455,146, a gain of \$14,170,611 over last year. Excise revenue totaled \$10,152,014, a gain of about one-and-one-third millions. Post office revenue increased by \$600,000.

With the growing revenue, there have also been, of course, growing expenditures. The expenditures on consolidated fund accounts for the six months totaled \$43,931,539, an increase of about eight millions, or about twenty-three per cent. over the first half of the last fiscal year. Capital expenditure, the figures of which are necessarily incomplete, shows a total of \$11,761,983, which is practically the same as for the corresponding period of last year.

The net debt of the Dominion at the end of September was \$313,508,376, a decrease of \$3,016,796, during the month and a decrease of over ten millions as compared to the debt on September 30 last year.

DEVELOP SAVING HABIT.

HABITS formed in one's youth are likely to cling for all time. The clerk who is reckless with his money in his younger days is going to find it mighty difficult to settle down as he grows older.

So the habit of saving is one that should be cultivated early. No matter what the first weekly salary amounts to, there should be a determined resolution to place a definite portion of it on deposit in the bank.

Elsewhere in this issue is told the story of advancement of a young clerk, who formed such a resolution and followed it. First as delivery boy, and afterwards as clerk, he spent a number of years as an employe, each year putting in the bank a definite sum. In a few years he had \$650 with which to begin a business for himself, and to-day he is a highly successful dealer.

The saving habit is one that should be cultivated by clerks, and employers should assist in its development. Our clerks of to-day are our merchants of to-morrow, and the more successful they are, the better will it be for the trade in general.

Get the habit of saving without being miserly, and one is on the fair road to fortune.

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SELLING COOL WEATHER GOODS.

WITH the approach of the cooler autumn weather, there are certain lines of goods which the dealer should immediately swing into prominence. Among the most important of these are such lines as cocoa, meat extracts, concentrated and canned soups, syrups, molasses and cereals.

These are lines for which there is a certain set demand during autumn and winter, but unless the grocer gets behind them himself, only a meagre quantity will be sold compared to what can be sold through prominent displays and other aggressive methods.

From now on let every dealer make regular, good live displays in the window and on the counter of each of these lines, and watch results. Late suppers call especially for hot cocoa or meat extract. The breakfast demands cereal, as well as syrups or molasses, while the dinner requires soups. Emphasize these points in display cards, newspaper advertising and personal talks and there are bound to be many extra sales made.

If these goods are left under the counter or in the warehouse there will be little call for many of them. Let customers and other buyers see them. It will mean good sales and profits.



THE CHRISTMAS COMPETITIONS.

ON another page of this issue appears the formal announcement of The Grocer's annual Christmas window and ad-writing competition. This competition has become one of the bright annual features of the paper, and with the increased interest from year to year in window dressing work especially, the displays are more and more scientifically produced with a view to creating sales.

Every clerk and dealer should see at once the terms of this year's contest and decide now to enter. The more contestants there are, the better for our readers, as the winning windows will be reproduced in the paper next year.

The contest closes at the end of the year and every photograph, as well as newspaper advertisement, should be mailed not later than December 31. This gives the far West and East plenty of time to have photographs taken after the Christmas rush is over.

When you have a real good Christmas window installed, why not have it photographed and forwarded? Whether it takes a prize or not, if it is a good one, it will be reproduced.



EDITORIAL NOTES.

The "mental attitude" of the store can usually be determined from the store front.

* * *

Quality and service, if well advertised, will easily win out against the mail order houses.

* * *

Display is as important to the grocer in selling goods as the tricks of the street corner "fakir."

* * *

When the dealer reduces delivery complaints to a minimum, a great load has been lifted off his shoulders.

* * *

Thanksgiving falls on October 28. The fall thereof will be great if you can use it to bring in extra business.

Educating the people to want what you have to sell is one of the big efforts of every successful retail grocer.

* * *

Don't overlook Thanksgiving in planning for the fall campaign. An appropriate window will sell a lot of goods.

* * *

The sale of plum puddings is becoming larger every year. The resultant profits are "plums" every dealer should go after.

* * *

The fall house-cleaning season is by no means past. The resounding notes of the beaten rugs can still be heard in the land.

* * *

Sanitary stores are more and more in evidence in Canada. As a result sanitary inspectors are earning their money more easily.

* * *

Here is a sign for the grocery store when the new dried fruits and nuts arrive: "Good day, have you bought your Christmas baking material?"

* * *

If grocers generally adopt the gallery system for displaying and stocking goods, we may frequently hear the remark, "You'll find those peanuts up in the gods."

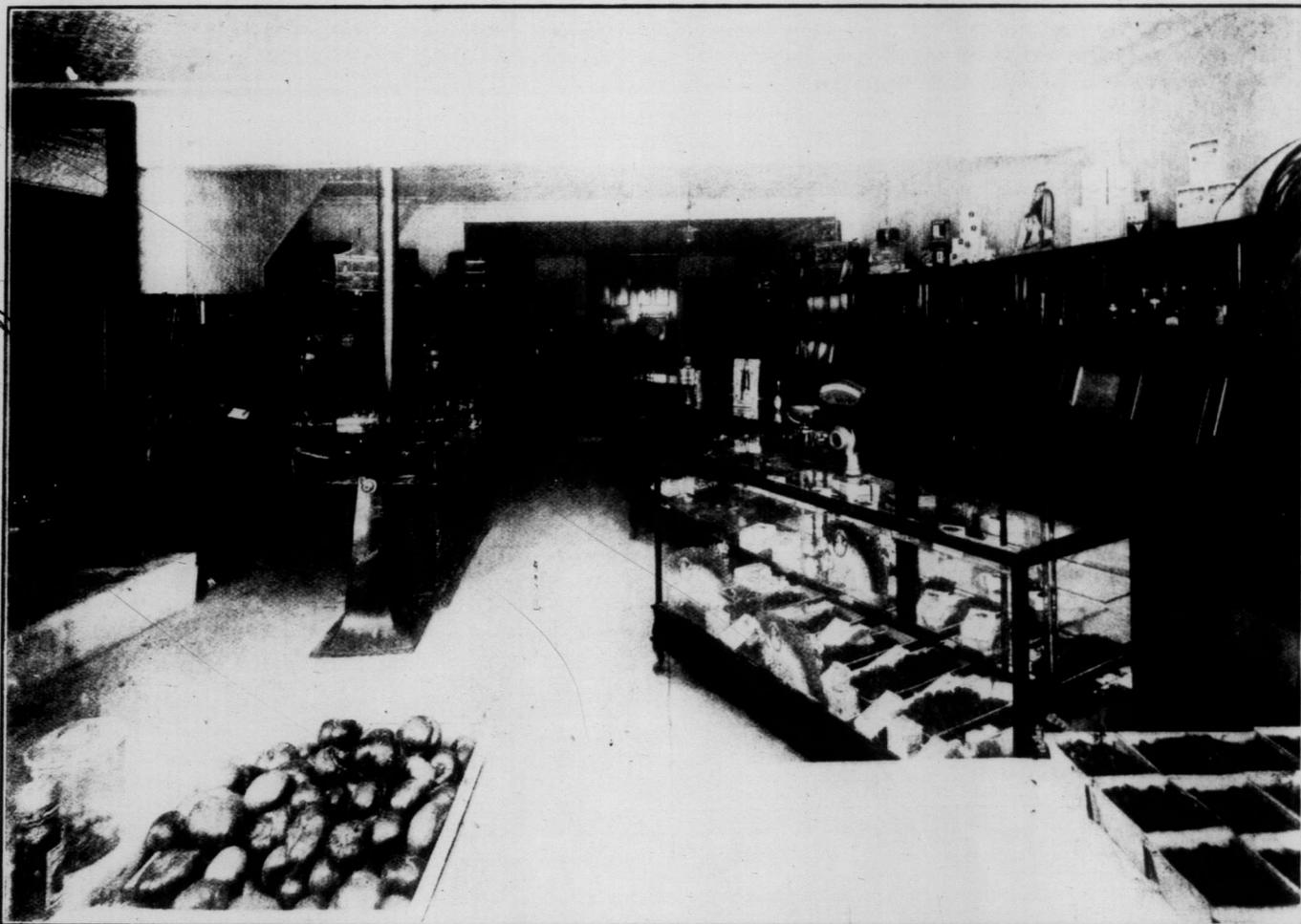
* * *

The Christmas buyer has usually a well budgeted pocket-book. By showing how he can lighten his load and get full current value for the money, you do him a good turn. He might spend some of it foolishly.



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A. Glover's store, Kingston, Ont., where goods are only sold from sample. In an endeavor to have it as sanitary as possible, the ceiling is of metal and floor of variety of marble. It is probably the only one of its kind in Canada.

Determined to Have a Sanitary Store

Kingston Grocer Sells From Sample—Goods For Delivery Parceled and Sent From Rear—Marble and Cement Floor Always Clean—Many Labor Saving Devices in Use—How Samples are Shown to Customers—Prices Attached to Each.

By A. Glover.

Among the reasons why we decided to sell goods from sample only in the front of this store and parcel them up for delivery in the rear, the chief are Cleanliness, Room and Labor-Saving.

In my old store I used to pile the goods round in the usual way to make a display. In about a week's time the labels would be destroyed by dust and the different displays would be disturbed; a can taken from here and a bottle or two from there and the design would soon lose its effectiveness. This was to the dissatisfaction of the decorator who had spent some time in planning out same. These might be replaced when business rush was over or might be allowed to remain for several days until time could be secured for redecorating.

I was not at all satisfied with the old wooden floors. These I found hard to

A. Glover, Kingston, Ont., the writer of this article, has been in business for twenty years, and it is with this experience in view that he decided some time ago to operate as sanitary a store as possible by selling from sample. He is undoubtedly quite right in stating that the public are more and more demanding clean, wholesome and quality foods, and a sanitary store in which to deal. The best dealers all over Canada will uphold his opinion in this respect. The article is an exceedingly interesting one, and should be read by everyone.

keep clean, and had them replaced with new hardwood. These looked very nice for a time, but like the old ones looked allright only for the day or so after being cleaned, and were soon dirty again.

The floor in the new store is laid with Tarrazo which is sanitary, warm, water and fire proof. It is very easily kept clean by brushing it over with wet sawdust, and also looks well, being made with crushed Italian Marble and cement.

More or less confusion was found in orders taking up the floor space in the old store which should have been kept clear for the customers. This is all done away with, the orders are taken in front store and sent to shipping room in rear to be put up and sent out by side entrance, thus leaving the floor space clear as seen in photograph.

I make no outside display, but utilize

the large plate effect. All goods in entrance, and stand around display may be a first-class of consider as a same class who are not goods are had displays also at dust, etc.

Labor

I have an meat slicer, which are all

The vegetable windows, the trays, and contents continue nice. I have they never when displaying the grocery sanitary of paying more the wares are market places

How

My present tilting bins. moderate all tea and also save are easily opened bins is a glass sample tin or in stock on plain figures. er to see the of same. This for the goods also looking u

All samples from time to fresh ones. In all wrappers being placed i

Above the upon which I ferent kinds cereals carried pyramids, which ages as the changed often come stale. O which is kept shipping room

Showing

At the rear erator with me to make go meats, fruits, partments.

On the opposite display e showing different vantage, thus making a spl ables the cust carried in stock

the large plate glass windows to good effect. All goods are brought in by side entrance, and empties never allowed to stand around. I will admit an outside display may catch some of the don't-care-class of trade. These are what I consider as cheap buyers and are in the same class with the bargain hunters, who are not particular as to how the goods are handled. These outside displays also attract flies and catch the dust, etc.

Labor Saving Equipment.

I have an electric coffee mill, rotary meat slicer, and green vegetable spray which are all labor saving contrivances.

The vegetable spray is in one of the windows, the vegetables being placed on trays, and spray going through the contents continually keeps them fresh and nice. I have customers tell me every day they never buy vegetables and fruit when displayed outside. In my opinion the grocery store should be the most sanitary of all stores, and people are paying more attention now as to the way the wares are handled in the stores and market places.

How Samples are Shown.

My present store is fitted out with the tilting bins. They display and accommodate all teas, coffee, peels, starch, etc., and also save a great deal of time as they are easily opened and closed. Above the bins is a glass sample case containing a sample tin or bottle of all lines carried in stock on which the price is marked in plain figures. This enables the customer to see the goods in stock and price of same. This does away with looking for the goods asked for if not in sight, also looking up the prices.

All samples are removed from the case from time to time, being replaced with fresh ones. In opening the cases I leave all wrappers on goods until they are being placed in the orders.

Above the sample case is a wall case upon which I make a display of the different kinds of breakfast foods and cereals carried. These are put up in pyramids, which contain 6, 8, or 10 packages as the case may be. These are changed often, not allowing them to become stale. Orders are filled from stock which is kept in the stock room off the shipping room.

Showing Meats and Provisions.

At the rear of store is a large refrigerator with glass front which enables me to make good display of butter, lard, meats, fruits, etc., in the different compartments.

On the opposite wall is a large biscuit display case containing sixty tins, showing different varieties to good advantage, thus increasing the sales, and making a splendid display. This enables the customer to see all the lines carried in stock, as all are in view. It

is also a great time saver for customer and clerk.

The camera did not take in the vegetable stand which is in the window at the end of the biscuit case.

The silent salesman show cases and fixtures are all finished in the same color.

The office is situated at the rear of store to the left, near the entrance of which stands a large cash register, containing a number of tills, one for each clerk. To this register is attached an electric device which lights a sign "Get Your Receipt" when any of the different tills are opened.

Street Advertising Brought Xmas Trade

Brantford Business Men on Street off Main Thoroughfare Instigated a "Buy on Dalhousie Street" Campaign Last Christmas—Claim Expense Turned Out to be an Investment—Additional Lights Added and Windows Attractively Trimmed.

In recent years we have heard much of city and town advertising as a means of bringing industries and business to a town. The West has been particularly aggressive in this regard and in most cases it has proved extremely profitable. Get people interested and talking about anything no matter whether it be a town or a business and good results are bound to follow. Publicity is one of the biggest business getters of the age and is being applied in numerous ways.

It remained for Brantford, Ont., to bring forth last December something new in the line of publicity. In this case it was a street that was advertised and those who took part in the scheme were extremely pleased with results. Not only did it improve business on the street while the direct attempt was under way but it gave it so much prominence that business is reported to have continued on a better scale than previous.

To Make Street Better Known.

Brantford is a town of some 23,000 population in Western Ontario. The business men on Dalhousie street, headed by A. C. Clark, a shoe dealer, last Christmas decided to wage a campaign to bring this street into greater prominence as a business centre. Dalhousie street is in the main portion of the city but runs off Market street, the thoroughfare with the street car line. It seems natural that the street with the car line should be the main business street, but Dalhousie street merchants decided to try to change the order of things somewhat.

Added Many Lights.

The time selected for this campaign was from the week previous to Christmas last year until New Year's. During that time the street was brilliantly lighted by the temporary erection of additional lights. Poles were erected in barrels for the purpose and series of lights strung along on these. At intervals there was a string of lights running into the buildings. It was indeed a good representation of "the great white way." Signs were erected along the street with Christmas greetings and such slogans as

"Shop on Dalhousie street." In keeping with the idea of attracting more people and business all the merchants gave special attention to their windows. The local papers caught the spirit of the affair. Mention of it was made in the news column. The citizens of Brantford awoke to the fact that Dalhousie was a prominent business street and that there were some wide-awake business men on it.

What the Cost Amounted to.

Of course all this cost money. Little publicity is secured without cost but if returns are large enough it really is not an expense but an investment. Altogether the cost in this case amounted to over \$300 but divided up among the different merchants it did not amount to an excessive charge and they are pretty well agreed that it was money well spent.

A Grocer's Opinion.

Fred Harp, a grocer on this street, was well pleased with results. "When I was first approached regarding the scheme," he says, "I was rather dubious but agreed to go in on it. I was exceedingly well pleased with results. There were a good many more visited the street. People began to talk about it and ask their neighbors if they had been down. We gave special attention to our windows and as a result had the best Christmas trade we have ever had. I consider it was an excellent investment for me. It has brought the street more before the people and more people frequent it now than formerly. Consequently business is better."

A LARGE "T" SIGN.

A Princess St. grocer in Kingston, Ont., makes a big specialty of tea in his business. In order to keep before customers this fact he has a "T" sign extending out from the front of his store. The sign is about two feet high and on it is some reading matter relative to the tea sold.

The Store Interior That Creates Sales

Illustration of an Alberta Store Demonstrating This—Modern Display Fixtures in Use—Attractive Shelf Arrangement—Plenty of Floor Room for Customers.

As a developer of sales of fall and Christmas goods, no dealer would dare to overlook the interior display. Go into any store whatever and watch the eye of a customer who has come to buy a loaf of bread or a can of vegetables. It will be found to roam over the various appealing displays, and in many cases will alight on something and remain there until the price is asked.

The Goods Must Be Seen.

The brightness of their store is another feature. They realize that no interior, no matter how well arranged, will do justice to itself unless the goods can be seen to advantage. Therefore plenty of light is needed.

If, too, the interior is to be made as strong a selling force as possible, there

centre of the floor. In others may be seen string, waste paper, orange peeling and other refuse from early morning until late at night, with no apparent effort being made to clean it up. Such a store cannot expect to attract good custom—custom that means extra purchases of high class goods bearing fair margins of profit.

At the same time every attention should be given the appearance of the shelves. Dirty, dusty, fly-specked shelving drives high class business away. No person is content to deal at a store where every can or bottle of goods received looks as if they had spent the



Interior of a live store in a growing Alberta town. Montgomery & West, the proprietors, are former Eastern Canadian men.

The appealing inside display makes many an extra sale. That is why Montgomery & West of Wetaskiwin, Alta., have installed a system of bin fixtures that must be seen by everybody who enters the store. These give an added effect to the cleanliness of the store interior and arrangement and, therefore, in addition to making extra sales, make a reputation for the proprietors, giving them more prestige.

Montgomery & West run a large departmental store of which the grocery section shown herewith is but a part. The business was established some 17 years ago, having been acquired by the present owners in 1908.

must be sufficient room for customers to move about. While it is considered good business to show as many goods as possible, yet there must be order in the arrangement if best results are to be secured.

Absence of Boxes on the Floor.

The West & Montgomery store appeals to one in this regard. There are no unsightly boxes and barrels on the floor to be tripped over. There are a great many stores in the country where it would be impossible to accommodate more than three or four customers at a time. There are boxes, soap cases, barrels, etc., piled without care in the

past two or three years in someone's back yard.

Attracting the Inside Customer.

The grocers who are getting away from this sort of thing are experiencing better business. The bright, clean, well arranged interior is the one that induces the inside customer to buy goods which she had not thought of prior to entering the store. This is what helps the business; for it is a fact that the bare demands of one's customers would not provide enough to allow him a mere living.

The members of this firm are two former Prince Edward Island men.

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This illustration shows the gallery around the two sides and rear end of E. F. Mason's store, Peterboro, Ont. The inset is that of Mr. Mason himself. Note also the prominence of store equipment and fixtures.

Grocery Store Fitted With a Gallery

Peterboro', Ont., Dealer Who Wanted More Display Space for Surplus Stock Has One Installed—Large Orders of Any Line Filled From Shelves in Gallery—An Advocate of Modern Fixtures—Business Increased by Demonstration—Ideas From Other Cities.

When one thinks of the word "gallery" he usually recalls to mind a church or a theatre or some arena. Not many would think of a grocery store; yet shown herewith is one with a gallery. It is that of E. F. Mason, a Peterborough, Ont., grocer, who recently had his store refitted and re-equipped. As the illustration indicates, the store is an exceedingly inviting one with its show-cases, handsome tables, and attractive shelving.

The gallery is, of course, a new feature so far as grocery stores are concerned, and one may wonder at the idea of Mr. Mason in the installation of this innovation. At the rear of the store on the left may be seen the stairway. The gallery is around the end and sides, being supported by steel rods leading up to the ceiling, while a steel railing gives protection to anyone walking along.

Display Room for Surplus Goods.

"I wanted more room," stated Mr. Mason to The Grocer in referring to the change. "The warehouse was getting crowded and the shelving was filled so the only solution was the gallery.

"When a large shipment of goods arrives, we place what we require for ordinary selling on the lower shelving and the remainder on the shelves above the gallery. Frequently an order for a dozen or two of jams or pickles will come in from a hotel or other large buyer, and these we take from the gallery shelves. This does not make holes in our shelf arrangement below and at the same time we are able to fill the order quickly. It saves opening boxes and cases and having the warehouse continually upset."

With this system, Mr. Mason has practically his entire stock in the store

proper, always handy and ready to be brought down at a minute's notice. Customers are free to use the gallery at any time and it is considered a strong advertisement on account of the new and attractive appearance it gives the entire store.

What the Equipment Includes.

Mr. Mason is a great believer in the value of modern equipment as an aid in increasing business. In this illustration may be seen a vegetable display fountain, which he bought this spring; handsome demonstration and display tables; computing scale; meat slicer; refrigerator; dust proof bin fixtures, and silent salesmen. He also, of course, has a cash register, but it does not show here. The small display stands are made of best of wood and display bottled goods to good advantage.

When the picture of Mr. Mason's store was taken, there was a demonstration on of jelly powders and soups. This is a method which in his establishment is a splendid one for introducing new goods to his customers. During fall and Christmas seasons he pushes sales of high class quality lines by this method as

well as through window displays and personal conversation.

Going Out After New Ideas.

Mr. Mason is one of those who believe in going out to other cities for information on methods for increasing sales. He makes frequent trips to To-

ronto and some time ago went down to New York where he studied first hand the things that appeal to the general public. With these and his own ideas to work on, he aims to attract new business as well as develop that which he already has. That is the goal all are striving for.

Great Value Placed On Quality Goods

British Columbia Grocer Maintains That This is the Chief Essential in Buying—Quality Goods Bring Repeats—Concentration as a Business Builder—Places Importance on Frequent Changes of Window Display.

By J. D. Jay, Manager for Dixie H. Ross & Co., Victoria, B.C.

In giving my views to readers of The Grocer on increasing the business of a retail store, I would first place particular emphasis on CONCENTRATION.

The most serious question in business is CONCENTRATION. You must concentrate your whole personality so that it is felt, not only amongst the clerks, but also amongst the customers. Make them all feel that they are actually part of the life of the business also convey to your clerks your own strong sense and feeling; mingle with them, so that they get the strong influence you wish to impart to them, also that they may study the same practical methods you may use yourself towards a customer. Be a guide. Do not use a whip. Make them feel that they are really part of a daily machine and that if they fail to do their duty the machine will become clogged and stop. "It is all concentration."

When your patrons enter the threshold of your store, meet them gladly. Do not allow them to stand and gaze idly about and seem lost to actual surroundings. Make them feel that you know that it is part of your business to convey to them any idea that may enable them to make purchasing easy.

Clerks Should Know the Goods.

Educate your clerks to know the true merits of the article they may be asked for, so that they can describe fully the ingredients therein. Pay your clerks their true value, not only in money but in attention. On new goods arriving, make a display in a prominent position upon the counter, and describe fully the virtues of the goods so that the clerks will not be at a loss to explain the contents.

Look to Quality in Buying.

Second: Buying is only taught by experience, but never lose for one moment the word "quality;" that is the true backbone of any sound business. Dwell upon that word so that you cannot de-

viate from that course and don't buy any but quality goods. No dictionary can impart to you any word that is more important to your business. It means volumes. When customers buy quality goods, they speak for themselves, therefore they repeat. Buying seconds means that you have to pay for extensive advertising to create a sale; also you cannot meet your customers with the same placid smile as when you are selling goods of true value.

Margin of Profit Desired.

Having had an extensive experience in some of the largest markets in the world and knowing the value of goods, I find it easy to discriminate in buying. I have made it a study. New goods do not impress me without there is a good margin, say at least 30 or 35 per cent. Do not figure on the cost of the article but on the selling price. Do not allow a plausible salesman to sell you goods that will not move rapidly. Make them create the demand and do the actual talking. Otherwise advertising them increases the cost. A salesman may have only one or two lines to look after while you have your whole business to study—and make it a deep study.

Watch Markets Closely.

Look your store over daily and see what improvement you can make in buying or otherwise. Follow diligently the market quotations in your Canadian Grocer. That I find the greatest essential point to success. It does not matter what varied experience you may have had, new goods are developing daily and advice from such a source should be duly appreciated.

Present Age Demands Live Window.

Third: WINDOW DRESSING. Now you may think what I am about to say does not meet the actual requirements of an up-to-date store. Of course you are fully aware that in many competitions our windows have carried the prize, also honorable mention. I believe

the present age demands a live window. I mean by that, a window containing goods to sell from, and keep moving all the time. Do not put much stock in your window at any time, it only deteriorates and loses value and you do not sell any more.

Time is too valuable nowadays to spend one or two days to make a window display, the more often you change it the better results you will get. Spend that extra time on giving attention to customers—that is the vital point at the present time. While you may be standing, figuring-out some design for your window, and a customer comes up to you to be waited on, you may feel greatly annoyed if your mind should be taken from your work, and probably the look on your countenance may not please the customer and she may go away with a false impression and deal elsewhere.

This I think you will admit is a common occurrence. Window dressing on a large scale is very expensive and I think should only be indulged in once a year, say Christmas time.

Employment of an Accountant.

OFFICE: If your business warrants it get some good accountant to take charge and have full control over your financial affairs. Then you will be sure of promptness and exactness, which will undoubtedly save you a great deal of responsibility and worry. You need all your mental faculties to run your business successfully without the worry of office work.

Value of an Honorable Name.

ADVERTISING: You will think I am in another mood now when I start in this strain. In my opinion big daily advertisements for retail business only tend to make the public think your goods will not speak for themselves. Get a good honorable name for fair dealing, then you have obtained the proper mode of advertising. You may spend \$100

per month. Save that. For instance a genuine and sell at expenses. ed to that see what probably b sure you fully reali

Saturday n I may a fruit down the course assure you see the sm waiting to is only hu

THE CANADIAN GROCER

per month or more for advertising. Save that, give that value to the public. For instance, on a Saturday I may make a genuine special of one or two lines and sell actually at cost after figuring expenses. I have got the public educated to that and they come to the store to see what the Saturday bargain is and probably buy something else; and I assure you that the present generation fully realize when they get a bargain.

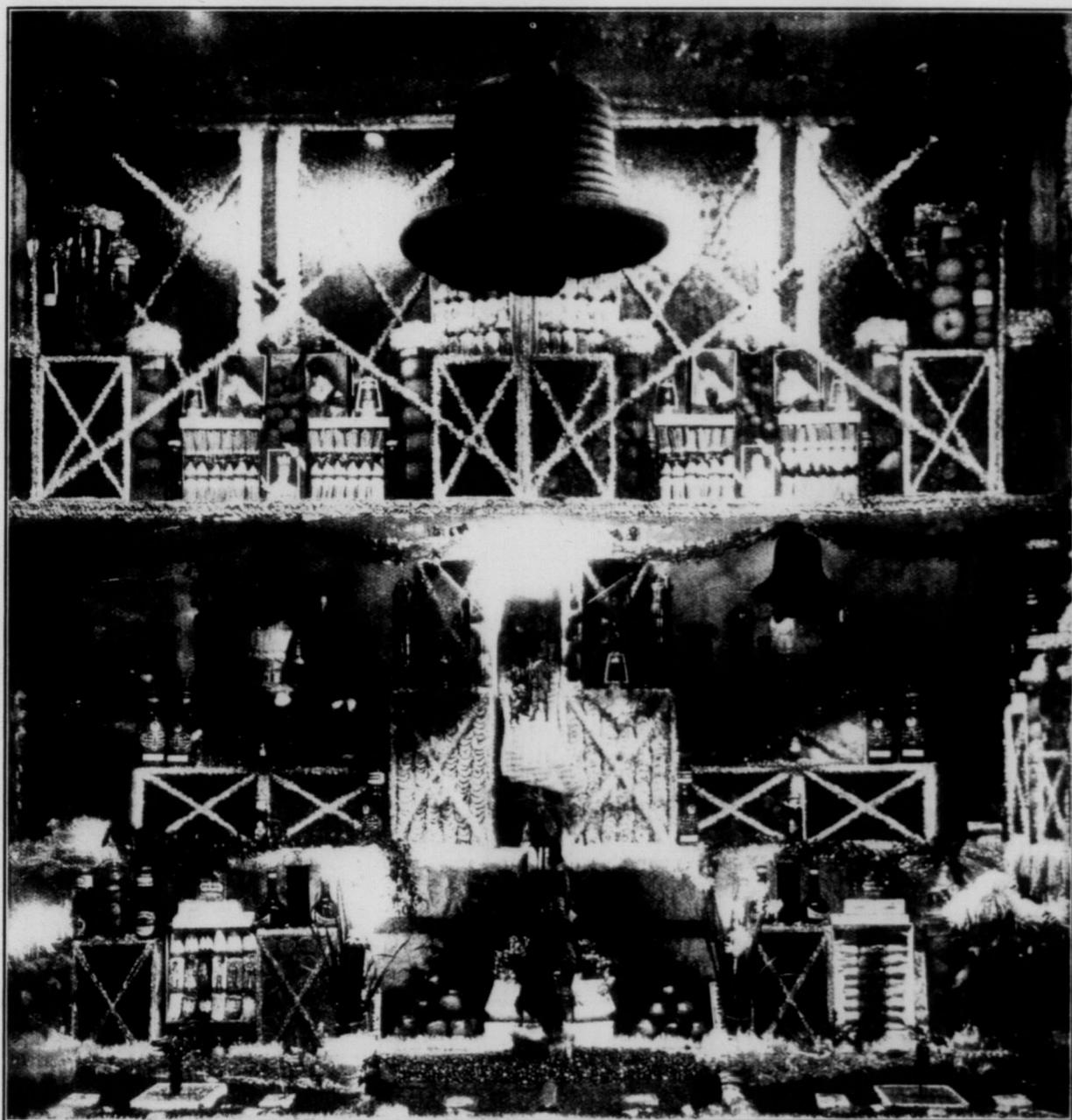
pointers are my essential modes of advertising. They may not be applicable everywhere, but they have doubled our Saturday's trade.

Prompt and Reliable Delivery.

DELIVERY: This is another mode of advertising. Our horses, the same as our business are blue ribbon winners. For years we have taken the highest honors in both double and single harness at the show at Vancouver as well as here.

for six may be prepared at a cost of only 95 cents.

A small table is placed in the window and on this is placed the articles that go to make up the meal. If you keep meats, three pounds of some line is put on. A couple of cans of canned meat will take its place. Then comes the required amount of potatoes, a can of soup, one of vegetables, coffee and some bananas or oranges.



This illustration shows how attractively Dixie H. Ross & Co., Victoria, B.C., dress their Christmas windows.

Saturday night during the fruit season I may alter and put the price of fruit down two or three times during the course of the evening, and I truly assure you that it makes you happy to see the smiling faces at the window waiting to see the prices reduced, and it is only human nature after all. These

Promptness of delivery and reliability is another one of the points which has enabled us to build up our business to such proportions.

FOR A SATURDAY WINDOW.

A suggestion for a Saturday window is one showing that a complete dinner

One grocer has figured that the cost would run about 95 cents but whatever it amounts to, put a card up "Sunday dinner for six — cents." The idea is to catch the Saturday shopper but a window may be dressed in this manner to good advantage on any day of the week.

Using Motor Power in the Window Trim

This Can Be Made Powerful Sales Medium if it Tells the Proper Story—Example of a Good Motion Window From Ingersoll—Shows Canned Salmon and Connects it Up With the Source of Supply.

There is no stronger attraction in the window than a motion display. But all motion displays are not good sellers, and that should be the principal purpose of the window. Better have a good silent selling window than a motion display that disposes of little goods. In fact some windows operated by motive power never lead one to guess the reason. But when a motion window is connected up properly with the goods exhibited, the

fishing and canning and showed the finished product.

Observation of the illustration will show in the background a water-fall, the water coming down a chute and over the water-wheel. The wheel was kept in motion by a small electric motor placed out of sight. The water emptied into a miniature river below.

To the left of the water wheel was the canning factory and, to make the scene

the goods and advertised the store more widely.

Similar Treatment to Other Lines.

There are many other displays that could with good effect be based on this one. Make the window, for instance, tell the story of flour manufacturing, of soap making, the manufacture of maple syrup in the sugar bush, pickle manufacture, etc., etc. When the decision to display a certain line has been made the correct idea for a story or a story-motion window will present itself. Particular attention is necessary to see that the goods shown are connected up with the motion. A man shaving himself in a salmon window would draw a crowd but wouldn't sell many goods.



A salmon motion window trimmed by Bruce McDougall, of Ingersoll. A water chute, water-wheel, salmon cannery and river were among the features.

two form a strong selling combination.

In the window shown by the illustration we have the combination at its best. It was trimmed by Bruce McDougall, of Ingersoll, Ont., employed in his father's store there. He is a young man who takes a deep interest in display work, a sample of which recently appeared in *The Grocer*.

A Unique Salmon Window.

This is a Salmon window. It is not simply a few tins of salmon standing on end in the bottom but a display that fascinates as well as sells. It is one on which considerable thought and planning was necessary. It represented salmon

the more realistic, the banks of the river were built with sod and stone, vines and cat-tails.

Display Card Used.

The tins of salmon were arranged about the window in an artistic manner, and a show card which read: "Try our salmon, fresh supply always on hand," as well as a picture of a fish in the background added to the general effect.

Naturally such a window produced much favorable comment from Ingersoll people, and as it sold considerable salmon, performed a double function—sold

Mr. McDougall has evidently hit upon the novel schemes that sell as well as attract. There is wide scope and a good future for the clerk who has the opportunity to develop this latent ability.

A PLEA FOR ORGANIZATION.

There are 22,000 peddlers in New York City, and they are well organized. They take a hand in the politics of the city, and they can sway an election if necessary. Hence they come very near getting the laws they want. This is another argument for merchants' organization.

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Everywhere meets with many modern sales and effort. The City of which J. must be included just two years



Interior view

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A glance at the interior denotes the interior display business. The attractive, the that labels do sible. The e the top of the mas idea. W are simple and

Power of Store Cleanliness in Selling

A Bright Western Canadian Store Which Makes This a Feature—Neatness in Interior Display Invaluable if Good Class of Trade is Desired—Square Dealing With Everyone—The Purchasers of High Class Goods.

Everywhere in Western Canada one meets with bright grocery stores with many modern facilities for increasing sales and efficiency of the staff.

The City Grocery, Wetaskiwin, Alta., of which J. J. Christopher is proprietor, must be included as one of these. It was just two years ago that Mr. Christopher

The system of bin receptacles further emphasises the dependence placed upon display towards making sales. Samples of biscuits, confectionery, spices, etc., are shown up to good advantage. These fixtures are all of quarter cut oak, so the value of their appearance can easily be realized.

"a square deal to everyone, man, woman and child," and to this is ascribed a good deal of the proprietor's success.

Must Be Cleanliness.

Mr. Christopher realizes too that the days of dirty, ill-kept stores are a thing of the past if success is to be attained, and he works always with this point in view. His store is invariably neat and the goods in attractive order.

Cleanliness is a point on which every emphasis is laid by him. There is no question that in these advanced times, the general public is after quality goods from sanitary stores. There are,



Interior view of J. J. Christopher's "City Grocery," Wetaskiwin, Alta., showing an attractive arrangement of goods. Note the patented pivoted-bin fixtures and metal ceiling.

took over the business from C. E. Grompton. He is recognized and enjoys the distinction of being the youngest merchant in that thriving western town.

A glance at the illustration showing the interior of Mr. Christopher's store denotes the importance attached to interior display as a factor in getting business. The shelving is particularly attractive, the goods being placed so that labels do their duty as well as possible. The evergreens hanging along the top of the shelves impart the Christmas idea. While not elaborate, they are simple and effective.

Confectionery in Silent Salesman.

The City Grocery carries a good sized stock of quality confectionery. This is found to be a splendid paying line in itself, and it also attracts custom for other goods the store might not otherwise receive. The confectionery is neatly displayed in silent salesmen, which attractive arrangement insures a good many sales.

Among the other equipment may be noted computing scales and cash carrier, the latter running into the elevated office at the rear.

The motto of the Christopher store is

no doubt, a great many people who are not particular about quality or cleanliness. Price is everything to them. They purchase considerable goods, no doubt, but these are the cheaper varieties on which profit is frequently small. They also stick pretty much to the necessities of life not branching out among luxuries and semi-luxuries that actually bring in the good margins.

This is the business every dealer should get after, and now that the fall and Christmas trade is in view, possibilities are great to make substantial sales and profits.



First prize window in The Grocer's 1911 Window Dressing Contest. It is that of Island & Bamford, Toronto. The design is that of a circular stairway.

Displays That Sell Christmas Goods

Prize Winning Windows in The Grocer's 1911 Contest Show Many Features of Importance—Windows are Judged From Standpoints of Attractiveness, Originality and Selling Power—Pointers for This Year's Displays.

When a small boy makes a basswood whistle that gives "tongue," he is naturally highly elated over the event. That same elation is manifest when he flies a kite of his own construction. He is proud of his work and of the admiration of others for it; and this same pride leads him on to further and more difficult achievements as he grows to manhood.

The same feeling of pride, too, is noticeable in the man who creates a window display that compels attention by force of its attractiveness, and rightly so. But when he constructs a window that not only attracts but induces the passerby to purchase, then he has reached a high stage of perfection as a display artist. He soon finds that a greater degree of effectiveness is developed the longer he keeps at it, and the more he studies the results produced by each successive display. His pride in the thing that he has made himself pleases

him and he eventually does the work because he likes it.

The Window at Christmas.

Perhaps there is no better scope for the clerk or dealer than dressing a window with Christmas goods. At this time of year an appealing display is more likely to attract and sell more goods than one equally as good at any other season. That is probably the reason every window artist is anxious to make a good showing on the Christmas window. He knows everybody else is doing it, and if his share of the trade, or a little more, is to be secured he has got to show something beyond the ordinary.

Now, then, is the time to plan for a series of displays leading up to the climax of the week prior to the great event.

In this connection let us recall what some of the good Canadian window-dressers accomplished a year ago. It will be remembered The Canadian Grocer

Winners in the 1911 Xmas Window Contest

Class I—Towns and Cities over 10,000 Population.

1—*Island & Bamford, Dundas St., Toronto.*

2—*E. A. Reed (Dowling & Reed), Brandon, Man.*

3—*Bruce & Sanderson, Parliament St., Toronto.*

Class II—Centres Under 10,000 Population.

1—*R. George (Hudson's Bay Co.), Kamloops, B.C.*

2—*C. H. Milton (H. A. Ross) Oshawa, Ont.*

3—*Millar & Wigle, Essex, Ont.*

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er offered a number of cash prizes to the trimmers of the best 1911 Christmas windows. The results are shown here-with and in this and succeeding pages are the illustrations of the six prize winners.

Essentials of a Good Window.

A good window display has three chief essentials. It is attractive, original and has a high selling value. Let readers judge for themselves the displays from these three points of view and probably they will be benefited when the time comes to dress their Christmas windows. It will be further noted from the illustrations that every dealer has laid particular stress on showing seasonable lines.

Construction of a Stair Display.

A study of the winner in Class I.—that of Island & Bamford, Toronto—shows a particularly attractive and original display as well as one with strong selling power.

A circular stair is made of ten up-rights placed in the centre of the window and covered with tinsel paper. The bottom row is covered with currants in-laid with the letters "Season's Greetings," made of loaf sugar.

The second row is covered with raisins, currants, sultanas and mixed peel.

The third row contains raisins and boxes of fancy biscuits.

The fourth shows different kinds of Christmas candies.

The fifth row is covered with package dates and essences.

On the sixth is shown table figs.

The seventh is covered with bottled candies and boxes of chocolates.

The eighth contains shelled nuts, and the ninth and top row is covered with bottled olives and bottles of wine.

The floor about the stairway shows a pyramid on each side, one of currants and one of Sultana raisins. Around these divided by slats covered with tinsel are shown the different varieties of Christmas nuts. The back is arranged with dates, figs, oranges, grapes and grape fruit. The back of the central fixture is draped from the centre to the sides and top with twisted colored paper forming a circle.

An Archway Window.

E. A. Reed, of Brandon, Man., won second prize in Class I. with an attractive arch display.

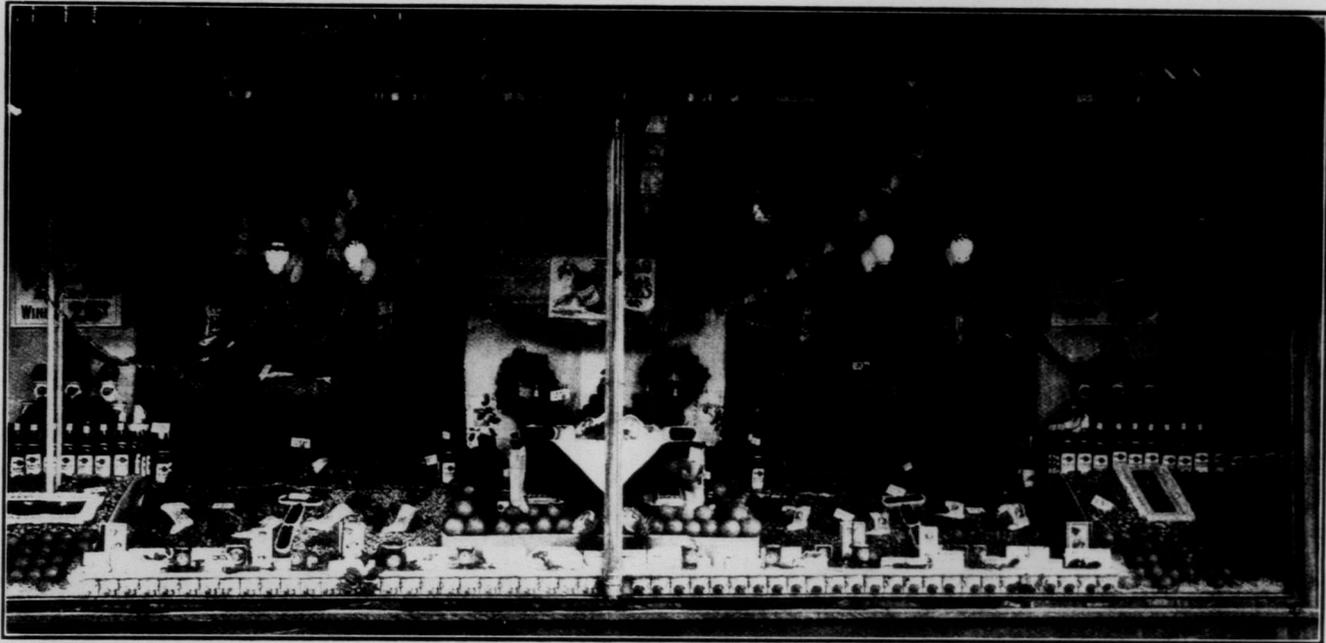
The top roof of the window is of green spruce, and branches of holly, from which are hung Christmas stockings and bunches of grapes. The top represents an arch, the upper part of which is covered with white cotton batting, trimmed with bunches of holly, and red bells. In the centre of the arch is hung a large bell made of evergreen, on which are the words "Christmas Greetings" in white. Under this bell and supported by four pillars of canned fruits, is a shelf extending right across the window, on which are bottles of olives, pickles, un-fermented wine, plum puddings, etc. Between the pillars are three pyramids on which are fancy boxes of chocolates, completing the background. At the end of the window is a large mirror, and against this is built a pyramid of bottled fruit on glass shelves.

The Floor Arrangement.

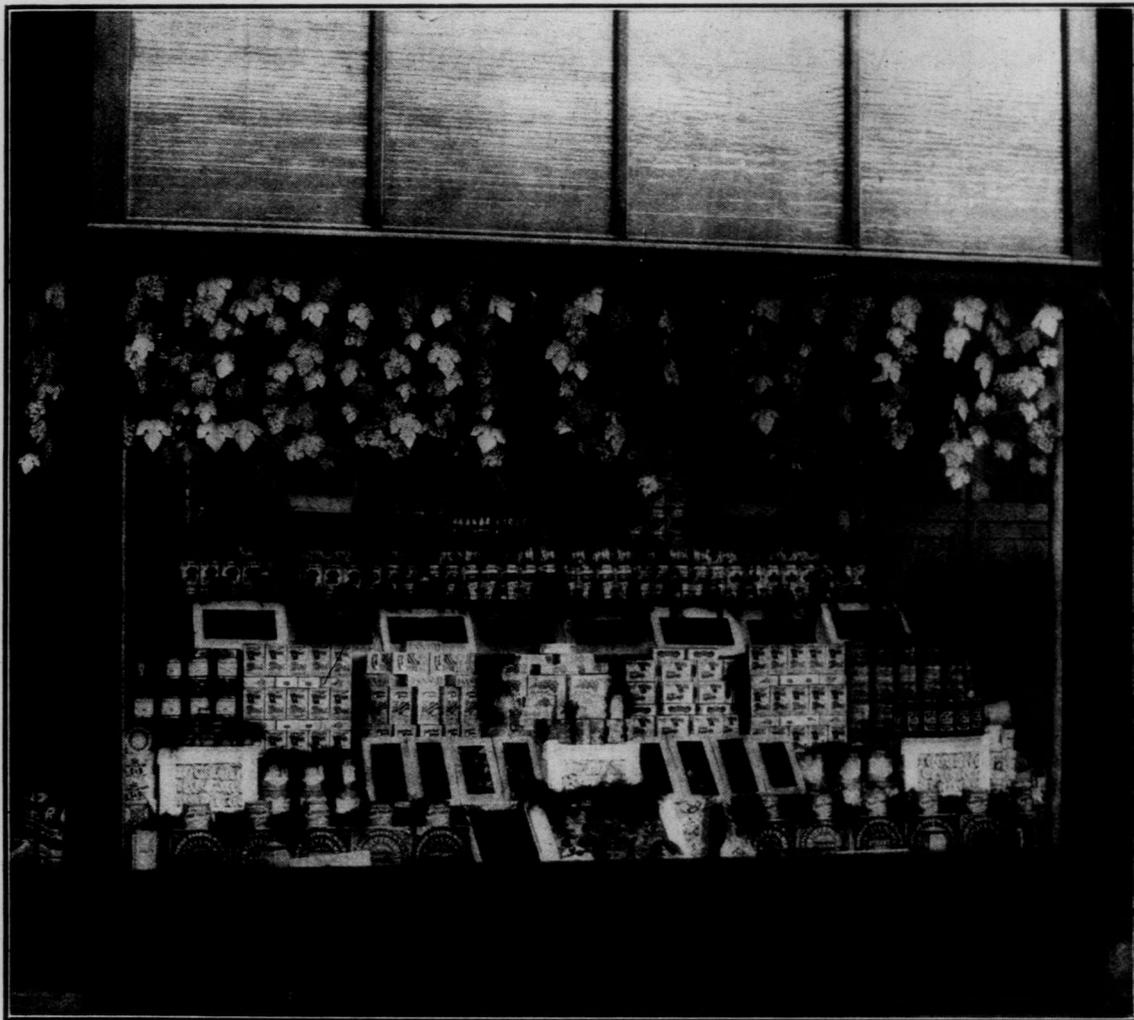
The bottom is built on a slope, the part next the glass being six sections of nuts, each section being divided by figs; on top of the nuts are baskets of figs, fancy cluster raisins, shelled nuts in glass dishes, and a basket of grapes at each end. On the next part of the



An archway display which is exceedingly attractive. This window stands high in selling power, and is a credit to the window artist who trimmed it. It is that of Dowling & Reed, Brandon, Man., and it took second prize.



Winner of third prize in Class I. contest. In this display Bruce and Sandersop present an attractive and strong selling window.



Window dressed by R. George for the Hudson's Bay Co., Kamloops, B.C. It won first prize in class VI. Note the symmetry of arrangement.

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slope are five stars, the point of each star being filled with a different kind of candy; between the stars next the front are boxes and glass dishes of crystalized and glace fruits, bottles of bon bons, etc.; back of these are baskets of oranges, grape fruit and apples. All the shelves and the slope around the stars is covered with cotton batting on which is sprinkled diamond dust and sprigs of holly.

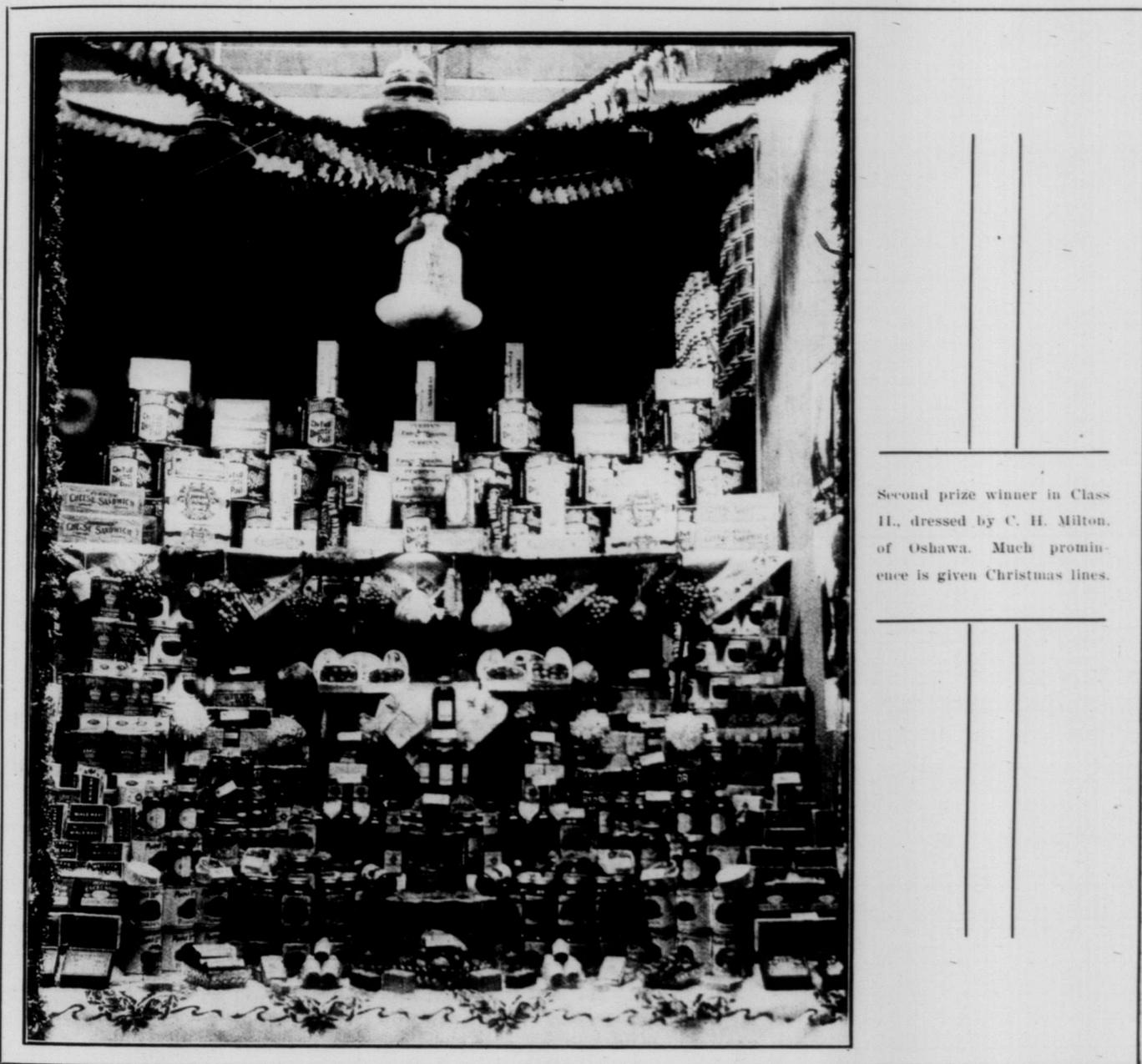
As to its selling power, Dowling & Reed claim they did an exceptionally large Christmas business, and no small part of it they attribute to their Christmas window.

Attractive and a Good Seller.

The window of Bruce and Sanderson is equally as attractive as the other two, but it lacks possibly a little in originality of design. There is no question about it

only show their true value at night when the window is lit up. Pyramids of oranges appear in the background separated by pineapple and flanked by bottles of wine. Over them on each side hangs a fancy basket of grapes.

On the floor in front of the oranges are various kinds of nuts, fancy dates, stockings, bon bons and all the dried Christmas fruits. The table in the centre is adorned with grapes, pineapple



Second prize winner in Class H., dressed by C. H. Milton, of Oshawa. Much prominence is given Christmas lines.

The color effect of green and white with the red holly berries and bottles of red fruits, together with two electric lights in quaint shades, and price cards printed in green ink, gave an added attraction which does not appear in the photo.

being a splendid seller and might hold its own in this respect with the two above referred to. But in the judging of the displays, originality was a consideration.

The decorations emblematic of the Christmas season strike one as being particularly attractive, but of course

wines, plum puddings, package dates, etc. Boxes of high-class chocolates are shown towards the front, while a row of canned fruits is placed across the front next the glass.

A feature of this display is the symmetrical arrangement, which could

scarcely be improved upon. It was shown a couple of days prior to Christmas.



CLASS II PRIZE WINNERS.

Regularity and attractiveness combine to make the window dressed by R. George for the Hudson Bay Co., Kamloops, B.C., a particularly good one.

The top portion of the window includes dried and canned fruits and Christmas crackers. Next come canned and bottled fruits; then is a row of evaporated fruits and below are raisins, currants and marmalade. Below that again are peels and jams and evaporated

greater variety of the small and fancy articles than former windows.

The shelf at the top and rear is supported by two piles of canned tomatoes, the shelf below it being of glass on three pillars (decorated earthen pipes).

A Santa Claus Introduced.

The display of Millar & Wigle, Essex, Ont., which captured third prize—Class II contest, certainly has the "Christmassy" appearance. The photograph scarcely does justice to some features of it. For instance, on the left is a Santa Claus in a chimney in which the detail does not show to best advantage. On the right is a Christ-

With these six displays to assist, as well as others in this issue, dealers have something valuable to work on for their fall and Christmas windows.

Editorial Note.—Announcement is made in this number of our 1912 Christmas window contest. Those intending to enter should see the particulars and begin their plans now.



THE AGGRESSIVE SELLING PLAN.

It is quite evident to one who calls on the retail trade that the idea of putting the selling force behind particular articles has proven its worth. Grocers, great and small, speak favorably of this



This window was dressed by A. M. Wigle, Millar & Wigle, Essex, Ont. It was the winner of third prize. Note the Santa Claus on the left and Xmas tree on the right.

fruit. The bottom row consists of biscuits, plum puddings, figs and raisins.

Mr. George won first prize in Class II.

How Decorations Help.

C. H. Milton, with H. A. Ross, Oshawa, Ont., was the winner of second prize in this class. Attractiveness is added to the general appearance by evergreen border, the bells, bunches of grapes hanging from the upper shelf, holly in the front and occasional chrysanthemums throughout the display.

Among the Christmas lines shown are preserves, olives, dried and crystallized fruits, table raisins, shelled nuts, fancy biscuits in packets, etc. As it was the last before Christmas it contained a

mas tree laden with pop corn, stockings, and ornaments, while in the centre are a number of cases of oranges.

In the space to the front are nuts, candies, and grapes, all arranged with price tickets. The floor is covered with white batting, and decorated with sprigs of holly, while the back and front of Santa Claus is draped with white cotton and adorned with holly.

Some window artists might make the criticism that instead of devoting so much space to Santa Claus and the tree, more should be given to fairly high-priced lines, such as plum puddings, confectionery, fancy biscuits, etc. Nevertheless, this is an attractive display, and it sold goods.

special selling effort and in many stores it is given much attention. To obtain the best results it is apparent that the clerks must become interested. A list of new articles and those the dealer desires to push should be given each clerk every time there is a change, or it should be placed near the order telephones and finally the list should be changed regularly, every day if need be but at least two or three times a week. Let not the list be too long and often it might include staples in conditions are peculiar. The fact that some of the best retail grocers in the country have adopted the aggressive selling plan and are continuing it, is guarantee sufficient of its practicability.

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The Power of Personal Contact in Selling

Trenton Dealer Demonstrates Importance of His Recommendation in Selling Goods—Can Sell Any Line He Stocks and Gets Behind Regardless of What Customer Asks For, He Claims—Specializes in Tobaccos, Cigars, Etc., Brushes, House Cleaning Articles and Salt.

The Hooey business in Trenton, Ont., has been established for over a quarter of a century. B. S. Hooey, the present proprietor has guided the business for 15 years, but his father had charge before him. A substantial business increasing from year to year has been built up because the value of salesmanship in selling goods over and above actual demand is recognized.

Unfortunately there are still merchants who believe that as long as they have the goods it makes no difference in what manner they are presented to customers or whether any extra effort is put forward to interest customers in them. Live dealers believe conditions are otherwise. Mr. Hooey is one of these.

Cleanliness First Essential.

The first stage in selling more goods than customers would ordinarily ask for that is recognized by Mr. Hooey, is to have goods shown up to the best advantage. An important factor in this behalf is to have a neat, clean store. In order to secure this condition, some lines carried by many grocers that tend to give the place a dirty and untidy appearance are not handled in this store. The floor is not littered with boxes or cases as in many stores, the aim being to have a neat appearance, yet goods displayed to good advantage. The store is a high one and to avoid the bare appearance which the walls might give, pictorial advertising material of goods handled is hung up. Only those of attractive appearance have been selected and these are all framed so as to add to, rather than detract from the appearance of the store.

How Shelves Are Arranged.

While the aim is to have a neat store, this is not carried out to extent of being detrimental to display. There is a counter down one side. On the other is a shelf only. On the top are shown cereals of various kinds. Then come three shelves of canned goods. The bottom shelf, commonly known as the ledge, is fitted with a glass front in a sloping position. There are several reasons for this. In the first place it keeps goods free from dust and flies. In most stores many odd lines are left on the bottom ledge, and it is rather in attractive. This idea prevents that. "Then again," says Mr. Hooey, "this is where we show a lot of smaller goods, and if

there was not this glass covering there would be many articles picked up by customers who have such a habit. We want to get these goods out where customers can see them, but we don't want all the profit taken off with stolen goods."

Each section is used to display a certain class of goods. In the first one is tea, then comes extract of beef, toilet soaps, jellies and gelatine, cocoa and chocolate, etc. Thus the customer's attention is concentrated on one line at a time while clerks know exactly where to get any article required.

"You have to get the goods out where people will see and inquire about them," says Mr. Hooey. "That is one of the things that the grocer has to see to."

Customer's Mind in Receptive Mood.

He believes that when a customer enters the store, her mind is not made up as to exactly what she is going to buy. She knows she wants certain goods, but she will frequently buy other articles.

This store always keeps a few lines on the main counter which may be introduced to customers. For instance on one day recently samples of orangeade, concentrated coffee, canned soup, and olives were on the counter and many sales were made. These are, however, frequently changed so as to have something different to show customers each time they come in.

"Even when no effort is put forth to talk these lines to customers," says Mr. Hooey, "this method sells them. People pick them up, enquire about them and very soon are buying."

Increases Jam and Pickle Sales.

A big trade has been built up in a certain brand of jams, and one of pickles. The method which Mr. Hooey used was by prominent display, putting them out on the counter where people would ask about them and by introducing them to customers. The pushing of these brands demonstrates that the grocer can sell the goods he wants to. In fact Mr. Hooey believes firmly that the grocer can sell the brand of goods he desires. He demonstrates this in his own case. Even when customers inquire for other brands, he finds he can sell them the one he handles. He believes in the quality and his recommendation does the rest.

Must Get Behind Many Lines.

Mr. Hooey struck the nail on the head when he declared that "money in business is not made by devoting attention to one line, but by pushing several lines strongly. One line will not make money for you. It is the combining of several that does it."

Specializes on Tobacco, Etc.

For instance, this store has built up a big trade in cigars, cigarettes, pipes and tobaccos. They believe it is a good line to handle in the grocery store. They believe these goods sell themselves when properly displayed. This part has certainly been looked after well. The department is right at the front. A show case at front contains pipes. Another one shows cigars, while a glass front case behind the counter shows all lines of tobaccos.

Brushes and Clothes Lines Well Displayed.

Then again such lines as clothes lines, whisks, furniture brushes, stove brushes, etc., are shown at front, being hung in clusters on front of counter.

Brooms, long-handled brooms for ceiling work and wash boards are also given a prominent position.

Sign on Store Sells Salt.

Salt is another line in which an appreciable trade has been worked up. Perhaps one of the things that has helped trade in this line is a simple little sign "salt," tacked on the side of the store. The Hooey store is next to the post office, and the farmer in getting his mail is always reminded of his salt needs. Special efforts are now being put behind salt. Farmers will soon be killing hogs and salting them down for the winter, while most of them put in enough in the fall to last during the winter.

"Show the goods and talk them," is the motto of the Hooey store.

SHOW CARD PHRASES.

Seasonable merchandise.
We have what you want.
Reliable Quality Means True Economy.
Seeing is believing. Eating is proving.
Here Is Where Your Dollar Will Do Its Duty.



Bright cartoons presented by R. R. Shuman in course of address on card writing.

The Value of Show and Price Cards

How Results Can be Obtained From Their Use—A Show Card is a "Living Voice"—Some Hints as to Methods of Card Writing and Suggestions for Seasonable Grocery Cards.

Show and price cards have become important factors in the modern store. Walk through any large establishment and neat cards greet the eye on every side. Window displays fairly bristle with attention-compelling signs. People have acquired the habit of looking at the cards when information is desired.

The system has found its way into the grocery trade and good results are being obtained by dealers who use price and show cards. It has not yet become general, however. In a large percentage of stores no cards of any description are used. It is only too apparent that many dealers have not realized the value of the card as a business getter. They believe their stock can "speak for itself," and do not recognize that an attractive card can speak more loudly than the goods alone.

The work of the show card was most aptly summed up by R. R. Shuman, advertising manager of the Liquid Carbonic Co., Chicago, in the course of an illustrated talk on the subject. "Your work is vital," said Mr. Shuman, to an assembly of window trimmers and card writers, "creative, resultful. Your crisp sayings in windows or on the counters talk to the public at close range and talk to a purpose because they answer questions in advance. Your signs are not mere signs; they are salesmen; they hear without ears and they are voices—living voices—your voices—your persuasive personality wrought in a hundred garbs and stationed in windows or throughout the store."

The show card is so certain to bring

results that the grocer should be prepared to lay out a certain amount of money to that end. An appropriation should be made for show cards as well as for advertising and window displays. The amount will, of course, be small. The clerk who is preparing the cards needs proper equipment and material to enable him to turn out good work, and this should be provided for just as surely as a certain amount is set aside to cover newspaper advertising.

Got Splendid Results.

It is hardly necessary to go into the question of results. Those who make the policy of suppressing prices a general one to apply to all phases of their business are becoming fewer all the time. It will be interesting, however, to quote the experience of one dealer, who is a recent convert to the card system:

"I have a clerk who has a natural genius for lettering and drawing and that sort of thing," he explained. "He was always after me to give him a chance at card writing, but I was afraid of it. My opposition cuts prices recklessly and also uses price cards. What chance would I have if the cards in my window tagged goods at a higher price than the same articles were offered around the corner?"

"That was the way I used to look at it. Finally I decided to try it out. Fred—the clerk—went at the task with great eagerness and turned out a number of cards that would have been a credit to a professional sign writer. He wasn't content with mere lettering but gave each card a design or drawing

suitable to the goods it was to accompany. Some of his drawings were of the cartoon variety. One card which was intended for carvers, showed a chef busily engaged in carving up a plump turkey. We put this in a window display of cutlery and the sale of carving sets which resulted served to convince me that show cards were business getters. We sold eight sets in a few days. The funny part of it was that my opposition was also showing carvers. His stock was of cheaper quality and the price he placed was lower than what we asked, but this did not hurt our sales one bit. After that I told Fred to go as far as he liked and we have been using show and price cards ever since—and getting results."

Some Hints on Style.

A card should as far as possible be in-keeping with the variety of goods it is intended to advertise. Thus a card intended for a display of canned goods should vary widely in style of lettering and ornamentation from the kind that the milliner, for instance, would use. The prevailing style in groceries should be simple with bold lettering. In certain lines, such as confectionery, tea, coffee, etc., a more ornate style will be in order.

For window display purposes there is a call for two distinct kinds of cards. There are two basic classes of windows—the bargain window that appeals to cupidity and the tone or style window that appeals to vanity in some, to common sense in others. Thus a display which is made up of a variety of articles, which are being cleared out at

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special prices, will appeal to bargain hunters and to people who need a certain article but do not feel inclined to pay a high price. Windows of this kind should bristle with price cards. Nothing elaborate is required. State the price in unmistakable figures and the cupidity, or the necessity, of the buying public will do the rest. In the tone window, only goods of the very best quality are shown. Thus a display of olives, meats and preserves in glass, etc., will appeal to the people who want the best. Cards for such a display should be prepared with more care. Stating the price is not always advisable where only the highest priced goods are shown.

Use Lithographs.

Some card writers are inclined to attempt nothing but the most stereotyped variety of work because they feel that they lack artistic skill. The experience of one clerk is worth quoting in this

A card to that effect would help to create interest in a display of pork and beans.

A strong argument, which applies to a large variety of groceries is the saving of labor. It appeals to the housewife for the day is long past when women accepted drudgery as inevitable. Cards for cooked meats, pork and beans, quick puddings, jelly powders, etc., should assist sales if this feature is brought out prominently. For instance:

ELIMINATE LABOR.

“Why cook over a hot stove when you can get such meats as these.”

With the necessary changes this card would do for any of the labor-saving articles which are offered in the grocery store.

Cards should be seasonable. They should treat each article in manner suggested by the exigencies of the present moment.

**Remember that
Windows Serve
Double Purpose**

Perhaps originally the mission of the window in the store was merely to admit light to the interior. That is not its mission to-day, at least not by real business men. However, the manner in which a good many windows are trimmed would have a tendency to lead us to believe that the old purpose still holds good, were it not for the manner in which some of the worst are bedecked with a coating of dirt, which removes them from the rank of light dispensers or at least reduces them to mighty poor ones.

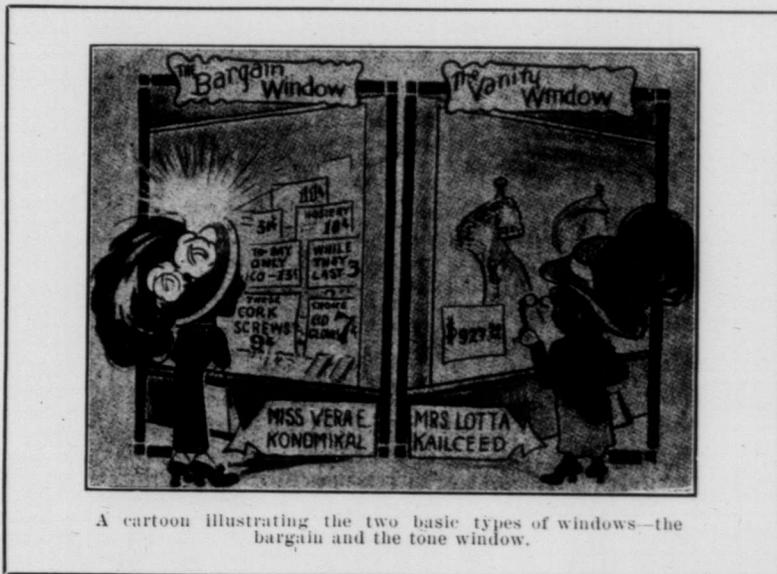
“Oh! I have only a small display window. There is no use in trying to trim it.”

This was the excuse offered by a grocer on a fairly prominent street in a city when asked why he did not give more attention to his window. It certainly was rather small, but that was by no means the worst feature of it. Much worse was its neglected and far from attractive appearance. Instead of attracting customers as should be its purpose, it could not help but repel them.

How different was the view of another merchant who resides in a small town. His window was small too, in fact smaller than the one referred to. Naturally comparisons would be drawn. This one was neatly and nicely trimmed, and while it was not large enough to carry out any big, definite display idea, nevertheless it impressed one with the idea that an attractive interior and goods could be looked for.

“I realize that the window is small,” said the dealer, “and I would like very much if it were larger. However, just because I am handicapped somewhat in this way is no reason why I should give up in despair. I find that even that sized window properly dressed will sell goods. At any rate, it gives the passer-by an idea of what is sold inside. He knows I am a grocer. If my window is neat and clean, it will lead him to believe that the interior is the same and that goods are handled in a sanitary manner. I consider even my small window as valuable.”

Thus it is shown how much better results may be obtained by a progressive grocer, even under handicapped conditions.



A cartoon illustrating the two basic types of windows—the bargain and the tone window.

connection. Recognizing that illustrations help to tone up show cards he frequently made up artistic backgrounds by clipping out lithographs, and magazine and catalogue illustrations. If a card for coffee were desired, he would select an illustration or two of suitable size, close clip them and paste them on his card. By carrying his lettering over the illustrations wherever necessary, he took away the detached appearance from the illustrations. His cards when not viewed at too close a range appeared to have been the work of a very clever artist.

Wording of Cards.

Considerable attention should be paid to the wording of cards. Pick out the strongest argument you have for the goods in question and play it up.

For instance, at the present time fresh meats are high. What more potent argument could be advanced, therefore, than the saving qualities of say pork and beans.

Must Be Fresh.

A man who has given considerable thought to the subject of card writing, gives the following advice:

Keep the cards fresh. An old card attracts no attention.

Do not say too much. A few words are more effective than too many. Get to the point.

Adopt a simple and dignified type of lettering for most cards. A little variety will not hurt, however.

After finishing a piece of work, do not neglect the brushes. The frequent necessity for new brushes will run up expenses too high. Keep them clean and in good shape.



The California fig crop is estimated at between 3,500 and 4,000 tons or a normal crop. The 1911 crop was the largest in the history of the state and the 1910 crop the smallest.

Santa Claus' Mother

was probably a discerning woman with a good idea of grocery values. For this reason, if she was living in Winnipeg today she would probably be dealing at STONE'S.

We have in stock today the brightest, cleanest, most dainty assortment of good things to eat that anyone could desire, displayed in the most sanitary and attractive fashion. No old stock, no untidy corners. Everything just as you like it in your own home. As a climax, we will show you, too, that our prices are most reasonable.

Goods Right Prices Right Service Right

YOUR CHRISTMAS TURKEY

Is waiting here for you. We don't ask you to pay for head, feet and feathers, merely for turkey, per lb. 30c

Choice Duck, Geese and Chicken, at attractive prices. All Manitoba birds, grain fed and ready for the oven.

Fine Sausages, per lb. carton, 20c and 22c

DESSERT DAINTIES

The finest table Dates, Muscatel Raisins, Jordan Almonds, Preserved Ginger, etc., may be seen in our window and silent salesman displays.

Mixed Nuts, new stock, 2 lbs, 35c

STONE'S IDEAL TEA

Per lb, 30c, 40c and 50c, fine flavored and refreshing.

STONE'S IDEAL COFFEE

Per lb, 40c and 50c, fragrant and satisfying.

ENGLISH PLUM PUDDINGS

Put up in sanitary and very attractive packages.

Lazenby's, 1, 2 and 3 lb basins, each

35c, 65c and 90c

Starwood's glass jars, each 40c

Weston's in bags, each 25c and 50c

Mince Meat, Wethley's, per 3 lb. tin 80c

Mince Meat, choice bulk, 2 lbs, 25c



ORANGES

100 cases of finest California navels, per doz, 30c, 40c and 50c

Fancy Table Apples, Malaga

Grapes, Bananas, Celery, and all

seasonable fruits and vegetables.

CHOICE COOKING FRUITS

We have always felt that the best in these lines is none too good for our customers.

Fancy Vostezza Currants, 2 lbs, 25c

Choice Cleaned Currants, per lb, 10c

Raisins, select Valentias, per lb, 10c

Raisins, California seeded, 2 packages 25c

Sultanas, choice golden, per lb, 15c

Peel, fancy quality, mixed, lemon, orange and citron, per lb. 15c

Shelled Almonds, new, per lb., 40c

Shelled Walnuts, new, per lb., 45c

OUR CONFECTIONERY DEPARTMENT

Contains a beautiful assortment of high class box and bulk candy, crystallized fruits, Christmas bon-bons, and biscuits.

Fancy Iced Christmas Cakes — 1 lb.,

2 lb. and 3 lb. sizes; per lb., 50c

Almond Iced Slab Fruit Cake—Delicious quality, per lb. 40c

We have the Goods, the Sales People, the Sanitary Store and we want your Business

The W. H. Stone Co. 648-650 Main Street
Phone Garry 4640, 4641, 4642.
181 Bannerman Ave.
St. Johns 446.

First prize newspaper advertisement written by A. E. White, of the W. H. Stone Co., Winnipeg, Man. See accompanying article for its chief features.

Trade Winning Christmas Advertisements

Examples of Some Splendid Copy From Three Good Canadian Retail Grocery Ad. Writers—A Prize Winner In Competition—Essential Points To Watch In Writing A Business-Getting Advertisement.

A large part of the success of any Fall and Christmas selling campaign lies in letting the public know the goods in stock, the chief features about them and their price. This can be accomplished by few better and cheaper methods than advertising through the local paper. The cheaper does this method become, the more effectively the advertisements are written, and that is the point with which we have to deal in this article.

No one will dispute the power of a strong advertisement to make sales unless it be someone who has never given it a trial. A good advertisement, like a good window or a good personal talk, will create more business with old customers as well as new business from somebody else's customers.

Must Be Written and Set Well.

To make the advertisement effective and to have it set up attractively in the office of the newspaper, should be the aim of every retail advertiser. An effective advertisement is one that by its attractiveness gets attention; by its interesting character, it induces one to read it and lastly, and of greatest importance, by its convincing nature it compels action on the part of the reader to purchase.

A Prize Winning Ad.

Let us take a careful look at these illustrations. The advertisement of the W. H. Stone Co., of Winnipeg, Man., was the winner of The Canadian Grocer's Christmas Ad-writing contest of 1911. The original was 9 x 8½ inches in dimensions. It is attractive because of

its simplicity and therefore stands every chance of being looked at. Whether or not the introduction is as strong as it might be, is possibly a debateable question, but nevertheless it is out of the ordinary and would appeal to a great many people. Some critics may say it is getting away from business but be that as it may, the second paragraph is certainly a trade winner. See how it reads:—

"We have in stock to-day the brightest, cleanest, most dainty assortment of good things to eat that any one could desire, displayed in the most sanitary and attractive fashion. No old stock, no untidy corners. Everything just as you like it in your own home. As a climax, we will show you, too, that

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negatively suggests to those who have been buying at home that others have bought elsewhere for some reason or other.

Probably a statement reading: "Christmas shoppers at this store are not experimenting, they get best value for their money," would dispel such ideas as above expressed, assuming that the ideas existed.

Talks on Particular Goods.

Apart from this, the advertisement is a strong one, a striking feature being the talks about the various lines advertised. For instance, note what is said about sugar: "PURE CANE SUGAR—As well try to have Christmas without Santa Claus as without Pure Refined Cane Sugar, per pound, .07, etc." Again notice the bright information about currants: "CURRANTS — Perfectly Cleaned Currants, right ready for the cake, pudding or Mince Meat, packed where grown in one pound packages, per pound, 10c."

That is the sort of advertising that pays handsomely. It is an investment and not an expense. Forsyth, Jr., winds up all his copy by the strong assertion—"The man who makes good his ads."

Use Care With Introduction.

Another good Christmas advertisement submitted for The Grocer's 1911 competition was that of The Taylor store, Sudbury, Ont. The original of this was the full length of the newspaper page and two columns in width. "TIS CHRISTMAS TIME" is a fairly good heading for a seasonable advertisement. Probably one appealing more to business would have been stronger, such as: "The Choicest Christmas Goods" or "The Choicest Goods From Many Lands." This would possibly insure it being read by more people.

Beware of Too Long an Introduction.

It might also be contended by some ad. critics that the writer does not get down to his goods soon enough. Would the average person read the long introduction? Some will, of course, but after a dealer has convinced a woman that he has some fine, quality Christmas lines and that the goods will give her entire satisfaction, he should not delay talking up special articles, such as the Taylor store has done.

The introduction should invariably be a strong, brief, convincing statement that immediately gets the confidence of the reader. Once that has been secured efforts should be confined to talks on particular goods.

The Taylor advertisement is well laid out, and the printer has set it carefully. A feature is the bold type used for naming the goods and prices. The same favorable criticism is due this advertisement as the others in connection with giving interesting talks about individual lines.

On the whole, three splendid Christmas advertisements have been reproduced, and every dealer at all interested in advertising should give them his best attention.

Editorial Note. — Announcement of The Grocer's 1912 Christmas ad.-writing contest will be seen on another page of this issue.

Pushes Goods Recommended by His Wife

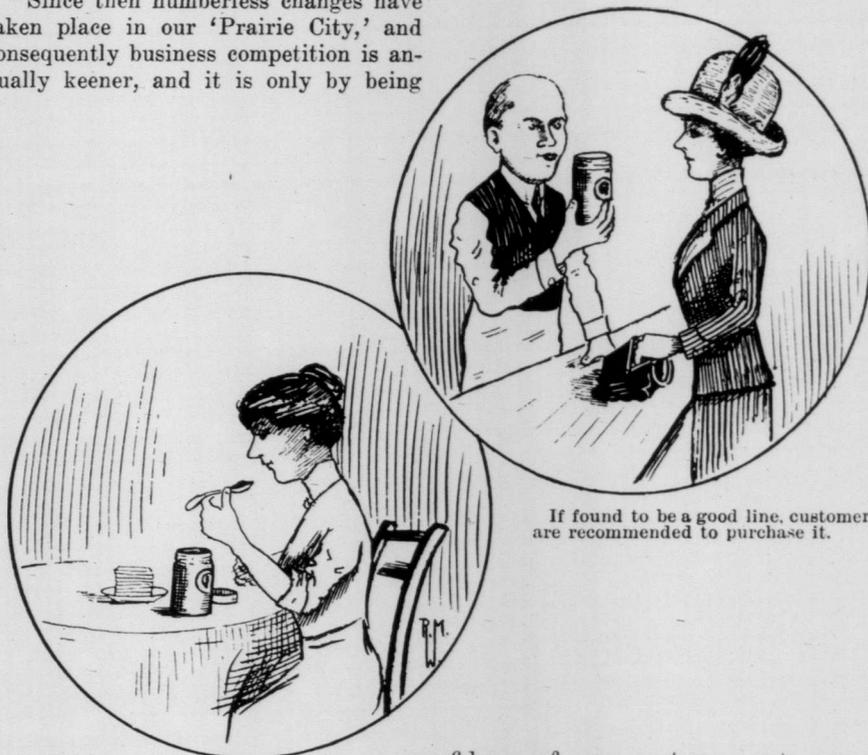
Attitude of Winnipeg Dealer When a Highly Advertised Line is Placed on Market—If She Stamps It With Her Approval He Stocks It; If Not He Doesn't Despite The Demand That May Be Created—Selling Poor Quality Get-Rich-Quick Goods Tabooed.

Any merchant twenty years in business in Winnipeg has seen considerable development in the Canadian West, and the passing through of a great many people.

"It was twenty years ago," stated S. Elliott & Co., Main Street, of that city, "that this business was founded.

"Since then numberless changes have taken place in our 'Prairie City,' and consequently business competition is annually keener, and it is only by being

allow them 'to get-rich-quick,' as once you introduce any inferior articles, and by a little push sell them at top price, on arriving home your customer is dissatisfied with her purchase and consequently doubts your next endeavor to sell her possibly a really good line. Once you lose the good will and con-



If found to be a good line, customers are recommended to purchase it.

The grocer's wife testing quality of a new line of goods.

up-to-date in all your methods, fixtures, etc., that you can possibly cope with extra demand.

"Fruit is the line to which we give special attention at this period of the year. A good window display, prominent price cards to invite the would-be purchaser indoors, silent salesmen attractively displaying seasonable goods, and a small, reasonable profit, combined with a quick turnover and fruit is then a really good line."

Mr. Elliott never recommends any article to a customer unless he is personally certain it is strictly O.K.

"Beginners should take note of this and avoid any lines which bid fair to

confidence of your customers you may as well close the store.

"Should any new line of goods," states Mr. Elliott, "appear on the market, and be widely advertised and boomed, we buy a small supply. The 'Old Lady' gives it a fair trial. Should it prove in every way satisfactory, then I can introduce that line to any customer, confident of it being all she desires. On the other hand, should the article fall short of its advertised qualifications, I don't handle it."

Mr. Elliott added that "The Canadian Grocer is greatly appreciated in the store, its numerous 'dos and don'ts' being the cause of many little interesting debates, and we are all eagerly looking forward to the arrival of your Fall Campaign Number."

Co-

Co-operated by mercantile towns in recent years, of course because of the expenses, for the system the cost can be lowered. satisfaction is

There has been in some towns that the manager has trouble or that the manager is not properly managed. operative delivery has no objection to there is not that all mercantile the system is that one separates merchants. Delivery and can be called a carrier to serve the intention that they may deliver. The and grocery stores. The grocery

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It has often been successful retailers moves to any other or a dealer hindered by remote from scattered patrons while trying to. As cost of doing business eat up profits.

to every rule a Taylor & Peacock remote part of south-western states their own view Peacock, in partnership strong in his. "Systematize matter how dis-

Customer

It happened that moved from his position to take up north of the city be mentioned, but the majority of it fool-hardy to

Co-operative Delivery System in Galt

Merchants Find it Operates More Cheaply Than Individual Deliveries—One Grocer Estimates That it Costs Him \$8 to Deliver \$200 Worth of Goods or Four Per Cent. on Half His Turnover—Is Conducted by a Separate Company.

Co-operative delivery has been adopted by merchants in several Canadian towns in recent years. The object has of course been the reduction of delivery expenses, for it is natural that under one system the cost of total operation should be lowered. The only other question is satisfaction to customers.

There has been the objection offered in some towns, but by no means in all, that the management entails considerable trouble or that it is not likely to be properly managed. In Galt, Ont., is a co-operative delivery and there seems to be no objection on this score. The delivery there is not co-operative in the sense that all merchants have combined, for the system is managed by one firm and that one separate altogether from the merchants. It is called the Merchants Delivery and is in reality what might be called a cartage business arranged to serve the interests of the merchants so that they may dispense with their own delivery. There are separate dry goods and grocery sections to the business.

The grocery section is patronized by

six grocers. There are set hours for delivery, namely, 9.00 a.m., 10.30 a.m., 3.00 p.m., and 5.00 p.m. On Saturday there are two extra deliveries at 7.00 and 9.00 o'clock in the evening so as to care for the week-end business.

That co-operative delivery means a reduction in cost from that where each merchant conducts his own, is indicated by the figures submitted by one grocer in Galt. The contracts are made yearly with each of the merchants and the amount is of course based on the amount of delivery which each firm requires. This can only be arrived at approximately as the amount may vary considerably during the year.

Costs One Dealer \$8.00 Weekly.

This particular merchant pays \$8.00 per week for delivery. Two years ago when he had a much smaller business and maintained his own delivery outfit, he figured that it cost him \$10.00 per week for delivering expenses. This would mean that in spite of the fact that he is selling more goods, the co-

operative delivery costs less. This dealer does a business of about \$400 a week, and over half of the goods, he estimates, are delivered. This would mean that it costs him \$8.00 to deliver somewhere over \$200 worth of goods.

"We have no complaint," he said recently, "from people wanting goods at other than the set hours for delivering. We have cards about the store showing the hours and people know when they order goods when they may expect to receive them. When we had our own delivery, customers expected us to accommodate them at all hours, but now they don't look for it."

Which is Better Plan?

Whether it is advisable that merchants or the separate company operate the system is a question. The company no doubt makes a profit which the merchants might save, but on the other hand they do not have to worry over complaints due to the delivery company's errors. They can put the complaints up to the company and see that they live up to their contract.

Grocer Who Seeks "Far From Home Trade"

Montreal Dealer Only Two Years in Business—No Previous Grocery Experience—Establishes Special Deliveries—Can Deliver to all Parts at a Profit—Yet Has Only One Rig to do the Whole Lot—No Cutter of Prices.

It has often been argued by many successful retailers, that once a customer moves to any distance from a locality, or a dealer himself seeks a stand decidedly remote from the homes of his most scattered patrons, it is scarcely worth while trying to retain former accounts. As cost of delivery would more than eat up profits. But there are exceptions to every rule and here is one.

Taylor & Peacock, doing business in a remote part of Point St. Charles, a south-western suburb of Montreal, have their own views on the subject, Mr. Peacock, in particular, being decidedly strong in his adherence to the policy—"Systematize and go after trade, no matter how distant."

Customer Makes Long Move.

It happened that one of his customers moved from his immediate seat of operation to take up residence in the very north of the city, the distance need not be mentioned, but suffice it to say that the majority of dealers would consider it fool-hardy to ever deliver a fairly

large order there, as the absence of the rig would naturally tend to delay other orders for nearer customers. In short, the less enterprising man would think "a bird in the hand better than two in the bush," and thus not cater to chance.

Not so Mr. Peacock. He soon conceived a plan for not only having the bird in hand, but also securing the two in the bush (perhaps he is more acquainted with the feathered tribe as his name would indicate), and that plan boiled down simply meant this—"the old customer will introduce me to other residents nearby and by catering to them satisfactorily will very soon build up an exceptionally strong 'special delivery' business."

Success in Spite of Competition.

And he did it. His keenness in supplying only the best quality goods at the right price, neatly packed, absolutely free from dust, dampness, etc., resulted in the opening of a number of valuable accounts, and remember there was no cut rate offered as an inducement. Not

at all. "No, I do not cut prices. If any customer tells me that she is getting any commodity at Mr. Blank's at such a price, well, I do not dispute the statement, but deliver at the same amount. Of course, if I find the other fellow cutting in order to confine my operations to my own locality, then I show him that two can play the same game, and he soon decides to follow a 'laissez faire' policy."

Good Chances for Salesmanship.

After meeting a number of families in the north and west ends, Peacock and Taylor were able to set separate days for delivery in each district and educated their outside clientele to have their requirements registered at store for shipment at a given hour, and very few hitches have been experienced. But, of course, this firm does not get the exclusive patronage of the large number of housewives, because there is always a need for something else prior to delivery of goods ordered. The nearest dealer usually gets the rush order, that

is to say he gets transient trade, instead of regular, which one might think was properly his.

Do Not Neglect Others.

"No, the mere fact that we have only one horse and that I deliver three days a week outside of Point St. Charles does not interfere at all with the attention others deserve. We are just as anxious to serve them well, too. And we do it." All orders for special outside deliveries are filled with the utmost despatch the day before shipment, and regular visitors, though always impressed with busy nature of store, are attended to eagerly.

"When any order calls for immediate attention, a special messenger is sent along and at the same time given another

parcel which, though not so urgent, will create a feeling of satisfaction by its early arrival at the home. So again, to return to the bird matter, 'two birds are killed with the one stone.'"

Little Previous Experience.

It might be mentioned here that Mr. Peacock up to two years ago, had no grocery experience, having been connected with one of Canada's largest shirt and collar manufacturers as shipper, but as soon as he was invited to take a share in the business by a relative who was retiring and was unwilling to have anyone outside of the family in control, he soon decided to forsake the goods for "exterior use only," and devote his entire attention to those for the "inner man." His investment has turned out right, too.

Efficiency in the Automobile Deliverer

Dealer Who Has Tested the Auto Recommends it on Condition That System be Used in Its Care—The Style Suggested Where Winters Are Cold and Snow Deep—Considerable Labor Eliminated.

By Henry Johnson Jr.

Ontario, Sept., 19 1912
Mr. Henry Johnson Jr.,

Care Canadian Grocer,

Sir:—I have been a constant reader of the Canadian Grocer for the last 25 years. I see in the last issue you give an article on auto delivery. Would you please give me the name of the firm you bought from and if you think they make as good a car for the work as there is.

Yours truly ———

This man sent a stamped envelope and reply was promptly forwarded giving name of concern from whom I bought first two machines and, after a years' trial, another one.

Work Under Definite System.

I cannot, however, be too emphatic in stating that you will derive no profit or satisfaction from any auto you may buy unless you operate under some definite system of daily care of the machine. I have told you what I have discovered in this connection and what I do now to avoid trouble in the operation of the cars. Such system must be mapped out and then the boys must be kept to it not one day, nor one week, nor one month; but each and every day. The daily work must be gone through with, just as laid out in the schedule—no more and no less.

Also, it does not do to imagine that anything can be done haphazard nor by fits and starts. Often the boys "feel just right" and are inclined to do a

great deal—especially on some fine, bright morning. That must not be allowed to happen. Nor must any neglect be permitted to creep in. Each day must have its allotted tasks—the machines must have their daily care just as a horse must have his daily feed and currying; and this must be done just as carefully and completely on a dull, depressing day as on any other day.

System, system, system; let that be your watchword. Then autos will work out with you. Otherwise neither an \$850 car nor a \$6,000 car will do you any good. Both can be reduced to junk about as readily and completely, though not quite irremediably, in a day as a horse can be foundered.

Help Must Have Brains.

A completely "fool-proof" machine has not yet been evolved, nor do we want one. No help that has no head is any use to any of us. But we want to have as few dangers hanging over us as possible; hence some of the points of my cars may be dwelt upon. These points appealed to me very strongly—nor have I been disappointed in them.

1. I do business in a cold climate. I did not want cars with liquid cooled engines, because I knew that my boys would allow the radiators to freeze no matter what I might do. The engines are air-cooled and experience proves that they keep cool enough in summer and that the radiation is as complete in winter that it is well, on severe days, not to allow the engine to stop very

frequently. Some days last winter the engines were started at 8 a.m. and not stopped until 6 p. m. That I felt was a severe test and yet the cars stood up under it.

2. I chose a high-wheeled type of car to get through snow and here again I got what I had looked for. The cars were not stalled because of snow drifts, though they were some high, if you recall.

How Trouble Arose.

Going back for a moment to the question of system. I want to say that, in putting on my latest car, I got a very good boy to run it; that is, he is conscientious, earnest, industrious and wants to make good. No work and no devotion to his tasks has proven too much to ask of him. But he had some trouble with the best car we had after he had run it only a little over a week. This was not for want of work nor desire to do right, but it was for want of observance of the schedule. Being new he did not appreciate the need for system invariably followed out; but after he had experienced a stalled car two or three times, he got next to the idea and since that time we have had no trouble.

Eliminated a Lot of Labor.

Again, going back in review of the work with the one who helped me plan the schedule, he enthusiastically endorsed me when I pointed out to him that there was now no Sunday work, nor night work, nor, in fact, half the hard care and labor that there had been when there was no system at all.

A big part of it must be head work; and the boss cannot dodge his share. But if that head work be given, autos, of the right type, are all right.

FOOD VALUE OF CHOCOLATE.

Chocolate is a good sustaining food, sweetmeat and stimulant, containing as it does from 27 to 60 per cent. of sugar, 20 to 45 per cent. of fat, 2 to 3 per cent. of mineral matter and about 0.75 per cent. of theobromine. A fair meal for an invalid may be made of a pint of milk and 4 ozs. of chocolate, which yield about 800 calories. Notwithstanding the disparaging things which have been said recently about chocolate, practical experience has decided the value of the well-made article. It contains all the elements necessary for a food; fat, carbohydrates, proteins and mineral salts, including a notable proportion of potassium phosphate. On account of its staying powers and nutritive properties it has been largely used in army manoeuvres and other cases where exceptional demands are made upon the muscular, nervous and mental energies, such as expedition to the Polar regions.

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Halifax Grocery Business 52 Years Old

Founded in 1860 and Advanced With the Times—Quality of Goods Sold and Cleanliness of Store Given First Attention—Orders are Filled From Stock Room—Many Modern Improvements.

The accompanying illustration is that of the interior of Dillon Bros. grocery store in Halifax, N. S. The name of Dillon has been before the public of Halifax for over half a century.

Patrick Dillon began the business on Sackville Street about 1860, in a large brick building, No. 75. About 1876 the

this establishment and continues to be so. D. C. Woods, the present owner, had been employed by Dillon Bros. since 1875 until about seven years ago, when he bought the business. The name being so well established, Mr. Woods still holds to the old firm of Dillon Bros. Mr. Woods, according to different traveling

shelves can be seen (as they appear in this photo) any day in the week in any week of the year. The clerks are not allowed to take any goods off these shelves except to replace them with fresh goods. There is a stock room just back of the store, and all orders are filled with goods from the stock room.

The store is heated with hot water radiators and is electric lighted. It has metal ceilings and marble top counters. All biscuits, crystallized fruits, prunes, apricots, etc., are under glass.

Cleanliness and quality are two mottoes strictly adhered to in this store.



Interior of Dillon Bros.' Store, Halifax, N.S. Marble topped provision counter with large meat slicer may be seen on the left. Note also attractive appearance of the ceiling.

business increased so that he purchased the building, No. 80, across the street, and the grocery business was removed there. In 1894 the property at No. 76 Sackville Street was purchased and used as a warehouse. These old buildings were not large enough to accommodate the constantly increasing business, and in 1896 the modern brick store and warehouses were built.

Quality has always been paramount in

salesmen, has one of the most up-to-date grocery stores in Eastern Canada.

In the photo can be seen a large bacon slicer, a modern addition for facility in handling the provision department. Also the latest improved computing scale and computing cheese cutting machine.

The Shelf Arrangement.

Mr. Woods has a novel plan in regard to shelf arrangement in his store. The

The firm maintain that customers appreciate a store which is clean and sanitary, and at the same time bright and attractive. Mr. Woods works to this end, and a glance at the illustration indicates that his energies are well expended.

Now that the Christmas trade will soon be looked forward to, special consideration will be given to the quality of the goods bought and offered for sale.

Far Northern Store With Modern Methods

Dealer Who Runs Store a Hundred and Fifty Miles North of Ottawa Has Window Displays That Excel Many in Large Cities—Some of His Ideas on Increasing Sales—Makes His Store and Surroundings so Attractive That Lumbermen Going Into the North Leave off Purchasing Till His Place of Business is Reached.

If there is any story which arouses one's admiration, it is that of the pioneer who enters the uncut forest, and in spite of trials and tribulations which beset his way, clears for himself a goodly acreage of land and establishes a home.

Of equal interest is the merchant who forges his way into an unsettled district in advance of the railway and other landmarks of civilization and there establishes a substantial business. This interest and admiration is even much greater when a merchant is found who not only has a good business but a particularly fine store and who maintains attractive window displays rivalling some of the best in the large towns.

Bright Store in the North.

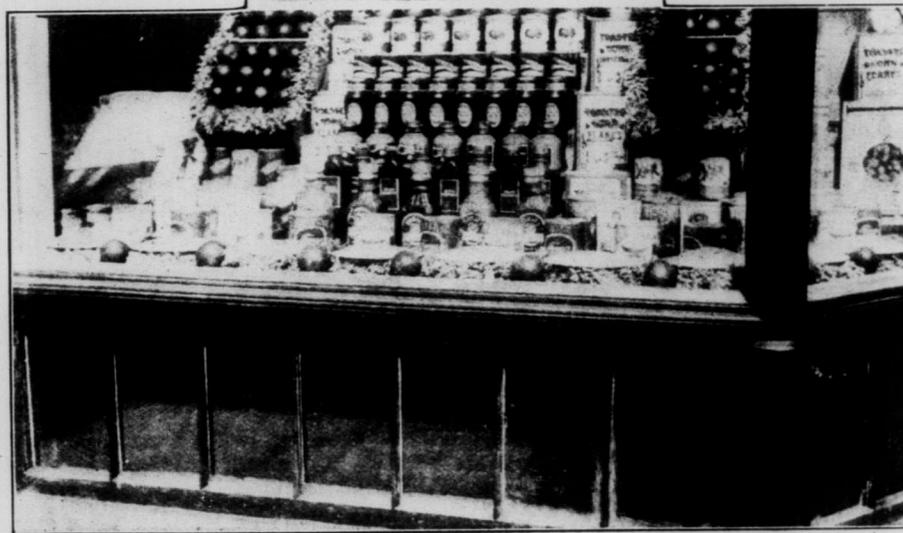
Such a case is rather infrequent and for this reason, the store and business of Thos. Marion & Co., of Rapids Des Joachings, Ont., is particularly interesting. Situated 150 miles north of Ottawa and 50 miles north of Pembroke, seven miles from the nearest railway station and being the store farthest north in the Demoine District, one would hardly look for an establishment of attractive appearance or window displays which are regularly looked after and which are exceedingly attractive.

This, however, Mr. Marion can pride himself on. He was truly a pioneer for he established himself at Rapids Des Joachings 14 years ago. Although that village can only boast of a population of about 300 people, the large district surrounding which this store has to

draw from, makes a big business possible.

Turnover Almost Doubled.

To the south, it is seven miles to the nearest village, Moore Lake. On the east and west he has ten and twelve miles respectively to draw customers,



Window displays in a general store 150 miles north of Ottawa and 7 miles from a railway station. These would do justice to many large city stores.

while extending northward into a vast timber district, he has a stretch of 65 miles for which he is the nearest supply house. His is a general store business and with this extensive territory, he has been able to increase a turnover which at first hardly reached the \$20,000 mark into one exceeding \$34,000 annually. He carries a stock averaging around \$15,000 and particular attention is given to the grocery end of the business.

It is a big lumbering district and the lumberman has generally a pretty healthy appetite so that the amount of food consumed in that district reaches large proportions.

One Sale Amounts to \$800.

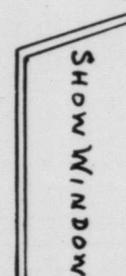
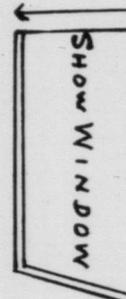
Quite often there are large purchases at one time for the man betaking himself into the woods does not figure on many excursions to town. For instance just a few days before Mr. Marion was interviewed by The Canadian Grocer, a sale of \$800 worth of goods was made to one customer.

A new store has been erected by the firm in the past year and it is certainly a creditable establishment for a village so far removed from the larger centres. It is a one-storey structure of cement 60 x 30 feet with two excellent show windows, an extensive cement cellar for storing of goods as well as a front cement platform. In its construction, the aim was to have a store with the departments most conveniently arranged, with a layout that would allow of the most advantageous display of goods, and

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Bright and light enough to prove attractive to customers and show goods up to the best advantage. This has been accomplished by having the store 18 feet high, and the installation of two large plate glass windows surmounted by a series of Dutch panes as well as two windows along each side of the store. These light the store well during the day while at night through a gaso-line system of lighting as much as 4,000 candle-power of illumination, if required, is available.

Careful Attention to Windows.

As stated before the store has two excellent show windows fitted with a closed-in back. However, the important feature in connection with these windows is the careful manner in which they are cared for and the good displays

put in which attracted no little attention. Among the lines shown were tubs, brushes, soaps, clothes pins, etc. The feature which attracted attention was a clothes line on which was hung miniature baby underwear.

Mr. Marion states that his windows create a good deal of business. Up in this remote district with really little competition, one might think that good displays were not required, as the merchant would get the business anyway. This is not the way Mr. Marion looks at it.

"There is always a chance to increase the sale of goods," he says. "If goods are properly displayed, people will buy more than they otherwise would."

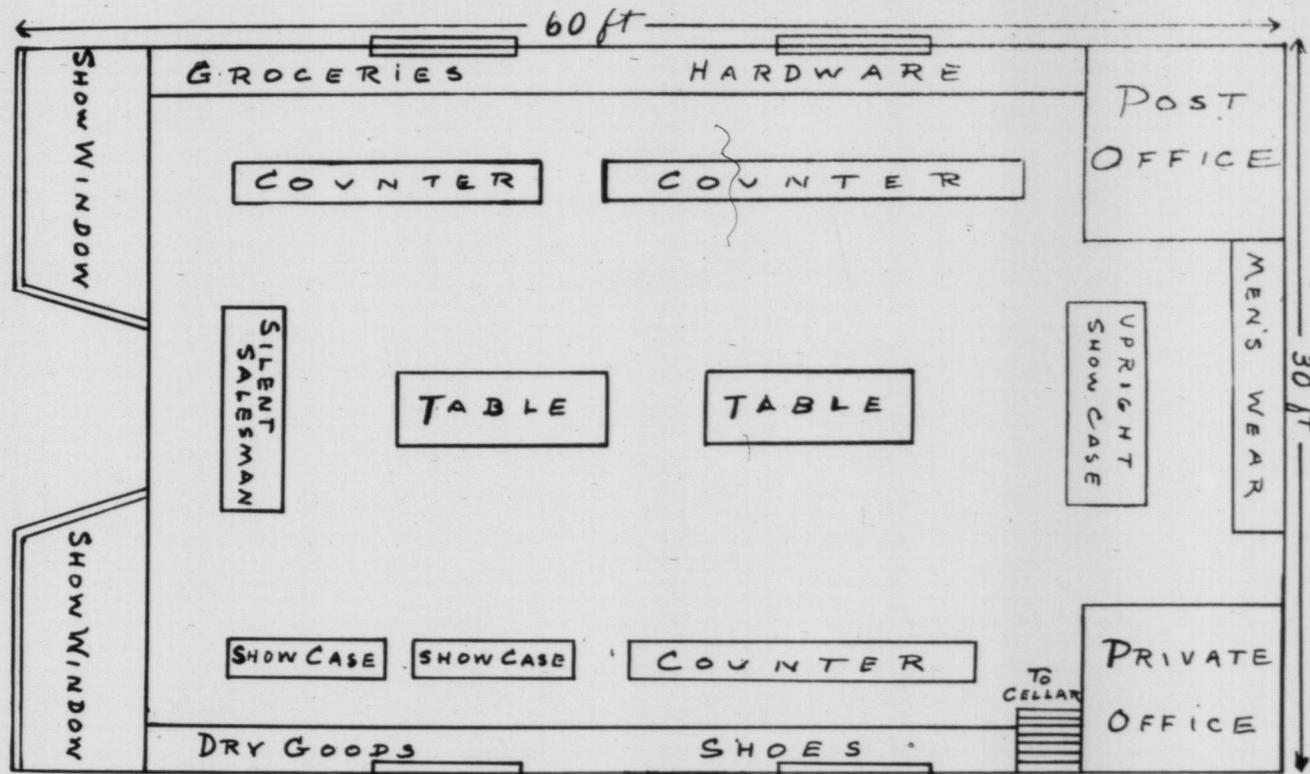
Makes Plans Ahead.

Mr. Marion takes pride in keeping

crockery which is at present stored in the cellar.

Two Thousand Pass in a Year.

There is a special reason for having a store of nice appearance. Mr. Marion figures that about 2,000 transients pass the store annually on their way northward to the lumbering district. Now, a bright store with good displays is most likely to impress people and induce purchases. Knowing of this attractive store where they can get anything they want, people going into the north country delay their purchases until they reach this, the purchasing point farthest north. If it were a dilapidated store of ill-kept appearance people would be inclined to think that they could not get what they wanted and would accordingly purchase their supplies farther south.



Plan of general store of Mr. Marion, showing how he has divided off the various departments.

which are arranged. One is devoted to groceries and a sample of the display is shown in the accompanying photographs. These are two views of the same display taken from different angles.

The floor of the window is covered with green. On the plates at the front are shown different varieties of cereals backed by a row of canned goods. Arranged on steps behind are pickles, jams, salmon, canned vegetables and catsup. The step display is flanked on each side by a case of oranges, nicely trimmed with greens while farther out are dried fruits. The window is arranged neatly and symmetrically and presents an attractive appearance.

A House Cleaning Display.

Not long ago, a "wash" window was

his windows looking attractive. In fact, he makes them a hobby and devotes much of his spare time to their arrangement. He arranges many of his grocery display fixtures himself. He figures out in his mind what he wants for a certain display. He then gets the saw and hammer and sets to work to construct it. He also gives a good deal of attention to interior display which combined with plenty of light in the store helps the sale of goods considerably.

A glance at the accompanying photograph indicates a double display window. This is not so yet, but soon. In the photograph one really looks into the cellar but Mr. Marion intends that this shall be arranged for the display of

Look's After the King's Mail.

Mr. Marion is postmaster and this naturally attracts a good many people to the store and good displays induce them to buy. The post office is situated at the rear of the store so that people have to pass through a line of tempting displays to get their mail. Another way of attracting customers is by cashing the time checks which the lumber companies issue to their employes.

Goods Hauled Seven Miles.

The nearest railway station to Rapids Des Joachings is Moore Lake, seven miles away and goods have to be hauled this distance. Mr. Marion goes to Pembroke once a month to do his banking and look after purchases of goods.

Important Uses of Cost Book in Buying

The Loose Leaf System Evolved by a Hamilton Grocer to Supply Him With Buying Knowledge When Travelers Call—Knows Time, Quantity, Invoice Price, Freight, From Whom Bought, Etc.—Keeps Him Closely in Touch With Goods and Prices—Has Also a Sales Book to Keep Track of Each Day's Sales.

No small part of the work of the proprietor or manager of the store is determining the selling price of every article placed on sale. The selling price must be one that will allow a fair profit clear of all costs in laying it down in the store. Otherwise the business will be one of short duration.

Before deciding on the sales price a natural piece of labor is the determination of that total cost, and just here is where a great many show neglect. There are too many, and particularly among new men in the trade, who consider the

that some system should be evolved which will show at a glance the total cost of any article placed on sale. Unless this is known as nearly as possible, losses are bound to occur.

Value of a Cost Book.

Herewith is submitted for consideration a system evolved by A. G. Bain, of A. G. Bain & Co., Hamilton, Ont., for determining cost. Mr. Bain has a Cost Book in which he places from day to day receipts of all goods. As the cut shows, he enters the date, number of cases (or quantity), name of article,

formation as to how the article is selling.

Uses Loose Leaf System.

The Cost Book is on the loose-leaf plan and was arranged by Mr. Bain himself on arriving at the conclusion that such information would be a great help. Being loose-leafed the book can be added to when occasion arises. The articles purchased are arranged in alphabetical order to further supplement its handiness. The clerical work in keeping the Cost Book up to date is attended to by the office staff.

Comparisons From Sales Book.

To further keep him in touch with the daily work of the store, Mr. Bain has also a Sales Book which shows the amount of business done each day. At any time of the year, therefore, he knows exactly the sales up to date and can compare them with the corresponding period of any year in the past as well as

COST BOOK

DATE	C/S	QUANTITY	ARTICLE	FROM	GROSS COST	DUTY	FREIGHT	NET COST	COST EACH	SELL EACH

Blank form, showing how A. G. Bain & Co., Hamilton, Ont., operate a cost book.

“cost” of an article the same as the invoice cost.” This is far from correct and leads many a merchant on to failure.

It must be distinctly understood that if an article is bought for \$1 and sold at \$1.20 the profit is not 20 cents nor 20 per cent. Onto that dollar must be added freight, its share of the general overhead operating expenses and interest on capital invested; and then sometimes before the money is received for it the dealer has to wait for weeks and months. In certain cases he doesn't receive his money at all.

Don't Neglect the Net Profit.

These facts indicate that every dealer should add considerable on to the invoice cost before reaching the selling price. Sufficient should be added to insure a fair profit after total cost is deducted from the sum received.

With these facts in view, the dealer should naturally know his cost. He stocks a great many different lines, too many to keep track of in his mind, so

from whom received, gross cost, duty (if any), freight, net cost, cost each, and selling price of each.

It is evident from a glance at this that there is a great deal of valuable information available at a moment's notice. For instance, supposing a coffee salesman comes along to sell A. G. Bain & Co. some coffee. A price is quoted and there is some talk as to profit derived if sold at a certain price. Mr. Bain or Mr. Price, his partner, picks up the Cost Book, sees when coffee was last purchased and from whom, knows the quantity, gross and net cost and therefore is in a much better position to talk intelligently.

The same applies to every other article in the store. There is no old invoice to look up and no time lost in dickering over former price or quantity. The company know exactly what was purchased and when, and by determining what is now on hand have valuable in-

formation as to how the article is selling. The value of having such knowledge at one's finger ends is evident. It keeps the firm closely in touch with the progress of the business, and plans can therefore be the better worked out towards increasing sales.

Business Blindness Disastrous.

Such books as these would be the makings of many a retail dealer who now is going blindly into buying and selling—and selling plenty of goods, too.

A merchant may have the idea that because sales are splendid, the business is going ahead rapidly, whereas the truth may be he is buying recklessly, paying too much for the goods, or not obtaining sufficient profit above total cost.

The only safe course to pursue is to KNOW where you are at. If such is the case, a dealer is not likely to buy carelessly and to sell goods at a profit—two exceedingly important features in the growth of any business.

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Preventing Complaints in Delivering

Forms That a Retail Dealer Has Devised to Advise Customers of Absence of Any Goods—Useful For Instance When Some Line Asked For Doesn't Happen to be in Stock—Delivery Complaints a Big Leak to the Business—Causes Loss of Confidence.

There is plenty of scope in the grocery store for a person with a little initiative. He can put many schemes and plans into use which assist materially in increasing trade or allowing the carrying on of business with the least labor and trouble. J. Milton Cork, a grocer who has just moved into a new store on College St., Toronto, has adopted several wrinkles of value that will

Driver will tell Customer there is
TO FOLLOW

When.....

Mr.....

Charged on other slip

11

Date.....

This is a Memorandum from your Grocer.

Fig. I. This is left with customer by driver when some article happens to be out of stock.

prove of interest and value to other merchants.

Reducing Complaints in Delivery.

His efforts have been along the lines of delivery with the idea of reducing the number of mistakes to a minimum and also to allow it to be conducted on a systematic basis. Delivery has proved the source of a great deal of trouble to many merchants. There are few who do not have some trouble, with frequent mistakes and accordingly complaints.

Mr. Cork realized that it is extremely detrimental to have any trouble with customers which may give them cause for complaint. To prevent mistakes in delivery he has adopted several ideas which assist considerably.

When Goods Are Not in Store.

In Figure I shown on this page is a copy of a "To follow" form which he has had printed in form similar in size to ordinary counter check book. Supposing an order has been left by a customer and is being sent out, but without a certain article which will not be in until next day. Now, the driver cannot remember to tell each such customer that certain articles will follow; and the customer, too, may be out. Mr. Cork figures that some system was necessary to alleviate trouble in such a case and he evolved the form as shown in Fig. I. This form is filled out and sent along with the regular sales-slip. The time when the additional lines are to follow are noted after the word "when." If these additional goods are not charged on the sales-slip, the word "Not" is written before line "charged on other slip."

This memorandum acquaints the customers with what goods are to follow and when. She is therefore apprised of the omission, if there is any, and will not think of going to another store to purchase the goods. A carbon copy of this slip is kept on file in the store and when the goods arrive they are sent out. If the word "not" is before the line "charged on other slip," it is of course necessary to send a bill out.

A Handy Reminder.

Figure No. 2 is the "wanted to complete order" form. There are frequently goods ordered which the store does not carry in stock. Even with an extensive stock, customers will occasionally order goods which have to be secured elsewhere. This form specifying the goods required is filled out and given to the driver who is expected to secure and deliver them. In case they are not delivered, the driver is requested to return the slip to order file with reason. Steps are then taken to secure the goods or if impossible, the customer is notified.

A "Bring Back" Slip.

Still another form used by the store in delivery is a "Bring Back" one. On this is listed any goods which are to be brought back from a customer's home. For instance, if a customer has received

black tea in mistake for green, the green is sent up and a slip given to the driver to "Bring back from Mrs. Lee, 1/2 lb. black tea in exchange." A note on the slip reads: "Driver will leave slip with goods returned on order counter." This is so they may be checked up.

During the summer a considerable business is done by every grocer in fruits. Now when a customer picks out a certain basket of fruit, she wants to get that basket. It cannot be left to the memory or discretion of the driver to pick out the right baskets of fruit while delivering. If written on the basket, it is most times indistinct, or if readable, it frequently takes a good deal of time to decipher. This store in order to avoid any trouble, puts a tag on each

7 WANTED
TO COMPLETE ORDER

If goods on slip are not delivered Driver will return slip to Order File with reason

Driver's Name.....

Date.....

Fig. II. Slip showing the goods necessary to complete the order.

basket as it is selected by customer. This is just an ordinary shipping tag on which is written customers name and address. Mr. Cork's name is on each tag, so that it is somewhat of a publicity advertisement.

Mistakes are prevented by this method, and it is the aim of every grocer to avoid mistakes. They cause complaints which are generally voiced to friends as well as to the merchant and this is extremely bad advertising for the store.



A somewhat new idea in the installation of store fronts. Display show case is placed in centre of doorway. This represents front of Kent & Brown Co.'s store, Moose Jaw, Sask.

Bright Store Front a Good Investment

Moose Jaw, Sask., Firm Have Something Out-of-the-Ordinary—A Show Case in Centre of Door-Way—Receding Windows Compel a Lengthy Attention to the Goods Shown—Light Windows Above the Awning.

"From the business viewpoint there does not appear to be anything but optimism in the local conditions if store front improvements count as evidence. Some other years may have seen a larger number of residences erected and more of a building boom but few years have seen such extensive overhauling and improvement of business premises. The list is a long one and reference has already been made to some of these improvements, but in general it may be said that local merchants are reaching the conclusion that the latest and most attractive is none too good for the town's rapid development."

The above extract from a Canadian newspaper contains an established truth. What follows tells of specific instances where certain merchants have improved the appearance of their store fronts; and where one finds many merchants in a town or city paying particular attention to that phase of the business, it is only natural to suppose those merchants are progressive. Not only that, but they are greatly assisting in the building up of a live town, because without live, progressive merchants the town is not going to be as progressive as it otherwise would.

Attracts Visitors Attention.

A visitor on going along the main street of a town is first struck by either

the presence or absence of bright looking store-fronts, and on this condition he forms his first opinions of the place. In the same way does a passer-by form an impression of a particular store from the appearance of the front, and very often the front means the gain of a new customer.

In many a Canadian town and city merchants vie with one another in store-front arrangement. This is a good sign and it is bound to reflect to the credit of the place.

Western Store With Modern Front.

Note the store-front shown herewith. It is that of The Kent & Brown Co.'s store, (grocery department) Moose Jaw, Sask. This is a front which is unique in so far as grocery stores are concerned and immediately attracts attention. Why? Because it is out-of-the-ordinary and at the same time inviting.

If the store front is an index to the interior and the goods carried, then anyone would say that here we have a grocery store that SELLS quality goods. The show case in the centre of the entrance is frequently used by dry goods and fur stores in the larger centres, but it has seldom been seen in the grocery store connection. From the fact that it shows the goods to the passer-by more prominently than the window proper probably would, it is something that could well be emulated by others.

An attractive display of goods with a neatly written show cards would undoubtedly create much new business. The Kent & Brown Co. certainly realize its value.

Windows Show Many Goods.

The long receding display windows are another feature of this front. Every time a buyer of groceries passes the store, her eye sees scarcely anything but groceries and therefore the dealer has a much better opportunity of making extra sales. If she enters she sees goods to right and left. Working on the well-founded principle that the more goods seen, the more there will be sold, such a store front is a valuable asset.

Light Enters Above Awning.

The lighting of the Kent & Brown store is given attention by the placing of the awning below the windows through which the store light passes. Here, again, is a feature that should be attended to in the installation of the front. These windows diffuse the light properly so that it is carried to all parts of the store.

Retail dealers are continually re-arranging their stores and refitting them to keep pace with the advancing times. While doing this the store-front must not be overlooked. Its value is what the dealer makes it and it might as well be a gilt-edged investment as not.

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"If we did confectionery line, we would be remarked on the grocery store in Quebec City,

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which can be The idea is so the customer t range quickly, opening boxes time.

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That Myriar trade puller & salesmen above ing the firm's You must di any other line maximum am samples in a the customer c lowing the ord box stock near This scheme lot of unnee

Selling More Biscuits and Confectionery

Quebec City Dealers Make Special Efforts to Increase Turn-Over and Find Profits Quite Satisfactory — Large Show Case From Floor to Wall Divided Into Diamond Shaped Sections Makes a Paying Silent Salesman.

"If we didn't believe in biscuits and confectionery as a fine profit producing line, we would not handle them," recently remarked one of the head salesmen in the grocery store of Myriand & Pouliot, Quebec City, P. Q.

The accompanying illustration will give an idea of the importance attached to these two lines by the firm in question, and the showcase for biscuits is somewhat unique. The top of the case slants up from the floor to the wall and is divided into diamond shapes by cross-running pieces of highly polished wood. The diamond shapes made by the intersection are inlaid with glass, through

saving time and eventually money. By having to carry one box to the counter and then another, and so on, to weigh on the assortment, and then having to replace the boxes on the shelves, the clerk must keep the customer waiting and deprive others of attention.

Biscuits and Confectionery Well Mated.

"Yes, when a customer calls for biscuits and you have her choosing from samples, you can always direct her attention to candies and in almost every instance get an order. You will see," he further remarked, "that we have the confectionery showcase and shelf close

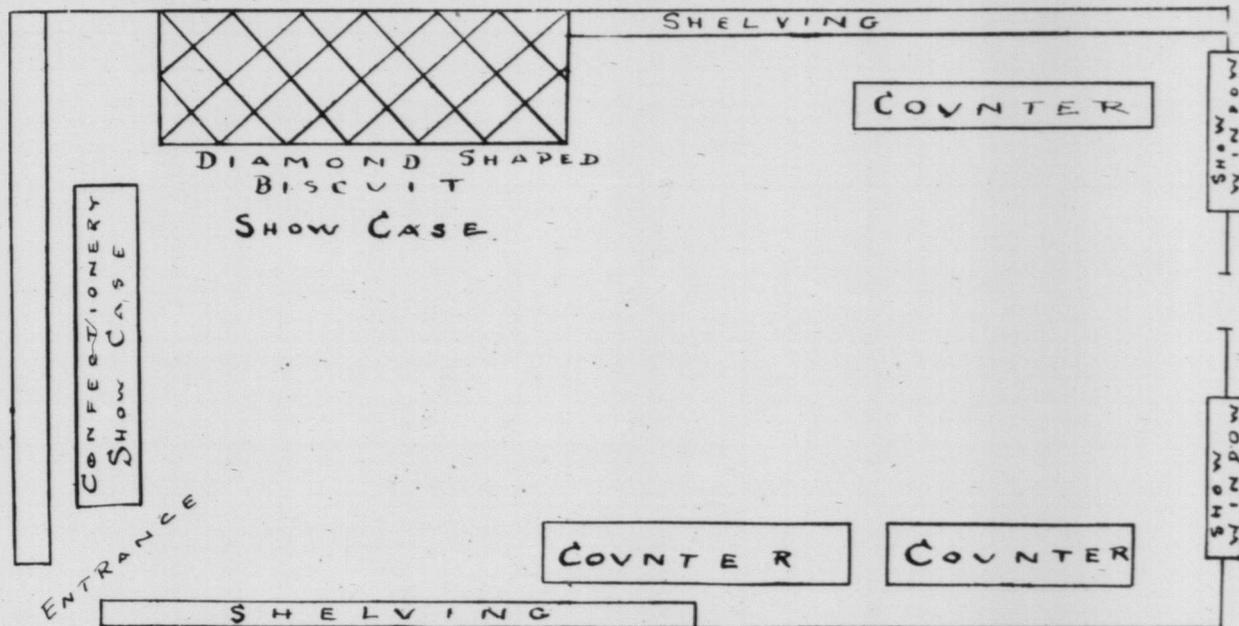
WHAT'S IN A NAME?

A Dealer With High Reputation for Selling Quality Goods Gets Better Prices.

Is it possible that one grocer can receive a higher price than another for goods that are identical?

This does not suppose the case of a proprietary article, the price of which is widely known. But consider fruits or vegetables or any of the other groceries for which there is no fixed price well known to all.

To this question one grocer replied in the affirmative and the writer feels that what is true of the one grocer is true of others throughout the Dominion who have a similar class of trade. The grocer referred to has what is known as a high class trade. His name stands for the best in groceries in his town. He



Plan of separate biscuit and confectionery department of a Quebec city store, that of Myriand & Pouliot. The entrance at the lower-left hand corner is from another part of the store. The biscuit show-case is a feature of the fixtures.

which can be seen all grades of biscuits. The idea is somewhat novel, and allows the customer to run her eye over a big range quickly, obviating the necessity of opening boxes and thus wasting valuable time.

Why This Method is Profitable.

That Myriand & Pouliot find this a trade puller goes without saying, the salesmen above mentioned best explaining the firm's views by the few words, "You must display biscuits as well as any other line if you are to sell the maximum amount, and by having samples in a showcase of this nature the customer can immediately choose, allowing the order to be filled from the box stock near the counter and scales."

This scheme, therefore, eliminates a lot of unnecessary movements, finally

by. The association of these lines, as I have said, itself almost causes a double purchase."

Sells Goods Above Demand.

That this salesman sells goods over and above the actual demand, goes without saying, as he has ideas, and knows how to handle a customer without being over-aggressive.

A small number of well-paid, well-trained efficient clerks can do more work at less cost than a great number of poorly paid, untrained, inefficient workers. The value of the article sold is increased by being sold by an efficient clerk. A wholesome, bright, smiling, courteous, contented clerk adds worth to even the poorest article.

knows it and he also knows that the guarantee that he gives his goods and the increment they receive from merely coming from his store, is worth something to that class of customer who looks for distinction in everything he or she buys. One grocer may have spent a whole lifetime in acquiring this standing, but it may have come to another in but a short time. It is nothing more than a "reputation." You cannot buy it, but you can acquire it by your manner of dealing with the public. And it is an invaluable asset. Customers will then refuse to believe reports of trade wrongs about you, until your failings become actual realities.

The very name is a seal and stamp of excellence. It is an actuality, there IS something in a name.



View of one of Carroll's recently fitted stores in Hamilton, Ont. Among the fixtures and equipment may be seen dust-proof bin fixtures, cash register, computing scales, refrigerator and metal ceiling.

Selling Xmas Goods Well in Advance

How Hamilton Dealer Aims to do Bulk of the Big Holiday Trade on Arrival of First Christmas Goods—Points Out Their Superior Quality and Advertises Them Strongly—Methods for Increasing Sales—A Well Appointed New Store—Ideas on Advertising in the Newspaper.

"Only those who can't afford to buy ahead leave off purchasing their Christmas baking materials until just before the holiday."

This statement by G. R. Carroll, a Hamilton, Ont. grocer, is one that should get the attention of dealers who have not been making it a point to go after the Christmas trade early. 'A bird in the hand is worth two in the bush,' and Christmas trade secured in November or around first of December is worth quite a bit more during Christmas week.

It is with this end in view that Mr. Carroll goes after the Christmas trade in raisins, currants, peels, spices, nuts, etc., just as soon as first shipments arrive. To get this he advertises and displays. Attention is called to the superior qualities of the first goods. That they are 'always the best' is strongly

emphasized by advertising and demonstration.

Early Buyers are Big Buyers.

These methods, claims Mr. Carroll, get a good deal of the cream of the holiday trade. "I educate the people principally through newspaper advertising, up to the fact Christmas goods they buy at our stores are of best quality procurable, that the first of the season are always best and I have the bulk of the goods for the Christmas baking sold before many begin to push them. Towards the end of the season only small lots go out as all the best trade has been worked."

This suggests to dealers the advisability of going out after their Christmas trade as early as possible. Frequently there is so much work to do the last week and last day that many customers

cannot be properly served, and inadequate service means loss of a certain amount of trade. Then, as Mr. Carroll states, if the wealthier class purchase early, the best part of the holiday sales are over long before Christmas. It must not be supposed, however, that people, whether wealthy or not, are going to purchase early always. It is only when they are induced to see the advantages that they do so.

Business Established in 1893.

A little bit of history about the Carroll business will prove interesting and beneficial. It will be just 20 years ago next fourth of July that the business was begun in Hamilton in a small store 18 ft. by 14 ft. To-day he has eight stores in that city.

A short time ago the eighth store was opened and in the first two days the

business done the first three days was better than in any other year.

Reasons

How did it come about? I may ask? I think the answer is in advertising. The neighbors of these four parts of the city, another of the roll's. Order various direct could not be. "Some place states Mr. Carroll was the. The business get and every thing of a new question was are you going to be opened' which be closer to

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One of the best of the roll string of York St., a corner with. This year several other date oak bins samples to refrigerator also of oak a fine piece of equipment in coffee mill, tv cash register. Miss Griffen Mr. Carroll young women received their trade is probably better it that the store neat and clean

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"When the store in the store roll. "they have learned customers, have on, and are the age a branch occurs. I try to see a day running smooth have the difficulty their own stand and attend to complaints. if

"One thing customers be doubt—the customer afterward show

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In the Carroll allowed to run then not will

business done was as large as that of the first three months when the business was begun originally.

Reasons for Branching Out.

How did he come to branch out, you may ask? It was this way. The first advertising was done with dodgers in the neighborhood of the store. Some of these found their way to different parts of the city, and friends told one another of the goods and prices at Carroll's. Orders then began to arrive from various directions, and the business could not be properly handled.

"Some planning had to be done," states Mr. Carroll, "and the only solution was the establishment of branches. The business was there for someone to get and every time the erection or opening of a new store was planned the question was frequently asked, 'when are you going to have your new store opened' which indicated that we should be closer to our customers.

A Recent Addition.

One of the latest additions to the Carroll string of stores is a bright one on York St., a cut of which is shown herewith. This was opened last May. Like several others, it is fitted with up-to-date oak bin fixtures which show up samples to splendid advantage. The refrigerator at the rear of the store is also of oak and is an exceedingly attractive piece of the store furniture. Other equipment includes an electrically driven coffee mill, two computing scales, and a cash register. This store is managed by Miss Griffen—in fact the majority of Mr. Carroll's branch managers are young women who have originally received their tuition in the main store. It is probably because a woman looks after it that the store as shown is kept so neat and clean.

Puts Responsibility on Others.

"When these young people have been in the store here," remarked Mr. Carroll, "they get my viewpoint. They have learned my method of treating customers, handling complaints and so on, and are therefore well fitted to manage a branch store when an opportunity occurs. I try to get around the stores once a day to see that everything is running smoothly. But my aim is to have the different managers look after their own stores as much as possible and attend to their own problems, and complaints, if there are any.

"One thing I always urge is that customers be given the benefit of a doubt—the customer, you know, is always right. By acknowledging that the customer is right you can often afterward show him where he is wrong."

A Cash Business Done.

In the Carroll stores no accounts are allowed to run over a day or two and then not without a satisfactory reason.

The business is, to all intents and purposes, strictly cash. On Saturday, for instance, if a parcel of goods is going out C.O.D. to a good customer and for some reason or other the money isn't just at hand, the driver leaves them with the understanding that on Monday morning he will call again.

"The only change that is ever made," remarked the proprietor, "is on the counter sales book. Stores doing as much as a \$600 a week business never have more than \$40 or \$50 to collect on Saturday night.

Everybody Treated Alike.

"Sometimes good trade will object to this cash system but we simply tell them as nicely as we can, that it is our system and we must treat everybody alike; of course some get sore, but they usually get over it and return again. Some time ago the chauffeur of a Hamilton man was going away on a trip and asked me to let his wife have the groceries she wanted and they would be paid for every two weeks when he received his cheque. I told him I couldn't do it; that not even his employer who was a wealthy man, could get such a privilege. The result was he didn't come back which goes to show that he wasn't very reliable.

"There is no reason in the world why a time limit cannot be placed on customers. When a limit is made all that is necessary is to stick to the system."

Records are kept of the sales made every day, week and month in all the branch stores. This permits of comparisons, which develop a friendly rivalry among the various managers, all of which helps along sales. It creates much new business for the various stores.

Does the Advertising Pay.

Mr. Carroll's advertising is done on a systematic basis. Every Thursday he inserts a two column ad., full newspaper length, in the three Hamilton papers. This is how he introduces new goods and sells more staple every-day lines.

Does this advertising pay? Here is what he says about it:

"The people are looking for the ads. all the time. For instance they appeared in last night's papers and the phone bells were ringing this morning before the store was opened. They are of the greatest possible assistance to us."

And ad. that will bring in early telephone calls must have something interesting in it. A glance at the accompanying reproduction demonstrates what that SOMETHING is. Mr. Carroll inserts selling talks that SELL. Note the talk on tomatoes, on pickling spice, vinegar, sugar, etc. This sort of advertising is bound to sell.

Put yourself in the place of a customer. Wouldn't such talks appeal to you?

TOMATOES
Per Basket 17c

300 baskets freshly picked firm ripe Tomatoes. Good enough to eat raw or stewed, good enough to pickle or to can, good enough to make chili sauce or tomato catsup, and they go while they last at just 17c per basket, 3 baskets for 50c, but we will not deliver them unless other groceries are ordered with them.

Yellow Onions Per Basket 32c

These Onions are good round stock, good size and well filled, large baskets, and this price is below what they were sold for in wholesale quantities on the market this week, but they go while they last at 32c per basket.

Potatoes and Sweet Potatoes

Smooth, clean, good size dry Cooking Potatoes. 300 baskets of them going at 25c per basket, and Fancy Jersey Sweet Potatoes going again this week at 3c per lb., 6 lbs. for 25c.

Cascade Salmon, 3 Tins 25c

This is a slaughter. They are the small tin, and the wholesale price has been \$1.10 per dozen, but they go Friday, Saturday and Monday at 9c per tin, 3 tins 25c, or 5c per dozen. This salmon is pink, not red, but we have sold hundreds of cases and never found one bad tin nor have we ever received a complaint as to quality. Pirato Salmon, pink, large tin, regular 2 for 25c, special Friday, Saturday and Monday, per tin 10c. Clover Leaf or Horseshoe salmon, small tin 15c each. Maple Leaf Salmon large tin 25c.

3 Tins Pork and Beans 25c

Old Church Baked Beans, with Tomato Sauce, family size tin and big value at 10c tin, but going at 3c tin, 3 tins for 25c, and we feel so sure that the quality will please you, that we offer to return your money if not satisfied. Carls Pork and Beans, per tin 5c and 15c. Heinz's Pork and Beans, per tin 10 and 15c.

Sugars Scarce

Sugars are so scarce to-day that we have had difficulty getting our orders filled, in fact they were only partly filled. This may or may not mean anything, but when you want sugar you want it, and the safest way is to keep just a little ahead. 100 lb. bag Best Granulated, \$1.10, 25 lb. bag, \$1.10, 10 lb. for \$1.00, 5 lbs. for 50c. Bright Yellow Sugar, 10 lb. \$1.00, 2 1/2 lbs. for 50c, 4 1/2 lbs. for 25c. Cut Leaf or Icing Sugar, 5 lbs. 25c.

Fruit Jars

Fruit Jars are going out more quickly than we expected, and as the real season is just opening it looks like a scarce item. This week we sell 8-ounce quart Jars, per dozen 25c. Perfect Seal, pint 25c dozen, quart 35c. Improved or Old Fashioned Crown Jars, pint 25c per dozen, quart 35c. Improved Crown, 4 gallon, per dozen 10c. Best White Jar Rubbers, per dozen 8c. Best Gray Jar Rubbers, per dozen 8c.

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| Miller's Irish Marmalade, stone jar 15c | Albion Corn Starch, 2 pgs 15c |
| Robertson's Scotch Marmalade, stone jar 15c | Regina's Corn Starch, 1/2 gal 10c |
| 2 1/2 lb tin Pure Marmalade 20c | Lime Juice, 50c, 25c, 10c and 5c |
| C.N.C. Raspberry Jam, per jar 20c | Lemonade Syrup, 50c, 25c and 10c |
| C.N.C. Strawberry Jam, per jar 20c | Granulated, 50c, 25c, 10c and 5c |
| 2 1/2 lb tin Jam 15c | Finest Lemons, per doz 25c |
| Walker's Scotch Syrup, tin 15c | Carroll's Pure Cocoa, tin 10c and 5c |
| 2 1/2 lb tin 15c | Carroll's Pure Chocolate, per doz 15c |
| Loke's English Syrup, tin 15c | McLaren's Chocolate, 1/2 lb 10c |
| Keen's Mustard, 1/2 lb tin 10c | McLaren's Maple Syrup, 1/2 gal 15c |
| Keen's Mustard, 1 lb tin 20c | McLaren's 100% Vanilla, 10c and 5c |
| Durham Mustard, 1/2 lb tin 10c | McLaren's Baking Powder, 10c tin |
| Durham Mustard, 1 lb tin 20c | Social Baking Powder, 10c tin |
| French Mustard, 1/2 lb tin 10c | Ocean Wave Baking Powder, 10c tin |
| Daddy's Sauce, 1/2 lb tin 10c | 40c tin |
| French Sauce, 1/2 lb tin 10c | Eggs Baking Powder, 10c tin |
| Don Yan Sauce, 1/2 lb tin 10c | Cream Tartar, 10c, 5c and 1c |
| Scott Taylor's Sauce, 1/2 lb tin 10c | |
| Robinson's Sauce, 1/2 lb tin 10c | |
| Holbrook's Sauce, 1/2 lb tin 10c | |
| 1 1/2 and Perrin's Sauce, 1/2 lb tin 10c | |

Pickling Spice, Special

Finest quality Whole Mixed Pickling Spice, in packages that we sell regularly at 5c, going Friday, Saturday and Monday at 4c, 3 for 10c. (For these packages to one customer.) Ground Mixed Pickling Spice, for catsup, sauces, etc., per lb. 15c. White Pepper, per lb. 40c. Black Pepper, per lb. 25c. Ground Cloves, Cinnamon, Allspice or Ginger, 2 ounces 2c. Whole Cloves, Allspice, Ginger, Pepper, Mustard Seed and Cayenne Seed, 2 ounces 2c. Chilli, 2 oz. 2c. Cayenne Pepper, 2 oz. 5c. Curry Powder, 2 oz. 5c. Celery Seed, per oz. 2 for 10c. Nutmegs, per oz. 3c. English Mustard, per lb. 25c.

Insure Your Pickles

This year more than ever before you will have to be particular about the Vinegar you use on your pickles, because on account of so much wet weather pickling vegetables are watery and spoil quick. Use the best Vinegar. Get it at Carroll's and be safe. XXX White Wine or Cider, per quart 5c, per gallon 25c. English Staff Vinegar, per quart 15c, per gallon 60c. English Malt Vinegar, in bottles, each 15, 10 and 5c.

Cheese, Lard, Butter, Eggs

Cheese, Lard and Butter are all on the up grade, but we are holding at the same prices for this week. Rich Rippe Pure June Cheese, 10 lb. 2 for 35c, 5 lb. for 20c. Imported Cream Cheese, per 1/2 gal. 15c. Best Pure Lard, per lb. 15c. Cheapest Fresh Creamery Butter, Shamrock and Carroll's Special, per lb. 22c. Eggs are coming better now and go at 20c per dozen for strictly fresh.

Rolled Oats and Wheat

Fresh from the mill, with all that crisp freshness of newly milled meal. Rolled Oats, 7 lbs. 25c. Rolled Wheat, 7 lbs. 25c. Germ Meal, 7 lbs. 25c. Cornmeal, 8 lbs. 25c. Shredded Wheat Flakes, 2 pgs 25c. 25c. Tascotta, 2 pgs 25c. Malta Vita, 3 pgs 25c. Kikkaido Corn Flakes, 3 pgs 25c.

Flour

If any other Blended Flour were milled in the same way and the same wheat used it would be as good flour as Old Homestead. It could not possibly be better, but no other blended flour is so good, because it has not the same proportion of hard winter wheat. It is not milled in that same careful, conscientious way. Therefore, buy Old Homestead and get the best. 1/2 bag, 70c; bag \$2.75. Silver Star Flour, for pastry purposes, 1/2 bag, 52c.

Carroll's Eight Stores

314 John street south
22 York street
Cor. James and Margary etc
Cor. Hunter and Glasgow etc
100 James street north
Cor. Murray and Patterson etc
Cor. Emerald and Wilson etc
Cor. Barton and Orange etc

Sample of the Carroll newspaper advertising. These ads. are run once a week in three Hamilton papers.

Demonstrations of Power of the Dealer to

A Believer in Continuous Advertising

A Limestone City Grocery Firm in Business Since 1871 That Have Always Advertised—Personal and Telephone Calls For Goods Advertised Demonstrate That Copy is Read—A Honey Announcement That Brought Good Returns—How New Christmas Goods Are Announced.

Grocers are frequently encountered in both the large and smaller cities who wonder if advertising in the local daily paper is really a profitable investment. In the absence of direct results which would prove beyond doubt that it pays, they sometimes remain rather unconvinced. It is true that the results of an advertisement are not always visible. The grocer has no means of telling just how much business results from the insertion of an advertisement or a series of them. The big question to decide is as to whether the advertisements are read, for if they are read and the copy used is of the proper kind, it stands to reason that it is a profitable investment. Of course there is the question of rates, which are by no means low in the cities, but as these should be based on the number of prospective customers who read the paper, the rates should make no great difference if the advertisements are read.

A Consistent Advertising Firm.

James Redden & Co., grocers, of Kingston, Ont., advertise in the local paper daily and believe it pays them. They have been established in the Limestone City since 1871, and have been persistent advertisers. As W. Hobart Dyde, who looks after this end of the business says: "We believe it pays or we wouldn't keep it up."

"We frequently have cases that prove to us that the advertisements are really read. Quite often we will have a customer telephone or come to the store for some article that she has seen advertised.

Honey Advertisement Brought Results.

That advertisements are read and that it pays is shown by an instance last spring. Honey at the time was not very plentiful with most grocers, and we had still a considerable quantity on hand, we felt it would be a good time to let the people know we had it. We advertised it in our regular space, quoting prices on the different sizes tins and the run we had on it was simply surprising. It brought home the value of advertising quite forcibly."

Displays Back up Announcements.

Mr. Dyde believes in combining the efforts of the different sales departments on the one line at the one time. In keeping with this idea, he tries as far as possible to have their advertisement and display featuring the same line at once and has them always seasonable.

For instance with the advent of the pickling season, a window was devoted to spices and at the same time they were featured in the local paper. Even if they can't devote a window to the line advertised, they have a display in some prominent part of the store. People get interested through the advertisement and

Blank's High Grade Preserves.

Are guaranteed by \$1,000—not to contain any preservatives of any kind nor any substitute for pure Sugar or Fruit.

	Per Jar.
Preserved Figs	45c.
Spiced Figs	45c.
White Cherries	45c.
Red Cherries	45c.
Orangeate	30c.
Grape Fruitate	45c.
Red Currant Jelly	25c.
Guava Jelly	25c.

Also Blank's Stuffed Prunes, a most delicious confection.

Jas. Redden & Co.

Importers of Fine Groceries.

Sample of the Redden newspaper advertising, showing good use of a small space.

have it again brought to their attention when they enter the store.

Give Public the Prices.

"We believe in quoting prices in most cases," says Mr. Dyde. "I think that sales result when prices are known when they otherwise would not. There are exceptions, however, as when we have some special article where quality of the goods themselves, and not price, is the chief consideration. Then again, as in case of spices, there are so many differ-

ent lines at different prices that space is not available for the quoting of prices. However, wherever practical, I believe in letting the people know the price. Eventually they must be told.

How New Goods are Sold.

Redden & Co. take advantage of new goods coming in to get people interested through their advertisement. As the public are interested in the first robin of spring or the first strawberry of the season, so are they in new season's goods of any kind. Now that the fall is coming on, as each new line of dried fruit or nuts arrive, space will be devoted to them in the paper. The fact that the new crop goods are in is always a valuable selling argument. In the same way when a shipment of some important line is received, newspaper space is used to announce it to the public.

Advices Regular Advertising.

"The space we use in the local paper is not large," says Mr. Dyde, "but we keep at it constantly. We believe that the steady advertiser, even in a limited space brings better results than the same amount of money used for larger space at intervals. It is the advertisement kept constantly before the public and changed frequently so as to be interesting that is the best. Of course on special occasions such as Christmas our space is increased.

"We look after the preparation of our own copy. We study local conditions and select the goods and the language which we consider best suited to our customers, and to arouse their interest in the goods. My idea in writing an advertisement is to open with a description that will work up interest in the goods and then to quote a price."

REAL PHILOSOPHY.

Count that day lost whose slow descending sun, finds prices shot to pieces and business done for fun.

Trade is sensitive. It goes only where it is invited and stays only where it is well treated.

Selling standard merchandise below cost—and cost includes the full expense of doing business—is almost as idiotic as selling gold dollars for ninety cents.

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Dealer to Sell Goods He Decides to Push

Window Sells Twenty Cases of a Cereal

Good Example of How Jas. Redden & Co., Kingston, Create New Business for Goods They Get Behind — Emphasizes Power of the Dealer to Make Sales of His Own Accord—Housecleaning Display That Sold Well—Description of Last Year's Christmas Window.

There has been much said in recent years relative to the value of window display as a means of increasing the sale of goods in the grocery store. The proof of the pudding is in the eating. The way to gauge the value of a window is to put in an attractive display and carefully watch results. Many merchants who have done so declare themselves strongly as to the value of a well dressed window. At times one comes across an outstanding case that proves their selling value beyond a doubt.

Such a case is that which Jas. Redden & Co., grocers, Kingston, Ont., had recently. They believe strongly in the value of the window as a selling agent. They have had the fact plainly demonstrated on many occasions. It is not an unusual thing at all to have direct sales from a window display. They are situated on one of the principal business streets of Kingston, the number of people who pass their store daily is quite large and for this reason a good deal of attention is given to window trimming.

Many sales made by the window probably are not traceable directly to it. About the only evidence of its value is in the increased sale of articles shown in it. A case showing the big value of the window and particularly of a window well trimmed is reported from the Redden store.

The display was of a certain brand of package cereal, which the firm had not handled for some time. The arrangement of the window was something out of the ordinary and attracted a good deal of attention from the passing public. A good deal of time and care was taken in its arrangement but that it paid is shown in the sale of the article. Twenty cases were sold in about three weeks.

This is an example of the selling power of a well trimmed window which proves beyond any doubt that it pays to give attention to the window. The sale of the twenty cases was the direct result of the window display as this brand had not been handled by this store for some time.

Another display which brought good business was one of housecleaning ne-

cessities which was arranged in the spring. A platform was erected making a double display window for the occasion. On the top floor soap was shown while on the lower one different varieties of cleansers, brooms, brushes, etc., were symmetrically arranged. The display was such as to create interest and incidentally a good sale for the goods shown.

Attended To by Salesman.

Jas. Cornelius, one of the salesmen in the Redden store, looks after the windows. He is strong in the praise of the window as a means of selling goods. "It takes time," he said to The Grocer, "to arrange a display that will arouse extra interest, but even a display on which little time is taken but which will sell considerable goods may be arranged. The main thing is to always make them seasonable. In the arrangement it is important to get the display evenly balanced and symmetrical."

Mr. Cornelius realizes that the grocery store is a busy place and sufficient time is not always available to dress a window as often or as well as the trimmer would like. He tries to change each window at least once a week. It is necessary to do some planning ahead and in the case of a special window, it is sometimes found necessary to return at night to do the work.

Window For Christmas Goods.

Some night work was put in on the Christmas windows last year, but the good displays resulting made up for the extra time given. The windows were very favorably commented on by those who saw them. In one window was shown fancy box chocolates, Christmas stockings and a goodly variety of cossacks in their varied colors. The floor was built up in the form of steps and covered with white, red and green paper. The background was constructed of crepe paper of the same colors strung from the ceiling.

Santa Claus as an Aviator.

The other was an outstanding one that caught the eye of the passerby. It represented Santa Claus delivering groceries from house to house. At the rear was a doll's house. A path ran

down from the entrance and on both sides were green paper cuttings to represent a lawn. Up above was Santa Claus in an aeroplane loaded with goods. This was suspended in the window by a wire. The sides were built in shelves covered with green paper and fancy groceries were displayed here. Among the lines shown were bottled and glass dainties, olives, tea and biscuits in fancy packages, figs, table raisins, etc. The background was built up similar to the other window. The display was certainly an attractive one. It created unusual interest and demonstrates conclusively the bearing the window has on the selling of Christmas goods.

A LESSON NOT FORGOTTEN.

The first day a naive young man clerked in a general store, he was asked by a customer for something the store did not have. The clerk politely informed the customer and expressed his sorrow at not having the article.

When the customer was gone, the proprietor, who had been watching the new clerk, demanded of him, "Why did you not offer the customer something else?"

"I did not think of that," replied the clerk.

"You must always do that," insisted the boss. "If you have not what a customer wants, offer him something we have—something as near like what he asked for as you can."

At this moment another customer entered, and the clerk stepped forward and greeted him with, "What can I do for you?"

"I want a cheese," said the man.

The clerk looked perplexed, and then his face brightened and he said, "We have no cheese to-day, but we have some grindstones."

"Let me see them," requested the customer, and looking them over with care, he added, "I am glad you called my attention to these stones. I will take that one, the one over there, the largest one of the bunch."

The local newspaper affords one means of entering every probable customer's home.

Appearances are deceptive. Many a weak-looking woman has all the bill collectors and grocers scared to death.



View of A. Hagmeier's store, Hespeler, Ont., which is just as bright at rear and centre as in the front. Metal ceiling and modern dust-proof bin fixtures aid materially in making it attractive.

Getting Full Value From the Sun's Rays

How Hespeler, Ont., Dealer Brings in Plenty of Light—Helps Sell the Goods, He Claims—Methods Used to Increase Business—Has Installed Display Fixtures and Several Other Equipments—A Counter for Provisions.

The value of plenty of light and of bright, wholesome and attractive surroundings is becoming universally recognized. In school and in office this is found to be a necessity. In the grocery store, the same conditions are just as much a necessity and there is no denying that such conditions are of value in many ways. Not only from the standpoint of the health of the employes, but also from the fact that a bright store attracts customers and begets business.

A. Hagmeier, of Hespeler, Ont., had this in view when he erected his present store. He wanted a store that was roomy, bright and with plenty of light that would allow of display of goods to the best advantage. This he has achieved for the result is a store that would do credit to a much larger town.

Both Groceries and Chinaware.

The store which is 35x100 feet is commodious and allows of excellent display

without crowding. One side is taken up exclusively with groceries while the other is devoted to chinaware. The ideal has been achieved in the matter of light and brightness. As said before it was constructed with this in view. The ceiling is particularly high. There are two large show windows in front. The top of the awning does not extend up to the top of the windows so that even when it is down plenty of light comes in through the glazed glass above.

Along the side there are a number of windows while nearly as much light is admitted at the back as the front, through three large capacious windows. The photograph shows how well lighted the store is.

So much for light. Now in order that it may show up to the best advantage, the walls are white while there is also a metallic ceiling which adds to the brightness and general appearance of the store.

Mr. Hagmeier believes that it pays to have an attractive and bright store. "A grocer in a dingy musty store," he says, "doesn't realize its condition or how unattractive it must be to customers until he goes into a bright and airy one. It is then that the truth dawns upon him. Besides, the added appearance which plenty of light gives, it also shows goods up to better advantage. Goods well displayed induce sales."

Places Much Value in Equipment.

It is for this reason that Mr. Hagmeier strongly believes in the value of bin fixtures, silent salesmen and a well trimmed window. In fact, he says he seldom puts in a window display that he does not see purchases resulting from it.

That Mr. Hagmeier believes that it pays to have display fixtures that will show goods up in such a manner as to induce purchases is shown by the photograph. On the grocery side at the front is a silent salesman and a show case for the display of confectionery. Then comes a counter fitted with glass bins for showing goods and flanked by larger display bin fixtures. At the front in the centre is a stand which in summer is used for summer drinks.

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Special Counter for Provisions.

The provision department is also in the centre, there being a slicing counter, a display case for meats, and a table for cheese. There are also display cases for bread and biscuits as well as for bulk pickles. In the farthest corner will be seen a hoist for bringing goods up from the basement.

Many Handy Helpers.

Among the other equipment in the store is a cash carrier, account register, meat slicer, two cheese cutters, computing scales and coffee mill. The office is

on the landing of the stairway leading to the flat above, thus commanding a view of the whole store.

The chinaware and crockery department is an extensive one and is arranged so that goods are shown up to good advantage. Mr. Hagmeier is rather doubtful as to whether it really pays a large enough profit as too large a stock has to be carried for the sales that are made in that size of a town. Still it attracts other business and for this reason is maintained.

and if I like it I'll order more," was the response. The dealer was confident and went on: "All right madam, when you taste it you'll want more." Moral: When a customer is purchasing any particular commodity, try to sell her something which can be eaten with it.

The Never Say Die "Idea."

"The customer likes to have you know of anything of importance which happens in the household, and very often this keeping in touch, so to speak, has resulted wonders for me," remarked a dealer who one would imagine had as much trade as he wants. He has a good stand, on one of the leading Montreal thoroughfares. He happened to hear that one of his customers had become a happy mother and often spoke to the husband about certain preparations he was handling for infants use. The wife happens, after regaining her health, to telephone the store, and the proprietor started off the selling talk again about this particular preparation and he got an order which will mean repeats. This persistency on the part of an old dealer who has made some money out of his business, simply goes to show that the seeds have been sown in him during his apprenticeship and cultivated through the following years.

When one invests money he does not intend it to remain idle and earn nothing; so when he enters into any line of business he has made up his mind, at least should have, that he is simply going to secure a big dividend on the money. By following the proper line of salesmanship that dividend should be a good one, but on the other hand if he simply takes orders over the counter, never suggests, or never tries to swell the daily receipts, then he might as well hold on to the money. The dividend cannot be much bigger than he will receive annually in interest from the bank.

HAVE YOU A VACANT LOT?

Have you a vacant lot? B. S. Hooley, a grocer of Trenton, Ont., has one. It is on the main street. You pass it on the way from the station to the centre of the town. Now a vacant lot lying idle is not a very profitable holding. Mr. Hooley decided to make his pay the taxes at any rate.

The lot now is not altogether vacant. Across it stretches a long signboard. In the centre you will read "Don't forget, if it's from Hooley, it's good—next door to post-office." On either side of this is the advertisement of a grocery line handled in the Hooley store.

Mr. Hooley erected the signboard. He has his own ad. in the centre. He rents the space on either side to manufacturers who may wish to advertise their goods to Trenton citizens.

Where Salesmen and Order Takers Differ

Instances Where Salesmanship Brought in Extra Business and Where Indifference Lost Business—Selling Goods Beyond Actual Demand—Adding on Associated Lines.

"I pay my clerks well so that they work for me, have an interest in things and do not convince themselves that after they have done a certain amount they are entitled to loaf, having in their opinion earned the day's pay."

Such were the recent remarks of Nap. Chartrand, St. Antoine St., Montreal, who has ideas of salesmanship worth repeating.

There is quite a lot of sense in having the clerks kept busy. Real good clerks know that it is to their own interest if they reach a certain standard of efficiency. No good clerk will, of course, think for one moment that his energies should be determined by the amount of money he draws weekly, because right here is the very root of the "let-profits-slip-past" evil, and here is a pretty good example showing the ways of different types of clerks.

This Man Didn't Care.

"Good morning," said a woman entering a fairly well-to-do store in Montreal recently, no doubt expecting a similar greeting from the clerk; but he evidently places a high value on his breath and did not respond. "I want some pickles, medium price you know. What have you got?" continues the woman. Instead of taking down a few bottles from the pickle-shelf which was by no means within easy reach, the clerk, lazy to a degree, pointed to the shelf and rhymed off the names of the manufacturers. "What price for those large bottles?" further inquired the customer. "Oh, the prices differ," was the reply. That was too much for the customer, so she left.

A Salesman This Time.

Entering the next store where she had not been often before, she received quite a warm welcome, and on mentioning pickles, in a moment the clerk had three

or four different brands beside her. She had not to strain her eyes looking at them on a high shelf. "Yes, madam, this is a rather cheap line, but I can recommend it as to quality. The manufacturers have a good name. Mrs. Blank up the street near you buys nothing else. But for a few more cents I can give you something better. Just look at the variety of these." "Well, I'll take your word, I'll have that bottle," consented the customer.

Introducing Other Lines.

"Pardon me asking madam, but is your husband fond of pickles?" He was.

"At that rate," continued the clerk, "you will please him by having a nice sauce in the house too. Let me show you a few lines." Before she could say "no" he was getting two or three different brands for her and to cut a long story short she brought home a bottle of imported sauce also. This clerk now is getting most of her trade.

See That They Get More.

"When a woman is purchasing some tea, I always endeavor to sell her a quantity of coffee also," says another Montrealer, "and it is just surprising how much extra business I secure by suggesting other lines in keeping with those she asks for."

Not long ago a customer asked the dealer for a pound of crackers to be sent up immediately, and before he could get speaking to her she was gone. He soon concluded that she was expecting a visitor or visitors, and calling up the house later he got her on the phone. The conversation ran something like this: "Mrs. —, it has just struck me that you would find some nice cheese worth while with those biscuits. My driver is just leaving. You know how nice cheese is with crackers. "All right, send me half a pound,

Fixtures and Plan of a Fine New Store

Equipment of a Greater Variety Than is Usually Found—To Permit of Better Facilities in Warehouse a Gallery Was Erected—Side Passage for Bringing in Heavy Goods and Delivering Parcels.

Carefully note this list of fixtures, store equipment and accessories:—

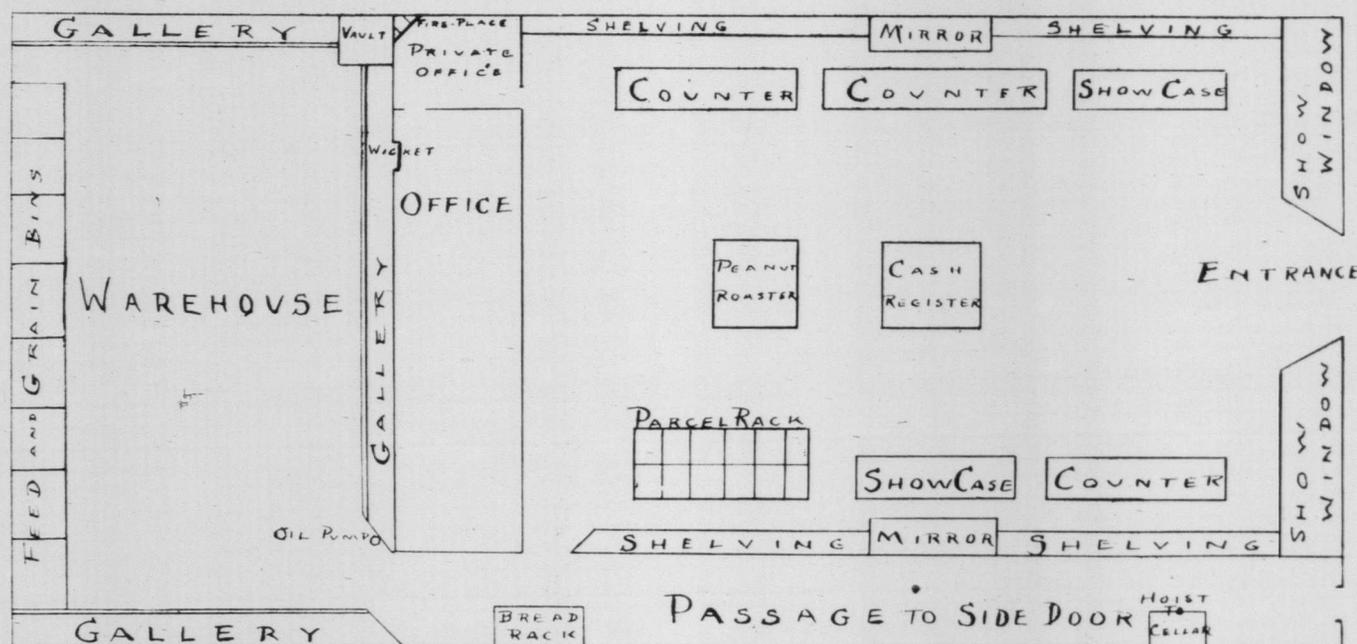
Dust-proof bin fixtures,
Show Windows with Tile Floor,
Cash Register,
Coffee Grinder,
Cheese Cutter,
Silent Salesmen,
Peanut Roaster,
Parcel Rack,
Wall Mirrors,
Phone Cabinet,
Refrigerator,
Self Measuring Oil Tank,

Not only have they many modern improvements in the store proper, but the warehouse is a model of order, neatness and arrangement. The same careful attention was given to the cellar where canned goods, etc., are stored, in the planning of the new store.

The first thing that strikes one on entering the Vick store is the appearance presented by the bin fixtures and shelf arrangement. These create sales because of the manner in which they show so many varieties of goods. The large cash register stands in the centre of the floor

ing parcels. These are placed in their respective apartments, the delivery man coming in the side door and along the passage for them, as shown in the accompanying plan.

Geo. Vick & Sons bake their own bread in a bakeshop at the rear of the store and have a large sale for it, shipping it out of town in their own crates. A large Bread Rack stands in the passage-way and this is kept filled by the bakers. In the illustration will be noticed a wicket from the warehouse into the office. This is where the bread men look after their



Plan of a recently fitted grocery store with many modern fixtures and equipment. Goods come in and are delivered from a side door. A gallery in the warehouse is a feature.

Private Gas Lighting System,
Bread Rack,
Hoist to Cellar,
Metal Ceiling,
Fire Place,
Vault,
Hot Water Heating.

One might imagine from reading the list that it included the stock of some large wholesale firm who had equipment to sell the retail trade. But that is not the case. It is the equipment of a retail grocery firm in Orillia, Ont.—That of Geo. Vick & Sons.

Plans Were Well Laid.

There are probably few retailers in Canada who can boast of such an array of selling aids and accessories in any one store. It is not very long ago since Geo. Vick & Sons refitted their new store and the result certainly is most attractive.

and in addition to its usefulness is an attractive piece of furniture.

Money in Peanut Roaster.

Few Canadian grocers can boast of a peanut roaster, yet Geo. Vick & Sons have had one for some time. During the day it stands in the centre of the floor to the rear of the cash register and at night is placed in the doorway.

"It certainly sells a lot of peanuts," remarked Herbert Vick in referring to it. Particularly is this the case on a Saturday night and as there is good margin in peanuts, profits are appreciable, and at the same time it attracts buyers for other goods.

Use of the Parcel Rack.

The Parcel Rack is another rare fixture seen in a grocery store. This rack is only a couple of feet off the ground with open apartments on top for out-go-

tickets, as the ticket method is used to keep everything straight between bakery and main office.

Gallery in Warehouse.

Coming to the warehouse one's attention immediately is attracted by the gallery. This is constructed several feet from the floor and is used for storing stock such as flour, rolled oats, etc., which are always off the floor and therefore kept entirely clean. There is a system of movable bins along the rear wall for grains, feed, etc., with tickets above each showing what each contains. These bins are movable so that rats and mice cannot carry on their depredations without being reached.

A self-measuring oil pump is another feature of the equipment. The oil is stored in a tank, holding 5 barrels, in the rear corner of the cellar so that there is

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no dirt whatever in the warehouse arising from it. This, Mr. Vick claims, is a valuable equipment in view of its correctness in measuring and the time it saves.

Private Lighting Plant.

Vick & Sons have their own gas lighting system. This they claim, supplies plenty of light for the store at a small cost. The store has electric lights also but these are only used when the gas happens to run out.

The office is at the end of the main store with a comfortable private office to the right. When the air is a little chilly the fireplace in the corner is utilized to good advantage and adds an extra cheerful appearance.

A wash basin in the store is another handy piece of equipment. It is accessible to all the employes, and creates the impression of cleanliness among customers.

On the whole, here is a well equipped store that presents a number of ideas worth while considering.



DISPLAY IDEAS FOR FRUITS.

There are many little display ideas which can be fixed up around the store by the merchant without a great deal of time or trouble, but which will assist materially in the sale of goods.

W. M. Bosworth, a Newmarket Ont., grocer, has fitted out display boxes for lemons and oranges. An ordinary box about a foot square is used for the purpose. The front is fitted with glass and in such a manner that it will slide up and down, acting as a door. Oranges and lemons are placed inside and besides showing the goods up to good advantage, protects them from the air so that they are not dried up so quickly, the appearance being thus maintained.

The same kind of boxes are used for dried fruits such as prunes showing them up well, keeping them from drying out and thus losing weight as well as protecting them from dust and dirt.

NAILING UP CAULIFLOWER

It is the method of display that often sells the goods. It is an old saying that "goods well displayed are half sold."

A Kingston, Ont., grocer has quite a unique method of displaying cauliflower, an article which in view of pickling season is selling freely just now. An ordinary wide board or better still two or three boards connected is the first essential to follow his plan. Nails are driven through at spaces of about 9 or 10 inches, the points being allowed to protrude up. On these points, the cauliflowers are stuck, face upward. A complete surface of cauliflowers is thus presented to view. The display arrangement can be placed in the most convenient spot.

Troubles Experienced in Debt Collecting

Instances to Show That a Customer's Financial Standing Cannot Always Be Measured by the House He Lives in—Dealer Goes After a \$131 Debt at an Inopportune Time — Limiting Credits the Cure for Big Debts.

Those grocers who give credit have some interesting experiences in their efforts to collect that which is rightly theirs. They fail to fully appreciate these experiences from the fact that they are generally rather hard on their financial ledger. However, the bystander—the man on the fence—who is connected with neither the debtor nor the creditor can pick points of interest and at times even choice morsels of humor out of many cases. With him there is no feeling of anguish or regret such as comes to the grocer when he finds a man has been eating the best obtainable, perhaps maintaining an automobile and dressing in the finest clothes, and partly at his expense.

The fact of the matter is you can tell very little from appearances as to the reliability of many a customer, or even how much he is worth. Some of those living in nicely furnished homes or even owning automobiles are poor subjects from whom to collect a debt. Often their handsome homes and furnishings belong to somebody else and the only part of the automobile they own is the gasoline.

A \$131 Over-Due Account.

A Toronto grocer was owed \$131 by a certain individual, only he didn't call him an individual or anything like that. The bill was due—in fact, it was long past due—so he made a friendly (?) call on the debtor one afternoon. The debtor was shaving when the caller was announced. Evidently he doesn't like to be disturbed when shaving. Just as evident is the fact that he doesn't like to pay his just debts. These two facts combined came next to having an unhappy result for the grocer. The debtor struck a Rastus attitude, flourishing his razor in a manner that spelt danger to the grocer. Although full of trials and tribulations for him, this grocer still considers life as sweet. He began to realize that he wasn't really welcome in this home and made his exit.

Consultation With the Courts.

He then attempted to storm the citadel in another way. It requires some expert manoeuvring to get your own in this world or to get even half of it if you happen to be a grocer. He sued the man for \$100. He got judgment and the bailiff was sent forth to realize on the man's chattels. This all cost the grocer \$8. However, he did not rue the expense as

he felt confident of collecting a goodly portion of the amount. But a grocer with a credit business does not want to have a weak heart. Search on the part of the bailiff showed the man owned nothing—except the razor and an overplus of gall. How can a grocer smile with things like this happening?

Got a Note But Little Else.

Nor are such cases few. Another man owed his grocer \$46 for food that had been purchased and eaten long since. About the only thing the grocer could get in payment was a lot of fancy promissory notes. These, however, the wholesale houses absolutely refused to accept in lieu of cash. Nor could he find a bank in town that would cash them even at a substantial discount. One thing the grocer could discount, however, was his debtor's promises. If he were short on cash, he was long on promises and still longer on payments.

The grocer decided it was time for him to act. The man had a finely furnished house and he decided to get judgment and put the bailiff in charge. This was done and \$22 was spent in the work. The bailiff descended upon the debtor's chattels and after being four days in charge handed out the laconic report: "Nothing doing." Everything in the finely furnished home was on the instalment plan and nothing could be collected. And think of the \$22 spent in the attempt.

Preventing the Trouble.

The grocer is often in a difficult position in extending credit and collecting accounts. As these instances show, appearances are a poor gauge of man's honesty or wealth. The collector is often between the devil and the deep sea. It is often difficult to judge whether it is best to coax a man along and maintain his good-will or make certain his enmity by going in to collect at least a portion of the amount in the best way possible. Sometimes as in the cases cited it is only adding greater expense without gaining anything.

Well, what is to be done? Wouldn't it be well to guard against such situations by being more careful in extending credit and making more sure of a customer's reliability?

Store Kinks and Money Makers

PRIZE CABBAGE IN THE WINDOW.

Anything of unusually large proportions always creates interest and attracts attention. The large massive buildings always hold much of interest to the sight seer. The same principle holds true when applied to other things. It is the large size of the "big oranges" that has given many a grocer a chance to talk the quality of grapefruit to many customers.

Many grocers have made use of this natural curiosity to turn attention to their store or window. J. S. Kyle, an Oshawa, Ont., grocer, secured a prize head of cabbage at the local fall fair and displayed it in his window with other vegetables. Its size caused people to stop.

The same idea could be well used by many other grocers with different lines. It makes no difference whether it is a large fish or turnips or potato, as long as it arouses interest.

WASHING SILENT SALESMEN INTERIORS.

The washing of show cases, particularly silent salesmen requires a lot of time, especially the inside glass. A Winnipeg grocer says this work can be done easily by using the common rubber window mop. "Do not be afraid to use plenty of good water with a little ammonia," he says, "and then proceed as though washing a large window. In a little while one will, with a little care be able to save a lot of hard work and what is often more valuable, time. I have used this method for several years and find that it works to perfection. I would not think of going back to the old way."

DISPLAY WINDOW BISECTED.

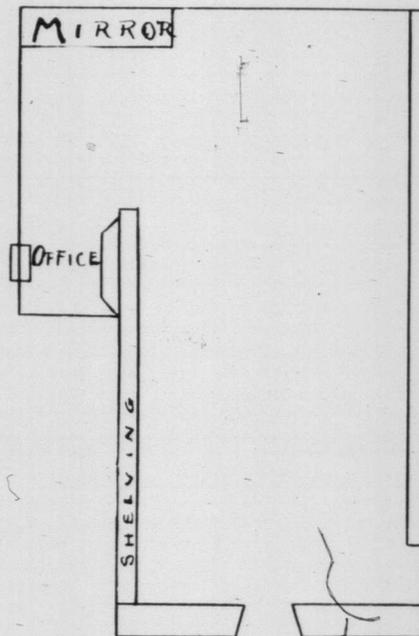
It is generally agreed that the window display that sells the most goods is one devoted to only one line or at least to a couple of associated lines at a time. In this way the attention of the person looking at the window is concentrated on the one article. The complaint is frequently made by grocers, however, that their stock of a single line is not large enough to make a proper display. Henderson & Co., of Kingston, Ont., who have a large display window found this a drawback also. The window was too large for a good display of many individual lines which they wished to show.

They solved the problem by dividing the window into two sections by an oak-finished dividing fence. In this way two

separate displays of different lines are possible in the one window. While it is not necessary, they try to have the lines shown associated with one another, as, for instance, pickles on one side and olives on the other. The dividing fence is of course, removable so that the whole window may be used for one display if desired.

VIEW OF STORE BY MIRROR.

The merchant must spend no little time in his office and it is desirable that while at his desk he have a view of his store. The work in the store must be overseen; it is well to keep an eye on what the clerks are doing and besides there are many small articles displayed about the store which unscrupulous cus-



By Means of Mirror at Rear, the Entire Store Can be Seen From the Office.

tomers will sometimes pick up and these must be watched. At any rate the merchant should know what is going on in the store.

Some offices are not situated so the merchant has a view of the store. That of J. Milton Cork, a grocer on College St., Toronto, as shown in the accompanying cut is behind the shelving in the store. In this way he had absolutely no view of the store. He however remedied it by placing a mirror at the rear of his store. From his desk he can now see what is going on in the main part of the store.

FREE FROM DUST WALL-CASES.

The Crawford grocery store, Princess St., Kingston, Ont., believes in showing goods up to the best advantage and in showing them in a cleanly manner. One side of the store in particular demonstrates how strongly the firm believe in this.

Three closed-in wall-cases with glass fronts extend along this side. In them is shown an extensive variety of bottled goods. Along the same side are three silent salesmen showing up other lines, considerable space being given to confectionery.

Customers visiting the store can scarcely escape looking at many of the lines shown and being impressed with the free-from-dust cases in which they are displayed.

BELIEVE IN THE PRICE CARD.

Jno. Scott & Co., an old established grocery firm of Woodstock, Ont., believe in letting the public know the price of goods. They have a goodly showing of price cards about the store.

"We believe in using price cards even if there are no special prices quoted," says Andrew Scott. "It is not to announce a bargain that we put the price on but to let people know what an article is worth. If people know the price they will frequently buy when they otherwise would not."

It is maintained that people are not always looking for bargains but rather for high quality goods, but they like to know the price and the price card does the work.

POINTING OUT BUTTER QUALITY.

A retail grocer in a country town has recently adopted a very appropriately constructed show card for selling butter and eggs connecting them up with their source of supply, the farm.

On the show-card is pasted a picture of a farm scene, showing cows and hens. The show card reads: "Best of butter and eggs fresh from the farm."

There seems to be something magic in the words, "Fresh from the farm" that appeals to the public and in this way the two are connected up in such a manner as to impress customers with the dependable quality of the goods.

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Store Kinks and Money Makers

ARTICLES FASTENED TO SHOW CARDS.

New ideas in show cards are frequently being brought to notice. A new one has just come to light which the grocer should be able to use to advantage. In fact it is not only a show card and a price card combined, but also is the means of displaying goods.

It is being used by a Toronto dealer and is very easy to construct. A heavy cardboard about two feet square is used but the size may be varied to suit the grocer's fancy. Around the outer rim small articles handled in the grocery store are fastened by passing a cord around them, then through the cardboard and tied. Under each article the price is printed while any suitable reading matter may be placed in the centre of the card. There are many articles in the grocery store which may be shown in this way.

A one-price card may also be constructed in this way, the price only being placed in the centre and a number of lines which sell at that price fastened all around the card.

It is recognized that the showing of goods helps in their sale and this is one way grocers may increase sales.

SHOPPING BY TELEPHONE.

Telephone orders are being especially catered to by the Chatham branch of Bradley & Son, grocers, who have also stores at St. Catharines and Niagara Falls.

The store here is equipped with two separate telephones, each with direct connection. This fact was made the basis recently of an interesting advertising talk, in which the wisdom of shopping by telephone was urged, as well as the especial facilities along that line offered by the Bradley store.

In addition to providing two telephones for the purpose of encouraging telephone business, the store gives very careful attention to all telephone orders. Competent clerks are delegated to promptly answer all telephone calls, orders are carefully taken down, and the store makes a special effort to see that every order is accurately filled, and deliveries made exactly as promised. It is recognized that the proper way to hold telephone trade is to treat the telephone buyer just the same as though he came in person to the store.

PREPARE EARLY FOR WEEK-END.

Every Tuesday morning the clerks in the eight Carroll stores, Hamilton, Ont.,

begin preparations for the week-end trade. Such goods as sugar, bulk rolled oats, beans, rice, etc., are put up in various sized packages for Friday's and Saturday's trade. This enables the various stores to handle the trade on those two days with greater facility, particularly as they are the two busiest days of the week.

ELIMINATING THE BARE WALL.

The entrance to the store of Hugh Walker, grocer, Galt, Ont., is at the side. This naturally left a bare wall to the view of customers entering and leaving the store. A bare wall is not particularly attractive. It was decided to improve its appearance and at the same time provide extra display space for the showing of goods. To do this a wall-case with a number of shelves was built here in which grocery lines are displayed. Now people entering and leaving the store have their attention attracted by the lines shown.

Being in such a prominent position, this is a valuable supplement to the display window.

GOODS SHOULD BE WELL KNOWN.

The salesman finds the necessity quite often of deciding for a customer. When a certain article is asked for and three or four almost identical articles are placed before the customer, she does not know which one to choose. It is here that the dealer or clerk must do his part by suggesting which one he considers the best and giving some arguments in favor of one particular brand. The clerk will frequently find this necessary.

A GENTLE HINT FOR BUSINESS.

Here is a new method of advertising which a grocer recently used.

The ordinary statements with his business head on them were sent out to customers who did not deal at the store. On the statement was printed:

"You don't owe us."

"We wish you did."

Thus his name was brought before people and their patronage solicited in a unique manner. The fact of it being a letter with what appeared on first sight to be a bill made sure of it being read.

THE MANUFACTURER'S CO-OPERATION.

It is agreed that the advertising of goods which the grocer handles helps materially in their sale. A Vancouver grocer has found an additional use for this advertising which manufacturers do in the daily paper.

When he is making a display of any line, he cuts the ad. of that line out of the paper, pastes it on cardboard and it makes an excellent show card. If some extra white space is left on the card, after it is removed from the display, "We keep it," or some other appropriate wording can be added and the card still serves a useful purpose.

Pictures of the goods may also be clipped from the paper and add much to the appearance of a show card.

HELPING OUT THE WINDOW.

Every merchant realizes that the front of the store is valuable space and it is to his advantage to have as large a showing of goods as possible in a position where people passing will see them.

T. J. Leahy, a Kingston, Ont. grocer, with a store on King street, has attempted to increase the display space at the front of the store. At each side of the entrance he has shelves arranged on which groceries are placed, thus supplementing the window display. This shelving which is detachable is in front of the window pillar and does not interfere with the view of the window display nor does it block the entrance.

DETERMINING DAILY PROFITS.

W. C. Newman, a merchant on Yonge St., Toronto, has a system of profit accounting which is practical in the grocery store would no doubt simplify the problem greatly. It is the aim to know at the end of each day approximately what the profits for that day have been.

Of course the expenses are pretty accurately known. The difficult part is to find the gross profits so as to arrive at the net profit. This is done by putting after each article entered on the sales slip the cost price in the firm's secret cost mark. A sales slip is made out for every sale. One copy goes out with the goods while the other copy goes to the office. At the end of the day, the total cost of goods sold is added up and the selling price being known, the gross profit is simply arrived at.

Clerks must be in intimate touch with the cost of goods so that the cost mark may be placed on the bill without any loss of time. It requires the marking of cost on every article except those which are every day sellers, the cost of which the clerks are familiar with.

A sales slip being made out for every purchase, these can be added up at the end of the day and compared with cash receipts, to make certain there have been no mistakes.



Chinaware and Crockery Department of Beaton's Grocery Store in Oshawa, Ont. It is connected with the grocery store by an archway.

Good Christmas Trade in Chinaware etc.

Oshawa Grocer Has Separate Department Which Proves Profitable—Buys High Class Goods for Autumn and Christmas—Trade Bringer for Other Goods—How Displays Are Made.

How about chinaware and crockery as a side line in the grocery store? Is it a line that comes within the scope of the grocer? Is it a profitable department? How should it be conducted to secure the best results? These are important questions for many grocers.

There seems absolutely no reason why chinaware is not a line which comes within the scope of the grocer and which he can quite properly handle. Apart from the straight chinaware stores—and outside of the cities they are few in number—there is no class of merchant so well suited to handle this line as the grocer. In fact the grocers appear to be the greatest handlers of it, especially in the towns and villages. A traveler for a chinaware house in Eastern Canada states that the greatest number of his customers are grocers. Apparently a goodly number have after careful consideration concluded that chinaware is a line which they can well and profitably handle.

One grocer who believes that chinaware is a good line to handle and one

which is a profit-payer when properly conducted is J. E. Beaton, of Oshawa, Ont. In fact, he has worked it into quite an extensive department, selling chinaware, glassware and crockery. A separate department with an entrance to the street and with quite a large show window is devoted to this line. It is connected with the grocery department by an archway.

Certain rules and methods have to be followed, however, if enough goods are to be sold in this department to make it pay a profit, as quite an extensive stock has to be carried. One of the important factors is efficient display. A show window is regularly devoted to this line. Inside the stock is arranged to show up to the best advantage. Down the left side is shelving with a particularly wide ledge to allow a greater display. Along the other side is shelving as well and in front a counter also with shelving arranged in step shape. Half way down the centre of the department are a number of upright display stands with several shelves. These are arranged so as

to show the goods as will be seen from the photograph. Farther to the rear in the centre is a long table with a series of steps.

The Display Sells Goods.

Not only is this department arranged to allow of the greatest amount of display but the goods themselves are displayed so as to create the most favorable impression on the customer. If a dish is going to show up better in a tilted position, that is the position it is given. Wire fixtures are used for showing plates, saucers and kindred lines. Pitchers are suspended from nails along the top ledge of the shelving. Hanging lamps are suspended from the ceiling.

With both gas and electricity available in Oshawa, one would hardly expect many lamps to be sold. However, their sale is quite large, not only to town people but to farmers in the surrounding country who still have to cling to the coal oil.

High Class Goods for Christmas.

While a good many ordinary and staple lines are carried, there is also a good trade done in the special and high-priced goods. If a sufficient quantity of these can be sold, they pay a good profit. Especially are the better class of goods in demand around Christmas time, and for some time before this event extra at-

ention is given to the superior and wire advertising. The line as Christmas is prominently featured. The volume of business during the campaign is commensurate with the people beginning to look around for X-

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attention is given to this line in both interior and window display as well as in advertising. Chinaware is a popular line as Christmas gifts and by bringing it prominently before customers a good volume of business is done. The campaign is commenced well in advance for people begin early to at least look around for Xmas presents.

The stock is, of course, enlarged for the Christmas season and the number of fancy lines increased.

The Store's Buying System.

Mr. Beaton keeps stock sets of dishes, that is, he can buy any quantity of cups and saucers, plates, etc., of any one design. He does not have to purchase them in complete sets. He believes this is the best plan as he can also sell a customer any part of a certain design desired. He finds this an excellent argument in their sale. One of the big faults found with the straight sets by the housewife is that if one piece becomes broken the set is spoiled. With the stock set she may replace any piece at any time. Then, again, many of the poorer class of people and some who are just starting up in housekeeping feel that they cannot afford a full set. At this store they may purchase the more essential pieces of any design and later buy the additional pieces to complete it. The store finds this method to work well.

Must Know the Goods Well.

It is well that the salesman selling chinaware be well acquainted with the stock, where each article is placed, something about the goods and their uses. To attain this end a young woman is in charge of this department in the Beaton store, and she devotes the greater part of her time to it. This department requires no little attention if the stock is to be kept looking trim and bright. Considerable time must be given to dusting and arrangement of goods.

Every article in the chinaware department has the price marked plainly on it, except it be a few very staple lines the prices of which are well known. The marking of every article allows customers to find the price of any articles in which they may be interested without asking. Many sales are found to result from this. A woman picks up an article which has attracted her attention. She notes the price, thinks she can afford it, and purchases.

Marking of price on goods has another advantage to Mr. Beaton. It allows any member of the staff to wait on a customer in this department. The value of this is particularly shown around Christmas time when additions have to be made to the staff.

Cost Book Maintained.

The cost price is not marked on each article but a cost book is maintained which all lines of goods are listed and if the cost is required at any time, it can easily be ascertained. Not only is the cost essential frequently in the sale of an article, but is absolutely necessary when stock is being taken.

Mr. Beaton's experience goes to prove

that chinaware and crockery is a good line for the grocer. He maintains that it should be given some extra attention or, in fact, that it should be specialized on to some extent. This all indirectly assists the grocery department also, for the woman who comes to buy chinaware, crockery or glassware, will probably leave her order for groceries or see some article of groceries which she requires.

Early Saving Habit Made Clerk Successful

Spent One Year as Delivery Boy and Four as Clerk and Had \$650 in Bank—How This Money Was Put Away—When Opportunity Came He Was Ready to Begin Business for Himself—An Example Worth While Emulating.

It is the ambition of every clerk to some day be owner or manager of a business. It is a commendable ambition, and one which will appeal to every merchant. It will make the clerk more valuable to him while the benefit to the clerk by having such an object in view, and working to attain that object, is also large.

Matter of Capital Important.

Experience in itself is only part of the essentials for a clerk who contemplates entering business for himself. Some capital is necessary before the initial step can be taken and the accumulation of this necessary fund is, or seems to be, a difficult problem for many.

But it can be done by the clerk who is ambitious enough to put forth the necessary effort. Most of the big grocers of this country when they started in behind the grocery counter were without funds or wealthy parents. They found it necessary to save the required sum themselves before they could make a start.

Saving of \$650 in Five Years.

One example of earnest endeavor by a clerk came to the writer's attention. A young fellow in one year as delivery boy and four years behind the counter was able to save \$650, with which to start in a small manner himself. In his attempt to accumulate this amount he had given such attention to all phases of the business that when he started up for himself he made a success from the start.

When he first began as deliverer he received only \$4.50 per week, and out of this small salary he was able to save very little, although he had that object in view. He decided that his only way was to make himself so valuable to the firm that he would be given a higher salary. After a year at delivery the proprietor recognizing his faithful efforts, promoted him to a position behind the counter and his salary was raised to \$7 per week. He then commenced a systematic method of saving and decided that

each week he would place \$2 of his salary in the bank. It required careful management to make ends meet but this probably fitted him better for the management of his own business later on. At the end of the first year he had saved \$100, and the first hundred is usually the hardest to get together.

Deposits Grew Each Year.

Next year his salary went up \$1 per week and accordingly he raised the amount of his weekly savings \$1, so that during the year he banked a total of \$150, bringing his resources up to \$250. Another raise of \$1 per week during the next year found him putting \$4 a week in the bank, so that at the end of this year his bank account was \$450.

He seriously considered the matter then of going into business on the amount he had saved, but decided it was not quite enough so he stayed on for another year. Although he received \$1 a week more, his expenses had increased somewhat and he was only able to save the same as the previous year, namely \$200, but this placed his bank account at \$650.

Decided to Go in for Himself.

He was well-known in his home town, and he decided to locate there. He gave particular attention to the selection of the location of his store, so that it would be in a position where many people passed. He began in a rather modest establishment, but fixed it up so that it would appear attractive and show up his goods to best advantage. He invested \$500 in stock, paying cash for it and keeping \$150 as a reserve. He adopted proper methods which had been ground into him during his experience as clerk, and from the first made a success of his enterprise.

The story of this young man who determined to win, and who eventually did, should be an incentive to other clerks behind the counter, whose cases are similar. There is nothing like starting to save early in life.

Making Sales Above the Actual Demand

Concrete Example of What Dealers and Their Salesmen May Sell of Goods Brought to Attention of Customers—How Extra Butter, Bacon, Berry, Biscuit and Sausage Sales Were Made in a Village Store in One Day—Selling Power of the Dealer Demonstrated.

A woman with an armful of goods which she had purchased at a nearby dry goods store entered a grocery store in an Eastern Ontario town the other day. She did not have to drop half her parcels in an attempt to open the door for the obliging clerk in this establishment, quick to take in the situation, was there to open the door and bid her a cheery "good morning."

She ordered a couple of staple lines, to be exact, a half pound of tea and three bars of soap. She turned to go. She had apparently completed her order. This clerk did not, however, take that for granted and busy himself with some other work.

Early Morning Evidence of Salesmanship.

"Now, what else this morning, Mrs. Beatty?" was his enquiry and before

"Yes, those are nice ones," replied the clerk, "and they are solid right to the bottom of the box. Just look here," and tearing a sheet of paper off the roll and laying it on the counter he turned the box of berries out for the customer's inspection. "Those are only 20 cents a box. Would you like some of them." Mrs. Beatty ordered two boxes.

Should be Aim of Every Clerk.

This clerk was a salesman and sold goods where many another would have failed, or rather not tried at all. He made an attempt to sell goods over and above actual demand; not only that but he studied the best methods to use to create demand for these extra goods. There is no denying that the sale of goods in the grocery store can be materially increased by the use of proper methods. The appetite of the public can

to sell them by the dozen. He found he could make a good profit at ten cents per dozen. He decided also that he would give them some special attention that day. He placed them on the counter with a price card attached. Several times during the morning when he had finished serving a customer, he would draw her attention to the cakes. A sale generally followed. By noon, the clerks encouraged by the sales the proprietor was making, also began to bring the cakes to customers' notice. As a result this line moved briskly and by night the whole box had been sold.

Sausages Went During Afternoon.

At noon on the same day, a shipment of small fresh sausages came in by express and as it was Saturday, it was necessary that they be cleared out that



Customer's attention called to berries and an extra sale made.

Salesmanship sold entire box of fancy biscuits in one day.

Sausage was easily sold to man whose wife was away.

the words, "that's all," could be repeated he continued: "Have you plenty of butter? Just wait until I show you some fresh prints we got in this morning."

In a few seconds he was back from the refrigerator with a nice firm print, which he opened up and gave a sample to the customer to taste. It apparently was as good as he had claimed for she purchased two pounds.

The customer just then evinced some interest in some blueberries which were on the counter. "They look very nice for so late in the season," was her comment.

easily be appealed to and the clerk who learns the knack of so appealing as well as to the good sense of customers has gained much. Examples of the possibilities in increasing the sale of goods by proper methods are now quite frequent.

Decides to Sell Fancy Biscuits.

For instance the writer spent a day in a grocery store in a country town recently and had driven home to him more strongly than ever the value of salesmanship. A shipment of freight was received in the morning and among other lines was a twenty-pound box of fancy biscuits. They were of an unusually large size, so the proprietor decided

day. They were placed on the counter with a price card, and suggested to customers during the afternoon by the clerks so that early in the evening the last string was rolled up. Thus, is shown what is possible by a little extra attention and selling effort.

These were not the only examples of salesmanship that came under the writer's notice that day, however. Just before six o'clock a man came in. His wife was away and as he had to cook his own supper, he wanted some cooked ham. Unfortunately, the store was out of cooked ham. The customer was about to go on to another store.

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"We have some nice fresh sausage, Frank. They are easy to cook. We just got them in by express at noon," said the proprietor. The customer after looking at them decided to take a pound. He also purchased a loaf of bread before leaving the store.

Bacon Sale Made.

One of the clerks had the next salesmanship act to his credit. He was waiting on a woman customer who had just purchased a dozen eggs.

"I always have to have eggs for my husband's breakfast," was her comment to the clerk.

"You should have some of our breakfast bacon to go along with them," suggested the clerk. "We began to cut on a fine piece just now."

The side of bacon was produced and shown to the customer with the remark: "Isn't that pretty tempting?"

"It does look nice," she admitted. "What is that worth a pound?" The price proved suitable and a purchase of two pounds was made.

Immigrants Bought Bologna.

This particular town is on a railway line and the passenger trains stop there. This evening an immigrant train pulled in and several of the passengers ran across to the store. They purchased bread and wanted some cooked meat but the store had nothing but canned and they said that was no use as they had no

can openers. It was too bad to miss the sale but it apparently could not be helped. Just then an idea struck the proprietor. He had bologna sausage in the refrigerator. So the bologna was rushed to the front and altogether 11 pounds of it sold.

Thus is shown the value of knowing the stock so as to be able to make suggestions to customers.

After witnessing the number of extra sales which it was possible to make in one store in a day, a person could not do otherwise than proclaim the possibilities in salesmanship. There are already many stores and many clerks using their efforts to good effect in this way but there are many more who need to get out of the ranks of order takers and into the line of salesmen. The order taker merely hands out to the customers the goods asked for while the salesman attempts by intelligent methods to sell other goods than those asked for. A great deal is possible if the effort is put forth.



A VALUABLE ELECTRIC BELL.

A Trenton, Ont. merchant has a double store. The larger section is the grocery department while in the smaller he keeps liquors. It is not really necessary that there should be a clerk in the liquor section all the time as business is spasmodic. In order that the clerks

may spend all the time possible in the grocery side and still know when their presence is required in the liquor department, an electric bell has been installed, which rings when a customer enters the liquor store.

This means a saving of considerable time that would otherwise be wasted. The same idea could be applied in a good many ways as for instance in a small store where at times there is only one clerk and his presence in the store house is occasionally demanded.



MORE DAYLIGHT IN MOOSE JAW.

Moose Jaw, Sask., was one of the few Canadian towns to enjoy the distinction of having a daylight saving scheme in operation this summer.

The S. D. McMicken Co. of that place, writes The Grocer as follows with their opinion of its operation:—

"We would say that the 'more daylight' plan was a success with the exception that the country folks and the C.P.R. would not adopt it. This made it very inconvenient, but if every one would adopt it for the summer months it would be a very great improvement on the 'slow time.' We would not advise it for the winter months as we would have to do business by lamplight in mornings, and we would not recommend it unless it were universal."

How, When and to Whom to Extend Credit

Grocer of Long Standing Claims There is no Cut and Dried Rule—Capital and Character of Customers Must be Taken Into Consideration—If a Customer is Paid Weekly, Get Your Money on Saturday Night—No Sense in Paying Out Good Money For Bad, He Says.

*By Henry Johnson, Jr.

Some funny questions reach me from time to time. So odd are some of them that I almost think the askers thereof must be joking, until I reflect on how little logic and how much fear of shadows enters into the extension of credit by the average retail grocer. I do not know whether the questioners will profit by my answers, but I can assure them that they will find my answers right.

Question of Capital and Conditions.

1.—How long should a merchant extend credit to his patrons?

According to conditions; also according to your capital.

If your people are laboring folks who are paid on Saturday, the bills should be collected promptly and IN FULL each Saturday. Any delinquency must not

be tolerated. Just what does this mean? Simply that any attempt to leave an unpaid balance must be followed by the closing of the account. Take your loss quickly and stop the leak. Do not throw good money after bad through any fear of losing trade. Business held at a loss were better allowed to go elsewhere.

Insist on Promptness.

If your people are of the most substantial class, the bills may properly go for 30 days. Then payment must be prompt and full or you may be sorry. Bear in mind, too, that the time to make people keep good habits is at the first sign that they incline to fall behind and become careless. Make them pay promptly at the end of each month.

Lastly, in the case of very substantial people, the accounts can be allowed to run for varying periods. Many of the "best" folks want it that way and

they are prepared, usually, to pay for the privilege of such extension.

Every word of which may be modified to conform to the circumstances of the merchant. If you have ample capital, you can study the different circumstances of your customers and handle the credit affairs of each class as best suits that class. If you have limited capital, you must do what you can do.

No Virtue in Leniency.

So it all simmers down to being a case wherein a merchant must exercise judgment and take all things into consideration. There is no cut-and-dried rule and all who seek such are weak in the knees morally to such an extent that all the advice in the world will not help them. Merchants must fix in their minds the idea that they must get theirs and that the only way to get it is to GET IT. And there is no virtue in leniency, such being only the subterfuge of the weak.

*The writer of this article is one of the most successful dealers on the continent. He has spent almost 30 years in the retail grocery business and is well equipped to answer questions and smooth out difficulties with which others may have met. If a special request is made names of inquirers will be omitted when their letters are printed for discussion.

Personal Chat With You About Ourselves

"The Last Trip of the Season." That is the subject of our front cover design, which was selected particularly because of its seasonableness, and its appropriateness, so far as the central feature of this number is concerned. The design is the work of one of Canada's celebrated artists, C. W. Jefferys. It portrays an ice-bound Great Lake freight vessel landing at a Lake Superior dock, in the shadow of a large grain elevator, with its last cargo of the season for the West. A careful study of the painting will readily reveal the work of a master painter. It is printed in four colors, the work being, of course, executed on the presses of our own plant.

As you looked through this Fall Campaign number did the amount of work entailed in issuing it, strike you in any way? Just reflect for a moment on the fact that here are 200 pages of advertisements and reading matter between covers, on which there are four different colors. Each color means a separate press impression, and with 6,000 impressions for each, the cover itself means a total of 24,000.

A number of the advertisements contain two, three and four colors, making twelve, eighteen and twenty-four thousand further impressions. The paper is put together in forms of 16 pages each. Six thousand impressions were made of each form. Regardless of expense, some of Canada's best store interiors and window displays are reproduced and to make the reproduction show up to best advantage the press work on them had to be carefully watched. In addition there is the setting of advertisements and type and the making up of same into pages and forms to be considered. Getting out the fall number of The Grocer is, in fact, something like the retailer's work the last few days before Christmas.

A few weeks ago an Eastern Canadian manufacturer inserted in his regular space in The Grocer an offer to send a display card to any enquirer. All the way from Chilliwack, B. C., came a request from a Grocer reader. It so happens that the firm in question has no office or plant in the Pacific Coast province, but nevertheless the retailer in question is evidently handling their goods, as well as reading The Canadian Grocer.

The Grocer would like to call the particular attention of those grocers and clerks who take pride in their Christmas windows, to our Christmas competition. Last year dealers and clerks in all parts of Canada entered enthusiastically into the race and at the end of the year a large number of very fine photographs were received. A year has passed by, and there are many more interested in window display now, so that we expect even a better representation of displays for our 1912-13 contest. Our sole object in offering prizes for best Christmas windows is because we thoroughly believe in the power of the window as a sales creator, and we are desirous of developing the art of dressing them to as high a degree as possible.

At all times The Grocer is a clearing house for new ideas and methods used by Canadian grocers. This is more so the case with this Fall Number, in which are included the opinions and methods of grocers in all parts

of Canada on increasing trade, and more particularly, fall and Christmas trade. We would ask our readers to write us and let us know their opinions of this number. No doubt every dealer in Canada has methods of his own that would be beneficial to others on increasing trade. These we would like to hear of. The more we get, the more advantageous will the paper become to each and all.

This number seems to be an appropriate one in which to become a little reminiscent. Occasionally all of us like to recall memories of by-gone days, and just now it is with a feeling somewhat of pride we point to the fact that The Canadian Grocer with this month completes its twenty-fifth year. Those who remember The Grocer in its early days, and who know it now, will realize that it has always performed and is now performing an indispensable service to the trade. From its inception the aims of the publisher have been to bring more closely together buyer and seller, to give them a better understanding of one another and to aid them in the development of their respective businesses. Readers in all parts of Canada know the success of our efforts.

It is a pleasure—and this pleasure is of frequent occurrence—to receive congratulatory messages from members of the trade stating that they have taken The Grocer ever since the first issue appeared. Other letters often read: "I have been in business here for fifteen, twenty or twenty-two years," as the case may be, "and I have always read The Grocer." These are appreciated very highly, and we can confidently state that The Grocer will in future more than live up to its records of the past, and that when another quarter of a century has rolled around readers of to-day will still be with us and even a few who took the paper from its inception.

Following are among the testimonials recently received by The Grocer:—

MacLean Publishing Company,
Toronto, Ontario.

Gentlemen:—Enclosed please find cheque for \$2.00 to cover my subscription for the Canadian Grocer. It has paid for itself in useful information at the right time so that I gladly pay for it.

Thanking you, I am,

Balgone, Sask. Yours truly,
WM. W. McRAE.

Canadian Grocer,
Toronto.

Dear Sirs:—Please find enclosed \$2.00 for subscription to the Canadian Grocer. The Grocer is a real help.

Montreal, Que. R. A. LOW.

MacLean Publishing Company,
Toronto, Ontario.

Gentlemen:—Enclosed please find cheque for Grocer. Am well pleased with same.

Wishing you success,
Yours truly,
Harbord St., Toronto. WALKER BROS.

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Current News of the Week

Maritime Provinces and Quebec.

Henry Wyse, grocer, of Newcastle, N. B., died last week.

In the fire at Sackville, N.B., Fawcett Bros., suffered loss.

Desautels & Frere, groceries, of Montreal, have dissolved.

Nap. Lauzon, grocer, Montreal, has sold to Nap. Darche.

Flett Bros., general merchants, of South Nelson, N.B., were burned out last week.

L. Bourbonniere & Co., dealers in groceries and liquors, Montreal, have sold to T. Sevigny.

The Canadian Sardine Co. has decided to increase its capital from \$600,000 to \$1,600,000. The additional capital will be employed in doubling the capacity of their plant at Chamecook, N.B.

William D. McLaren, of Montreal, for thirty years in the grocery manufacturing business of that city, died recently at the ripe old age of 86 years. He founded the W. D. McLaren business (Cook's Friend Baking Powder), and was, therefore, well known to the Canadian grocery trade. Mr. McLaren was born in Stirling, Scotland, in 1827 and came to Montreal in 1832.

Once again the subject of early closing among St. John, N. B. grocers is proving of keen interest, more particularly in view of the fact that the members of the Early Closing Association are working diligently to have the by-law in favor of the movement passed in an election which it has been deemed of sufficient importance to hold upon the question. Some of the local grocers are opposed to the move for the early closing of their stores, but the majority favor the scheme and are lending assistance to the E. C. A. members in their efforts. The election is scheduled for this week and should prove interesting as feeling is beginning to wax strong concerning the matter and there are many arguments to be offered pro and con.

Ontario.

Harriet J. Gordon, grocer, Toronto, has sold to Jennie Mercer.

Ernest E. Shier, grocer, Toronto, has been succeeded by Eleanor Hood.

W. E. LaBrash, general merchant, Dunchurch, Ont., has sold his business.

L. H. Major and J. Soubliere, Ltd., Ottawa, will erect a warehouse and cold storage plant there, the building operations to be begun next spring.

The Ontario & Manitoba Flour Mills, Ltd., is increasing the capacity of their mill at Sudbury.

The general merchants of Roland, Ont., began on Oct. 1, to do business on a cash basis only.

F. H. Zurhorst, grocer, Toronto, is succeeded by Forbes & Dodwell, at 49 Davenport Road., but is continuing in same line at 135 Davenport Road.

G. B. Drake and J. A. McFarlane, Hamilton Road, grocers, London, Ont., closed their places of business on Wednesday of last week to take in the Donnybrook Fair at Dorchester.

A despatch from Montreal states that there is a possibility of the McCormick Biscuit Manufacturing Co., of London, Ont., moving its factory to that city.

Geo. S. Pettit, grocer, Dundas street, east, London, Ont., has a notice on his window that he will close his store every Wednesday afternoon in the year excepting the month of December. Mr. Pettit was at one time clerk for John Diprose, president of the London, R.G.A.

The Swift Company of Chicago, will shortly erect a large warehouse and packing plant in Ottawa. The G. T. R. acting for the Swift Company, asked the Board of Control to sell the old Registry office, on which the Swift Company will erect a \$50,000 building. No definite action was taken.

Adam Palmer, a Hamilton Road grocer, London, Ont., has invested in a new touring car. Accompanied by Wm. Dalgliest, Thos. Shaw and Ed. Ryan, he took in the fair at Dorchester last week, where the London grocers distinguished themselves in the matter of ringing canes, heavy hitting, throwing the baseball, etc. W. J. Coates, of Mossley, and Charles Eden, of Harrietsville, were there, and joined in the fun.

Western Canada.

C. Snyder, grocer, Winnipeg, has sold to L. Zoslowsky.

Mrs. Wm. Dunbar, grocer, Winnipeg, has sold to Jno. Waite.

Robt. Doekterman, grocer, Saskatoon, Sask., is succeeded by Jos. Wake.

J. T. Scott, general merchant, MeLean, Sask., suffered loss by fire.

E. A. Toole, Calgary, Alta., has purchased the grocery business of J. Reeves.

L. Grant, general merchant of Zangeville, Sask., has sold to W. J. Boneham.

T. Rutherford & Son, grocers of Vancouver, B.C., have sold to J. Fishbacker.

Duplessis & Timmins have sold their grocery store in Edmonton to G. E. Hall.

Messervy & Co., general merchants, Lougheed, Alta., have sold to Jesson & Galloway.

Larson & Quaale, general merchants, Weldon, Sask., have been succeeded by Olson & Quaale.

Dangerfield, Howe & Dawson, grocers, Calgary, Alta., have been succeeded by Dangerfield & Dawson.

H. G. Smith, Ltd., is the name of a new importing and manufacturing house which will erect a plant in Regina, Sask. at a cost of about \$150,000.

The Canadian Cold Storage Co., announced their intention of erecting a large plant for canning and preparing cod fish at Prince Rupert, B.C.

The Farmers' Co-operative store at Wetaskiwin, Alta., was recently robbed of \$300, the safe having been blown open. The same night a policeman was shot in the stomach by a burglar in the general store of Fowler & Co.

The Canadian Credit Men's Association, Ltd., opened their winter session by a banquet at the Royal Alexandra Hotel, Winnipeg, on October 10th. J. Bruce Walker, Commissioner of Emigration, delivered a lecture on "Empire Building." A record number attended the banquet.

W. H. Wilson, Canadian manager of the MacLaren Imperial Cheese Co., Ltd., is on a trip through the West calling upon the firm's agents, also looking over their new premises at Calgary. The MacLaren Imperial Cheese Co., Ltd., have recently been appointed agents for Alberta, for Huntley & Palmer, Reading, England, in addition to Ontario which they have had for some time.

CATALOGUES AND BOOKLETS.

The City of Hamilton has sent out a very attractive booklet descriptive of its industrial advantage. Both pictorially and artistically it is a handsome piece of work, and useful to anyone interested in the Ambitious City. There is a great deal of information given including facts regarding population, education, civic legislation, transportation, water power, etc., and a guide map showing the street and industry location accompanies the booklet.

The Dried Fruit Price Prospects

California Stock Lower This Year Than Last But Eastern Prices are Generally Higher on Account of Short Crops—Valencia Raisins Cent and a Half Above 1911—California Raisins, Prunes, Apricots and Peaches Lower—Price Comparisons With Last Year.

Greater interest is beginning to develop in this year's crop of dried fruits and the prices at which they will possibly sell during the ensuing year. Some lines are now arriving on Canadian markets, the season of big demand is once more fast approaching and dealers are more than ever beginning to figure on their requirements. Some have already done so. Others are following suit.

The outstanding feature and the one of greatest importance to the dealer, is that prices in general are on a more reasonable scale than was the case last year. There are of course exceptions to the rule, for there is rarely a year in which some lines do not mount skyward, but on the whole values are more favorable. To sum up the situation, all varieties of California fruits under the influence of a heavy yield are lower, some of them by a considerable amount; currants are about the same, while valencia raisins, peels and figs are on a higher basis.

Demand Will be Greater.

These generally lower prices are going to mean a good deal for the grocer. As is always the case under such conditions, the demand will be much larger while in addition, the exceptionally prosperous conditions in Canada this year will assist materially. The Christmas trade should reach a record mark. In arriving at his requirements for the festive season as well as the balance of the year, these facts need to be taken into consideration by the retailer. He should sell a much larger quantity of dried fruits this year.

Prices in Raisins.

Raisins are always of considerable interest to the retailer because they are a big seller, especially for the Christmas trade. This year we have a peculiar situation in raisins for while California are at a very low point, Valencias are very high. Prices on Valencias owing to an exceedingly short crop are about 1½ cents per pound over those ruling at the same time last year. There will only be available for export about 35,000,000 pounds as compared with an average for the past five years of about 56,000,000 pounds. The first shipments of new crop Valencias are now in and the quality is uniformly good.

As stated before the situation in California raisins is exactly the contrary, and prices this year opened at the lowest figure in eight years. As a result a big business will be done in California

stock this year. The crop is exceedingly large and the market at the coast continues easy. Some well-posted authorities in this line find the prospects for the tonnage this year as tending to a larger pack, than had been recently estimated. Packers on the coast expect more than customary difficulty in getting shipments off on time owing to the slight lateness of the season and rather heavy selling for early shipment.

Comparison With Last Year.

Prices on new crop raisins on Toronto market compared with prices last year when market got settled in November, are as follows:—

Raisins.	1912.	1911.
Valencias	9	8—8½
Seeded choice	7¾	9¼—9½
Seeded, fancy	8	—10

Fluctuations in Currants.

Currants are about the same as last year. The market during past month has fluctuated rapidly but not widely from day to day and this without reference to actual position of article or quantity available but owing to government regulations with regard to export and retention. This has finally been settled and the amount available for export will be about the same as last year. New currants are now arriving.

Date Figures Go Up.

Dates are a short crop this year and prices have advanced about ½ cent per pound from opening figures. There will also be a shortage of shipment by first tide steamer which is expected to arrive in New York about the middle of the month. This is on account of loss of cargo of boxes en route to Persia and is unfortunate as supplies on most markets are at a low level. Last year was a bad one in dates on account of damage to quality by rains and most of the orders placed in London had to be cancelled. This year, however, the report on quality is favorable.

Situation in Smyrna Figs.

Smyrna figs are worth more this year, prices being around 1½ cents per pound higher than last season. This is said to be partly the result of better control of market owing to consolidation. There will be practically no Smyrna naturals come to this market owing to price established for these being much higher than competing article of comadre figs. Arrivals of new crop Smyrna have so far been light. Comadre figs will be coming shortly.

Toronto prices on new crop currants, and figs compare as follows with last year's November prices:—

Currants.	1912.	1911.
Fine Filiatras	7½	7½—8
Patras	8—8½	8—8½
Figs—		
2 to 2½ inches lb.	14	12½—13½
Tapnets-Comadre 4¼—4½	4½—4¾	4¾—4¾

Peels Fairly High.

Peels on the whole are on a higher level than last year due to higher cost of material used in their preparation. Citron is especially high. The big period of demand is from now until the end of the year. Shipments are now coming to hand. While there is a considerable difference in quality of peels and accordingly in prices, the following is a comparison of one firm of this and last year's prices:—

Peels—Candied—	1912.	1911.
Lemon	11—13	9—11
Orange	11—13½	10—12
Citron	16—17	13—15

Market in Prunes Lower.

As noted before, crops of fruits in California are much more liberal in most lines than a year ago. Prunes which were exceptionally high last year, is one of the lines that has shared in the improvement with the result that prices are much more favorable than a year ago. Even at the moment there is a bearish feeling at the coast, with a wide range of opinion as to just what the future of the market is going to be. It is rather a well established opinion that considerably less than the usual proportion of the crop in this line has been bought from growers to date as compared with the same time in former years. This is the result of high holding values of growers in some of the main prune districts. With the lower prices there should be a good trade done in prunes this year.

An Interesting Comparison.

Here are prices for Santa Clara prunes to arrive about Nov. 15 quoted by a Toronto jobber as compared with last year's prices:—

	1912.	1911.
Prunes—30 to 40's	13¼	16
“ —40 to 50's	11¼	15
“ —50 to 60's	10¼	12
“ —60 to 70's	9	10½
“ —70 to 80's	8½	10
“ —80 to 90's	8	9½
“ —90 to 100's	7½	9

These are prices on 25-lb. boxes, 50's being ¼ cent. less.

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Apricots and Peaches Normal Again.

Apricots and peaches were the lines which the trade know full well opened at such an outrageous price last year. There was no denying that the crops were small, but prices being prohibitive, concessions were necessary to make sales. This year prices are back to a normal level and the demand will accordingly show a big increase. This

table shows the big reductions which have been made on the Toronto market:

	1912	1911
Apricots—Choice	14 1/2	23—24
“ —Fancy	16	25
“ —Standards	13	25
Dried Peaches—Choice	10 1/2	17—18
“ —Fancy	13	
“ —Standard	9 3/4	

Gathering of Black Rice by the Indians

An Expensive Article Produced in Some Parts of Ontario but Little Known in Commerce—Indians Have Sole Rights in the Gathering of Black Rice—Methods of Drying, Parching, Threshing and Winnowing.

Black rice is an article handled by few Canadian grocers. Yet at this time of year in many Indian Reserves in Ontario there is a harvesting of black rice going on which amounts to fairly large proportions but yet does not have the effect of lowering the price of the white variety known so well to every grocer and household.

Along the shores of Rice Lake which separates the counties of Peterborough and Northumberland there is much life these days. The arrival of the black rice harvesting time is the signal for the braves and their wives and children to move out among the rice beds of the Hiawatha reserve.

The Alderville and Hiawatha Indians usually muster forces about the middle of September and repair to the mouth of the Keene River, Peterborough County, which has been the scene of rice harvesting operations for a number of years. It is practically the headquarters for the band during the harvest season, and is in close proximity to several of the largest beds on the adjacent waters.

Indians Have Sole Rights.

Prospects are that the season's harvest will be a bountiful one, and despite the adverse weather conditions a large proportion of the available crop will be harvested.

The sole right to gather the rice is vested in the tribes, whose Indian parentage is unquestioned, and the primitive custom is one of the few that have withstood the ravages of time. A visit to the scene of action on a soft September day is worth while, and is the means by which one can see the Indian as he existed in the more primeval age. The 20th century has robbed the old-time custom of much of its charm; this is especially noticeable in the present-day

garb of the red-men, but devoid of these, the old-time picturesqueness is still much in evidence at the annual gathering of the rice harvest.

How Harvest Is Garnered.

Simplicity and primitiveness characterize the preparation of the rice for market. Although the greater portion of the crop is retained for home consumption, that which is exchanged for barter, or in some cases, money, at Keene, Harwood and other points, represents the surplus. There are five operations in connection with the harvesting of the rice, which are briefly subdivided as follows: 1, gathering; 2, drying; 3, parching; 4, threshing; 5, sifting.

In gathering, sheets are laid in the bottom of the canoe, and a start made for the rice beds. A man sits in the bow of the boat and paddles, while his helpmate takes up a position in the stern and with the aid of two stout sticks bends the stalks over the canoe and threshes the rice into the bottom of the boat. This continues until the boat is nearly full, when the rice is taken to shore, and spread out to dry. After a few hours in the hot sun the grain is ready for the parching. This is usually done by the women, who place it in a large iron pot and heat it over a slow fire, stirring it continually until it is "parched."

Method of Threshing.

It is then ready for the threshing. This is done by one of the men putting it in an iron pot or large wooden bowl hollowed out of a log, and with moccasins on his feet and trousers tied tightly around his ankles, he jumps on it until the grain is separated from the chaff. The last operation is that of sifting. The rice is poured into birch bark

baskets, in small quantities, and squatting down in front of the tents—on the shore—under the trees or any place where there is a good breeze, the women gently shake until the chaff is separated from the grain, and is blown away by the wind. Crude as it may seem, it is exceedingly effective and the workers are scrupulously clean throughout the whole process.

Black rice is much more expensive than white. It is considered a delicacy on many tables and the people who know its value are always anxious to secure a quantity every Autumn.



Following items are from the issue of The Grocer of October 14, 1892:—

In our issue of Oct. 14, 1892, appears a report of the regular monthly meeting of The Toronto Retail Grocers' Association. Those present at that meeting included President Booth, Messrs. Mills, White, Clark, Gibson, Mulqueen, McCulloch, Marshall, Cleary, Perkins, Roberts, Williamson. How many of these are in business to-day in Toronto? The retail price of soap was a question gone into thoroughly at the meeting, and it has formed the basis of many a discussion since.

"The Montreal Retail Grocers' Association held the first meeting of the season on the evening of the 6th inst. D. A. Fraser presided in the absence of the president. Only routine business was transacted."

"It is complained that low grade flour is shipped in inferior barrels to the West Indies. In addition to the desirability to secure packing on the flour's account, sound material in all packing cases has a special value in the West Indies, as it can be used in bales and other packages in which goods are shipped from the Islands."

Editorial Note.— In the intermediate twenty years there have been many difficulties in the way of more trade with the West Indies. The trade agreement which is now in progress between Canada and the West Indies, should greatly assist in improving conditions.

Sugar Down and Easiness Still Ahead

Refined Declined 10c. on Wednesday Afternoon Last—Market is Still Easy and Further Reductions Expected—Has Been Big Season in Sugar—Nuts are Generally Firm—Strength in Clove Market—Preserving Season Dwindling.

QUEBEC MARKETS.

POINTERS—

Sugar—Down 10 cents.

Nuts.—Very firm.

Montreal, Oct. 10.—A decline in refined sugar last week brought local quotations down to \$4.85 in bags. The demand is slacker than a few weeks ago, due to lessened activity in preserving fruits.

Wholesalers are busy with fall orders and a general good business is reported as passing.

SUGAR.—Following on our reports of previous issues as to the general easiness on this market, sugar declined ten cents last week, and those dealers who kept close tab on the European market and also the movement of Cubans, have naturally worked out on the right side.

Dullness prevails in the market at primary centres in spite of the ten point drop, but it is hardly likely that any further cut will be made as the busy sugar season is practically over, and the decline would only tend to make the routine business a little better. It must also be remembered that there is now no more Cuban sugar on offer and steadiness, therefore, should be the general run of things until January next at any rate. Still, it is really hard to make any definite statement, so problematical is the situation always.

Granulated, bags	4 85
Granulated, 20-lb. bags	4 95
Granulated, 5-lb. cartons	5 15
Granulated, 2-lb. carton, per cwt.	5 15
Granulated, Imperial	4 70
Granulated, Beaver	4 70
Paris lump, boxes 100 lbs.	5 60
Paris lumps, boxes 50 lbs.	5 70
Paris lumps, boxes 25 lbs.	5 90
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 50
Crystal diamonds, 100-lb. boxes	5 60
Crystal diamonds, 50-lb. boxes	5 70
Crystal diamonds, 25-lb. boxes	5 90
Crystal diamonds, 5-lb. cartons	6 40
Crystal diamonds, Dominoes, cartons	7 10
Extra ground, bbls.	5 25
Extra ground, 50-lb. boxes	5 45
Extra ground, 25-lb. boxes	5 65
Powdered, bbls.	5 05
Powdered, 50-lb. boxes	5 25
Powdered, 25-lb. boxes	5 45
Phoenix	4 85
Bright coffee	4 80
No. 3 yellow	4 70
No. 2 yellow	4 60
No. 1 yellow	4 45

Bbls. granulated and yellow may be had at 5c above bag prices.

MOLASSES. — Prices are beginning to firm up as a shortage of New Orleans is anticipated. Grocery grades are moving out well and the general run of business is good.

Fancy Barbados molasses, puncheons	0 38	0 40
Fancy Barbados molasses, barrels	0 41	0 43
Fancy Barbados molasses, half-barrels	0 43	0 45
Choice Barbados molasses, puncheons	0 33	0 35
Choice Barbados molasses, barrels	0 36	0 38
Choice Barbados molasses, half-barrels	0 38	0 40
New Orleans	0 25	0 28
Antigua	0 30	0 30
Porto Rico	0 40	0 40

Corn syrups, bbls.	0 03½
Corn syrups, half-barrels	0 03¾
Corn syrups, quarter-barrels	0 04
Corn syrups, 3½-lb. pails	1 90
Corn syrups, 25-lb. pails	1 35
Cases, 2-lb. tins, 2 doz. per case	2 90
Cases, 5-lb. tins, 1 doz. per case	3 25
Cases, 10-lb. tins, ½ doz. per case	3 15
Cases, 20-lb. tins, ¼ doz. per case	3 10

DRIED FRUITS.—A good volume of business is passing locally and very shortly we will have opening prices on a number of new crop fruits. For instance a cargo of Persian dates is expected next week in New York, and bookings are reported to be big because it is generally conceded that they are coming on a bare market. Hallowees constitute the bulk of the goods and prices are said to be a shade lower than those named last year for fruit off first tide steamer.

It is far from improbable that large size prunes will be higher in price this year than last as packers report a shortage of this kind on the trays and are none too anxious to dispose of what they have. The market is, therefore, firm for the latter but an easier feeling prevails for the smaller. Considerable activity prevails in the California seeded raisins, considerable booking being done for present and future needs.

Just how far the Balkan trouble will affect shipments of figs is hard to say at present, as the belligerents hardly know where they are at, but it is generally agreed that in spite of increased stocks, due to late arrivals, buyers are holding off in order to be on the safe side.

Of course the war pot which is kept a-boiling is helping to stiffen up the Greek currant market, to say nothing of the general firmness caused by scarcity if spot goods.

Evaporated apricots	\$ 0 22	\$ 0 24
Evaporated apples	0 11	0 11
Evaporated peaches	0 18	0 19
Evaporated pears	0 18	0 19
Currents, fine filiatras, pr lb. not cleaned	0 08¾	0 09¾
Currents, fine filiatras, per lb. cleaned	0 07	0 07½
Currents, 1-lb pkgs, fine filiatras, cleaned	0 08	0 08½
Currents, Patras, per lb.	0 09	0 09½
Currents, Vostizzas, per lb.	0 09½	0 10
Dates, 1-lb. packages	0 06¾	0 06¾
Dates, Hallowee, loose	0 06	0 06
Figs, 3 crown	0 07½	0 10½
Figs, 4 crown	0 08	0 10½
Figs, 5 crown	0 08½	0 10½
Figs, 6 crown	0 09	0 11
Figs, 7 crown	0 10	0 15
Figs, 9 crown	0 14	0 17
Comadre figs, about 33-lb. mats	1 30	1 40
Glove boxes, 16-oz., per box	0 10½	0 11½
Glove boxes, 10-ozs., per box	0 07	0 07½

Prunes—		
20-30	0 13	0 13
30-40	0 12	0 12
40-50	0 11	0 11
50-60	0 10	0 10
60-70	0 09½	0 09½
70-80	0 09	0 09
80-90	0 08¾	0 08¾
90-100	0 08	0 08
Rosnia prunes	0 08	0 08

Raisins—		
Choice seeded raisins	0 08	0 08
Choice fancy seeded, 1-lb. pkgs.	0 08½	0 08½
Choice loose muscatels, 3-crown, per lb.	0 08	0 08
Choice loose muscatels, 4-crown, per lb.	0 08½	0 08½
Seedless, new, in packages	0 07½	0 07½
Select raisins, 7-lb. box, per lb.	0 07½	0 07½
Sultana raisins, loose, per lb.	0 11	0 13
Sultana raisins, 1-lb. cartons	0 16	0 19

Malaga table raisins, clusters, per box	2 50	5 75¼
Malaga table raisins, clusters, per ¼ box	1 80	1 90
Valencia, fine, off stalk, per lb.	0 07½	0 07½
Valencia, select, per lb.	0 06¾	0 07¾
Valencia, 4-crown layers, per lb.	0 07½	0 08

TEA. — Market is firm for all lines with a good jobbing demand. Wholesalers look forward to bigger business this month while importers are also sanguine about the situation.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 37
Fine	0 30	0 35
Medium	0 26	0 30
Good common	0 21	0 24
Common	0 19	0 21
Yamashino	0 75	1 00
Ceylon—		
Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—		
Pekoe Souchongs	0 19	0 30
Ceylon Greens—		
Young Hysons	0 24	0 26
Hyson	0 22	0 22
Gunpowders	0 19	0 35
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey gunpowder, pinhead	0 30	0 50

COFFEE.—Only a prophet could talk intelligently on the future of this market, but as the days of the seers are long since past, we can hardly go into detail. Reports are as conflicting as ever, present indications being that the new crop will be a short one and needless to say the bulls are highly pleased. Frost, as stated last week, has set in according to latest reports from Santos directors, and this will certainly not help any, as cold waves are by no means conducive to good coffee growth.

The volume of business passing locally is satisfactory.

Mocha	0 25	0 28
Rio	0 21½	0 23½
Mexican	0 25	0 28
Santos	0 22	0 24
Maracaibo	0 23	0 26½

SPICE.—As was expected the demand from millers has come with a crash, it being agreed that holding off policy would be interrupted sooner or later. It looks, therefore, as if the firmness prevailing in some lines has acted as a stimulant for immediate buying. Cloves need careful attention as the tendency is upwards while peppers and nutmegs also are decidedly strong.

Allspice	0 13	0 18
Cinnamon, whole	0 16	0 18
Cinnamon, ground	0 15	0 19
Batavia cinnamon	0 25	0 30
Cloves, whole	0 25	0 35
Cloves, ground	0 23	0 35
Cream of tartar	0 25	0 32
Ginger, whole	0 17	0 30
Ginger, Cochin	0 17	0 20
Mace	0 25	0 35
Nutmegs	0 25	0 30
Peppers, black	0 16	0 18
Peppers, white	0 22	0 27

NUTS.—Filberts are still strong here in sympathy with condition in the primary markets, and prices present an upward tendency still. Pecans are reported as likely to be scarce, crop not being

any too good. Brazils are also firm and higher prices are expected. In fact the firmness prevailing throughout the list makes us look for record prices.

In shell—		
Brazils	0 14	0 15
Filberts, Sicily, per lb.	0 10½	0 12
Filberts, Barcelona, per lb.	0 11	0 12
Tarragona Almonds, per lb.	0 16	0 17
Walnuts, Myette Gremobles, per lb.	0 14	0 15
Walnuts, Marbots, per lb.	0 14½	0 15½
Walnuts, Cornes, per lb.	0 11	0 12
Hungarian	0 13½	0 15
Shelled—		
Almonds, 4 crown, selected, per lb.	0 35	0 37
Almonds, 3 crown selected, per lb.	0 32	0 34
Almonds, 2 crown selected, per lb.	0 31	0 32
Almonds (in bags), standards, per lb.	0 27	0 28
Almonds shelled almonds, new crop.	0 35	0 37
Cashews	0 15	0 17
Peanuts—		
American—		
Japanese roasted	0 08½	0 09
Coon, roasted	0 09	0 10
Diamond G, roasted	0 11	0 12
Bon Tom, roasted	0 10	0 12
Sun, roasted	0 10	0 12
Spanish No. 1	0 11	0 12
Virginia No. 1	0 13	0 15
Pecans, jumbo	0 18	0 19
Pistachios, per lb.	0 08	0 09
Walnuts—		
Bordeaux, halves, bright	0 27	0 28
Broken	0 27	0 29

RICE.—The tone of the market is almost the same as last week, firm with medium demand, the firmness being maintained as a result of shortness at centres of production. A hand to mouth business is being done in some quarters, while in others dealers are beginning to stock up more freely. Arrivals are moderate.

Rangoons—		
Rice, grade B, bags 250 lbs.	3 90	4 00
Rice, grade B, bags 100 lbs.	3 90	4 00
Rice, grade B, bags 50 lbs.	3 90	4 00
Rice, grade B, ½ pockets, 12½ lbs.	4 10	4 20
Rice, grade B, pockets 25 lbs.	4 00	4 10
Rice, grade C.C., bags 250 lbs.	3 80	3 90
Rice, grade C.C., bags 100 lbs.	3 80	3 90
Rice, grade C.C., bags 50 lbs.	3 80	3 90
Rice, grade C.C., pockets 25 lbs.	3 90	4 00
Rice, grade C.C., ½ pockets, 12½ lbs.	4 00	4 10
Patna, polished	4 45	4 50
Pearl	5 00	5 10
Imperial Glace	5 40	5 50
Sparkle	5 55	5 65
Crystal	5 55	5 65
Snow	5 85	5 95
Ice Dips	6 10	6 20
Carolina Rice	7 90	8 00
Brown Sago, lb.	0 06	0 07
Tapioca, medium pearl, lb.	0 07	0 09
Seed, lb.	0 07	0 09

ONTARIO MARKETS.

POINTERS—

Sugar.—Down 10c., now at \$4.95.
Beans.—Market bare of Canadian.
Cloves.—Firm.

Toronto, Oct. 10. — The anticipated easy trend in sugar set in last week when prices were reduced 10 cents per cwt. Tendency is still downward and further declines are expected as market readjusts itself to new crop conditions. A large European beet crop now seems assured while U.S. domestic beet is now coming on market. Present raw market conditions seem to warrant two or three further declines. Demand for sugar is slackening up with the dwindling of the preserving season but the past two months have witnessed a record consumption.

The sorting demand in sellers is now letting up. It was very heavy this year, one jobber describing his efforts to fill demands as "a regular nightmare."

Dealers are wondering if the Balkan trouble will have any serious effects on

trade. Canada imported \$556,695 worth of goods from Turkey last year, but the major portion was goods other than grocery lines. Dried fruit brokers fear unless a shipment is made that currant shipments may be interfered with.

SUGAR.—Those who have been following our market columns will remember that it was repeatedly pointed out that easiness was ahead in sugar and would, therefore, be prepared for the lower prices which began to make themselves apparent on Wednesday afternoon of last week when refined was reduced 10 cents per cwt., bringing it down to \$4.95 locally.

Nor is the end yet. The market continues decidedly easier and further declines can be looked for as arrivals of beet crop force prices gradually down. The U.S. domestic beet crop is now ready for market and as it comes forth it will cause easier prices in cane and Canadian prices will have to come down also.

"From the present state of the raw market," said one man in touch with the situation this week, "it seems as if two or three further downward changes are likely. If raw market eases still further, we may get still more."

It is said that the tendency of jobbers now seems to be to look for too many changes. Demand is slackening with the passing of the preserving season.

Extra granulated, bags	4 95
Extra granulated, 20-lb. bags	5 05
Extra granulated, 5-lb. cartons	5 25
Extra granulated, 2-lb. cartons	5 15
Imperial granulated	4 80
Beaver granulated	4 80
Yellow, bags	4 55
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, bbls.	5 35
Extra ground, 50-lb. boxes	5 55
Extra ground, 25-lb. boxes	5 75
Powdered, bbls.	5 15
Powdered, 25-lb. boxes	5 35
Powdered, 50-lb. boxes	5 55
Red Seal, 5-lb. box	0 37
Crystal Diamonds	7 50
Paris lumps, in 100-lb. boxes	5 70
Paris lumps, in 50-lb. boxes	5 80
Paris lumps, in 25-lb. boxes	6 10
Prime beans, per bush.	3 10
Hand picked, per bush.	3 25
California Lima, lb.	0 08
Austrian, per bush.	2 50

SYRUP AND MOLASSES. — So far this season, trade in corn syrup has been quite appreciable. Both jobbers and retailers seem to be getting behind the line and with the advent of cooler weather, a greater degree of briskness is anticipated. Molasses are also doing fairly well.

Syrups—		Per case.
2-lb. tins, 2 doz. in case	2 55	
5-lb. tins, 1 doz. in case	2 90	
10-lb. tins, ½ doz. in case	2 80	
20-lb. tins, ¼ doz. in case	2 75	
Barrels, per lb.	0 03½	
Half barrels, lb.	0 04	
Quarter barrels, lb.	1 90	
Pails, 38½ lbs. each	0 03½	
Pails, 25 lbs. each	1 25	
Maple Syrup—Compound—		
Gallons, 6 to case	4 80	
½ gals., 12 to case	5 40	
¼ gals., 24 to case	5 40	
Pints, 24 to case	3 00	
Maple Syrup—Pure—		
Gallons, 6 to case	6 60	
½ gallons, 12 to case	7 25	
Quarts, 24 to case	7 25	
Pints, 24 to case	4 00	
Quart bottles, 12 to case	3 50	
Molasses, per gallon—		
New Orleans, barrels	0 27	0 29
New Orleans, half barrels	0 29	0 31

West Indies, barrels	0 28
West Indies, half barrels	0 30
Barbados, fancy, barrels	0 45
Barbados, fancy, half barrels	0 49

DRIED FRUITS.—There are no outstanding features in any line of dried fruit at the moment. New currants should be along at any time and will sell at much the same figure as last year. It is feared that the trouble in Europe may interfere somewhat with shipments if it is not speedily smoothed over. Brokers report little interest in Valencia raisins, due to comparatively high prices as compared with other varieties. The first tide steamer with dates should arrive in New York about the middle of the month. First shipments are in good demand as market is bare of stock. This year's dates are said to be of excellent quality and ahead of last year.

Although prices on California fruits are low as compared with last year, buyers do not seem to be inclined to take hold and the coast reports easiness in prunes and raisins. New seeded raisins are quoted locally at 7¾ cent for choice first shipments. New crop apricots are quoted at 13c for standards, 14½ for choice and 16c for fancy by one jobber. The same firm quotes peaches at 10 for standards, 10½c for choice and 13c for fancy. Quotations of local firms on new crop goods vary to some little extent.

Prunes—		
30 to 40, in 25-lb. boxes	0 11½	0 12½
40 to 50, in 25-lb. boxes	0 10½	0 11½
50 to 60, in 25-lb. boxes	0 09	0 10
60 to 70, in 25-lb. boxes	0 09	0 09½
70 to 80, in 25-lb. boxes	0 08½	0 09
80 to 90, in 25-lb. boxes	0 08	0 08½
90 to 100, in 25-lb. boxes	0 07½	0 08
Same fruit in 50-lb. boxes, ¼ cent less.		
Apricots—		
Choice, 25-lb. boxes	0 16	
Slabs	0 15	
Candied Peels—		
Lemon	0 10	0 11
Orange	0 10	0 12½
Citron	0 15	0 17
Tapnets	0 04½	0 04½
Bag figs	0 05	0 07
Evaporated peaches	0 13	0 15
Evaporated apples	0 08	0 09
Currants—		
Patras	0 08	0 08½
Fine Filiatras	0 07½	0 08
Vostizzas	0 10	0 12
Uncleaned, ¼ cent less.		
Raisins—		
Sultana, choice	0 12	0 14
Sultana, fancy	0 14½	0 15½
Valencias, selected, new	0 09	
Valencias, old stock	0 08	0 08½
Seeded, 1 lb. packets, fancy	0 08½	
Seeded, 16-oz. packets, choice	0 08½	
Dates—		
Hallowee, full boxes	0 06½	
Package dates, per 1 lb.	0 07	
Faris, choicest, 12-lb. boxes	0 09½	0 10½
Faris, choicest, 60-lb. boxes	0 06½	0 07

TEA.—There are no particular new features to report in tea. Local markets maintain an even tone of steadiness in sympathy with similar tendency in primary markets of the east.

COFFEE.—"Coffee are firm," said one man this week, "but I see no reason to change quotations, at least, not just now. Buying by jobbers and manufacturers is not brisk and we are able to pick up some lots at about same figure as six months ago."

However, steadiness is well maintained locally in sympathy with general conditions, although New York as usual continues to fluctuate as crop news comes

in. Reports confirm first damage of some little extent to crop in Brazil.

Rio, roasted	0 23	0 24
Green, Rio	0 20	0 20
Santos, roasted	0 24	0 25
Maricao, roasted	0 25	0 26
Bagotas	0 27	0 28
Mocha, roasted	0 30	0 32
Java, roasted	0 32	0 35
Mexican	0 27	0 28
Guatemala	0 25	0 26
Jamaica	0 24	0 25
Chicory	0 12	0 13

SPICES. — Outstanding feature in spice market is firmness in cloves. Zanzibar continues to report the crop there small due to excessive rains and estimates the total yield as not above 50,000 bales. New York market has scored quite appreciable advances. A reaction is possible but it looks as if cloves are destined to sell at high prices during next few months.

Cream tartar is also showing signs of strength, while peppers are steady. The expected decline in celery-seed will probably come within week or so. One firm expects quotations down to 40 cents but say prices will go nowhere near normal this year, 35c being probably lowest figures.

There is still a fair sorting trade in spices reported by most houses.

	5 and 10 lb.	¼ lb	½ lb.
Allspice	Tins. 14-17	pkgs. 60-70	tins doz. 70-80
Cassia	22-27	72-90	80-90
Cayenne pepper	23-33	72-90	90-115
Cloves	25-29	90-95	85-110
Cream tartar	25-26	90-00	
Curry powder	25-00		
Ginger	22-27	65-85	75-95
Mace	65-80	90-100	160-250
Nutmegs	25-30	90-100	160-250
Peppers, black	20-23	67-75	80-90
Peppers, white	28-30	90-105	105-115
Pastry spice	20-27	65-95	75-110
Pickling spice	14-18	75-00	75-00
Turmeric	16-18		

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

RICE AND TAPIOCA.—There is nothing in reports from the Far East to indicate anything of a continued steady tone to rice. Louisiana and Texas rice is now being offered but prices are higher than a year ago in sympathy with general trend. Quotations on Texas, according to one local jobber are ¾ to 1¼ cents above last year's figures, fine grade being quoted here at 7½ cents. Broken varieties may be purchased at about ¾ cents less.

Standard B., from mills, 500 lbs. or over, f.o.b. Montreal	3 90
Rice, standard B., f.o.b., Toronto	3 98
Rangoon	Per lb. 0 04
Fancy rangoon	0 05½
Patna	0 05½
Japan	0 06
Jaya	0 06½
Carolina	0 08
Sago, medium brown	0 06½
Tapioca—	
Bullet, double goat	0 08
Medium pearl	0 06½
Flake	0 08
Seed	0 06½

NUTS.—There is general strength in nuts, views of holders are primary markets being decidedly firm on several lines. It would seem as if Brazils would reach a higher figure before the end of the year.

Discussing the situation in nuts one of the large importers says: "Tarragona

almonds must be very difficult to obtain in the primary market, for usually at this time of the year the operators in Spain are anxious sellers and are flooding this market with cables, but this year not only is there no anxiety to sell but cables from Spain offering Tarragonas are rare. Sicily filberts continue firm, with prices slightly higher in the primary market. Brazils are again higher, and with stocks greatly reduced we must look for a still further advance as prices have been abnormally low."

Almonds, Formigetta	0 15	0 15½
Almonds, Tarragona	0 16½	0 17
Almonds, shelled	0 35	0 36
Walnuts, Grenoble	0 15	0 16
Walnuts, Bordeaux	0 12	0 13
Walnuts, Marbots	0 13	0 14
Walnuts, shelled	0 28	0 30
Filberts	0 11	0 12
Pecans	0 17	0 18
Brazils	0 13	0 15
Peanuts, roasted	0 10	0 13
Peanuts, green, extras	0 08½	0 10
Peanuts, green, jumbo	0 10	0 10

BEANS. — There are practically no Canadian beans to be had and Austrian stock now has to be used. They cost about \$2.50 to \$2.60 per bushel. It is usual to have some new crop Canadian beans by this time but they are late this year. Nor are any prices being quoted, tendency being to hold off to see what actual out-turn will be.

Prime beans, per bush.	3 10
Hand picked, per bush.	3 25
California Lima, lb.	0 08
Austrian, per bush.	2 50

BROOMS. — Altogether brooms are easier than they were three months ago. Gradually one firm after another has been making slight concessions in prices. Just last week one firm reduced prices 25 to 50 cents per dozen.

Prospects point to quite a large corn production in the U.S., but much rain will cause a great deal of corn of impaired quality. One manufacturer stated this week that there will be a lot of cheap corn which he wouldn't think of using in the manufacture of his stock.

CANNED GOODS.

TORONTO.—The opening prices on late fruits and a number of vegetables which The Grocer gave in the last issue have now been received and digested by the trade. On the whole in view of the lower prices on a number of lines they have been received with favor by the trade. Figures on tomatoes and corn are now eagerly awaited. They should be issued at any time now. They came out about the first of October last year but this season is later and as much depends on the weather towards the end of the season, canneries are holding off.

It would seem as if the lobster pack will again fail to run the trade through the entire year unless the initial orders of wholesalers are larger than usual. The early orders were filled but some companies are accepting no more business. It is probably in view of the shortage during past two years that wholesalers ordered fairly freely this

year. The last four weeks of lobster fishing did not turn out well.

Vegetables.		Per doz.
		Group A
2's, Asparagus Tips		\$ 2 27½
2's, Asparagus Butts		1 42½
Beans—		
2s, golden wax		1 00
3s, golden wax		1 40
Gal. golden wax		4 05
2s, Refugee, green		1 00
3s, Refugee, green		1 40
2s, Midgets		1 30
2's, Beets, sliced		0 97½
2's, Beets, whole		0 97½
3's, Beets, sliced		1 32½
3's, Beets, whole		1 55
3's, Cabbage		1 00
3's, Carrots		1 00
3's, Carrots		1 30
2's, Cauliflower		1 67½
3's, Cauliflower		2 10
2's, Parsnips		1 15
3's, Parsnips		1 30
3's, Turnips		1 15
Peas—		
2s, extra fine sifted, size 1		1 75
2s, sweet wrinkles, size 2		1 35
Early June, size 3		1 30
Standard, size 1		1 25
Gal. standard, No. 4		5 00
2's, Spinach		1 30
3's, Spinach		1 80
Gals., Spinach		5 32½
FRUITS. Group A.		
3's, Apples, standard		1 00
3's, Apples, preserved		1 50
Gal. Apples, standard		2 55
Gal. Apples, preserved		4 05
2's, Huckleberries, std.		1 50
2's, Huckleberries, preserved		1 80
Gal. Huckleberries, std.		5 30
2's, Grapes, white, preserved		1 55
Gal. Grapes, white, standard		3 55
2's, Lawtonberries, heavy syrup		2 02½
2's, Lawtonberries, preserved		2 22½
2's, Peaches, white, heavy syrup		1 50
2½s, Peaches, white, heavy syrup		2 00
3's, Peaches, white, heavy syrup		2 25
1½s, Peaches, yellow, flats, heavy syrup		1 27½
2's, Peaches, yellow, heavy syrup		1 50
2½s, Peaches, yellow, heavy syrup		2 00
3's, Peaches, yellow, heavy syrup		2 25
3's, Peaches, yellow, whole, heavy syrup		1 77½
3's, Peaches, pie, not peeled		1 27½
3's, Peaches, pie, not peeled		1 47½
Gal. Peaches, pie, not peeled		3 52½
Gal. Peaches, pie, peeled		4 37½
2's, Pears, Bart., heavy syrup		1 77½
2½s, Pears, Bart., heavy syrup		2 12½
3's, Pears, Bart., heavy syrup		2 37½
2's, Pears, Flemish Beauty, heavy syrup		1 77½
2½s, Pears, Flemish Beauty, heavy syrup		2 12½
3's, Pears, Flemish Beauty, heavy syrup		2 37½
2's, Pears, Keiffers, heavy syrup		1 67½
2½s, Pears, Keiffers, heavy syrup		2 27½
3's, Pears, light syrup		1 22½
3's, Pears, light syrup		1 62½
3's, Pears, pie, not peeled		1 27½
3's, Pears, pie, peeled		1 47½
Gal. Pears, pie, not peeled		3 52½
Gal. Plums, Green Gage, standard		4 05
2's, Plums, Green Gage, light syrup		1 00
3's, Plums, Green Gage, heavy syrup		1 50
2's, Plums, Lombard, light syrup		1 90
3's, Plums, Lombard, light syrup		1 30
2's, Plums, Lombard, heavy syrup		1 05
3's, Plums, Lombard, heavy syrup		1 45
Gal. Plums, Lombard, standard		3 55
2's, Plums, Egg, heavy syrup		1 45
2½s, Plums, Egg, heavy syrup		1 70
3's, Plums, Egg, heavy syrup		2 20
3's, Plums, Damson, heavy syrup		1 45
Gal. Pears, pie, peeled		4 27½
3's, Plums, Damson, light syrup		0 90
3's, Plums, Damson, light syrup		1 30
2's, Plums, Damson, heavy syrup		1 05
Gal. Plums, Damson, standard		3 55
Group B are 2½c per doz. less than above.		
Fruits.		
2's, Black pitted cherries, heavy syrup		1 97½
2's, Black not pitted cherries, heavy syrup		1 55
2's, Red pitted cherries, heavy syrup		1 97½
2's, Red not pitted cherries, heavy syrup		1 55
Gals. Red pitted cherries		8 55
Gals. Red not pitted cherries		8 05
2's, White pitted cherries, heavy syrup		1 97½
2's, White not pitted cherries, heavy syrup		1 55
2's, Black currants, heavy syrup		2 00
2's, Black currants, preserved		2 30
Gals., Black currants, standard		5 30
Gals., Black currants, solid pack		8 30
2's, Red currants, heavy syrup		2 30
2's, Red currants, preserved		2 30
Gals., Red currants, standard		5 30
Gals., Red currants, solid pack		8 30
2's, Gooseberries, heavy syrup		2 00
2's, Gooseberries, preserved		2 30
2's, Gooseberries, standard		7 02½
Gals., Gooseberries, solid pack		8 30
2's, Pineapples, sliced, heavy syrup		2 05
2's, Pineapples, shredded, heavy syrup		2 05
2's, Pineapples, whole, heavy syrup		2 27½
2's, Pineapples, whole, heavy syrup		2 77½
2's, Pineapples, sliced, Hygeian Brand		2 27½
2's, Rhubarb, preserved		1 55
3's, Rhubarb, preserved		2 30
Gals., Rhubarb, standard		3 52½
Raspberry—		
2's, black, heavy syrup		2 15
2's, black, preserved		2 40
2's, red, heavy syrup		2 15
2's, red, preserved		2 40
2's, Strawberries, heavy syrup		2 15
2's, Strawberries, preserved		2 30

Gals., Strawberries, standard 7 52½
 Gals., Strawberries, solid pack 9 77½
 Group B are 2½c per doz. less than above.

SALMON PRICES.

Socketeye—	
1 lb. tails	2 87½
1 lb. flats	2 92½
½ lb. flats	1 70
(5 case lots 2½c doz. less.)	
Red spring, 1 lb. tails	2 50
Red, ½ lb. flats	1 50
Cohoe, 1 lb. tails	2 30
Humpback, ½ lb. flats	0 90
Humpback, 1 lb. tails	1 25

MANITOBA MARKETS.

POINTERS—

New season's canned goods in.
 Dried Fruits—Weaker.
 Pecan Nuts.—Advanced.

Winnipeg, Oct. 10.—Renewed confidence in the business world has followed the very fine weather of the past week and nothing but the most optimistic feeling now prevails.

The volume of September trade was much larger than in any previous year and the fall outlook is especially promising.

Bank clearings advanced nearly five millions last week which shows that fall settlements are being fairly well met although the delay in threshing is no doubt responsible for collections not being quite as good as they might be.

There is now a pretty comprehensive line of the season's pack of canned fruits and vegetables on the market. The dried fruit market is undoubtedly weak but no changes are reported. Valencia raisins are now coming in and are not as cheap as expected. California raisins are, however plentiful and will likely furnish the main supply.

The largest almond crop in the history of California is now being harvested. Pecan nuts have advanced.

There is still an unprecedented demand for sugar. Cheap fruit for preserving has led householders to put down more household stuff than usual. The sugar market is weak but the strong local demand is probably holding up the price.

SUGAR.—The retail trade in sugar still continues in unprecedented volume and wholesalers and jobbers have been taxed to forward supplies. From the conditions at manufacturing points a drop in price is anticipated but this will hardly come with so strong a local market.

Montreal and B.C. granulated, in bbls. 5 50
 Montreal and B.C., in sacks 5 45
 Montreal and B.C., yellow, in bbls. 5 10
 Montreal yellow and B.C. yellow, in sacks 5 05
 Iceing sugar, in bbls. 4 95
 Iceing sugar, in boxes (25 lbs.) 6 20

SYRUPS.—Prices unchanged, demand fair.

2 lb. tins, per case	2 48
5 lb. tins, per case	2 88
10 lb. tins, per case	2 76
20 lb. tins, per case	2 77
Barrels, per 100 lbs.	4 22
Molasses, New Orleans, gal.	0 33
Molasses, Barbados, gal.	0 45
Maple syrup, quarts, per case	6 20
Maple syrup, ½ gals.	5 85

DRIED FRUITS.—The Smyrna fig crop is estimated above average. Valencia raisins somewhat scarce and like-

ly to be high. Currants are a fairly heavy crop, the amount available for export being estimated at 130,000 tons, some 15,000 tons more than that of the last two years. Unsettled conditions in the east may, however, affect export trade. Coast offerings are liberal. Peaches, prunes, and apricots will be ample for all requirements.

Prunes—		Per lb.
90-100s, 25s, s.p.	0 06½
90-100s, 10s, s.p.	0 06
80-90s, 25s, s.p.	0 06½
80-90s, 10s, s.p.	0 07½
70-80s, 25s, s.p.	0 07½
70-80s, 10s, s.p.	0 08
60-70s, 25s, s.p.	0 07½
50-60s, 25s, s.p.	0 08½
40-50s, 25s, s.p.	0 09½

Cooking Figs—	
Choice boxes	0 05½
Half boxes	0 05½
Half bags	0 04½

Valencia Raisins—	
Fine, f.o.s., 28s, s.p., per box	2 25
Fine, selected, 28s, s.p., per box	2 40
4-crown layers, 22s, s.p., per box	5 35
4-crown layers, 14s, s.p., per box	1 25
4-crown layers, 7s, s.p., per box	0 70
Ne plus ultra, 82s, s.p., per box	2 20

Currants—	
Dry, clean, per lb.	0 08
Washes, per lb.	0 08½
1-lb. package	0 08½
2-lb. package	0 17½

TEAS AND COFFEES.—The Japan tea crop available for export is estimated at 4,000,000 lbs. less than last year. Coffee is unchanged.

Coffee—	
Green Rio	0 18
Roasted Rio	0 22
Green Santos	0 19
Roasted Santos	0 24
Chicory	0 12½

Teas—	
China blacks, choice	0 25
India and Ceylon, choice	0 32
Japan's May picking, best	0 35
Choice	0 35

BEANS.—No change in the condition of the bean market since last report. An improvement may be expected when contractors for winter camps secure supplies.

Beans, hand-picked, per bushel	3 30
Beans, 3 lb. pickets, per bushel	3 20
Split peas, sack 38 lbs.	1 00
Whole peas	2 75

NUTS.—The California almond crop is now being harvested and is reported as being very abundant and of excellent quality. Pecan nuts have advanced 5 cents per lb.

Brazil	0 18
Tarragona almonds	0 15½
Peanuts, roasted, Jumbos	0 12½
Peanuts, choice	0 11
Pecans	0 23
Marbot walnuts	0 13½
Grenoble walnuts	0 15
Sicily filberts	0 11½
Shelled almonds	0 33
Shelled walnuts	0 31

WINNIPEG.

FRUITS.—The market is well supplied with fruits of all kinds. Peaches in particular are very plentiful and cheap. Ontario fall apples are now on the market. Grapes are cheaper, lemons dearer.

Fresh Fruit—	
Apples, Snows, bbl.	6 00
Apples, Ont., bbl.	4 50
Crabapples, box	2 25
Cantaloupes, case	4 50
Cranberries, bbl.	11 00
Oranges, Valencia	4 75
Bananas, bunch	2 50
California lemons, crate	8 50
Limes, box	2 00
Washington apples	1 60
Cucumbers, per doz.	0 50
Grapes, blue, basket	2 75
Grapes, Tokay, case	0 50
Peaches	0 75
Plums	1 10
Green gages	1 65
Potatoes, Ont.	0 75
Potatoes, per bushel	0 35
Jersey sweet potatoes	6 50

NEW BRUNSWICK MARKETS.

St. John, Oct. 9.—There has been an air of quietness about the local market during past week, and conditions remain practically the same as for some weeks past with firmer tendency in some lines. There are few changes. Sugar has declined ten cents in all grades, but this with the exception of an advance in beans is about the only difference of interest from last week's quotations. Sugar market is reported to be in nervous state and lower quotations are looked for. The condition of the crop of beets in Europe is one of the causes for the difference in sugar and the matter of stocks is of interest. Local demand during past six weeks has been particularly heavy.

Molasses remains firm and as authentic advices say that stocks in the Barbados are short and about exhausted, it is fully looked upon as certain that molasses will be much higher in St. John this year, during the coming winter.

Potatoes are being marketed in large quantities and the local demand seems encouraging, but the same cannot be said concerning the Upper Canadian or western markets. In Carleton county the price has been remarkably low, having fallen one day to 60 cents a barrel, but buying has been light and shippers for some reason seem holding back. Across the line in Maine the prices are better by thirty or forty cents. The St. John dealers are asking from \$1.25 to \$1.40 a barrel but this price will only remain for a week or two. The river boats are rushing large quantities down river for local dealers, and there is much general country produce coming as well.

Bacon	\$ 15	\$0 15
Beans, hand-picked, bushel	3 25	3 30
Beans, yellow eye, bushel	3 25	3 30
Butter, dairy, per lb.	0 30	0 31
Butter, creamery, per lb.	0 27	0 29
Buckwheat, W., grey, bag	0 15½	0 15½
Cheese, new, lb.	0 08	0 08½
Currants, 1-s, lb.	0 08	0 08½
Canned Goods—		
Beans, baked	1 25	1 25
Beans, string	1 02½	1 02½
Corn, doz.	1 10	1 10
Peas, No. 4	1 40	1 40
Peas, No. 3	1 42½	1 42½
Peas, No. 2	1 45	1 45
Peas, No. 1	1 80	1 80
Peaches, 2-s, doz.	1 95	2 00
Peaches, 3-s, doz.	3 00	3 05
Raspberries, doz.	2 20	2 20
Strawberries	1 85	1 85
Tomatoes	1 00	1 25
Clams	4 00	4 25
Corneal, grain	5 25	5 25
Corneal, bags	1 90	1 90
Corneal, bbls.	3 95	3 95
Eggs, henney	0 32	0 34
Eggs, case	0 29	0 32
Finnan Haddies	1 40	1 50
Fish, cod, dry	5 50	5 50
Flour, Manitoba	6 05	6 25
Flour, Ontario	6 10	6 15
Lard, compound, lb.	0 11½	0 11½
Lard, pure, lb.	0 15½	0 15½
Lemons, Messina, per box	3 50	4 00
Molasses, Barbados, fancy	0 36	0 37
Oatmeal, rolled	5 50	5 50
Oatmeal, std.	6 05	6 05
Pork, domestic mess	25 50	26 00
Pork, American clear	25 50	26 00
Potatoes, barrel, new	1 20	1 40
Raisins, California, seeded	0 50	0 50
Rice, per lb.	1 25	1 50
Salmon, Cases—		
R-1 Spring	9 25	9 50
Cohoes	8 50	8 75
Sugar—		
Standard granulated	5 00	5 10
Austrian granulated	1 90	5 00
Bright yellow	4 80	4 90
No. 1 yellow	1 50	4 60
Paris lumps	6 05	6 30

FLOUR & CEREAL DEPARTMENT



No change in Manitoba Flours as yet

But it May Occur at Any Time—Millers Want to Get Exact Line on Wheat Before Setting Price—Speculation as to Probable Price of New Crop Flour — Old Wheat Flour in Good Demand—Rolled Oats Hold Steady.

The anticipated concession in Manitoba flour in keeping with the values on new crop wheat has not as yet occurred. Some mills are now using a certain quantity of new wheat but most of them have some quantity of old wheat yet on hand and naturally wish to run it off before prices are reduced. There is a tendency to hold off to see what the other fellow is going to do, but there might come a change at any time.

Another reason why there is tardiness in announcing any change in price is the desire of milling companies to arrive at a definite idea of how wheat values will rule for some time ahead and then set flour prices on that basis. They do not wish to set a price that might have to again be revised shortly to meet changed conditions in the raw material market. There is much to be taken into consideration in arriving at a price at which flour should sell.

Just at present there is considerable speculation as to what values on new crop flour will be. One man mentioned 40c a barrel as a possible reduction but he added "that is not a promise but a prophecy."

"There is bound to be a reduction," said one flour broker this week. "It has only been delayed by the slowness with which wheat has been coming forward. Prices of Manitoba to-day are 30c per barrel higher than those ruling a year ago, while wheat is lower. What can you then expect? The same grade of flour is selling in the United States at about 1.00 per barrel lower than prices here.

There has of late been quite a good demand for old wheat flour. This demand may seem rather unusual in face of present market conditions. "The reason for this," explained one miller, "is that flour from matured wheat is considered more desirable for bread making than that from new wheat. For one thing it will take up more moisture. For this reason it is considered as worth more than flour milled from new wheat and

some dealers are willing to pay a higher price for it."

MONTREAL.

FLOUR.—The local flour trade has been active of late and the increase in demand for whiter wheat grade of old crop has come just at a time when supplies are none too heavy. This may be attributed to the fact that millers are not offering much new crop wheat flour, claiming that they cannot secure supplies themselves owing to farmers being unwilling to bring loads along heavy country roads. The export trade in new crop spring wheat flour has quieted down to some extent, the orders received being for small shipments during latter months of year.

Winter wheat, fancy patents, in bags	4 50	4 75
Straight rollers, in bags	4 30	4 50
Manitoba 1st Spring wheat patents, bags	5 80	
Manitoba straight patents, in bags	5 30	
Manitoba strong bakers, in bags	5 10	
Manitoba second, in bags	4 70	

ROLLED OATS.—Market is firm for rolled oats with a fair volume of business passing. Supplies are short and firmness will prevail until arrival of new crop.

Fine oatmeal, single bag lots	2 75
Standard oatmeal, single bag lots	2 75
Granulated oatmeal, single bag lots	2 75
Rolled oats, 90 lbs. sacks, jute, 25 bags	2 40
Rolled oats, jute bags, 90 lb. single bag lots	2 50
Rolled oats, cotton bags, 90-lb. single bag lots	2 55
Rolled oats, barrels	5 50
Rolled wheat, bbl.	2 75
Hominy, 98 lb. sack	2 30
Bolted cornmeal, 100 bags	2 25

TORONTO.

FLOUR.—So far there has been no adjustment of Manitoba flour prices to new crop basis. It is hard to say when the change may come. "It might take place at any time," said one miller this week. "Those mills grinding old wheat will naturally wish to hold off until they get their stock of it run off. However, receipts at lake ports are on the increase and some mills are beginning to use the new wheat. One miller said this week that while receipts at lake ports have been considerable, holders are asking

rates for above futures. Millers are holding off feeling that there must be a reduction in the near future.

There is no change in Ontario flour situation. With this kind of weather ruling farmers will not take the time to deliver wheat, especially as they think they will lose nothing by holding off and as a result there is little winter wheat flour offering and only at steady figures.

Manitoba Wheat.	
1st patent, in car lots, per bbl.	5 70
2nd patent, in car lots, per bbl.	5 20
Strong bakers, in car lots, per bbl.	5 00
Feed flour, in car lots, per ton	31 00 33 00
Winter Wheat.	
Fancy patents, domestic consumption	4 85 5 15
Patents, 90 p.c., domestic consumption	4 55 4 85
Straight roller, domestic consumption	4 35 4 55
Blended, domestic consumption	4 85 5 05

CEREALS.—Those who have been following the markets know how backward new oats have been in coming forward from the West. None are available for grinding as yet and in the meantime both old oats and new crop Ontario oats are scarce. Mills are having trouble getting sufficient supplies and some dealers fear there may yet be a pinch before new crop starts to come forward in such quantities as to again give an easier tendency.

Rolled oats, small lots, 90 lb. sacks	2 50
Rolled oats, 25 bags to car lots	2 40
Standard and granulated oatmeal, 98-lb. sk., small lots	2 75
Rolled wheat, small lots, 100-lb. bbls.	3 00
Rolled wheat, 5 barrel to car lots	2 80
Cornmeal, 98 lb. bags, 25 bag lots	2 25 2 30
Rolled oats in cotton sacks, 5 cents more.	

MILL FEED. — Prices of both bran and shorts remain unchanged. Steadiness is expected until grinding of new crop wheat gets started.

Bran, ton, car lots	\$23 00
Shorts, ton, car lots	27 00

WINNIPEG.

FLOUR AND CEREALS. — Flour prices are steady. Business in domestic trade is quite active. There is a somewhat better export enquiry.

Flour—	
1st patents, cwt.	3 05 3 15
2nd patents, cwt.	2 85
Strong bakers', cwt.	2 75
Rolled Oats—	
20 lb. sack	0 60
40 lb. sack	1 15
80 lb. sack	2 25
Granulated oatmeal, per cwt.	2 75 2 75
Corn Meal—	
98 lb. sacks	2 30
49 lb. sacks	1 15

Promoting Flour Sales by Means of Display

Description of a Display in a Western Canadian Town Which Brought Good Results—Display Cards Profusely Used—This is Good Method of Getting Buyer on the Outside to come Into the Store—Too Much Bread Business Going to Baker.

Flour is an important item in most grocery stores, and for this reason the methods which can be used to increase its sale are of much importance to the dealer. It will be agreed without a dissenting voice that the dealer who merely puts in a stock of flour and makes no effort to get it into the homes of his customers will not find an appreciable demand, or at least it can be said that the demand will not be as large as if he took full advantage of the opportunity presented for its sale.

Window display is one of the important methods which the grocer has at hand to bring this product into prominence and some neat and attractive trims may be arranged. Many grocers do not use this method as much as they should. There are many, however, who have realized the value of window display in promoting flour sales and who take advantage of this method frequently with good results.

Western Grocer Has Good Display.

One such firm is the Banner Grocery Co., of Wetaskawin, Alta., recently had an attractive window display of flour which attracted no little attention, and the attraction of attention is a big step towards selling goods. The display was confined to one brand of flour. A row of fifty-pound sacks was placed next the glass. Then followed a row of 100-lb. sacks standing upright followed by another a step higher.

Good Use of Display Cards.

In the centre nestled in between the sacks was a large draped show card with the following reading matter in prose verse:—

“Patty cake, patty cake, baker’s man, bake me a cake as quick as you can. It sure will be sweet, it cannot be sour, because it is made from _____ flour.”

Higher still and to the rear was a show card of artistic design on each side. One of them showed a ludicrous picture of a tramp making a meal from a loaf of bread, the reading matter on which was “If mother had used Blank Brand flour I’d never left home.” The other showed a procession of people carrying flour away from a store and read: “Get in line, Flour Day at our place.” In addition there were price cards on both cwt. and 50-lb. sacks.

Reaching the Outside Buyer.

This window which was dressed by J. Syme, attracted a good deal of attention

and brought this particular brand of flour into special prominence. The fact is recognized that by personal talks you can only reach those people who are already customers and who enter your store. With a window display, however, you are enabled to reach those who pass as well, and in addition keep this line before present customers.

Many a steady customer not only for flour but regular lines as well has been secured in just this way. The woman who bakes her own bread, of all things demands that the flour shall be good and to her liking. If the brand which she has been using has not been completely satisfying her, what is more natural than that when she sees a window display of some other good brand, she should become interested and make enquiries. Then the salesman has his chance to make another customer for the flour and also for the store.

In addition, such a window is likely to suggest to the housewife who knows how to bake bread, but who has strayed away from the good old ways of her grandmother, that she again return to the habit of the olden days when the family table and the family appetite was brightened up by the presence of the home made bread.

Strong Talking Points for the Dealer.

The love of the home-made bread still lingers. Where is the little Willie or the fond husband whose heart is not gladdened and his appetite improved when mother’s own bread is placed before him? Where is the housewife who does not revel in her capabilities as a baker and who is proud of her home-made products? These are the things that make it possible for grocers to swing a multitude of Canadian housewives back into the good old-fashioned habit of bread-making.

Grocer Versus Baker.

The grocer and the miller as well would do well to give some attention to this particular problem. It would seem as if bread-making is becoming a lost art to many a housewife of to-day, and that the baker is gradually winning supremacy in the producing of the staff of life. While the baker is far from being supreme in some localities, in others he has been gaining rapid headway. Housewives who would have scorned the idea a few years ago are now patrons of the baker. It stands to reason that if the baker is selling his customers bread,

that the grocer cannot sell them flour for bread-making. It is undoubtedly time that a stand be made to maintain this business in the old original channels. Much can be done in this direction if the attempt is only made.

Many Selling Methods at His Command.

The value of window display in attaining this end has been pointed out. Personal talks will help to no little degree. Besides the old love of the home-made bread, the grocer can further show his customers why it is in their own interests to bake their own bread. Not only can they produce bread that is held in greater esteem by those who have to eat it but they can save money.

This latter point is one that can be made good use of. The housewife is always on the lookout for methods of reducing the household expenses. If you can appeal to her pocket book you are sure to get her interest.

Advertising is the third assistant which the grocer has to promote flour sales for, in this way he is able to reach people who never visit his store or see his window display. Properly written copy in the local paper will generally be found to bring good results.

Grocers’ Letter Box

The Canadian Grocer solicits enquiries for this Column on Trade Questions. If you wish to know the name of the manufacturer of any line of goods, or where any article can be secured, etc., write us.

Editor Canadian Grocer.—Kindly give me a list of manufacturers of electric coffee mills and meat slicers in your Canadian Grocer.

READER.

Niagara Falls Centre, Ont.

Editorial note.—Coles Manufacturing Co., Philadelphia, Pa.; Woodruff & Edwards, Elgin, Ill., and A. J. Deer Co., Hornell, N.Y., are among the manufacturers of coffee mills while Ryan Bros., 110 James St., Winnipeg, Walter Woods Co., and W. A. Freeman, Hamilton, Ont., are dealers in meat slicers.

AMIEUX SARDINES.

Canadian Grocer.—We would like to know if you have the information who are the Canadian agents for Amieux Freres sardines?

Winnipeg Wholesaler.

Editorial Note.—Amieux Freres sardines are imported by the Anglo-French Importing Co., 232 Lemoine street, Montreal.

Italian canners are finding in tomato seed oil a valuable by-product.

Your windows are the eyes through which the public sees your store.

Attraction Necessary to Draw the Crowd

So Claims a Winnipeg Dealer Who Aims At Something Novel For His Window Displays—Thanksgiving Window That Brought Onlookers—Christmas Display Which Sold Well and Another That Didn't.

"To push sales at special seasons such as Christmas or Thanksgiving time, get up an attraction," says D. W. McLean, who has been for twenty-five years engaged in the grocery business in Winnipeg.

"If you can get up something to make the people stop to look at your window, a great point is made. It will sell the goods in two ways: first the one who stops will very likely come in to buy some small thing and possibly go out a heavy purchaser, and secondly, he will tell about the attraction to some of his friends, causing them to have more than a glance in passing. This will also bring about results.

A Thanksgiving Window.

"I planned a window for Thanksgiving time that brought in a lot of business, some few years ago. It was a little representation of a settlers' log shanty with the family seated at a Thanksgiving dinner. Outside the door was a hungry wayfarer just in the act of knocking. The thing was well got up, the light and shades effective, and it took. I had no further window display but I had a big display of turkeys and pumpkins right near the door and put on extra light inside.

"Well sir," said Mr. McLean enthusiastically, "that window drew the crowd and our sales were record breakers that season.

A Suggestion for Christmas.

"At Christmas one time we arranged a child's bed-room with a mantel shelf, open fire place and so on, complete. Had a life sized doll asleep in a little cot and the Christmas stockings hung up. It brought the people round, and certainly sold the goods.

"I might mention many other attractions that we got up at different times that were successful.

Not Enough Originality.

"But I will tell you one thing I tried that was a complete failure. It happened this way. I was thinking of some scheme for Christmas when a young man came along, an expert grocery man, window dresser, etc. He wanted a job and I liked his looks and took him on. He was anxious to fix up the windows and I let him have a go at it.

"Well, he made the most elaborate display of goods you ever saw. He had a beautiful arrangement of fruits and candies and other seasonable goods, and had them all ticketed, and it was really a most painstaking lot of work.

"But it was labor lost. Few stopped to look. They knew all that stuff was in the store anyway and they could probably remember half a dozen windows

Profit in Proper Handling of Tobacco

Many Dealers Have Tobacco and Cigar Stocks and are Making Money From Them—Should be Placed Where They Can be Seen—Moisture Among Cigars Necessary.

A traveler for one of Canada's large tobacco houses recently told the writer that grocers were more and more becoming favorable to all lines of tobacco; in fact he goes so far as to say that his firm markets the greatest part of their output through the grocer and general merchant. "Of course," he said, "there are some who say that they cannot sell the goods because the exclusive tobacconist is too close to them. But they will agree that they could certainly build up a business if the competition was removed."

Now here is just where some dealers go astray. The grocer further down the street sells flour and the man at the corner sells it, in fact they all sell it, and good quantities too. In spite of the fact that flour is a necessity, nevertheless competition in many lines can be beaten off to a certain extent, no matter in what line, so that the man who says he cannot sell tobacco is entirely at sea. Salesmanship is all that is needed, and as salesmanship means resource, then the man with resource can simply start up next door to a well-established competitor and take considerable of his trade from him.

Display Essential.

In selling tobacco, of course, one must keep the goods right under the customer's eyes and have them so attractively laid out that they will invite attention. A long show case deep enough to show plug tobacco, cigars, cigarettes and a few rows of pipes, is bound to produce results because the husband will very soon get into the habit of asking his wife when shopping to "bring home a plug of chewing," or smoking as the case may be.

Where a Mistake is Made.

Cigars are a profitable stock, but unless they are kept in a moist atmosphere they will dry up and, of course, not pro-

duce as satisfying a smoke as might be. Dealers should avoid letting stock of this nature go dry, because the man who once purchases and finds his cigar peel in his mouth, will not go back again. When a man pays for a smoke, he wants a smoke not a toy.

A Good Transient Trade.

There is quite an amount of transient trade to be had with tobaccos. A number of young men walking out during the evening on finding themselves away from a tobacco store immediately look for a grocery. Dealers should bear this in mind and place a sign outside the door.

One could quote instance after instance where tobacco has been made a good profit-winner by grocers. Suffice it to say now that the same energy put behind this department as behind the general groceries by those who say "I can't," will be the means of turning away all doubt.

LATE CEREAL AND FLOUR NEWS.

Toronto, Oct. 10.—The shortage of rolled oats as a result of scarcity of oats for grinding has become exceedingly acute and jobbers are unable to get supplies to fill their orders. This is in both package and bulk goods. The new oats from the West are late in coming forward and many mills have not been able to secure enough raw material to keep them going. "We can't get any supplies to fill orders," was the statement of the representative of one milling firm to-day.

"We are expecting a change daily," said the Toronto representative of one big flour mill in speaking of the anticipated decline in Manitoba flour. He thought the reduction would probably be about 30 cents per barrel.

Picking and Curing Prunes for Market

Interesting Information on a Dried Fruit Well Known to Commerce—Following Up the Prune From Blossom to Fruit—How the Different Sizes are Graded — Why the "Faced" Fruit Appears on Top of Box.

Only about a quarter of a century ago, dried fruits, prunes included were considered merely a big product of the orchard in California. Now, however, fruit curing has become an enormous industry valued at many millions of dollars and requiring the entire output of thousands of acres of orchards.

The French prune of commerce grown in California is known as the Prune d' Agen, and its ideal American home is found in the Santa Clara valley, where it was introduced from France in 1858. For many years it was thought that the fruit could not be grown successfully in any other part of California, but that was later found to be a mistaken idea, and now probably half the California prunes are grown in other sections. The Santa Clara valley is about fifteen miles wide and fifty miles long and is said to contain about 5,000,000 trees.

Changes in the Prune Trees.

During the blossoming season, the white bloom literally covers the picturesque valley and it is a beautiful and inspiring sight. This is in the latter part of March. By August the picture has changed its character completely, the trees being laden with rich purple-colored fruit. Soon the scene is again transformed and the quiet orchard has become a field of busy workers who shake the trees gently so that the fruit will fall upon sheets, or it is picked directly from the trees into baskets and then sent to the drying trays.

Prunes, and all other fruits to be dried are, in California, cured on shallow wooden trays which are placed on the drying ground and allowed to remain there day and night without protection until the fruit is fully cured. Usually these trays are about 3 by 6 feet in dimensions, and they are set directly upon the ground, although in some cases a support about a foot high is built upon which the tray may be rested.

Goes to the Sweat-Box.

Before being put on the trays, the prunes are usually graded as to size by a mechanical contrivance, and after this preliminary grading, are dipped in a weak lye solution to crack the skins, which facilitates the curing process.

It requires from ten days to two weeks to cure prunes in the sun. When the fruit is sufficiently dried it is taken to the sweat-room and subjected to a process of handling which saves it from sub-

sequent damage after storage and at the same time equalizes the moisture in all of the individual fruits giving the whole mass an even and uniform appearance.

All cured fruit will draw damp if stored in a mass without previous sweating, and this sweating is merely permitting the damping to take place under conditions of control. Sometimes the fruit is heaped in small piles on the floor of the sweat-room and turned occasionally, or it may be placed in shallow boxes and dumped from one receptacle to another at intervals. From one to three days are required to complete the operation.

Grading the Prunes for Market.

From the sweat room the prunes are taken to the packing room and there graded, finished and packed ready for shipment. Prunes are graded according to the number required to make a pound; thus 20-30s require from twenty to thirty prunes to the pound; 30-40s from thirty to forty prunes per pound, and so on, grades ranging to as small as 100-120s. This grading is done by a machine with riddles one above another, each with a slight incline, and a spout on the side to carry off the fruit of a certain grade as it comes along.

Prunes are "finished" by exposing to steam or immersion in hot water for an instant to soften them. The packing is usually done by women worker who put the fruit in twenty-five or fifty pound boxes, each box containing but one size fruit. The first layer is flattened by hand or machinery and each piece laid in the box with precision; then the box is filled without special arrangement and when full is conveyed to a pressing machine which presses the fruit closely without, however, crushing it. The box cover is then nailed on and finally is turned bottom side up, stamped and labeled, the original bottom, in which the first fruit was packed, thus becoming the top when the box is opened, so that the flattened or "faced" fruit as it is commercially called, is seen first.



On October 1, the incorporation of the Armsby Co. of New York, was effected. This matter has been in progress some time by the members of the J. K. Armsby Co. The new corporation was incorporated under the laws of New York State, and will be a holding company, the operating company still being the J.K. Armsby Co., of Illinois.

The Joke Column

Easier.

Enraged Creditor—I've had enough of mounting all these stairs every day to collect this bill.

Debtor—Well, I can tell you a piece of news that will please you. After tomorrow I'm going to live in the basement.

A Steady Job.

Caller—Snip & Co. have employed me to collect the bill you owe them.

Owens—You are to be congratulated, sir, on securing a permanent position.

The Grocer's Grief.

A woman living in an aristocratic suburb a mile and a half from her grocer, goes to the phone:

"This you, Central? 454, please.

"This you, Mr. B.?"

"Please charge and send ten cents' worth of animal crackers and pick out the elephants, as the baby is afraid of them."

He Got It.

A young fellow sidled into a Fourth Avenue business house, unreeled his line of talk, told them that he was a 1912 graduate, and offered his services. The head of the firm looked the graduate over casually.

"I have no position to offer you," he said.

"You misunderstand," responded the graduate. "What I want is a job."

Two minutes later he was at work.

That's Gratitude.

It was a very hot day and a picnic had been arranged by the United Society of Lady Vegetarians.

They were comfortably seated and waiting for the kettle to boil, when, horror of horrors! a savage bull appeared on the scene.

Immediately a wild rush was made for safety, while the raging creature bounded after one lady who, unfortunately, had a red parasol. By good fortune she nipped over the stile before it could reach her. Then, regaining her breath, she turned round.

"Oh, you ungrateful creature!" she exclaimed. "Here have I been a vegetarian all my life. There's gratitude for you!"



Big Crops of Florida Fruits this year

Yield of Both Grapefruit and Oranges Will be Large—Grapefruit Crop Said to be Three Times Greater Than Last Year—Now Beginning to Arrive—New Lemons Will Bring Lower Prices—Preserving Fruit Season on the Wane.

From present appearances it would look as if Florida fruits would find greater favor with the Canadian public this year and that the demand for them will be much larger, especially when compared with last year. Last season showed only a moderate yield of oranges from this state while grapefruit was extremely short and prices so high that demand was cut down to a low level.

Lemons continue to hold their high position on all Canadian markets. No change of importance can be looked for until new crop start to come in. The first arrivals are expected around first of month and being the advance supplies will probably command a premium but with further shipments prices are expected to return to a more normal level. Much depends on the condition of the markets when they begin to arrive here.

Domestic preserving fruits are now less of a feature, the result of smaller supplies. The funeral dirge of plums has been sounded while peaches are fast following in the same direction, although there will be some belated shipments to come on yet. Grapes are now the centre of attraction and a good volume of business is being done in this line.

MONTREAL.

FRUITS.—The trade in fruits has not been so heavy this week due to the closing up of the preserving season and the setting in of the colder weather. The fall apples are now on the market and in good demand while dealers expect a good movement of the winter variety when they come along also. A demand has been started for old crop cranberries and full price is being paid. Basket fruit is not moving so well while lemons are high and oranges are also firming up.

Apples, fall, No. 1	3 50	4 00
Apples, fall, No. 2	2 75	3 25
Bananas, crated	1 75	2 25
Grape fruit, Florida, case	6 50	7 50

Lemons	4 50	5 00
Limes, box	1 25	1 75
Oranges, late Valencias	4 75	5 25
Pineapples, Cubans, cases of 24	6 50	7 00
Grapes	2 25	2 75
Summer apples, No. 1	3 50	4 00
Summer apples, No. 2	3 00	3 50
California plums	1 50	1 75
California pears	4 00	4 50
California peaches	1 00	1 25
Ontario pears, basket	0 75	1 00
Ontario plums, basket	0 75	1 00
Ontario peaches, basket	0 75	1 00
Pears, in barrels	8 00	12 00

VEGETABLES.—Trade in all lines is fairly promising, the whole range being asked for freely. Potatoes are more plentiful the price for the new variety having come down a little of late. Cabbage is in good supply while carrots in bunches are brought in much heavier than earlier in the season when prices crept up owing to shortage.

Beans, green, bags	0 75	1 00
Wax beans	0 75	1 00
Carrots, bags	0 75	1 00
Cabbage, dozen	1 20	1 50
Cauliflower, dozen	0 60	0 75
Cucumbers, basket	0 30	0 35
Peppers, green, basket	3 75	4 00
Radishes, dozen	0 22	0 25
Sweet potatoes, per basket	1 75	2 00
Potatoes, Green Mountains, bag	2 00	2 25
New potatoes, bag	1 00	1 25
Spinach, box	1 00	1 25
Parsnips, bag	3 00	3 75
Tomatoes	3 00	3 50
Turnips, per bag	1 25	1 50

TORONTO.

GREEN FRUITS.—With the falling of the autumn leaves comes a dwindling of the preserving season. The flood tide in fruit supplies has been passed. The ebb must now be expected. Domestic plums are a thing of the past. Idaho is, however, supplying some fancy plums at 1.25 per box. Peaches have lingered on the market this week, but will shortly make their exit. There will, however, be some belated shipments for a time yet. Grapes are now the centre of attraction and a big business is being done. Quinces are selling at 45 to 50 cents per basket.

Some new crop Florida grapefruit is expected in the end of this week. Being the first shipment it will probably sell

from \$5 upward but there is a good crop this year and prices will be reasonable. The same is true of Florida oranges which will arrive shortly while both are said to look well as to quality.

Lemons hold at the same price and no change is expected until around Nov. 1.

Apples, fall stock, per barrel	2 50	3 00
Bananas, per bunch	1 50	2 00
Cranberries, per bbl.	8 50	9 00
Grapes	0 18	0 20
Lemons, Verdelli	6 00	7 00
Limes, per 100	1 25	1 50
Musk melons, basket	0 25	0 35
Oranges, late Valencias, case	4 50	5 00
Imported Fruits—		
Peaches, box	1 00	1 25
Grapes, Tokay, per box	2 00	2 25
Idaho plums, box	1 25	1 50
Canadian Fruits—		
Peaches, fancy, Leno, 11 qt.	0 60	0 90
Peaches, ordinary, 11 qt.	0 20	0 40
Pears, 11 qt.	0 50	0 65
Quinces, basket	0 45	0 50

VEGETABLES.—Despite the general large yield of potatoes this year, the local market has taken on a shade firmer feeling during past week and local wholesale prices range from 90c. to \$1. There does not appear to be any material let up in offerings but there is a keener demand which would seem to indicate that some storing is being done. There are little or no New Brunswick potatoes coming here at present.

There is also a firmer feeling in a couple of other vegetable lines. Cold weather has put a crimp in tomato supplies and prices are higher at 35 to 40 cents while up to 40 cents is being asked for ordinary cucumbers, picklers selling as high as \$1.

Beets, new, Canadian, basket	0 20	0 25
Carrots, per dozen bunches	0 20	0 25
Cabbage, new, per crate	1 25	1 50
Celery, per doz.	0 35	0 40
Corn, doz.	0 10	0 12
Cucumbers, Can., basket	0 40	0 45
Cucumbers, picklers, basket	0 75	1 00
Marrow, bushel basket	0 15	0 20
Onions—		
Spanish, per crate	0 50	0 75
White pickling, basket	1 00	1 25
Yellow onions, 100 lb. sack	2 25	2 50
Potatoes, Ontario, per bag	0 80	1 00
Peppers, green, basket	0 35	0 40
Peppers, red, basket	0 50	0 60
Tomatoes, per basket	0 35	0 40
Mushrooms, basket	1 00	1 50

Chance left yet for Tomatoes and Corn

Consensus of Opinion Among Canners is That Total Pack Will be Large if Weather Remains Favorable for While Longer—Eastern Ontario Prospects Not Bright But Western Section is Hopeful—"Largest Pack Ever," Says One, if Weatherman is Good—Question of Suspension of Duty.

Prices on canned tomatoes and corn have not yet been announced. This is because of the uncertainty of the pack which may be large or small. Last year these prices were announced in The Grocer in issue of October 6 and it will be remembered tomatoes, 2's, opened at \$1.07½, 3's at \$1.17½, with gallons at \$3.45. But these figures did not last long. The pack was short and prices immediately soared to those who had not booked ahead.

Corn, 2's opened at 97½ cents, and 2's fancy at \$1.07½. Corn was a large pack and prices remained fairly steady.

But what is past is past. Now what of the future? What will be the extent of this year's pack and what will be the prices? These are the questions which canners, wholesalers and retailers are asking.

Canners are Interviewed.

During the past week representatives of The Grocer interviewed a number of Ontario canners in both the eastern and western sections as to the crops and how they are likely to turn out before the season ends. These conclusions have been arrived at. First, the progress of the tomato crop in Western Ontario has been much better than that in the eastern portion of the province. Secondly, that the season is much behind the average, due to continued cool, wet weather of a few weeks ago, and hence ripening has been much delayed. Thirdly, if fine weather prevails for two weeks longer the pack of both tomatoes and corn will be exceedingly large, probably the largest on record for Canada.

Eastern Crops Poor.

While the early prospects indicated a good yield of both tomatoes and corn in Eastern Ontario, later weather conditions upset calculations considerably. A farmer on the Picton market last week told The Grocer that he had 10 acres of corn which looked good once, but from which now he does not expect to pull a cob. He will feed it to the cows. A neighbor had 10 acres of tomatoes and earlier was banking on 500 bushels to the acre. Now he doesn't expect 500 bushels of ripe tomatoes altogether.

A canner in that district stated that the pack will not be more than 17 per cent. of the original estimate. Another claimed that while early corn was coming in freely, late corn was frozen. One stated that scarcely any, if any, of \$2,000 worth of new labels ordered would

be used and that large quantities of apples were being put up to give employment to those whom he wanted to secure again next year.

Outlook Better in Western Ontario.

The tone of the interviews from Western Ontario was, however, much brighter. Canners there remarked particularly on the difference in crops between the east and west.

"As regards the outlook for corn and tomatoes," said one, "if the present weather continues for three weeks, you will probably see the largest pack of corn and tomatoes ever put up in Canada. The factories west of Toronto are extremely busy, but unfortunately the factories east are not having as favorable conditions. The vines are heavily loaded with tomatoes and factories will keep on packing until the killing frost comes."

Depends on Future Weather.

"The indications all season," remarks another, "pointed to a very large crop of tomatoes but weather conditions during September prevented the fruit from ripening as rapidly as is usual, particularly at points east of Toronto, and consequently the pack is no doubt below the average. However, if we are favored with warm weather during the next two weeks, similar to that of the past three days, the total pack of tomatoes will be up to the average."

He refers here to Sunday, Saturday and Friday of last week.

Sufficient to Fill Demand.

One canning firm claims that the demand for canned goods in general will be fairly large considering the fact that many more factories are operating this year than last. They point out that last year, despite the short packs in many lines, the demand was, on the average, well met by supplies.

Judging from all these statements there evidently does not appear to be any great shortage likely in the total packs of all lines. If the frosts kill off the tomatoes early, the pack will of course be greatly reduced. Otherwise, while certain factories will be short, the total pack should be quite large.

Is This Report True?

Press reports from Ottawa last week intimated that certain canners were asking the government to suspend the duty on canned vegetables, especially

tomatoes, coming from the United States. The alleged reason is given that the canners are not able to fulfil their contracts except at a loss and that they want to secure the balance at prices existing in the United States.

Whether this is true or not cannot be verified. So far as The Grocer is concerned no confirmation of it has been secured although several canners have been asked concerning it.

"We have no knowledge of any such application," said one, "and do not believe that there is any truth in the report," and adds that if fine weather continues the pack of tomatoes will be an average one so that the application for the removal of duty would be premature and unwarranted.

Think Supply Sufficient.

Another replied that "we cannot say if this report is true or not, and to our minds would consider it a mistake to remove the duty on any of the lines." This firm argues that the demand last year, considering the short packs was fairly well filled and no great quantities were imported from the States. With the additional factories in operation the total pack should be materially increased.

WHO IS THE WINNER?

How much is the peddler ahead if he cheats a farmer's wife out of 11 cents on her rags and 17 cents on a calf-skin, while at the same time she is working two dozen bad eggs off on him at 14 cents a dozen and stuffs a pound of hen's feathers in a sack of geese feathers she sells him at 40 cents a pound?

FRUIT NOTES.

Latest reports from Florida are that the outlook for a splendid orange crop still holds good.

Estimates of the number of barrels of grapes which will be shipped from Almeria are now generally placed at 1,700,000.

"This preserving business keeps one in hot water, doesn't it?" said the Pear to the Peach. "Yes," assented the latter, "it does jar one."

If you have skill, use it—cash it. If you have no skill, get it. It is no shame to be commonplace—the shame is in staying so. Mistakes are a blessing if they teach us not to make the same one twice. The trouble with some mistake-makers is that they refuse to be taught.

As a retailer you should take every opportunity to satisfy yourself that the buying end of your organization is meeting the requirements of your trade.



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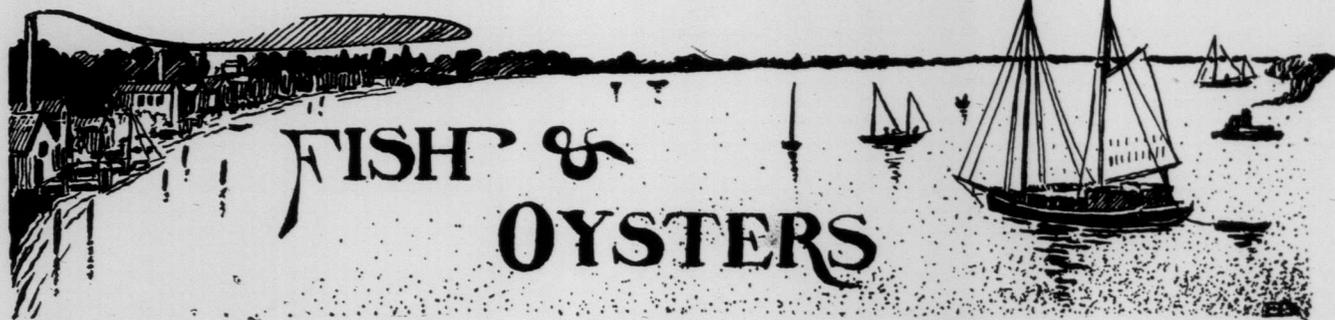
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FISH & OYSTERS

Fall Fish Trade Getting Under Way

Season so Far Has Been Good—Cooler Weather Induces Greater Interest—Dealer is Now Able to Give More Attention to This Line—Extensive List of Offerings to Choose From—More Life to Oyster Trade.

The fall fish trade is getting off to a good start. Conditions so far this year have been quite favorable to business and reports from various parts of the Dominion indicate that so far trade has been satisfactory for the season. Indeed from some centres it is declared to be ahead of that to the same time last year.

For one thing the weather is now more conducive to trade, as with a lower temperature retailers find it easier to handle this line. Supplies in nearly all lines are fairly liberal, and there is a fairly extensive list from which to choose so that the dealer should be able to satisfy the desires of all his customers.

Another fact that works for more interest in the fish department is that the dealer is not so busily engaged with other lines. For some time the pickling and preserving trade has demanded no little attention, but this business is now beginning to look to their supplies of smoked, prepared and pickled varieties.

Oysters are beginning to take on greater business. Dealers are looking forward to a good season's business. Cooler weather puts life into this line. It reduces the cost of refrigeration to the dealer. Quality of oysters is showing up better than seemed likely earlier in the season.

QUEBEC.

MONTREAL.—With a number of festivals coming along a heavy fish trade is natural, and wholesalers at present state that the demand has exceeded that of last year by a good margin. Fresh halibut is not coming along any too plentifully, supplies of frozen stock having to be brought into service instead. Brook trout season is closed, while white fish are very scarce. Supplies of dressed pike are good and prices are a shade lower. Fillets are fairly scarce, but haddies are in good supply.

FRESH AND FROZEN.

Fancy spring salmon, per lb.	0 18	0 20
Large shad herring, each	0 02

Market cod, cases, 250 lbs., per lb.	0 04
Less than case	0 04½
Smelts, fancy	0 10
Haddock	0 04½
Halibut, per lb.	0 12
Herring, frozen, per 100 fish	1 90
Mulletts	0 04½
Pike, dressed and headless, lb.	0 08
Steak, cod	0 06
Mackerel	0 10
B.C. red salmon	0 10
New Gaspe salmon, per lb.	0 15
Qualla salmon	0 07½
No. 1 smelts, per lb.	0 09
Lake trout, per lb.	0 12
Whitefish, lb.	0 09
Pure cod tablets, 20 1-lb. tablets	2 30
Whitefish, small, lb.	0 06
Barbotte (dressed) bullheads, per lb.	0 08½

PREPARED FISH.

Boneless cod, in blocks or pkgs., lb.	8, 10, 11, 12
Dry pollock, 100 lb. bundles, per bundle	5 50
Shredded cod, 2 doz. in box, per box	1 90
Boneless strip cod, 30-lb. box	0 12

SALTED AND PICKLED.

New green cod, per bbl., 200 lbs.	10 00
New Labrador herring, per bbl.	5 50
New Labrador herring, per half bbl.	3 00
No. 1 mackerel, half bbls.	2 00
No. 1 mackerel, half bbls.	2 00
Lake trout, kegs	6 00
No. 1 green haddock, per 200 lbs.	7 50
Salt eels, per lb.	0 06
Salt sardines, bbls.	5 00
Salt sardines, half bbls.	2 75
Lake trout, half bbl.	6 00
Scotch herring	6 50
Scotch herring, keg	1 00
Holland herring, half bbl.	5 50
Holland herring, keg	0 75
Boneless new herring, 10-lb. boxes	0 12½
Salt eels, per lb.	0 06
Labrador salmon, bbls.	18 00

SMOKED.

Bloaters, box	1 10
Yarmouth bloaters, fancy, per box	1 25
Haddies, fancy, 15-lb. boxes, per lb.	0 07½
Fillets, fancy, 15-lb. boxes, per lb.	0 11
Herring, new, smoked, per box	0 18
Kippers (small), per box of 50 fish	1 10
Smoked salmon, per lb.	0 25

SHELL FISH.

Solid meats—Standards, gal., \$1.75; selects, gal.	2 00
Boiled lobsters, per lb.	0 20

ONTARIO.

TORONTO.—The fish trade according to local wholesalers is taking on a healthier stride than has been noticeable so far this season. The weather this week has turned down to a temperature more conducive to business, causing many more retailers to take hold. It is now time that the grocer had his fish campaign opened.

Halibut is not so scarce as some time ago. There is just a sufficient quantity to nicely cope with demand. Stock cod is a scarce line.

Halifax cod is now on the market. Digby herring are selling at 75c per bundle of 5 boxes. Scottish herring from Lock Fyne are offered this week at \$1.10 per kit.

FRESH CAUGHT FISH.

White fish, per lb.	0 12
Lake trout, per lb.	0 12
Steak, cod	0 08
Halibut	0 07
Flounders	0 11
Herrings, per lb.	0 05
Pike	0 07
Perch	0 07
Restigouche salmon	0 25
Bluefish	0 20
Striped bass	0 25
Butterfish	0 15
Sea bass	0 20
Sea herring, per 100 count	2 00

SMOKED.

Finnan haddie	0 08
Smoked fillets	0 09
Smoked bloaters, 60s	1 25
Kippers	1 35

PREPARED.

Shredded cod, 2 doz. pkgs. to box	2 25
Acadia cod, 2-lb. boxes, 12 to crate	2 80
Cod in loose strips, 25-lb. to box, lb.	0 06½
Skinless, cwt. (100 lb. boxes)	6 00

SALTED AND PICKLED.

Labrador herring, per keg	3 00
Labrador herring, per barrel	6 00
Labrador trout, per keg	7 50
Oysters, select, per gallon	1 75

NEW BRUNSWICK.

ST. JOHN.—The fact that many of the fishermen from bay ports are busily engaged at present away from home in catching pollock and hake for drying and shipping to the West Indies has materially affected local supply of fish and reduced stocks to a low scale, particularly during latter part of week. The supply at the opening of the week was fairly good, but between the reason given above and the disagreeable weather interfering as well, the market had little to offer although the demand kept up well. This is not expected to last very long, and probably in a few days will see a vast improvement. Prices rule about the same.

WINNIPEG.

WINNIPEG. — Good seasonable demand for oysters and fish, with no changes in prices since last review.

Fish—	
Oysters, per gal.	3 00
Fresh salmon	0 15
Lake Winnipeg whitefish, lb.	0 06½
Fresh pickerel	0 08½
Steak, cod	0 10
Trout	0 12
Halibut	0 10½
Finnan haddies	0 08
Bloaters, per box	1 50
Holland herrings, keg	0 72
Kipped herrings, box	2 00
Labrador herrings, half barrel	3 80
Mackerel, salt, keg	2 75

Cheapness of Fish Makes it Easily Sold

Fish Department With a Little Attention Can Readily Be Made Profitable—In Getting Supplies Vary Them as Much as Possible—Fresh Fish Will Sell Just as Well as Smoked or Cured—A Suggestion for Showcase Display.

A Montreal wholesaler doing an extensive fish business has no hesitation in stating that grocers are getting more and more into the habit of handling fish, and further asserts that before many years have passed the greater number of the good stores will have separate fish departments.

"Of course," he says, "we cannot regard the man who carries a box of fillets on the counter as one keenly interested in fish, but we are anxious to see every dealer set aside a good bright portion of his premises for fish of all kinds and have a man look after it exclusively."

The grocers certainly have good opportunities for distributing fish and those knowing ones who have made and continue to make a Friday leader are reaping big profits, and these are bound to grow as long as the proper methods of salesmanship are employed.

Moderate In Price.

"The present high cost of living," says another wholesaler, "is every day whispering in the grocer's ear that people are looking for cheap substantial food, and taking everything into consideration fish is cheap, decidedly cheap, and lower than it was last year." And there is logic in this too, for what better meal could one have twice a week than halibut steak? Fleshy and palatable, the halibut is a seller and there is practically no waste.

Trade In Boneless Cod.

The advance made in the science of fish curing, etc., has opened the door to the dealer in many respects, and right here one can point out as an example—the careful packing and high quality of boneless and skinless cod. Imagine the selling talk the dealer has for this line—"it's all pure fish flesh, no skin, no bone, all waste matter eliminated. It is made ready for use after passing through a number of processes, and after all is made from pure cod which every consumer knows from a nutritive standpoint."

Novel Display Suggestion.

An original idea which could be worked out to advantage in the grocery store, and which would undoubtedly attract trade is the following:—

Get fairly long glass case, watertight about three feet deep, and after filling up with water put two or three artificial fish, say mackerel or herring inside, keeping them in fixed position by a stiff wire fixed from bottom of the tank to their abdomen, but leaving same sufficiently loose at bottom clutch to allow of slight

movement of the fish. Finally place a generous number of gold fish in tank which will swim around artificial fish and present a living appearance to the "dead ones."

Along the top of the tank which can be built stoutly enough, can be run a highly polished white marble slab on which can be arranged various lines of fresh, smoked and prepared fish.

That such a display would produce good results, no one can gainsay, because the novelty itself will draw the customer over, and then the salesman has an opportunity to work up some business.

Cool Season Will Help.

Now that the cold weather is coming there will be little difficulty experienced in handling fish and as demand can easily be created for it, every grocer should give it some attention. A number have sold considerable fish simply by using a show case outside the door. Samples of different varieties can be shown thus, while orders can be filled from the warehouse. The show case too gives the idea of cleanliness and quality attracts the best custom.

Canadians to-day are eating more fish than ever before. Somebody is reaping the benefit, and every retail grocer might just as well secure a share of this. It remains only to place in a stock and display or advertise it so that it will be sold. Compared with fresh meats, as intimated above, fish is a cheap food, and being wholesome as well presents strong reasons why it should be pushed.

OYSTER QUALITY IMPROVING.

Advices From New York Contain Good News For Oystermen and Retailers.

The oyster dealer as well as his customers will be glad to know that the quality of oysters is showing up much better than seemed likely at the beginning of the season. This news comes from New York. They have shown a wonderful growth of late.

Spawning Season Late.

For a time, early in the season, it was feared that oysters might not show the growth that is always looked for after spawning. Samples secured from the various beds did not show any betterment, something that is unusual. Skeptical ones predicted that this would be

a poor one for the growers and shippers and that wholesalers and jobbers would also suffer. Time, however, has shown that the oyster industry is not only holding its own but it is making progress. The spawning season was late and because of unfavorable weather conditions the "set" was late in appearing.

When one takes these things into consideration it is not at all surprising that marketable oysters were tardy in showing that increase in fat, which gives them body. They are now doing so, and rapidly, too. Oysters are getting better every day and before another week has passed they will be in prime condition. This betterment of stock has already been noted by buyers. Already New York shippers are receiving ear lot orders, something unusual so early in the year, still nevertheless desirable. It shows that oysters are really good and it will not be at all surprising that ear lot shipments should greatly increase.

Good News for the Dealer.

These are facts which the retail dealer would do well to acquaint customers with. It will start the demand off to a more healthy stride.

MONEY IN ROASTING MACHINES.

Peanut Roasters and Pop Corn Poppers Show Splendid Percentages.

There are a number of retail grocers in Canada making good money out of peanut and pop-corn roasting machines, and there is no reason why more should not take advantage of this equipment to increase their profits. Now that the cold weather is coming along these lines will sell easily if they are where the people can purchase them.

Peanuts cost from 8, 10 to 12 cents a pound and sell usually at 5 cents a bag with four bags to a pound. Here are shown profits ranging from 40 to 60 per cent. on the turnover.

Raw popcorn costs around 4 or 5 cents per pound out of which can be got about eight five-cent bags of popped corn. Allowing say 5 cents per pound for butter and salt there is a profit shown of 75 per cent. on turnover.

There is no reason why the grocer cannot get a good share of the trade now almost exclusively in the hands of street peddlers. A roasting machine can be placed in the doorway and on a busy night would certainly be one of the best profit-paying equipments the dealer could have. The machines pay for themselves in a short time, and besides attract custom to the store maintaining them. They are therefore advertisements that draw trade just as does glass display in fixtures.

How Merchants Can Lower Egg Shrinkage

Shrinkage in Canada Now Amounts to About 17 Per Cent., Which Amount Goes to Waste—United States Government Believes That Merchants are the Men to Remedy the Evil—By Becoming Expert Candles They Can Pay for Quality Received.

It has been estimated that 17 per cent. of the eggs sold in Canada are lost through shrinkage. In the United States the loss amounts to \$45,000,000 annually as a result of improper handling. That the producer, the merchant who buys from the producer, the shipper, the commission house, the retailer who sells to the consumer and the consumer himself suffers on account of these losses, is evident.

The enormous losses annually are attributed to small eggs, cracked and broken eggs, dirty, stale, hatched and rotten eggs.

The Department of Agriculture of the United States has taken this matter in hand and, a campaign of education is being waged to eliminate this loss.

Points Emphasized in Circular.

Seven fundamental points have been outlined in connection with this plea for better eggs and sent in circular form to shippers, producers and merchants. It reads as follows:

1. Encourage the production of large eggs. This can be accomplished by keeping pure bred "general purpose" breeds



Note the air spaces in these eggs. The size of these indicate the age.

of fowls, hatching only the eggs that weigh at least two ounces apiece and from only the most vigorous stock. A higher price for large than for small eggs will help along the argument.

2. Infertile eggs do not hatch, do not form blood rings and seldom form black rots. If the male birds are sold or penned up after June 1, the flock of hens will lay more eggs and they will be infertile.

3. A year-round observation of New York egg receipts showed that over 12 per cent. were dirty-shelled, and sold for a lower price on this account. You should buy these dirty eggs at a lower price, for you are paid less for them. If one nest is provided for each six hens, in a cool, dark place, kept clean and vermin free, dirty eggs will be reduced to a minimum.

4. More than ten per cent. of the eggs received in New York during the year are "seconds" because they are

stale. Tell your egg men that gathering eggs every afternoon, or twice daily in hot or murky weather, keeping them in a cool, clean, dry place until marketed, and marketing at least once a week and more frequently in the summer time, will reduce the number of stale eggs greatly. Of course, stale eggs are worth less money than fresh eggs all along the line.

Eggs in the Stolen Nest.

5. Can you convince your trade that eggs from stolen nests and from incubators are never fit for sale? If the farmer thinks they are good reliable food, urge him to eat them at home. For, since the egg buyer can afford to pay more for large, clean, fresh, whole-shelled eggs, it is good business for the farmer to use small, dirty, cracked eggs at home.

6. Do you know how to candle eggs? If not, learn, and learn quickly. There is no other way by which you can determine the worth of what you are paying for. Having yourself learned how to grade eggs, show the merchants, peddlers and farmers in your neighborhood, by means of the candle, what kind of eggs they are bringing to you. Farmers are not scamps, nor egg buyers' angels. Show the farmer the kinds of eggs you cannot pay for and he will find a way to eliminate the bad egg and to make the good egg even better.

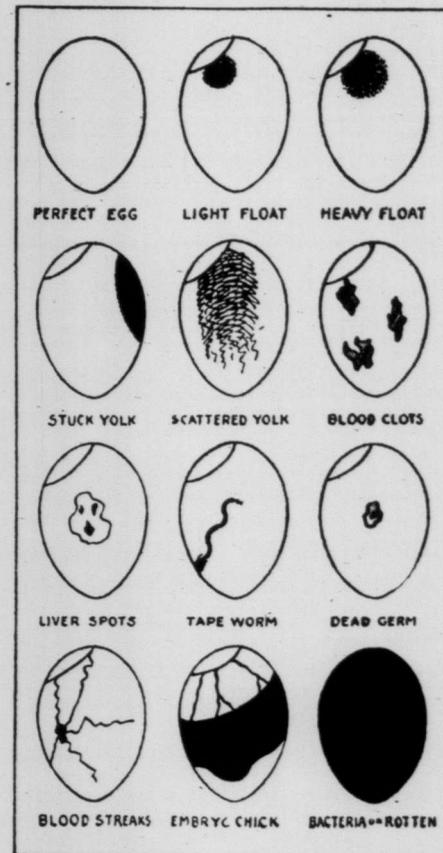
7. When first quality eggs come to your packing house, what means do you take to keep them so until they get to market? To build up and keep a good reputation for your output, you must grade carefully and uniformly; pack in good fillers, flats and cases, ship quickly and under good conditions. If you would be classed among up-to-date shippers, you must have mechanical refrigeration that the chilling of the egg may begin the minute you receive it. Candle in a room where the temperature does not go above 55 degrees F. Ship chilled, in a good refrigerator car, in car lots. If you can not chill the eggs before shipping, use a refrigerator car, well iced, and ship only the minimum load, that the eggs may receive the benefit of the ice before the market is reached.

Candling School for Merchants.

An egg candling school was formed in Kansas to which merchants in different parts of the state were asked to come and investigate conditions themselves. Demonstrations were given by expert cinders which have set them a-thinking.

It is the purpose of the state authorities to eventually reach every merchant in the state. It is pointed out that although many merchants came long distances to attend the instructions, that better results will be achieved if an egg candling car could be equipped and in that way touch all of the small towns which it is desirable that the campaign include. This plan, it is said, is likely to be adopted next year.

The candling of all eggs received in the store is the purpose of the campaign. It is pointed out that then the merchant will pay the farmer two prices for eggs. A higher price for the first-class eggs and a price from two to three cents per dozen less for the second-class eggs. In the candling process the bad eggs will be returned to the farmer. Another



This illustration shows the character of an egg by means of the candle.

purpose of the educational campaign is to show merchants what first-class eggs look like.

The proper candling of eggs is a matter that should be taken up by every merchant in Canada. On this page are a couple of illustrations showing how the ages and conditions of eggs are detected by means of candling. If the merchant has a candling system in his warehouse, where all eggs that come in from farmers can be tested, a great work could be done in eliminating the shrinkage.

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Produce & Provisions



Opinions Differ on Future of Butter

There is a Feeling, However, That Prices Will Ease Under Big Fall Make—Factories Will be Turning From Cheese to Butter—Beginning to Change Already—Egg Receipts Falling off But Quality is Improved—Hogs Did Not Hold Top Price.

It is said that this would be a funny world if every one held the same opinion. It certainly would make the butter market much less interesting than it is at the present time. Just now there is a great deal of speculation regarding the probable trend of butter during the fall and winter. The wide differences of opinion at the moment show that it is by no means a settled question.

On the whole there is a steady feeling at present time. At some centres there is a firmness that may develop into higher figures. However, in many quarters there is a feeling that with factories shortly turning from the production of cheese to that of butter that we should have a big fall make of the latter article and that this should result in an easier tendency. The usual time for the change from cheese to butter is around Nov. 1, but a number of factories have already changed over. As cheese has taken an easier turn, they believe it more profitable to make butter.

One of the big factors that should be taken into consideration in sizing up the situation is the amount of butter in storage in Canada. This is something that can scarcely be arrived at. It is acknowledged to be fairly large. Montreal is holding a good deal for western account. Chicago had storage holdings of 60 million pounds on Oct. 1. As this is eight millions more than a year ago, one house refers to it as a bearish factor. Another house points out that the increase is not as great as that shown on Sept. 1. Thus is shown the difficulty of sizing up the situation.

The cooler weather is beneficial to the egg business in one way and in another it is not. There is no denying that it is giving us hen fruit of a more desirable quality but on the other hand, it appears to be making the hen less industrious. At least, receipts are falling off and storage stocks may have to be called to the rescue soon at some centres. In

Canada as with butter, we have no record of storage stocks. Holdings in Chicago as reported on Oct. 1 by 40 houses was 283,900 cases in excess of a year ago.

Hogs did not maintain the record established during the early part of last week which was not far below the high point of 1910. The high price brought a more liberal supply of the porkers to market and prices accordingly weakened. In past few years it has been usual for hog values to fall off sometime during the fall and in certain quarters history is expected to repeat itself, at least to some degree.

MONTREAL.

PROVISIONS.—There is a steady demand for all lines at unchanged prices, but smoked and cured meats are most inquired after, the volume of business passing being heavier than earlier in the season. Lard is firm at prices quoted.

Long clear bacon, heavy, lb.	0 13½
Long clear bacon, light, lb.	0 14½
Hams—	
Extra large sizes, 28 to 40 lbs., per lb.	0 14¼
Large sizes, 20 to 28 lbs., per lb.	0 16
Medium sizes, 15 to 19 lbs., per lb.	0 16½
Extra small sizes, 10 to 14 lbs., per lb.	0 16½
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 16½
Bone out, rolled, small, 9 to 12 lbs., per lb.	0 15½
Breakfast bacon, English, boneless, per lb.	0 15
Windsor bacon, skinned, backs, per lb.	0 14½
Spiced roll bacon, boneless, short, per lb.	0 14½
Boiled ham, small, skinned, boneless	0 25
Hogs, live, per cwt.	8 60
Hogs, dress, per cwt.	12 50
Pure Lard—	
Boxes, 50 lbs. net, per lb.	0 10½
Cases, tins, each 10 lbs., per lb.	0 14½
Cases, tins, each 5 lbs., per lb.	0 14½
Cases, tins, each 3 lbs., per lb.	0 14½
Pails, wood, 20 lbs. net, per lb.	0 14½
Pails, tin, 20 lbs. gross, per lb.	0 15
Tubs, 50 lbs. net, per lb.	0 14½
Tierces, 375 lbs., per lb.	0 13½
One pound bricks	0 11
Compound Lard—	
Boxes, 50 lbs., per lb.	0 14½
Cases, 10-lb. tins, 60 lbs. to case, per lb.	0 10½
Cases, 5-lb. tins, 60 lbs. to case, per lb.	0 10½
Cases, 3-lb. tins, 60 lbs. to case, per lb.	0 10½
Pails, wood, 20 lbs. net, per lb.	0 10½
Pails, tin, 20 lbs. gross, per lb.	0 14½
Tubs, 50 lbs. net, per lb.	0 10½
Tierces, 375 lbs., per lb.	0 10½
One pound bricks	0 11
Pork—	
Heavy Canada short cut mess, bbl., 35-45 pieces	27 00
Bean pork	19 00
Canada short cut back pork, bbl., 45-55 pieces	27 00
Heavy short cut clear pork, bbl.	23 00
Clear fat backs	25 50
Heavy flank pork, bbl.	26 50
Dry Salt Meats—	
Green bacon, flanks, lb.	0 14

BUTTER.—Butter is firm under heavy demand and an increase in price would not come as a surprise as supplies are short and have been for some time, shipments from the country points dropping off as is customary at this time of the year.

Creamery blocks	0 20
Dairy tubs, lb.	0 26

EGGS.—Supplies coming forward just now are much smaller than they have been during any previous period with the result that prices are on the upward move and it looks as if new laids will reach a record price this fall. As it is the level at present is pretty high.

New laid eggs, per doz.	0 34
Selects	0 31
No. 1's	0 28

POULTRY.—There is no improvement in the demand this week though a fairly good volume of business is passing. Turkeys are firm at prices quoted, though it is likely that some concessions would be made in other lines.

Turkeys, No. 1, per lb.	0 25
Turkeys, No. 2, per lb.	0 22
Chickens, per lb.	0 18
Piwls, per lb.	0 15
Ducks, per lb.	0 25
Geese, per lb.	0 15

TORONTO.

PROVISIONS.—The upward trend of live hogs which has been so marked for some time has at least come to a halt, and as a result the feeling in pork products is not so firm. Not that the situation can be said to be easy for this is not the case, but the same degree of strength is not apparent as last week. This will mean several firms have made no change in quotations which is rather unusual when compared with past month. There is a firmer feeling noted in short cut pork, however by one house which is quoting up to \$26 per barrel. Taken as a whole, however, the market can be said to have probably reached the top.

During past weeks hogs have been up and down but on the whole show a net

loss. Deliveries have become freer. "They need to," said one man. "We have to have the hogs to get the products."

Smoked Meats—		
Light hams, per lb.	0 17½	0 18
Medium hams, per lb.	0 17	0 17½
Large hams, per lb.	0 15	0 16
Bacon, plain, per lb.	0 21	0 21
Bacon, pea meal	0 21	0 22
Breakfast bacon, per lb.	0 18½	0 19
Roll bacon, per lb.	0 14¾	0 15
Shoulders	0 11½	0 12
Pickled Meats—less than smoked.		
Heavy mess pork, per bbl.	20 00	20 50
Short cut, per bbl.	25 00	26 00
Cooked hams	0 25	0 26
Long clear bacon	0 15	0 15½
Lard, tierces, per lb.	0 14½	0 14¾
Lard, tubs, per lb.	0 14¾	0 15
Lard, pails, per lb.	0 15	0 15½
Lard, compounds, per lb. tierces	0 10	0 10
Live hogs, local	8 35	8 35
Live hogs, at country points	8 05	8 05
Dressed hogs	12 00	12 50

BUTTER.—As far as quotations go there is no change in butter. There is a fair volume coming along at unchanged figures. While the feeling in Montreal at present is firm, there are not a few local men who expect an easier turn here before a great while, when factories begin to change from cheese to butter. This is generally around Nov. 1, but we hear a couple have already made the change finding butter more profitable. It is hard to tell how much butter is held in storage here but wholesalers apparently feel the total is fairly large.

	Per lb.	
Fresh creamery print	0 27	0 29
Creamery solids	0 27	0 28
Farmers' separator butter	0 26	0 28
Dairy prints, choice	0 24	0 26
Dairy solids	0 23	0 25

EGGS.—Egg prices show no change. Last week's warmer weather stimulated production to some extent but of late receipts have on the whole been showing a falling off and it was feared that if they continue to drop away at the same rate that storage stocks would shortly have to be called into service.

A feature of satisfaction is the better quality stock which has been coming along this month, showing an improvement over September.

New laid eggs, per doz.	0 27	0 29
Fresh eggs, per doz.	0 24	0 25

CHEESE.—Production of cheese has been quite appreciable and market shows an easier tendency. A peculiar incident is that country boards in Western Ontario were ¼c. or more above eastern. "Just a case of nerve on part of buyers," was the way one man accounted for the difference. Most factories change from cheese to butter about Nov. 1, but some are already doing so, induced by higher prices of latter product.

Cheese—		
Large	0 14¾	0 15
Twin	0 15	0 15¾
½ Twin	0 15¾	0 15¾
Stilton	0 16	0 17

POULTRY.—An easier feeling again marks the poultry market and lower prices are being paid for live poultry. Most of the goods are now going into storage. Demand for dressed is slack. There will be an enlivened demand for fresh dressed, especially turkeys around Thanksgiving.

LIVE POULTRY (prices paid to country merchants):		
Spring chickens	0 11	0 12
Spring ducks	0 10	0 11
Old fowl	0 08	0 09
Roosters	0 07	0 08
WHOLESALE PRICES (to city retailers):		
Spring chickens, dressed, lb.	0 17	0 20
Spring ducks, dressed, lb.	0 12	0 14
Fowl, dressed	0 12	0 14

HONEY.—This cooler weather is better for sale of honey and some dealers are pushing it to good advantage. There is no change in market situation.

White clover honey, in combs, No. 1, doz.	2 75	3 00
Honey, strained—		
Clover honey, 60-lb. pails, per lb.	0 12	0 12
Clover honey, 10-lb. pails, per lb.	0 12½	0 12½
Clover honey, 5-lb. pails, per lb.	0 12¾	0 12¾
Buckwheat, 60-lb. tins, lb.	0 07	0 08

WINNIPEG.

PRODUCE AND PROVISIONS.—There is no new feature to report this

week. Butter and cured meats are generally steady. Eggs firm and scarce. Butter is unchanged but stocks are low and everything points to higher prices.

Lard, tierces	0 14½	0 14½
3 lb. tins, cases	9 25	9 25
5 lb. tins, cases	9 15	9 15
10 lb. tins, cases	9 10	9 10
20 lb. pails	3 00	3 00
50 lb. tubs	7 30	7 30
Cured Meats—		
Hams	0 17	0 18½
Long clear	0 15	0 15
Short clear	0 15	0 15
Shoulders	0 15½	0 15½
Bacon	0 21	0 22
Cheese—		
Ontario large	0 16	0 16
Ontario twins	0 16¼	0 16¼
Manitoba large	0 15	0 15
Manitoba twins	0 15½	0 15½
Butter—		
Creamery	0 30	0 32
Dairy	0 20	0 24
Eggs, fresh laid, Manitoba	0 25	0 26

Poor and Effective Provision Displays

Winnipeg Grocer Shows the Difference—His Displays Appeal to the Palate—Showing a Whole Ham too Prosaic, He Claims—Prefers to Cut it and Place on Platter With Some Greens.

There is a great deal in knowing how to display an article properly. Display begets purchases but we have all had the fact demonstrated to us that there can be a big difference in the manner in which an article is shown.

For instance, two men may take the same goods and place them in similar windows but the resulting displays may differ as widely as day and night. One will appeal in such a manner as to create sales. The other will fail to arouse interest. It depends not so much on the goods shown as how they are shown.

Difference in Housewives' Tastes.

This is particularly true in the case of meats and provisions. For instance, you have seen two housewives prepare a platter of meat for the table. One will be so tastily arranged as to at once appeal to the appetite while the other will fail in this respect. So it is with meats shown in the grocery store. Proper display will get business where careless and untidy arrangement would not. Therefore the keynote in display to be observed by the dealer is absolute cleanliness, as well as neat and tidy arrangement. These are essential.

Winnipeg Dealer's Opinions.

There is a certain Winnipeg grocer who is particularly strong on the value of proper display. "I always try to display a piece of ham or bacon in such a manner that it will fairly make the customer's mouth water for a meal off that particular piece," he said recently. "That is the way to appeal to your customers in order to make sales, in my opinion. Attractive presentation so as to appeal to the eye and palate of the

public is the big asset in promoting the sale of provisions."

The first thing is that it be displayed prominently, and therefore it is wise to have the provision counter situated where the goods will constantly be under the customer's eye. Always arrange the goods so that customers will be impressed and if they do not buy at the time, it may pave the way for purchases at some future time.

The Too-Matter-of-Fact Display.

"The appearance of a plain whole ham or roll on a counter or in the window," says this Winnipeg dealer, "does not particularly appeal to a customer's appetite. It might make a sale if the customer had intended to purchase, but the idea of the dealer is to appeal to the customer's appetite in such a way as to make the desire so strong that he or she will purchase. Now, instead of showing a whole ham or roll on the counter, I cut it in two, lay the two pieces on a platter; place some lettuce or other greens alongside and it presents a very appetizing appearance."

Green Decorations Help.

This is a good idea as everyone knows how appetizing the juicy end of a cut ham looks. The use of greens assists materially in adding attractiveness. We all have evidence of this in a platter of meat prepared for the table with the aid of greens.

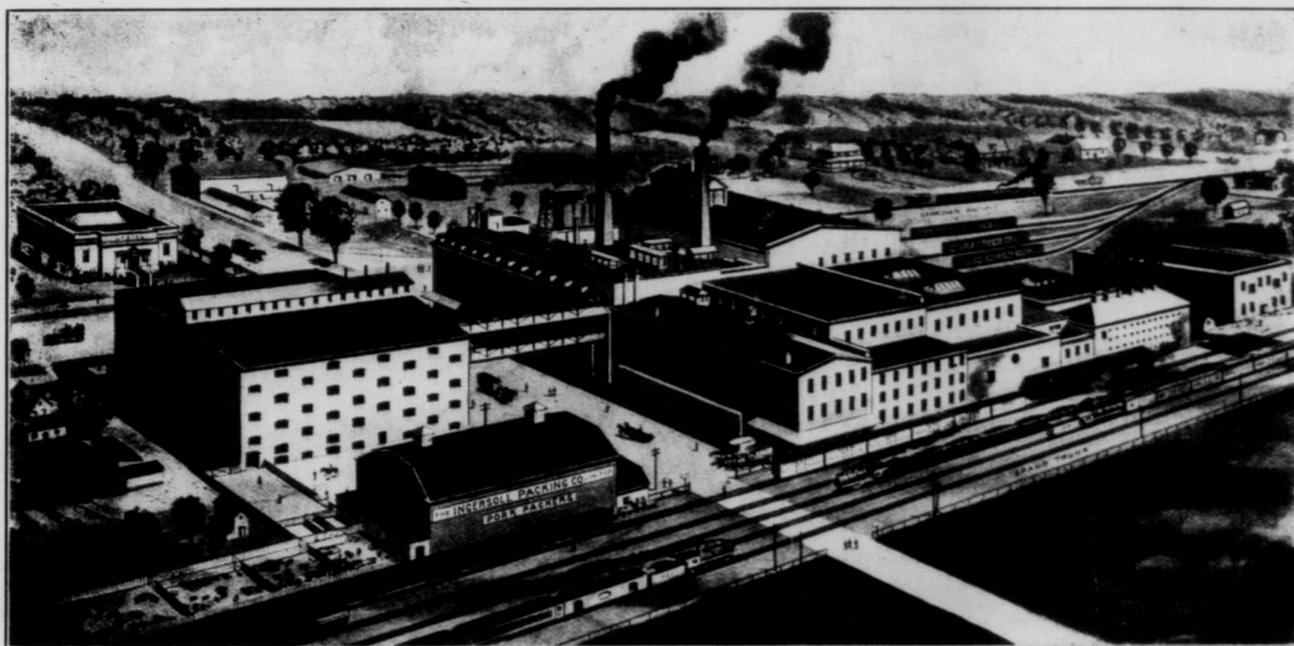


Willie—Say, paw, what's the first maxim a business man should learn.

Paw—That mailing bills ain't collecting money.

The Ingersoll Packing Company, Limited

"BEAVER BRAND" PORK PRODUCTS



"CANADA APPROVED"

"Beaver Brand" Ingersoll Hams and Bacon

Though "Beaver Brand" Ingersoll Hams and Bacon cost a trifle more, there is a safeguard in that trifle that is worth hundreds of dollars to the dealer outside the actual ham and bacon sales.

"Beaver Brand" products represent the finest selected hams and sides of bacon, guaranteed sugar cured and of uniform quality, and bear the Government mark "Canada Approved." They satisfy the trade worth satisfying—the trade that brings you dollars. Give them a trial.



IS OF THAT CREAMY CONSISTENCY WHICH IS SO PLEASING TO THE TASTE.

ASK FOR AND INSIST ON GETTING THE ORIGINAL

INGERSOLL CREAM CHEESE

Ingersoll Cream Cheese Spreads Like Butter

Every day brings new successes for the Ingersoll Cream

Cheese. Grocers everywhere are daily increasing their sales of this popular brand because of its distinct flavor and its creamy consistency. (It truly spreads like butter). These features, along with the popular price, are fast winning first place for Ingersoll Cream Cheese.

The Ingersoll Packing Company, Limited

PORK PACKERS

Ingersoll

Ontario

Canada

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS \$40 PER INCH PER YEAR

BAKING POWDER.

W. H. GILLARD & CO.
Diamond.
1-lb. tins, 2 doz. in case ..\$2 00
½-lb. tins, 3 doz. in case.. 1 25
¼-lb. tins, 4 doz. in case .. 0 75

ROYAL BAKING POWDER.

Sizes. Per doz.
Royal-Dime 0 95
¼-lb. 1 40
" 6-oz. 1 95
" ½-lb. 2 55
" 2-oz. 3 85
" 1-lb. 4 90
" 3-lb. 13 00
" 5-lb. 22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—
5-lb. size, \$8.25; 1-lb. tins, \$2;
12-oz. tins, \$1.60; 8-oz. tins, \$1.20;
6-oz. tins, 90c; 4-oz. tins, 65c;
5c tins, 40c.

BORWICK'S BAKING POWDER

Sizes. Per doz. tins.
Borwick's ¼-lb. tins 1 35
Borwick's ½-lb. tins 2 35
Borwick's 1-lb. tins 4 65

COOK'S FRIEND BAKING POWDER.

Cartons Per doz.
No. 1, 1-lb., 4 dozen 2 40
No. 1, 1-lb., 2 dozen 2 50
No. 2, 5-oz., 6 dozen 0 80
No. 2, 5-oz., 3 dozen 0 85
No. 3, 2½-oz., 4 dozen 0 45
No. 10, 12-oz., 4 dozen 2 10
No. 10, 12-oz., 2 dozen 2 20
No. 12, 4-oz., 6 dozen 0 70
No. 12, 4-oz., 3 dozen 0 75

In Tin Boxes—

No. 13, 1-lb., 2 dozen 3 00
No. 14, 8-oz., 3 dozen 1 75
No. 15, 4-oz., 4 dozen 1 10
No. 16, 2½-lb. 7 25
No. 17, 5-lb. 14 00

FOREST CITY BAKING POWDER.

6-oz. tins 0 75
12-oz. tins 1 25
16-oz. tins 1 75

BLUE.

Keen's Oxford, per lb. 0 17
In 10-lb. lots or case 0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal, \$2, \$3, \$5, \$10, \$15, and \$20. All same price, one size or assorted.

UN-NUMBERED.

Under 100 bookseach 0 04
100 books and over, each 0 03½
500 books to 1,000 books 0 03
For numbering cover and each coupon, extra per book ¼ cent.

CEREALS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, \$3.00.
The King's Food, 2 doz. in case, per case, \$4.80.
White Swan Barley Crisps, per doz., \$1.
White Swan Self-rising Buckwheat Flour, per dozen, \$1.
White Swan Self-rising Pancake Flour, per doz., \$1.

White Swan Wheat Kernels, per doz., \$1.50.

White Swan Flaked Rice, \$1.
White Swan Flaked Peas, per doz., \$1.

DOMINION CANNEDS.

Aylmer Jams. Per doz.
Strawberry, 1912 pack\$ 2 00
Raspberry 2 00
Black currant 2 00
Red currant 1 85
Peach 1 85
Pear 1 85

Jellies.

Red currant 2 00
Black currant 2 20
Crabapple 1 65
Raspberry and red currant 2 00
Raspberry and gooseberry 2 00
Plum jam 1 55
Green Gage plum, stoneless 1 65
Gooseberry 1 85
Grape 1 55

Marmalade.

Orange jelly 1 55
Green fig 2 25
Lemon 1 60
Pineapple 2 00
Ginger 2 25

Pure Preserves—Bulk.

5 lbs. 7 lbs.
Strawberry 0 69 0 95
Black currant 0 69 0 95
Raspberry 0 69 0 95

14's and 30's per lb.
Strawberry 0 13
Black currant 0 13
Raspberry 0 13
Freight allowed up to 25c per 100 lbs.

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—
Perfection, 1-lb. tins, doz.. 4 40
Perfection, ½-lb. tins, doz. 2 35
Perfection, ¼-lb. tins, doz. 1 25
Perfection, 10c size, doz.. 0 90
Perfection, 5-lb. tins., per lb. 0 35
Soluble, bulk, No. 1, lb.. 0 20
Soluble, bulk, No. 2, lb.. 0 18
London Pearl, per lb. 0 22
Special quotations for Cocoa in barrels, kegs, etc.

Unsweptened Chocolate—

Supreme chocolate, ½'s 12-lb. boxes, per lb. 0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.. 1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box per doz. 0 90
Sweet Chocolate— Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes 0 40
Queen's Dessert, 6's, 12-lb. boxes 0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes 0 35
Diamond, 8's, 6 and 12-lb. boxes 0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes 0 24
Diamond, ¼'s, 6 and 12-lb. boxes 0 25

Leings for Cake—

Chocolate, white, pink, lemon, orange, maple, almond, coconut cream, in ½-lb. packages, 2 doz. in box, per doz.. 0 90
Chocolate Confections—Per lb.
Maple buds, 5-lb. boxes ... 0 36
Milk medallions, 5-lb. bxs. 0 36

Chocolate wafers, No. 1, 5-lb. boxes 0 30
Chocolate wafers, No. 2, 5-lb. boxes 0 25
Nonpareil wafers, No. -1, 5-lb. boxes 0 30
Nonpareil Wafers, No. 2, 5-lb. boxes 0 25
Chocolate ginger, 5-lb. bxs. 0 30
Milk chocolate wafers, 5-lb. boxes 0 36
Coffee drops, 5-lb. boxes .. 0 36
Lunch bars, 5-lb. boxes .. 0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box.. 1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box.. 1 35
Nut milk chocolate, ½'s, 6-lb. boxes, lb. 0 36
Nut milk chocolate, ¼'s, 6-lb. boxes, lb. 0 36
Nut milk chocolate, 5c bars, 24 bars, per box 0 90

EPSS'S.

Agents—Willson & Warden, Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.
In ¼, ½ and 1-lb tins, 14-lb. boxes, per lb. 0 35
Smaller quantities 0 37

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N.B.; J. A. Taylor, Montreal, P.Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Pesse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.
Elite, 10c size (for cooking) dozen 0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz. 0 85
Nut milk bars, 2 dozen in box 0 80
" breakfast cocoa, ¼'s and ½'s 0 36
" No. 1 chocolate 0 30
" Navy chocolate, ½'s .. 0 26
" Vanilla sticks, per grs 1 00
" Diamond chocolate, ½'s 0 24
" Plain choice chocolate liquors 20 30
" Sweet chocolate coatings 0 20

WALTER BAKER & CO., LTD.

Premium No. 1, chocolate, ¼ and ½-lb. cakes, 33c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins, 39c. lb.; German's sweet chocolate, ¼, and ½-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, ¼, and ½-lb. cakes, 6-lb. boxes, 32c lb.; Auto sweet chocolate, 1-6 lb. cakes, 6-lb. boxes, 32c lb.; cinquieme sweet chocolate, 1-5, cakes, 6-lb. boxes, 20c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked Cocoa, ½-lb. pkgs., 6-lb. bags, 32c lb.; Caracas tablets, 5c cartons, 40 cartons to box, \$1.25 per box.
The above quotations are f.o.b. Montreal.

COCOANUT.

CANADIAN COCOANUT CO.
Packages—5c, 10c, 20c, and 40c packages, packed in 15-lb. and 30-lb. cases. Per lb.
1-lb. pkgs. White Moss. ... 0 26

½-lb. pkgs. White Moss .. 0 27
¼-lb. pkgs. White Moss .. 0 28
1 and ½-lb. pkgs., assorted 0 26½
¼ and ½-lb. pkgs., asstd. 0 27½
¼-lb. pkgs., astd., in 5-lb. boxes 0 28
½-lb. pkgs., astd., in 5-lb. boxes 0 29
¼-lb. pkgs., astd., 5, 10, 15-lb. cases 0 30

Bulk—
In 15-lb. tins, 20-lb. pails and 10, 25 and 50-lb. boxes.

Pails Tins Bbls.

White Moss, fine strip 0 19 0 21 0 17
Best shredded . 0 18 0 16
Ribbon 0 19 0 17
Macaroon 0 17 0 15
Desiccated 0 16 0 14

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

Per Case
East of Fort William, Ont.
Eagle Brand, each 4 doz. \$6 00
Gold Seal Brand, each 4 dz 5 25
Challenge Brand, each 4 dz 4 50
Peerless Brand, "Hotel," each, 2 doz. 4 25
Peerless Brand, "Tall," each 4 doz. 4 50
Peerless Brand, "Family," each 4 doz. 3 90
Peerless Brand, "Small," each 4 doz. 2 60
St. Charles Evaporated Milk (baby size) 2 00
St. Charles Evaporated Milk (family size) 3 90
St. Charles Evaporated Milk (hotel size) 4 25
Silver Cow Milk 5 40
Purity Milk 5 25
Good Luck Milk 4 50
Reindeer Brand (4 doz. in case) 5 75
Mayflower Brand (4 doz. in case) 5 25
Clover Brand (4 doz. in case) 4 50
Reindeer Jersey Brand, Family (4 doz. in case) 3 90
Reindeer Jersey Brand, tall (4 doz. in case) 4 50
Reindeer Jersey Brand, Hotel (2 doz. in case) ... 4 25
Reindeer Jersey Brand, Gallon (½ doz. in case) ... 4 75

CANADA FIRST BRAND.

The Aylmer Condensed Milk Co.
Per Case.
Canada First Baby Evaporated Milk 2 00
Canada First Family Evaporated Milk 3 90
Canada First Medium (20 oz.) Evaporated Milk.... 4 50
Canada First Hotel Evaporated Milk 4 25
Canada First Gals Evaporated Milk, Manufacturer's Special 4 75
Canada First Condensed (sweetened) 5 25
Rose Bud Condensed Milk 5 15
Beaver Condensed Milk ... 4 50

COFFEE.

(Combined with Milk and Sugar)
Reindeer Brand (2 doz. in case) 5 00
Regal Brand (2 doz. in case) 4 50

GUNNS QUALITY MAPLE LEAF BREAKFAST BACON

APPETIZING AND SATISFYING

Selected from choice, well nourished young pigs, in perfect condition. Each piece square trimmed and nicely streaked with lean. Cured in its own juices in hermetically sealed boxes, which gives it a most delicious flavor impossible to produce in the old way. No breakfast complete without it. Fried to a delicate brown and served crisp with Gunns Quality Marked Eggs makes a dish that will arouse and satisfy any palate. Specify Maple Leaf brand when ordering. It will help to build up your provision department.

GUNNS LIMITED

Pork and Beef Packers, Cotton Oil Refiners

WEST TORONTO,

ONTARIO

F. W. FEARMAN CO. Limited HAMILTON

For nearly sixty years we have been curing Bacon at Hamilton, Ontario. Today our trade extends from St. John's, Newfoundland, to Vancouver, B.C., and in all this vast territory there is no finer product than Fearman's "Star Brand" Breakfast Bacon.

If you have not tried this in your provision department, send us a sample order, and we know you and your customers will be pleased with the result.

All meats cured under Government inspection.

The quality of

WETHEY'S

Condensed

Mince Meat

has been daily making friends for the past twenty-nine years.

WHAT ABOUT YOURSELF?

Are you one of its friends?

If not, now is the time to get acquainted

All Jobbers. 3 doz. to a case.

WRITE US

J. H. WETHEY, Limited

ST. CATHARINES

"THE MINCE MEAT PEOPLE."

THE CANADIAN GROCER

Reindeer Brand, in glass jars (2 doz. in case) 6 20

COCOA.

(Combined with Milk and Sugar)
Reindeer Brand (2 doz. in case) 4 80

COFFEES.

EBY-BLAIN, LIMITED.
Standard Coffees.

Roasted whole or ground, packed in damp-proof bags.
King Edward 0 34
Club House 0 38
Nectar 0 32
Royal Java and Mocha. 0 32
Empress 0 30
Duchess 0 29
Ambrosia 0 28
Plantation 0 26 1/2
Fancy Bourbon 0 26
Crushed Java and Mocha 0 19

Package Coffee.

Gold Medal, 2-lb. tins, whole or ground 0 31
Gold Medal, 1-lb. tins, do 0 32
Gold Medal, 1/2-lb. tins do 0 33
Anchor Brand, 2-lb. tins, do. 0 31
German Dandelion, 1-lb. tins, ground 0 26
German Dandelion, 1/2-lb. tins, ground 0 28
English Breakfast, 1-lb. tins, ground 0 19
Grand Prix, 1 and 2-lb. tins, ground 0 30
Demi-Tasse, 1 and 2-lb. tins, ground 0 30
Flower Pot, 1-lb. pots, ground 0 23

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN BLEND.

1-lb. decorated tins, lb. ... 0 32
Mo-Ja, 1/2-lb. tins, lb. 0 30
Mo-Ja, 1-lb. tins, lb. 0 28
Mo-Ja, 2-lb. tins, lb. 0 28
Cafe des Epicures, 1-lb. fancy glass jars, per doz., \$3.60.
Cafe l'Aromatique, 1-lb. amber glass jars, per doz., \$4.00.
Presentation (with tumblers) \$3 per doz.

MINTO BROS

MELAGAMA BLEND.

Melagor or bean— W.S.P. R.P.
1 and 1/2 0 25 0 30
1 and 1/2 0 32 0 40
1 and 1/2 0 37 0 50
Packed in 30's and 50-lb. case.
Terms—Net 30 days prepaid.

BRANSON'S SHEREEF COFFEE.

AGENT: F. COWARD.

402 Spadina Avenue, Toronto.
Small size \$1.50 per doz., net
Large size \$3.00 per doz., net
In 3 dozen free cases. Freight paid on 1/2 gross order.

CEREALS.

Grape Nuts—No. 22, \$3; No. 23, \$4.50.
Post Toasties—No. T3, \$2.85.
Postum Cereal—No. 0, \$2.25; No. 1, \$2.70.

CONFECTIONS.

PEANUT BUTTER.

Ontario Prices
MacLaren's Imperial— Per doz.
Small, 2 doz. 0 95
Medium, 2 doz. 1 80
Large, 1 doz. 2 75
Tumblers, 2 doz. 1 35
Pails, 24 lbs., per lb. 0 15

CHEESE.

MACLAREN'S IMPERIAL.

Ontario prices per doz.

Individual (each 2 doz.) .. 1 00
Small (each 2 doz.) 2 40
Medium (each 1 doz.) 4 50
Large (each 1/2 doz.) 8 25
MacLaren's Roquefort—
Small (each 2 doz.) 1 40
Large (each 1 doz.) 2 40
MacLaren's Canada Cream—
Small (each 1 doz.) 0 90
Medium (each 2 doz.) 1 35
Large (each 1 doz.) 2 40

FLAVORING EXTRACTS.

SHIRRIFF'S.

1 oz. (all flavors) doz. 1 00
2 oz. (all flavors) doz. 1 75
2 1/2 oz. (all flavors) doz. ... 2 00
4 oz. (all flavors) doz. 3 00
5 oz. (all flavors) doz. 3 75
8 oz. (all flavors) doz. 5 50
16 oz. (all flavors) doz. 7 00
32 oz. (all flavors) doz. 8 00
Discount on application.

CRESCENT MFG. CO.

Mapleine— Per doz.
2 oz. bottle (retail at 50c) 4 50
4 oz. bottle (retail at 90c) 6 80
8 oz. bottles (retail at \$1.50) 12 50
16 oz. bottles (retail at \$3) 24 00
Gal. bottles (retail at \$20) 15 00

GELATINE.

Knox Plain Gelatine (2 qt. size), per doz. 1 30
Knox Acidulated Gelatine (2 qt. size), per doz. 1 30

CLARK'S PORK AND BEANS IN TOMATO SAUCE.

Per doz.
No. 1, 4 doz. in case 0 60
No. 2, 2 doz. in case 0 95
No. 3, flats, 2 doz. in case 1 15
No. 3, talls, 2 doz. in case 1 35
No. 6, 1 doz. in case 4 00
No. 12, 1/2 doz. in case 6 50

LAPORTE, MARTIN & CO., MONTREAL AGENCIES.

These prices are F.O.B. Montreal. Imported Peas "Soleil"

Per case
Sur Extra Fins, 1/2 flacons, 40 bou. 11 00
Sur Extra Fins, tins, 1/2 kilo, 100 tins 15 50
Extra Fins, tins, 1/2 kilo, 100 tins 15 00
Tres Fins, 1/2 kilo, 100 tins 14 00
Fins, tins, 1/2 kilo, 100 tins 12 50
Mi-Fins, tins, 1/2 kilo, 100 tins 11 00
Moyens No. 1, tins, 1/2 kilo, 100 tins 10 00
Moyens No. 2, tins, 1/2 kilo, 100 tins 9 50
Moyens No. 3 8 75
Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.

Case—
12 litres 6 50
12 quarts 5 75
24 pints 6 25
24 1/2-pints 4 25

TINS

5 gals, 2s 23 00
2 gals, 6s 29 00
1 gal, 10s 25 00
1/2-gal, 20s 26 00
1/4-gal, 20s 13 50
1/4-gal, 48s sq. 17 00
1/4-gal, 48s rd. 15 50

BASSIN DE VICHY WATERS.

La Capitale, 50 qts. 5 00
La Neptune, 50 qts. 6 00
St. Nicholas, 50 qts. 7 00
La Sanitas Sparkling, 50 quarts 8 00

La Sanitas Sparkling, 100 pints 9 00
La Sanitas Sparkling, 100 splits 4 00
Lemonade Savoureuse, 50's 7 50

CASTILE SOAP.

"Le Soleil," 72 p.c. olive oil.
Case 12 lbs. 2 1/2-lb. bars, lb 0 08 1/2
Case 25 lbs. 11-lb. bars, lb 0 07 1/2
Case 50 lbs. 1/2-lb. bars, case 3 50
Case 200 lbs. 3 1/2-oz., case. 3 75
"La Lune," 65 p.c. olive oil.
Case 25 lbs., 11-lb. bars, lb. 0 07
Case 12 lbs., 2 1/2-lb. bars, lb. 0 08
Case 50 lbs., 1/2-lb. bars, case 3 25
Case 100 lbs., 3 1/2-oz. bars, case 1 80
Case 200 lbs., 3 1/2-oz. bars, case 3 40

ALIMENTARY PASTES, BLANC & FILS.

Macaroni, Vermicelli, Animals, Small Pastes, etc.
Box, 25 lbs., 1 lb. 0 07 1/2
Box, 25 lbs., loose 0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts. 4 75
Grape Juice, 24 pts. 5 15
Grape Juice, 36 splits 4 75
Apple Juice, 12 qts. 4 50
Apple Juice, 24 qts. 4 75
Champagne de Pomme, 12 q 5 00
Champagne de Pomme, 24 p 5 50
Matts Golden Russett—
Sparkling Cider, 12 qts. ... 5 00
Sparkling Cider, 24 pts. ... 5 50
Apple Vinegar, 12 qts. 2 50

CANNED HADDIES, "THIS-TLE" BRAND.

A. P. TIPPET & CO., Agents.
Cases 4 doz. each, flats, per case 5 40
Cases 4 doz. each, ovals, per case 5 40

INFANTS' FOOD.

Robinson's patent barley, 1/2-lb. tins, \$1.25; 1-lb. tins, \$2.25; Robinson's patent groats, 1/2-lb. tins, \$1.25; 1-lb. tins, \$2.25.

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK COMPANY.
Tierces, lb. 0 10 1/2
Tubs, 60 lbs. 0 10 3/4
Pails, 20 lbs. 0 11
Tins, 20 lbs. 0 10 1/2
Cases, 3 lbs., 20 to es. 0 11 1/2
Cases, 5 lbs., 12 to es. 0 11 3/4
Cases, 10 lbs., 6 to es. 0 11 3/4

F.O.B. MONTREAL.

GUNN'S "EASIFIRST" SHORTENING.

Tierces 0 10
Tubs 0 10 1/4
20-lb. pails 0 10 1/2
20-lb. tins 0 10
10-lb. tins 0 10 3/4
5-lb. tins 0 11
3-lb. tins 0 11
1-lb. cartons 0 11 1/2

MARMALADE.

SHIRRIFF BRAND.

"SHREDDED."
1 lb. glass (2 dz case), \$1.90 \$1.80
2 lb. glass (1 dz case), 3.20 3.00
4 lb. tin (1 dz case) ... 5.50 5.25
7 lb. tin (1/2 dz case) ... 8.00 8.35
"IMPERIAL SCOTCH."
1 lb. glass (2 dz case), \$1.60 \$1.55
2 lb. glass (1 dz case), 2.80 2.70
4 lb. tin (1 dz case) ... 4.80 4.65
7 lb. tin (1/2 dz case) ... 7.75 7.50

MUSTARD.

COLMAN'S OR KEEN'S.
Per doz. tins
D. S. F., 1/4-lb. 1 40
D. S. F., 1/2-lb. 2 50

D. S. F., 1-lb. 5 00
F. D., 1/4-lb. 0 85
F. D., 1/2-lb. 1 45
Per jar

Durham, 4-lb. jar 0 75
Durham, 1-lb. jar 0 25
MACLAREN'S IMPERIAL PREPARED MUSTARD.

Ontario Prices.

Small case 4 doz., per doz. 0 45
Medium, cases 2 doz., doz. 0 90
Large, cases 1 doz., doz. ... 1 35

VERMICELLI AND MACARONI D. SPINELLI C'Y., MONTREAL FINE.

4-lb. box "Special," per box 0 22
8-lb. box "Special," box ... 0 44
5-lb. box "Standard," box. 0 27 1/2
10-lb. box "Standard," box 0 55
60-lb. cases or 75-lb. bbls., per lb. 0 05
25-lb. cases, 1-lb. pkgs. (Vermicelli), per lb. 0 06
Globe Brand.
5-lb. box "Standard," box 0 30
10-lb. box "Standard," box 0 60
25-lb. cases (loose), per lb. 0 06
25-lb. cases, 1-lb. pkgs., lb. 0 06 1/2

JELLY POWDERS.

JELL-O.

Assorted case, contains 2 doz. 1 80
Straight.
Lemon contains 2 doz. 1 80
Orange contains 2 doz. 1 80
Raspberry contains 2 doz. 1 80
Strawberry contains 2 doz. 1 80
Chocolate contains 2 doz. ... 1 80
Cherry contains 2 doz. 1 80
Peach contains 2 doz. 1 80
Weight 8 lbs. to case. Freight rate, 2nd class.

JELL-O ICE CREAM POWDER-ED.

Assorted case, contains 2 doz. 2 50
Straight.
Chocolate contains 2 doz. ... 2 50
Vanilla contains 2 doz. 2 50
Strawberry contains 2 doz. 2 50
Lemon contains 2 doz. 2 50
Unflavored contains 2 doz. 2 50
Weight 11 lbs. to case. Freight rate, 2nd class.

IMPERIAL DESSERT JELLY.

Ontario Prices.
Assorted flavors, \$10.75 per gross.
Imperial Sterilized Gelatine.
Cartons, 1 doz., 90c per dozen.

SOAP AND WASHING POW-DEERS.

A. P. TIPPETT & CO., AGENTS.
Criole soap, per gross \$10 20
Florida soap, per gross. ... 12 00
Straw hat polish, per gr. ... 18 20
SNAP HAND CLEANER.
3 dozen to box 3 60
6 dozen to box 7 20
30 days.

RICHARDS PURE SOAP.

5-case lots (delivered), \$4.15 each with 20 bars of Quick Naptha as a free premium.
Richards Quick Naptha Soap. GENUINE. Packed 100 bars to case.

FELS NAPHTHA.

Prices—Ontario and Quebec:
Less than 5 cases \$ 5 00
Five cases or more 4 95
SAPHO MFG. CO., LTD., MONTREAL "SAPHO" INSECTICIDE.
1-16 gall., doz. \$ 2 00
1/4-gall., doz. 6 00
1/2-gall., doz. 10 00
1 gall., doz. 19 20
1-16 gall. gross lot 20 00

TORONTO, ONT.

MONTREAL, QUE.

PETERBORO, ONT.

HULL, P.Q.

BRANTFORD, ONT.

MATTHEWS-LAINING Limited

Pork and Beef Packers

Exporters and Provisioners

HEAD OFFICE

TORONTO, ONTARIO

Pork and Beef Products in Car Loads or any desired quantities shipped to all parts of Canada.

Consolidation of the following firms:—

THE PARK-BLACKWELL CO., Limited,	- -	Toronto, Ont.
THE PARK-BLACKWELL CO., Limited,	-	Sydney, C.B.
LAINING PACKING & PROVISION CO., Limited,		Montreal, P.Q.
GEO. MATTHEWS CO., Limited	- - -	Hull, P.Q.
GEO. MATTHEWS CO., Limited	- -	Peterboro, Ont.
GEO. MATTHEWS CO., Limited	-	Brantford, Ont.

The Management of each plant continues the same.

... 5 00
 ... 0 85
 ... 1 45
 Per jar
 ... 0 75
 ... 0 25
 EL PRE-
 D.
 oz. 0 45
 oz. 0 90
 ... 1 35
CARONI
NTREAL
 ox 0 22
 ... 0 44
 x. 0 27½
 ox 0 55
 lb. ...
 ... 0 05
 gs.
 ... 0 06
 ox 0 30
 ox 0 60
 lb. 0 06
 lb. 0 06½
 S.
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 ... 1 80
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 ... 2 50
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POW-
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 .. 18 20
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 ... 3 60
 ... 7 20
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 Soap.
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 ebec:
 ..\$ 5 00
 .. 4 95
 MONT-
 ICIDE.
 ..\$ 2 00
 ... 6 00
 ... 10 00
 ... 19 20
 ... 20 00

THE CANADIAN GROCER

"ANTI-DUST" SWEEPING POWDER.
Size No. 1, 3 doz. crates, per doz. \$ 1 50
No. 2, 1 and 2 doz. crates, per doz. 3 00

STARCH.
EDWARDSBURG STARCH CO. Boxes Cents
Laundry Starches—
40 lbs., Canada Laundry... .05 1/4
40 lbs., Canada white gloss, 1 lb. pkgs. .06 1/4
48 lbs., No. 1 white or blue, 4 lb. cartons .07
48 lbs., No. 1 white or blue, 3 lb. cartons .07
100 lbs., kegs, No. 1 white .06 1/4
200 lbs., bbls., No. 1 white .06 1/4
36 lbs., Edwardsburg silver gloss, 1 lb. chromo pkgs. .07 1/2
48 lbs., silver gloss, in 6-lb. tin canisters .08
36 lbs., silver gloss 6-lb. draw lid boxes .08
100 lbs., kegs, silver gloss, large crystals .07
28 lbs. Benson's satin, 1-lb. cartons, chromo label .07 1/2
40 lbs. Benson's Enamel (cold water), per case 3 00
20 lbs. Benson's Enamel (cold water), per case 1 50
Celluloid—boxes containing 45 cartons, per case 3 60
Culinary Starch.
40 lbs. W. T. Benson & Co.'s prepared corn .07 1/2
40 lbs. Canada pure corn starch .05 1/2
(20-lb. boxes 1/4c higher.)

BRANTFORD STARCH.
Ontario and Quebec.
Laundry Starches—
Canada Laundry—
Boxes about 40 lbs. .05 1/4
Acme Gloss Starch—
1-lb. cartons, boxes of 40 lbs. .06 1/4
First Quality White Laundry—
3-lb. canisters, cs of 48 lbs. .07 1/4
Barrels, 200 lbs. .06 1/4
Kegs, 100 lbs. .06 1/4
Lily White Gloss—
1-lb. fancy cartons, cases 30 lbs. .07 1/4
6-lb. toy trunks, lock and key, 8 in case .08 1/4
6-lb. toy drums, with drumsticks, 2 in case. .08
Kegs, extra large crystals, 100 lbs. .07 1/4
Canadian Electric Starch—
Boxes containing 40 fancy pkgs., per case 3 00
Celluloid Starch—
Boxes containing 45 cartons, per case 3 75
Culinary Starches—
Challenge Prepared Corn—
1-lb. pkts., boxes of 40 lbs. .06
Brantford Prepared Corn—
1-lb. pkts., boxes of 40 lbs. .07 1/4
"Crystal Maize" Corn Starch—
1-lb. pkts., boxes 40 lbs. .07 1/4
(20-lb. boxes 1/4c higher than 40's.)

OCEAN MILLS, MONTREAL.
Chinese starch, 48, 1 lb., per case, \$4; Ocean Baking Powder, 3-oz. tins, 4 doz. per case, \$1.60; 4-oz. tins, 4 doz. per case, \$3.00; 8-oz. tins, 5 doz. per case, \$6.50; 16-oz. tins, 3 doz. per case, \$6.75; 5-lb. tins, 10 tins a case, \$7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange

48 8-oz., \$4; Ocean borax, 48 8-oz., \$1.60; Ocean cough syrup, 36 6-oz., \$6.00; 36 8-oz., \$7.20; Ocean corn starch, 48 1-lb., \$3.60.

SOUPS—CONCENTRATED.
CHATEAU BRAND.
Vegetable, Mutton Broth, Mulligatawny, Chicken Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli, Tomato, Consomme, Tomato.
No. 1's, 95c per dozen.
Individuals, 45c per dozen.
Packed 4 dozen in a case.

SYMINGTON'S SOUPS
Quart packets, 9 varieties, doz. 0 90
Clear soups in stone jars, 5 varieties, doz. 1 40

SODA—COW BRAND.
Case of 1-lb., containing 60 packages, per box, \$3.00.
Case of 1/2-lb., containing 120 packages, per box, \$3.00.
Case of 1-lb. and 1/2-lb., containing 30 1-lb. and 60 1/2-lb. packages, per box, \$3. Case of 5c packages, containing 96 packages, per box, \$3.00.

SYRUP.
EDWARDSBURG STARCH CO. CROWN BRAND CORN SYRUP.
2-lb. tins, 2 doz. in case... 2 55
5-lb. tins, 1 doz. in case... 2 90
10-lb. tins, 1/2 doz. in case. 2 80
20-lb. tins, 1/4 doz. in case. 2 75
Barrels, 700 lbs. 3 1/4
Half barrels, 350 3 3/4
Quarter barrels, 175 4
Pails, 38 1/2 1 90
" 25 lbs. each 1 35

LILY WHITE CORN SYRUP.
2-lb. tins, 2 doz. in case... 2 90
5-lb. tins, 1 doz. in case... 3 25
10-lb. tins, 1/2 doz. in case. 3 15
20-lb. tins, 1/4 doz. in case. 3 10
(5, 10 and 20-lb. tins have wire handles.)

BEAVER BRAND MAPLE SYRUP.
2-lb. tins, 2 doz. in case... 3 50
5-lb. tins, 1 doz. in case... 4 00
10-lb. tins, 1/2 doz. in case.. 3 95
20-lb. tins, 1/4 doz. in case.. 3 90
(5, 10 and 20-lb. tins have wire handles.)

Terms: 30 days net. No discount for prepayment.
Freight prepaid on 5-case lots, to all stations in Quebec and Ontario (east of North Bay), and during navigation to ports as far as Sault Ste. Marie inclusive.
To points beyond North Bay we prepay freight to North Bay only.

MOLASSES.
DOMINION MOLASSES CO. Gingerbread Brand (Toronto).
2's—2 doz. to case, per doz. 0 93
3's—2 doz. to case 1 45

Winnipeg.
2's—Tins, 2 doz. cases, per doz. 1 20
3's—Tins, 2 doz. cases, per doz. 1 75
5's—Tins, 1 doz. cases, per doz. 3 20
10's—Tins, 1/2 doz. cases, per doz. 5 30
20's—Tins, 1/4 doz. cases, per doz. 19 40
Pails—1's each 0 65
Pails—2's each 1 12
Pails—5's each 2 55

DOMOLCO BRAND.
Maritime Provinces and Ontario:
2's, 2 doz. case, per doz.... 1 35

3's, 2 doz. case, per doz.... 1 95
5's, 1 doz. case, per doz.... 3 75
10's, 1/2 doz. case, per case. 3 40
20's, 1/4 doz. case, per case. 3 05

Western Prices—Sudbury to Victoria.
2's, 2 doz. case, per doz.... 1 60
3's, 2 doz. case, per doz.... 2 35
5's, 1 doz. case, per doz.... 4 00
10's, 1/2 doz. case, per case. 4 15
20's, 1/4 doz. case, per case. 3 80

SAUCES.
PATERSON'S WORCESTER SAUCE.
1/2-pint bottles 3 and 6 doz. cases, doz. \$0 90
Fint bottles, 3 doz. cases, doz. 1 75

H. P.
H. P. Sauce— Per doz.
Cases of 3 dozen \$1 90
H. P. Pickles—
Cases of 2 doz. pints . . . 3 35
Cases of 3 doz. 1/2-pints. 2 25

HOLBROOK'S IMPORTED PUNCH SAUCE.
Per doz.
Large, packed in 3-doz. case \$2 25
Medium, packed in 3-doz. case 1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE.
Per doz.
Rep. 1/2 pints, packed in 6-doz. case \$2 25
Imp. 1/2-pints, packed in 4-doz. case 3 15
Rep. qts., packed in 2-doz. case 6 50

STOVE POLISH.
JAMES DOME BLACK LEAD.
6a size, gross \$2 40
2a size, gross 2 50
NUGGET POLISHES. Doz
Polish, Black and Tan . . . 0 85
Metal Outfits, Black and Tan 3 65
Card Outfits, Black and Tan 3 25
Creams and White Cleaner 1 10

TOBACCO.
IMPERIAL TOBACCO COMPANY OF CANADA.
Chewing—Black Watch, 6s... 44
Black Watch, 12s 45
Bobs, 6s and 12s 46
Bully, 6s 44
Currency, 6 1/2s and 12s... 46
Stags 5 1-3 to lb. 38
Old Fox, 12s 44
Pay Roll Bars, 7 1/2s 56
Pay Roll, 7s 56
War Horse, 6s 42
Plug Smoking—Shamrock, 6s, plug or bar 54
Rosebud Bars, 6s 54
Empire, 6s and 12s 44
Ivy, 7s 50
Starlight, 7s 50
Cut Smoking—Great West
Pouches, 8s 59
Regal Cube Cut, 9s 70

TEAS.
THE "SALADA" TEA CO. East of Winnipeg.
Wholesale R't'l
Brown Label, 1's and 1/2's 25 30
Green Label, 1's and 1/2's 27 35
Blue Label, 1's, 1/2's, 1/4's and 1/8's 30 40
Red Label, 1's and 1/2's . . . 36 50
Gold Label, 1/2's 44 60
Red-Gold Label, 1/2's 55 80
LUDELLA CEYLON TEA.
Orange Label, 1/2's 24 30
Brown Label, 1/2's and 1's 28 40

Brown Label, 1/4's 30 40
Green Label, 1/2's and 1's. 35 50
Red Label, 1/2's 40 60

MELAGAMA TEA.
MINTO BROS.
45 Front St. East.
We pack in 60 and 100-lb. cases. All delivered prices.

Wholesale R't'l
Brown Label, 1-lb. or 1/2. 25 30
Red Label, 1-lb. or 1/2 27 35
Green Label, 1's, 1/2 or 1/4 30 40
Blue Label, 1's, 1/2 or 1/4. 35 50
Yellow Label, 1's, 1/2 or 1/4 40 60
Purple Label, 1/4 only 55 80
Gold Label, 1/4 only 70 100

"KOLONA" TEA.
Ceylon Tea, in 1 and 1/2-lb. lead packages—black or mixed.
Orange Label, 1's 23 30
Black Label, 1-lb, retail at 25c 20
Black Label, 1/2-lb., retail at 25c 21
Blue Label, retail at 30c 24
Green Label, retail at 40c 30
Red Label, retail at 50c 35
Brown Label, retail at 60c 42
Gold Label, retail at 80c 55

JAMS AND JELLIES.
T. UPTON & CO.
Compound Jams—Red Raspberry, strawberry, peach, plum, red currant, black currant, cherry, gooseberry, blueberry, apricot, huckleberry, 12-oz. glass jars, 2 doz. in case, \$1 per doz.; No. 2 tin, 2 doz. in case, \$1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37 1/2c per pail; No. 7 tin pails, 6 pails in crate, 52 1/2c per pail; No. 7 wood pails, 6 pails in crate, 52 1/2c per pail; 30-lb. wood pails, 7 1/4c per lb. Packed in assorted cases or crates if desired.

Compound Jellies—Raspberry, strawberry, black currant, red currant, pineapple, 9-oz. glass tumblers, 2 doz. in case, 95c per doz.; 12-oz. glass jars, 2 doz. in case, \$1.00 per doz.; No. 2 tin, 2 doz. in case, \$1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37 1/2c per pail; No. 7 wood pails, 6 pails in crate, 52 1/2c per pail; 30-lb. wood pails, 7 1/4c per lb. Packed in assorted cases or crates if desired.
Pure Orange Marmalade—
Guaranteed finest quality, 12-oz. glass jars, 2 doz. in case, \$1.10 per doz.; 16-oz. glass jars, 2 doz. in case, \$1.50 per doz.; pint sealers, 1 doz. in case, \$2.25 per/doz.; No. 2 tins, 2 doz. in case, \$2 per doz.; No. 4 tins, 2 doz. in case, 35c per tin; No. 5 tins, 9 in crate, 42 1/2c per tin; No. 7 tins, 12 in case, 57 1/2c per tin; No. 7 wood pails, 6 in crate, 57 1/2c per pail; 30-lb. wood pails, 8c per lb.

JELLY POWDERS.
WHITE SWAN SPICE AND CEREALS, LTD.
White Swan, 15 flavors, 1 doz. in handsome counter carton, per dozen \$0 90
List Price.
"Shirriff's" (all flavors), per doz. 9 90
Discounts on application.
YEAST.
White Swan Yeast Cakes, per case, 3 doz. 5c packages 1 15

Canned Vegetables

With Corn and Tomatoes it is now entirely a weather market. The reports are that if we get no frost for the balance of the month there will be a fairly good pack of both these staples. In the meantime there is not much business doing at firm prices, waiting is the order of the day.

Salmon

We are doing an extraordinary business in the Nansen one pound flat pinks which we are selling at one dollar per dozen. The quality is really marvellous for the money and many buyers who have had deliveries and examined it have re-ordered extra supplies. You who have had some, look into it [at once; those who have not had any, order a sample lot also at once, and get some of the best value in salmon that has been put out in this market for many a year. We sell it as pink but it's as good as a great many brands that are sold as reds.

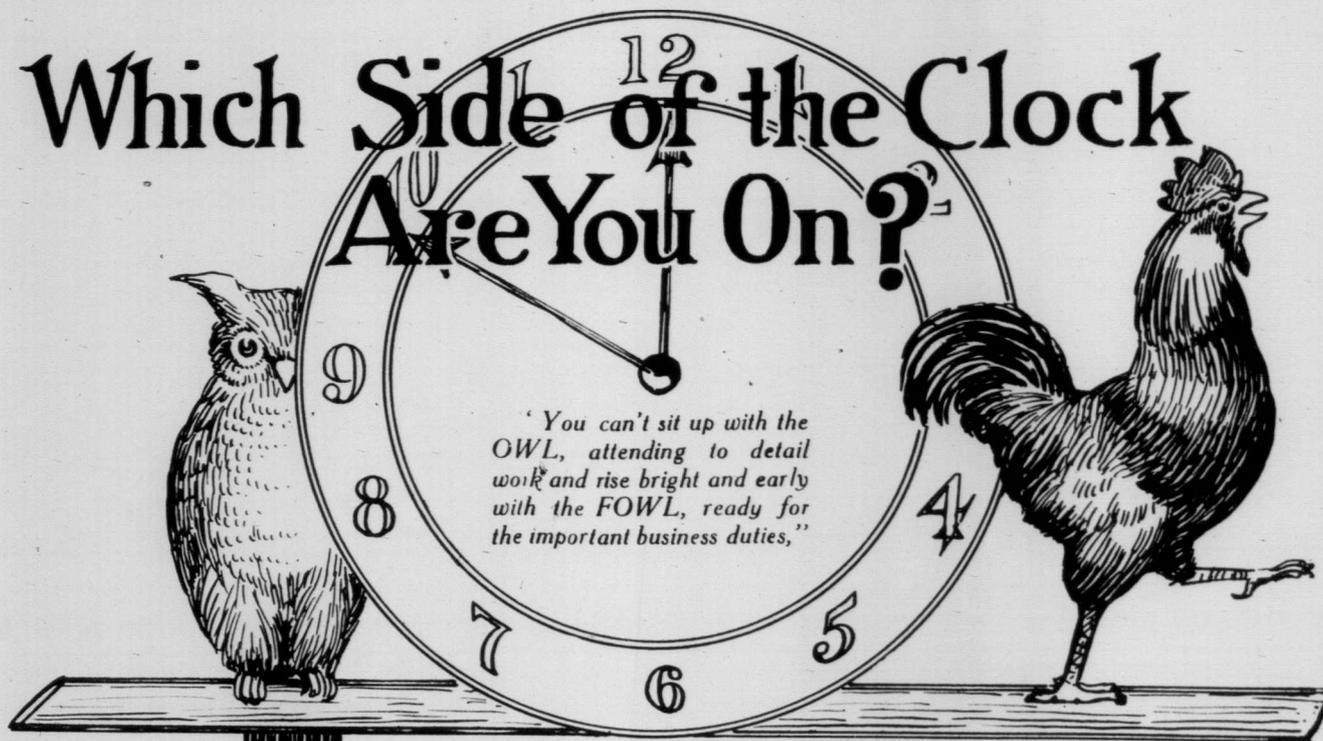
H. P. ECKARDT & CO.

WHOLESALE GROCERS

Cor. Front and Scott Sts. - TORONTO

30 .40
 35 .50
 40 .60
 cases.
 le R't'l
 25 .30
 27 .35
 30 .40
 35 .50
 40 .60
 45 .80
 50 1.00
 1/2-lb.
 mixed.
 3 .30
 it .20
 it .21
 .24
 .30
 .35
 .42
 .55
 Rasp-
 plum,
 cher-
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 glass
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Which Side of the Clock Are You On?



YOU ARE NEEDED FOR MORE IMPORTANT WORK

Your time and energies are too valuable to use in attending to the necessary (?) evil—books, keeping tab on your charge accounts, and the hundreds of detail duties which come up every day in any business, no matter how small.

Your best efforts are needed in business hours in attending to the more important duties, such as buying, selling, etc., and your health is too precious to spend your evenings in drudging over detail work.

Let the McCaskey Register attend to details



McCaskey Register Closed

—the keeping of accounts, keeping tab on "bad pays," keeping "good pays" straight, etc.

The initial cost is moderate, the cost of operating is little, but the earnings are tremendous. It will pay you to look into this. Drop us a card and let us demonstrate the McCASKEY SYSTEM.

DOMINION REGISTER CO., LIMITED

90-98 Ontario Street, Toronto, Canada

Trafford Park, Manchester, Eng.

THE LARGEST MANUFACTURERS OF CARBON
COATED SALES BOOKS IN THE WORLD



Lard that Satisfies

must conform to a severe test by the housewife. Every known means of testing quality has been applied to the Elgin Brand, and it has made itself solid with hundreds of users—that you can have as satisfied customers if you stock it.

Put up in prints, tins, pails and tubs.

The St. Thomas Packing Co., LIMITED

Pork Packers and Provision Merchants. Pork, Pork Products and Beef, Butter, Eggs and Cheese

ST. THOMAS, ONT.

Wholesale Branches at Windsor and London, Ont.
Let us send you one of our Post Card Order Books.



The C. BORGEN PACKING CO.

STAVANGER - NORWAY

Packers of all kinds of smoked Sardines and Herrings in pure Olive Oil and Tomato Sauce.

Unsmoked Sardines after latest French methods. Our new factory is equipped with the very best French machinery.

Telegrams: "PACKING." Telephones: OFFICE, 1484, PRIVATE, 1057. Codes: "A.1" & "A.B.C.", (5th edition.)



The name with quality behind it

Throughout the trade the name "Whyte" associated with provisions means best quality—and purity as well as liberal profits. In stocking

WHYTE'S

Hams

Bacon

Lard

Butter

Eggs

Cheese

you are guaranteeing your patrons the best possible at any price—you are ensuring yourself a sure turnover at large profits. We are noted for our attention to the smallest details in manufacturing these articles, which are, though small, very important.

Write for our price list to-day.

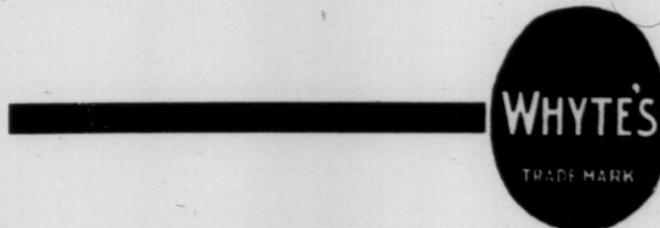
THE

Whyte Packing Co.

LIMITED

Stratford, Ont.

Montreal, Que.



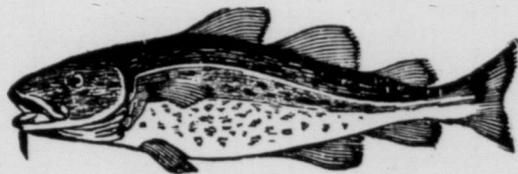


Persistent, forceful attractive advertising led the people of Canada to try COWAN'S PERFECTION COCOA. Its perfect purity and delicious flavor have made them all regular users.

The result is that COWAN'S PERFECTION COCOA is sold from the Atlantic to the Pacific, and there is more of it sold than any other brand.

THE COWAN CO.
LIMITED
TORONTO, - CANADA

FISH

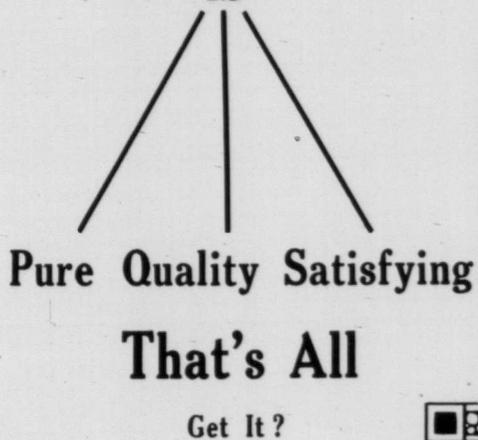


NOW and ALWAYS
Watch Results

Boneless Fish
Canada Tablet 20 1-lb. Tablets
Canada Crate 12 2-lb. boxes
Canada Strip 30 lb. boxes
Atlantic Special 20 lbs., 1-lb. and 2-lb. blocks
Mariner Brand 25 lbs., bulk
Cod Bits, 25 lbs.

OCEAN BRAND

IS



Skinless Fish
EASTERN FIFTIES 50 lb. boxes
EASTERN HUNDREDS 100 lb. boxes
Quality Absolutely Beyond Dispute

“Canada”
(BRAND)
**Pure
Boneless
Cod**

Big Sellers
“OCEAN” BRAND
Haddies
Kippers
Bloaters
Boutlier's Fillets

is one of the quickest sellers you have ever handled, and is one of the few lines in which you have not to tie up any capital. Place a small supply on the counter in the morning and it is gone at night. You have your profit in your pocket immediately. Furthermore, the high cost of living opens the way for a big fish trade. Why not get to business right-away and make room for some of our goods—the finest in the land?

WRITE TO-DAY AND LET US TALK TO YOU

North Atlantic Fisheries Limited

Successors to Halifax Cold Storage Limited

Selling Branch - 47 William St., Montreal



THE WORLD-FAMOUS
Georgian Bay Apples
(Beaver Brand)

Every barrel we put our Brand on the quality goes in before it is branded, and it is worth the money. We are now packing Fall Apples, and can quote right prices on car lots or less.

Winter Apples, good % of Spies and 60 to 75% No. 1 in a car. Full Government Standard. We can now quote prices for future shipment.

We are also handlers of Potatoes, Live and Dressed Fowl, Butter, Eggs and all farm produce.

Beaver Brand Evaporated Apples. We can now quote prices on cars or less. Good, bright, prime, well cured stock. Write or wire us when in need of any of the above.

ELLIS BROS.
MEAFORD, - ONTARIO

PHONES:
Nights and Holidays. 176
Shipping Office. - 79
Evaporator. - - 177

Georgian Bay Apples

We will be packing 10,000 barrels for fall delivery. The quality in this district is fine this year.

Prompt attention and first-class service.

WRITE AT ONCE

LEMON BROS.

Owen Sound, Ontario

The Probs:

THE probabilities are that again this year the Ripest and Best, New Messina Lemons will be

**"St. Nicholas"
"Home Guard"**

Order them from your wholesaler.

J. J. McCABE

Agent

Toronto, - Canada

Thorne's
Toffee

Everton Toffee, Rex Toffee, Butterscotch, Walnut Bars, Almond Bars, Buttered Almonds in 4-lb tins and 7-lb. bottles.

These are goods for the better-class trade and are extremely popular wherever they are sold. You will find them worth stocking, as they sell rapidly and give a good profit. We also manufacture a cheaper quality.

Prices and samples on application to

HENRY THORNE & CO., Ltd.
The Cocoa Works
LEEDS, ENGLAND

HOUSEWIVES' FAVORITE



WHITE DOVE
Cocoanut

The White Dove, symbolic of purity, is the proper brand for this popular cocoanut. Every can passed over the counter will return many profits in good will. Be sure to stock "White Dove." Full particulars from

W. P. Downey
MONTREAL, QUE.

NATION'S CUSTARD POWDER

The dainty, delicious dessert sold by leading grocers from coast to coast, and always in season.

Nation's Egg Powder



AGENTS:

C. Gyde, St. Xavier St., Montreal
F. Coward, Toronto
(For Ontario.)
The W. H. Escott Co.,
Winnipeg, Man.
McKelvie, Cardell, Ltd.,
Calgary, Alta.
Distributors, Ltd.
Edmonton, Alta.

Samples free by post.

FLORIDA GRAPE FRUIT

First car in for season
Fruit ripe and fully matured

Florida Grape Fruit promises to be very
fine this season.

TRY A BOX OR TWO. ALL SIZES.

WHITE & CO., LTD.

TORONTO and HAMILTON

Fancy Fruits, Fish, Oysters, etc.

OYSTERS

We are again handling those celebrated
Oysters put up by H. C. Rowe & Co., of
New Haven. These oysters are always
the same—large, fat, solid meats, with a
most delicious flavor.

Handle Rowe's and watch your oyster
trade increase.

We can also supply you with very attrac-
tive display cases.

Finnan Haddie and Ciscoes

THE HOUSE OF QUALITY.

HUGH WALKER & SON

Established 1861

GUELPH and NORTH BAY

"ATORA" Beef Suet

Ready SHREDDED for Puddings and Pastry.—In BLOCKS for Frying, Cooking, and all purposes.

NO CHOPPING. NO WASTE. ALWAYS READY FOR USE.

"Atora" is fresh beef suet rendered and refined, free from tissue and moisture, and is the most digestible and wholesome of
all fats—1 lb. goes nearly as far as 2 lbs. of raw suet or butter.

For Puddings, Mince
Meat, Pie Crust.

Shredded "ATORA"

is all ready to mix
with the flour.

For frying your fish use "Atora" in Blocks. It will be
a revelation to you how sweet and crispy your fish will be.
It does not soak into the article fried, and does not repeat
and cause heartburn.

For prices and
samples write to

HUGON & CO., LIMITED,

Pendleton, Manchester,
England

15 Prize Medals awarded



THE HIGH COST OF LIVING
Makes **LARGE FISH TRADE** **Sure**
FRESH FISH AND OYSTERS OUR SPECIALTIES

O
Y
S
T
E
R
S

IN
BULK

Our Leaders:

Haddies,
 Fillets,
 Kippers,
 Bloaters.

Service:—Fresh and smoked fish received daily from our own fisheries. All stock handled in our new cold storage plant.

Attention:—Five long distance Telephones.

Satisfaction:—All goods carefully examined before shipment.

Here's
 a
 Pointer
 for
 You



Best Sellers:

Boneless
 and
 Prepared Fish
 of all kinds.

Have Your Name Added To Our Regular Mailing Price List.

ADDRESS:

LEONARD BROS.—20, 22, 24,
 26 Youville Square, near Customs House, Montreal.

BRANCHES:—St. John, N. B.,
 Westport, N.S., Grand River,
 Gaspé, P. Q.

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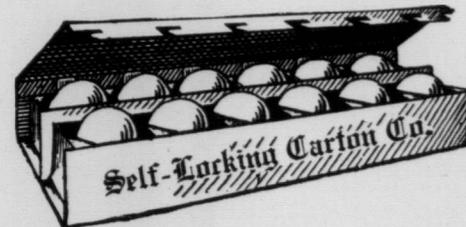
IN
SHELL

LEONARD BROS.

EFFICIENCY IN DELIVERY

Eggs delivered in the SELF-LOCKING CARTON ensure neatness in dispatch, accuracy and promptness in delivery. More than this, when the dealer is once known by his patrons to parcel his orders for eggs in a SELF-LOCKING CARTON, customers will be more inclined to carry them—thereby saving trips of delivery. EGGS ARE EXPENSIVE — BROKEN EGGS ARE A LOSS.

SELF-LOCKING CARTONS are not only an economy, but a necessity. Made of heaviest Manilla paper, no staples or hooks, so simple in construction that a child can fill them. It is the only ventilated carton; can be placed in the refrigerator with every assurance of the eggs keeping fresh. They increase the sales, not only of eggs, but of every other up-to-date article.



Self-Locking Carton Co.

(Incorporated)

507-509 S. Clinton St., Chicago, Ill.

THE CANADIAN GROCER



BRUNSWICK BRAND

YOU CAN WIN a larger and more profitable fish trade if you stock and recommend "BRUNSWICK BRAND." The high quality of "BRUNSWICK BRAND" SEA FOODS has produced a large trade, which, combined with conscientious business methods, is constantly increasing. When the dealer sells Connors Bros.' Brands he is selling goods that have proven winners with the general public.

Located close to the fishing grounds, we get the pick of the fishermen's catches—the plant is modern and strictly sanitary, and is operated under the most ideal conditions. BRUNSWICK BRAND SEA FOODS come perfect to the consumer.

Our Chief Sellers:

1/4 OIL SARDINES	KIPPERED HERRING
3/4 MUSTARD SARDINES	HERRING IN TOMATO SAUCE
FINNAN HADDIES	CLAMS SCALLOPS

1 Both Oval and Round Tins

CONNORS BROS., Limited

Black's Harbor, N. B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec, P.Q.; Leonard Bros., Montreal, P.Q.; A. W. Huband, Ottawa, Ont.; A. E. Richards & Co., Hamilton, Ont.; J. Harley Brown, London, Ont.; C. DeCarteret, Kingston, Ont.; James Haywood, Toronto, Ont.; Chas. Duncan, Winnipeg, Man.; Shallcross, Macaulay Co., Calgary, Alta.; Johnston & Yockney, Edmonton, Alta.; Shallcross, Macaulay Co., Vancouver and Victoria, B.C.



OYSTERS
IN
HELL

**"KING OSCAR"
BRAND
SARDINES**



By Special royal permission.

are highest quality, uniform size sardines, packed in finest pure Olive Oil in solderless can. These are the sardines that made Stavanger famous. They are appreciated by your fastidious patrons, and are a high grade staple which you should introduce and recommend to your customers. "King Oscar" Sardines are widely advertised on billboards, newspapers, etc., throughout Canada, and are well introduced, so far as publicity goes — it's up to you, Mr. Dealer, to back them up with your selling powers and then you will be a big winner. Packed by Chr. Bjelland & Co., Norway.

CANADIAN AGENTS
**J. W. BICKLE &
GREENING**
(J. A. Henderson)
Hamilton - Ontario

SYMINGTON'S COFFEE ESSENCE



will satisfy your most discriminating customers. It is prepared from the choicest Coffee, and is the only Coffee Essence that retains the flavor and fragrance of the Coffee Bean. Its economy and handiness make it indispensable to every housewife.

Thos. Symington & Co., Edinburgh and London

AGENTS — Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.



JAMES

DOME

BLACK

LEAD

The best
Stove Polish
to handle.
Makes no dust

Pays Good Profit
Sells Well

Gives a lasting Brilliant Polish

PURITY

is the first essential in food. CLARK'S PORK AND BEANS contain nothing but the purest of ingredients and the finest grade of Beans.



QUALITY

naturally follows purity, but the CLARK METHOD of preparation and the Clark experience ensure a QUALITY which is unequalled.

Clark's Pork and Beans

To the Grocer an important factor is publicity. Clark's advertising is extensive, well distributed and keeps the public well in touch. CLARK'S PORK AND BEANS have the



Selling power in the goods means turnover and TURNOVER means PROFIT. How many MORE of Clark's do you sell than of other brands? Which gives you, in the end, the largest

SELLING POWER

PROFIT

Let Your Experience Guide You

W. CLARK, :-: MONTREAL

Japan Teas

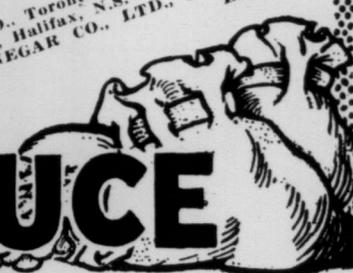
FURUYA & NISHIMURA

Your customers are buying H.P. — SOMEWHERE

It's a short-sighted policy to send good customers elsewhere. Are you supplying them with H.P. Sauce? It sells freely--shows a good profit, and brings you a permanent and growing business. Try a bottle on your own table and you will see why it's selling so freely.

W. G. PATRICK & CO., Toronto, Montreal, etc.
R. B. SEETON & CO., Halifax, N.S.
THE MIDLAND VINEGAR CO., LTD., Birmingham, Eng.

H.P. SAUCE



CHESWRIGHT & NICHOLLS, Limited

Norway Wharf, Commercial Road East
LONDON E., ENGLAND

Manufacturers of Tea Lead, Silver Brand Metal, and Argentoid (paper-backed foil) for
Tea Packing

also Pure Tin and Composition Tin Foils for wrapping all kinds of Confectionery, Soaps, Tobacco, Cigarettes, etc.

Agents in St. John, N. B.:
THE SMITH BROKERAGE CO., Limited

Agent in Toronto
MR. CHAS. H. ANDERSON,
50 Front Street East

COFFEE High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO.,

Wholesalers

HAMILTON, ONT.



Retails,
6 for 25c.

The Royal Crown Way HITS THE SPOT EVERY TIME

The soap that makes satisfied customers and gives the merchant a good profit. Try Our Contract System.



6 cases for
\$15.00
Winnipeg.

ROYAL CROWN CLEANSER. The handy fellow. Every housekeeper should have Cleanser. Ask the Travellers.

Why pay more for Naptha Soap when you can buy Royal Crown Naptha at \$4.00 per Case 100



Bars, counts as F.O.B: Winnipeg on your Royal Crown Contract.



Here we are price and quality, 5 cases at \$3.25 F.O.B. Winnipeg. Retails at 10c.

The mechanics all like and use Levita, Mechanic's Tar, Coco Pumice, Royal Crown Hand Cleaner, in Tins only.



The Famous Toilet Soap

1 dozen free with a Gross order.



Richly Perfumed, Medicated, Assorted, with our Nursery Toilet Soap if desired.

THE ROYAL CROWN SOAPS, Limited

Winnipeg, Canada



Leads the way.

5 cases 3's, 1 case Soda-line 1's. \$25.00 delivered. Note the Profit.

Your customers will appreciate our Premium Department and increase your trade.

The great Water Softener.



Wanted

CLERKS

We want the names of grocery Clerks who are ambitious to promote the interests of their employers and at the same time benefit themselves.

Send at once for our

SPECIAL OFFER

Address

FREDERICK E. ROBSON & CO.

AGENTS FOR

SYMINGTON'S SOUPS



"MONEY MAKING"

Select a line that not only shows you a good margin of profit but one that brings repeat business and that is why discriminating buyers are ordering "KIT" Coffee Essence

---Send for a Sample---

KIT COFFEE CO.

GOVAN, GLASGOW

ALEX TYTLER, Temple Building, London, Ont.
J. A. CROOKS, Bedford, Halifax, N.S.
KIRKLAND & ROSE 312 Water St., Vancouver, B.C.
G. C. WARREN, Regina, Sask.

FREDERICK E. ROBSON & CO.

TORONTO

By Royal



Letters Patent

NELSON'S Crystal Leaf GELATINE

Unrivalled in the kitchen,
can be obtained from

W.G. PATRICK & Co.

St. Paul St., Montreal.

York St., Toronto.

Eureka Canada's Sanitary Refrigerator

THE GREATEST

Dry air circulating Refrigerator of the age.



This is the Refrigerator that has become famous from Coast to Coast.

More of them are used by Butchers than all other patented Refrigerators combined in Canada.

Made all sizes and prices for every purpose.

WRITE FOR CATALOGUE AND PRICES

Eureka Refrigerator Co., Ltd. 54 NOBLE STREET
TORONTO

Montreal Representative
JAMES RUTLEDGE Telephone St. Louis 3076
Distributing Agents, WALTER WOODS & CO., Winnipeg
Agents at Fort William, Hamilton, Calgary, Moose Jaw, Saskatoon

Canned
Fruits

SWISS
BELL

Canned
Vegetables

TRADE MARK — REGISTERED —

Canned Goods, Jams and Jellies

Our New Factory is One of the Largest
and Most Sanitary Plants in America

VISITORS WELCOME

The finest varieties of fruits and vegetables are grown in the Niagara Peninsula—"Canada's Garden." Our farms, aggregating one thousand acres, are located in the very heart of this fruit and vegetable section, and our factories are in connection with the farms, so that "SWISS BELL" Canned Goods, Jams and Jellies are made from the choicest ripe fruit and vegetables, fresh from the orchards.

WRITE US FOR OUR WEEKLY QUOTATIONS ON FRESH FRUITS.

Bell Fruit Farms, Limited
GRIMSBY, ONT.

**“ESSEX BRAND”
CANNED GOODS**

“THE BEST EVER”

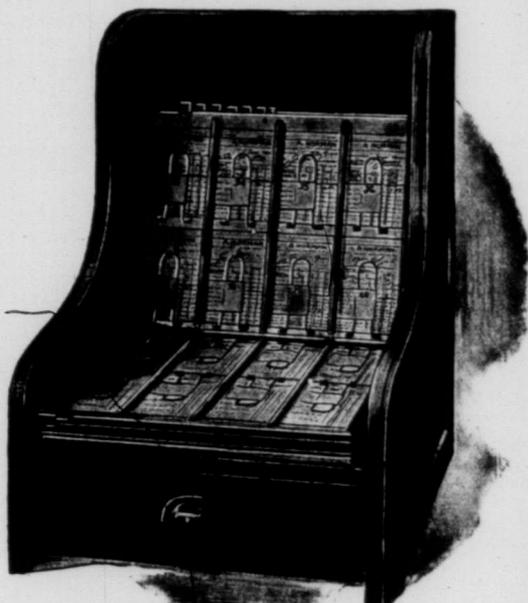
Packed by

The Essex Canning & Preserving Co ,

Limited

ESSEX,

ONTARIO



With the proper system of account keeping you can put an end to accounting worries and know the amount of accounts outstanding at a glance.

The ULLMAN Account Register

is the safest, simplest, quickest, surest to charge and most satisfactory of any system on the market. It satisfies the customer as well as the merchant. There is a decided advantage to the grocer who uses an Ullman Account Register. The customer knows, every time he makes a purchase, how much he owes, and naturally tries to keep it as low as possible. Put in an Ullman Account Register and stop the incessant night work and worry of retail book-keeping.

Send for illustrated booklet or ask for demonstration.

We want dealers to handle the Ullman Account Register in some localities.

The Hamilton Incubator Co., Ltd.
Hamilton, Ontario



FACTORY AT HAMILTON

EDMUNDS & RICHELIEU'S CHUTNEYS AND CURRY POWDER

THE DELICIOUS CONDIMENTS
THAT ADD ZEST TO A MEAL

Our goods are the embodiment of perfection and the kind which build a reputation for quality for any house that handles them.

DURING THE PAST THIRTY YEARS
THEY HAVE GAINED
OVER 100 GOLD MEDALS
AND AWARDS
for PURITY and EXCELLENCE
AT THE WORLD'S GREAT EXHIBITIONS

Send your order for these profit-earning lines
to the CANADIAN DISTRIBUTORS

W. G. PATRICK & CO.

TORONTO, MONTREAL
WINNIPEG, VANCOUVER

THE
EDMUNDS & RICHELIEU
COMESTIBLE COMPANY, LTD.

EMPRESS WORKS,
LONDON, ENGLAND



Dinah and Her Jell-O Dessert

Dinah doesn't make Jell-O desserts because they are "easy", as many less competent cooks do, but because they are good. With all her experience and skill, she couldn't make anything finer than that splendid Peach Jell-O dessert—and she made it in a "jiffy".

JELL-O

makes it easy to serve good things on the table with little expense and no work, and your women customers are discovering this fact.

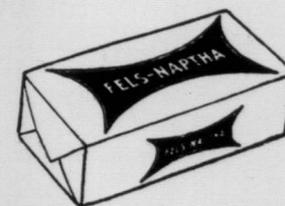
With a good demand and a good profit for you, Jell-O must be on your "gilt-edge" list.

THE GENESEE PURE FOOD CO.,
Bridgeburg, Can.

The name JELL-O is on every package in big red letters. If it isn't there, it isn't JELL-O.

Printer's ink is unquestionably an excellent advertising medium. But it is well to remember that no amount of it can take the place of Merit.

The success of Fels-Naptha soap is based on genuine value. Back of all our advertising is the fact that Fels-Naptha really saves women heaps of work on wash-day; and on other days.



WHEN **AUTO ROACH KILLER**
APPEARS

INSECTS
DISAPPEAR

Agents Wanted

"Auto Roach" is causing a dreadful epidemic among the bug community

They're dying off in millions, in fact Montreal insect community is threatened with total annihilation. The fact is—Auto Roach has appeared in their midst.

Start Auto Roach on the war path in your factory. Write

AUTO ROACH KILLER COMPANY, MONTREAL

Agents Wanted

Earning Profits.

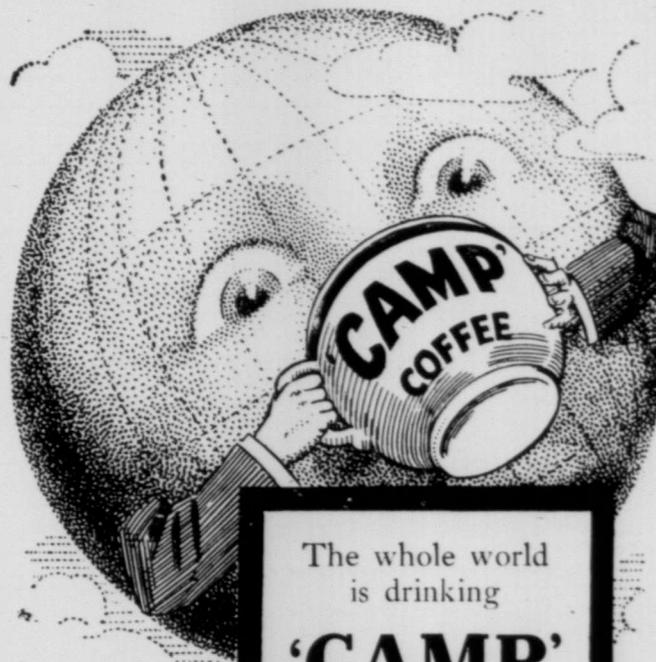
There is actual profit on every "GIPSY" sale generous enough to make it "worth while." Add the progressively popular character, its quality of attracting the right sort of custom, and you have three sound reasons for stocking

GIPSY STOVE GLOSS

HARGREAVES BROS. & CO., LTD.,
HULL, England.

Agents for ONTARIO

F. E. ROBSON & CO., 25 Front St. East,
TORONTO.



The whole world
is drinking
'CAMP'
COFFEE

and means to drink a
great deal more of it.

DON'T have to murmur "Not in
stock" when the next inquirer calls!

Ask your Wholesale House
about 'CAMP' to-day.

R. Paterson & Sons
Coffee Specialists
Glasgow

A SLIGHT DIFFERENCE

in price on a cheap article like

SAL SODA

should not count when quality is considered

BRUNNER, MOND & CO.'S

ENGLISH SAL SODA

Is the PUREST, contains LEAST MOISTURE and
therefore GOES FURTHEST of any
Washing Soda Sold.

WINN & HOLLAND, LIMITED

SOLE AGENTS

MONTREAL

SOCLEAN

(The Original Dustless Sweeping Compound)

MORE PROFIT TO THE DEALER

Soclean pays a liberal profit at every sale, and it has proven a repeating seller and trade winner everywhere. Are you in on this profit producing line? Display it, introduce it, and you will be the gainer.



MORE VALUE TO THE CUSTOMER

We could not improve the quality, so we improved the quantity. The 25c package has been enlarged and the 50c and \$1.00 packages have been reduced to 40c and 75c respectively. Your patrons appreciate the merits of Soclean, they will appreciate these values.

SOCLEAN LIMITED

"The Originators of Dustless Sweeping"

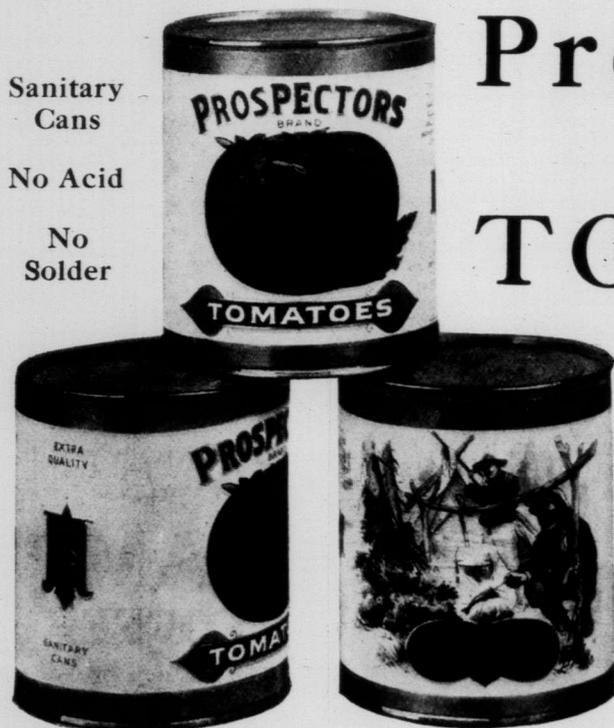
TORONTO

Agents for Western Canada: J. J. GILMOR & CO., WINNIPEG.
Agents for Montreal: HEDLEY M. SUCLKING & CO.
Agents for Ottawa: W. R. BARNARD & CO.

Sanitary
Cans

No Acid

No
Solder



Prospector's Brand TOMATOES

Ask your jobber for this famous Canadian Brand of Tomatoes, known throughout the trade for its high grade quality. Finest selected tomatoes only are used and are packed carefully in sanitary cans, without acid or solder.

Write to your nearest jobber for your requirements.

**NORTHPORT
Canning Factory**
NORTHPORT, ONTARIO
Prince Edward County

Imported Biscuits

There are THREE ESSENTIALS in purchasing imported biscuits:—

**Quality
Freshness
Service**

Our quality is the finest.
Our tins are hermetically sealed.
Our agents are progressive and obliging.

McVITIE & PRICE, Ltd.

**Biscuit Manufacturers
EDINBURGH (SCOTLAND)**

AGENTS:

Ontario and Quebec
W. G. PATRICK & CO., Ltd., York Street, TORONTO

Manitoba and Saskatchewan
RICHARDS & BROWN, James Street, WINNIPEG

Alberta
CAMPBELL, WILSON & HORNE, Limited, Calgary,
Edmonton and Lethbridge.

British Columbia and Yukon
KELLY, DOUGLAS & CO., Ltd., Water St.,
VANCOUVER

**MOTT'S
"Elite"
Chocolate**

is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—MOTT'S

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA



You have a tobacco department! If not, have one and get your share of the profits in this line; but handle brands which are well known, advertised, and of A1 quality, such as

MEERSCHAUM

CUT PLUG

Smoking Tobacco

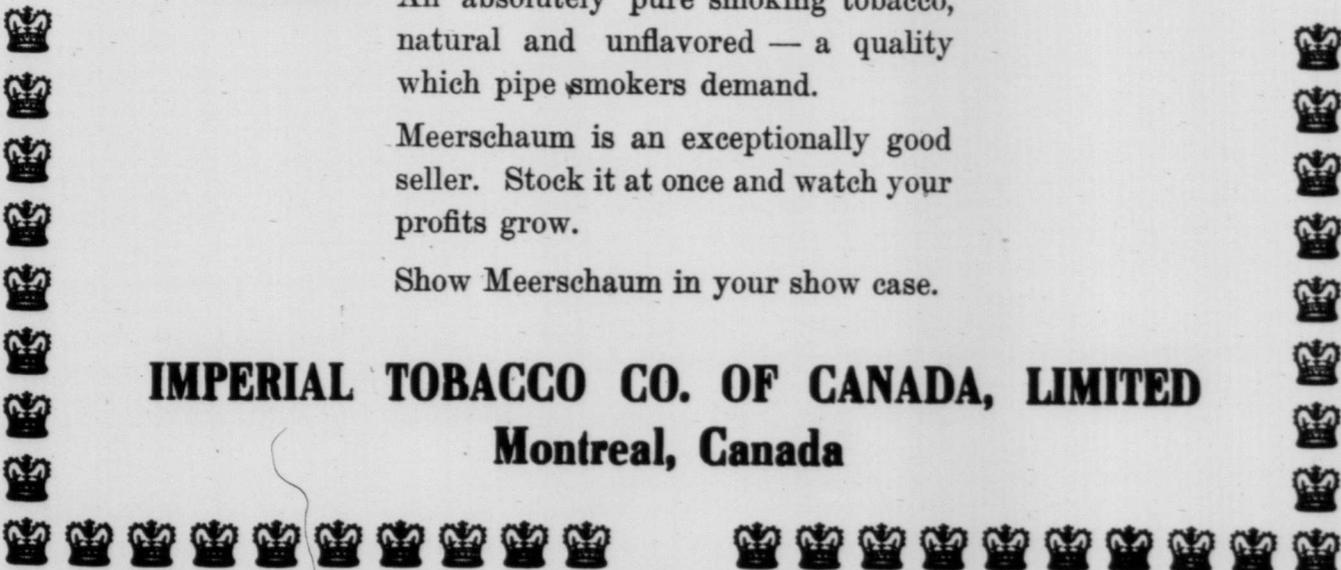


An absolutely pure smoking tobacco, natural and unflavored — a quality which pipe smokers demand.

Meerschaum is an exceptionally good seller. Stock it at once and watch your profits grow.

Show Meerschaum in your show case.

IMPERIAL TOBACCO CO. OF CANADA, LIMITED
Montreal, Canada





Place Your Orders Now For

"MASTER MASON"
Smoking

"KING GEORGE'S NAVY"
Chewing Plug

"ROSE QUESNEL"
Smoking

TOBACCOS

The three lines that are becoming more popular every day because of their undeniable quality. Owing to the rapid increase in the sales of these tobaccos we were, last year, unable to give the service in prompt delivery that we always aim at. If your orders are placed early you are assured of the best possible delivery.

Place
MINING AND LUMBER CAMP ORDERS
as early as possible

These tobaccos have an especially large sale in mining and lumber camps, and to ensure your getting your supply early we would advise you to place your fall orders at the earliest possible date. "Rose Quesnel" Smoking and "King George's Navy" chewing tobaccos are favorites with this trade. Send in your order to-day.

=====

The Rock City Tobacco Co., Limited

QUEBEC

WINNIPEG

Paterson's Worcestershire Sauce

sells quickly and repeatedly, pays good profit and satisfies the customers. It has that piquant deliciousness that adds zest to the appetite. Made in Scotland, under the best factory conditions.



ROWAT & CO.
GLASGOW, SCOTLAND

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



Certainly You Have

seen our cartoon advertisements emphasizing 2 in 1 Shoe Polish to the consumer. If you are not already in on this you should be. 2 in 1 will polish wet or oil boots and will not soil clothes.

The F. F. DALLEY CO.
LIMITED

Hamilton, Canada

Buffalo, U.S.A.

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.

Flour Pork Grain
Smoked Meats
General Provisions
Hay and Oats

also
"International Fertilizers"
the best land feeder
also all kinds of Field Seeds

GEO. TANGUAY,
Lower Town QUEBEC
Warehouse: 33, 34, 35, 36 St. Andrews



**Stuhr's
DELICACIES.**

**Genuine Caviare,
Anchovies in Brine,**
IN TINS AND GLASSES.

Sold by all High-class Provision Dealers.
C. F. STUHR & CO., HAMBURG

We Can

place your goods on this market. No doubt about it. But we only want high class lines. Have no time to waste with second-rate propositions.

Quebec City

is wealthy. There's business here for every manufacturer of good goods. Write us.

WE HUSTLE AND PRODUCE

Alfred T. Tanguay & Co.
Commission Merchants and Brokers
QUEBEC

We Specialise in Corn and Beans

Quebec Grain Market

Ship or Consign

To the Man on the Spot

Your:
Canada Western Oats and Barley.
Ontario Oats, Barley, Beans, Boiling
Peas.

Will Buy or Sell
For Your Account.
Brokerage Moderate.

ELZEBERT TURGEON

Commission Merchant - Quebec.

Selling Agent for:
Maple Leaf Milling Co., Ltd., Toronto.
Gunns Limited, West Toronto.

R.F. Cream & Co.
LIMITED.

GENERAL BROKERS AND
COMMISSION MERCHANTS

Flour, Grain, Provisions,
Teas, and General
Groceries

83 DALHOUSIE ST.
QUEBEC, P.Q.

Whether you are buyers
or sellers of

**Butter, Cheese, Eggs
or Bacon**

NOW IS THE TIME

Communicate with us. It will
pay you.

The old and reliable firm

EMOND & COTE
Quebec

Frequency of Sailings

Every eleventh day a
Pickford & Black
steamer leaves Halifax
for Bermuda, St. Kitts,
Antigua, Barbados,
Trinidad and Demerara;
the round trip occupying
thirty days.

For further particulars
apply to

PICKFORD & BLACK, LIMITED
HALIFAX, N.S. Agents

Not a Substitute
MAPLEINE



Is an original flavoring,
producing a flavor similar
to Maple in cakes, candies,
puddings, pastries and
sugar syrup.

Order of your jobber, or

Fraderiek E. Robson & Co.,
25 Front St. E., Toronto.
Mason & Hickey, Winnipeg
The Crescent Mfg. Co.
SEATTLE, WASH.



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

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World

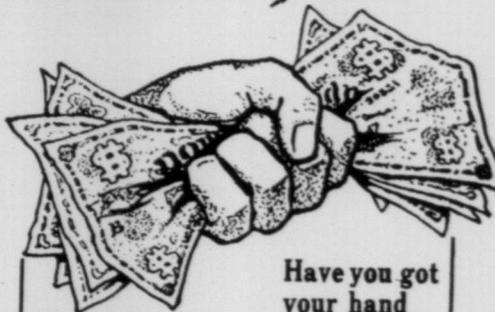
OFFICES IN CANADA:

Calgary, Alta.
Edmonton, Alta.
Halifax, N.S.
London, Ont.
Ottawa, Ont.
St. John, N.B.

Vancouver, B.C.
Hamilton, Ont.
Montreal, Que.
Quebec, Que.
Toronto, Ont.
Winnipeg, Man.

Reputation gained by long years of vigorous,
conscientious and successful work.

THOMAS C. IRVING, GENERAL MANAGER
WESTERN CANADA
TORONTO



**Have you got
your hand**

tight on all your money? If you are owed
here and there, well, you are simply losing
some of your profit.

LET US COLLECT YOUR BILLS
We have the organization. We can reduce
your "Bad Business" account to an insignificant
figure. Just send us particulars,
we'll soon send you the money.

No Collection No Charge
The NAGLE MERCANTILE AGENCY, Westmount, Q.

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

WESTERN PROVINCES.

ESCOTT & HARMER

Successors to W. H. ESCOTT CO.

WHOLESALE GROCERY
BROKERS, COMMISSION MERCHANTS and MANUFACTURERS' AGENTS

OFFICES:-

Winnipeg, Regina, Calgary, and Edmonton

JOHN J. GILMOR & CO.

Wholesale Manufacturers' Agents and Commission Brokers
WINNIPEG, MAN.

Covering Manitoba, Saskatchewan and Alberta. We can give special attention to a few more first class lines, Domestic and Foreign agencies solicited.

WATSON & TRUESDALE

Wholesale Commission Brokers and Manufacturers' Agents

WINNIPEG - MAN.

Domestic and Foreign Agencies Solicited.

H. G. SPURGEON

WINNIPEG

Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce.
P.O. Box 1812.

The J. J. TOMLINSON CO.

WINNIPEG

Wholesale Grocery Brokers.
Office and Track Warehouse,
92 Alexander St. E.
Correspondence solicited on domestic and foreign lines.

FRANK H. WILEY

WHOLESALE COMMISSION MERCHANT
and
GROCERY BROKER

757-759 Henry Ave., WINNIPEG

WESTERN DISTRIBUTORS LIMITED

Wholesale Commission Merchants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.

Saskatoon - Western Canada

WESTERN PROVINCES—Continued.

G. C. WARREN

Box 1036, Regina
IMPORTER, WHOLESALE
BROKER and MANUFACTURERS'
AGENT

Trade Established 12 Years.
Domestic & Foreign Agencies Solicited.

DISTRIBUTORS, LIMITED

P. O. Drawer 99
EDMONTON, ALBERTA.
Manufacturers' Agents, Commission
Merchants, Warehousemen.
Track connection with all Railroads.

RUTTAN & CHIPMAN

WHOLESALE GROCERY BROKERS
and
MANUFACTURERS' AGENTS
Fort Garry Court, Main Street.

Winnipeg - Canada

THE WESTERN BROKERAGE & MANUFACTURER'S DISTRIBUTING CO.

Commission Brokers, Customs Brokers and Manufacturers Agents, Shipments stored and distributed, Bonded warehouse in connection. Your business solicited.

222 Ninth Ave. West - Calgary, Alta.

HOLLOWAY, REID & CO.

Cor. Vermillion Ave. and 5th St.
EDMONTON - ALBERTA
Importers and Manufacturers' Agents

We specialize in Biscuits and Candies
We are still open for a few good Agencies

ONTARIO.

I have ready for shipping
three car loads of imported
**HAND PICKED WHITE
PEA BEANS**

In 220 lb. sacks. For price on
quantity required write, wire or
phone

NORMAN D. McPHIE
Wholesale Grocery Broker

27 Federal Life Bldg., Hamilton, Ont.
Established 1903

W. G. PATRICK & CO.

Manufacturers' Agents
and
Importers

77 York St. - Toronto

ONTARIO—Continued.

When you want the best goods
and lowest quotations on the
following, write or wire us.—

**Currants, Salmon, Evaporated
Apples, White Beans, and
Canned Goods.**

W. H. MILLMAN & SONS

Wholesale Grocery Brokers
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TORONTO

Grocery Brokers and Agents.

Established 1885.

MacLaren Imperial Cheese

Co. Limited

DEPARTMENT AGENCY

Agents for Grocers' Specialties and Wholesale Grocery Brokers

TORONTO, Ont. - DETROIT, Mich.

Secure our prices for
Fine **FILIATRA CURRANTS,**
Greek cleaned, in half cases,
before purchasing

LIND BROKERAGE CO.

49 Wellington St. East - Toronto

**THE MARSHALL
BROKERAGE COMPANY**

67 Dundas St., LONDON, ONT.
Wholesale Grocery Brokers. Fully
equipped to act as agents for British,
American and Canadian grocery
lines. WRITE US.

MARITIME PROVINCES.

H. R. SILVER, LTD.

MANUFACTURERS' AGENTS
AND GROCERY BROKERS.
HALIFAX NOVA SCOTIA

First-class frost-proof storage facilities.
Correspondence solicited on Domestic
and Foreign lines.

W. S. CLAWSON & CO.

Manufacturers Agents and
Grocery Brokers
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ST. JOHN, N. B.
Open for a few more first-class lines.

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Brokers and Commission Merchants,
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Domestic and Foreign Agencies Solicited.

NEWFOUNDLAND.

T. A. MACNAB & CO.

ST. JOHN'S - NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS
Importers and exporters. Prompt and
careful attention to all business. High-
est Canadian and foreign references.
Cable address: "Macnab," St. John's.
Codes: A, B, C, 5th edition, and private.

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McLEOD & CLARKSON

Manufacturers' Agents and Wholesale
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Can give strict attention to a few first-class
Grocery Agencies. Highest References.

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Manufacturers' Agent and Commission Merchant
235 St. John St., QUEBEC, CAN.
Correspondence solicited with brokers
or manufacturers looking for a reliable
representative. Can furnish best of
references.

L.H. MAJOR and J. SOUBLIERE, Limited

Wholesale Brokers and
Manufacturers' Agents
Canadian, British and Foreign Agencies
Solicited

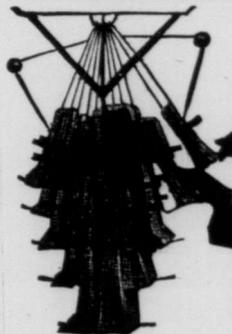
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Manufacturers and Buyers of Dried,
Evaporated and Canned Apples.

Ingersoll, - - - Ontario

Established 1886.



The BROWN is the
only convenient
Bag Holder

Occupies no counter
space. The bags are
held in position by a
gravity—no perfor-
tion of bags neces-
sary. Handy, Saves
Time. Will last a life-
time. For sale by
jobbers everywhere.
Ask your jobber or
write

The Brown Mfg. Co.,
Greston, Iowa, U.S.A.

SHIP YOUR CARS TO FERGUSON'S SIDING

Cars continually loading for all cities in the West and Northwest.
Inland Revenue and Customs Bonds.
Our siding is on G.T.P. and C.N.R., inter-switching with C.P.R. and Midland
Railway. Cars distributed carefully.

**FERGUSON BROS., Warehousemen,
123 Bannatyne Ave., WINNIPEG, Can.**

We have records in our vaults covering ten years' satisfactory service.

THE COCOA OF HIGHEST FOOD VALUE

THE IDEAL
BREAKFAST AND
SUPPER BEVERAGE
FOR ALL
WEATHERS.

EPPS'S

Agrees with every-
body forming one of
the most digestible
and nourishing
articles of
diet known.

GRATEFUL AND COMFORTING

CHILDREN THRIVE ON EPPS'S

Epps's Milk Chocolate melts in the mouth with a delightful smoothness and
a lingering delicacy of flavor.

Special Agents: WILLSON & JWARDEN, Toronto. Manitoba: BUCHANAN & GORDON, Winnipeg
FORBES & WADEAU, Montreal J. W. GORHAM & CO. Halifax, N.S. C. A. MUNRO, St. John, N.B.



A Good Resolve

Anchor Brand Flour

Resolve never to be Second Class in
anything. No matter what you do, try
to be a King in it; Resolve to have
nothing to do with the Inferior. Do
your best in everything—deal with the
Best; choose the Best; live up to the
Best, and you cannot help but succeed.

These are the sentiments that govern
the manufacture of ANCHOR
BRAND FLOUR and those that
use it. If you deal with the Best
they will help you to choose the
Best and carry out

A Good Resolve

Manfd. by
Leitch Brothers Flour Mills, Oak Lake, Manitoba.

11

Buyers' Guide

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All grades carried.
CANADIAN LEAF A SPECIALTY.
J. A. FOREST - - - MONTREAL.

Goods Highest Quality
Price Always Right
That's Our Policy.

COUVRETTE & SAURIOL
Wholesale Grocers - - - Montreal.

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STORES FOR SALE, ETC.

V. DE LA RONDE,
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COON SHOE POLISH
FAVORITE STOVE POLISH
UNCLE SAM DRESSING.

You may carry the "other fellow's" goods,
but sooner or later you'll find the above
are O.K.

Uncle Sam Dressing Co., Lanoraie, P.Q.

CLAY PIPES

The best in the world are made by
McDOUGALLS
Insist upon this make.

D. McDOUGALL & CO., LTD., GLASGOW
SCOTLAND

WRITE TO
10 Garfield Chambers, Belfast, Ireland,
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**Irish Grocer, Drug, Provision
and General Trades' Journal**

if you are interested in Irish trade.

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Satisfy every user. Let's tell you why.
Address
146 St. Urban St. - Montreal

When writing advertisers
kindly mention having seen
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adds new life to old pots and pans, etc.
Each mend only costs 2 cents. 100% profit.
Big seller. Jobbers, write for dis-
counts.

H. NAGLE & CO., - - MONTREAL.

TURKISH DELIGHT
AND CHOCOLATES

The very best that can be produced. Delic-
ious confections that sell. Write

ORIENTAL PRODUCE CO., MONTREAL

Ontario Agents:
MacLaren Imp. Cheese Co., Ltd., Toronto.

OLYMPIA
AND
BEN BEY CIGARS

Give the proper smoke.

Ed. Youngheart & Co.,
Montreal, P.Q.

CATSUP and PICKLES

Quality Superb.

Write now.

H. BOURQUE & FILS - MONTREAL

For Disinfectants of
any kind

Write

MONTREAL GERMICIDE,
220 Colonial Ave., - Montreal

SUCHARD'S COCOA

You want Quality Cocoa all the time, Mr.
Grocer. It will not pay you to sell a tin
on which you cannot rely. We can prove
beyond a doubt the high quality of
Suchard's. Remember:-
Suchard's. Suchard's. Suchard's.
FRANK L. BENEDICT & CO., Montreal
Agents.

AGENTS

If you want to handle three lines with a
reputation, ask us about:

SISTER'S STARCH
CHINESE LIQUID BLUE
COOK'S PRIDE BAKING POWDER
Do It Now.

H. F. PACAUD & CO. (Reg.) Montreal.

FRUIT PULPS

Bitter Oranges and Peels

F. KESSELL & CO. 7-8, The Approach
London Bridge, London, Eng.

STORE FIXTURES

Nothing like a fine, attractive showcase in
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We Can Please You.

Years of experience has made us capable.
S. MEUNIER & FILS, Maisonneuve, P.Q.

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N
S ENGLISH STILTON CHEESE

From Prize Dairies

Rich, Ripe and Blue.

Write

A. C. CHAPMAN, Direct Importer,
93 Durocher Street - Montreal.

AETNA BISCUIT CO.

Limited
MONTREAL

Are the people for High-class Biscuits and
Confectionery.

EXO

Kills rats instantly. No odor.

Agents 40% profit

EXTERMINO CHEMICAL CO.
P. O. Box 774 - Montreal.

BAKE OVENS

Baking Decks of Scotch
Fire Brick, Sectional Steel
Ovens that can be placed
anywhere.
Bread Racks, Proof Boxes,
Pans and every necessity
for the Bake Shop.

Write for General Catalog.
The BRANTFORD OVEN AND RACK CO., LTD., Brantford, Canada

Write us for New Price List of
WINDSOR SALT

TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, Manager

Your card in our MANUFACTURERS'
AGENTS AND BROKERS' DIREC-
TORY pages will keep you in touch
with every manufacturer at home and
abroad, who is looking for agents to
represent him in Canada.

Many of the best British and for-
eign agencies in Canada have been
secured through the cards on these
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BUCHANAN & AHERN

Wholesale Grocery Brokers
General Commission Merchants

and
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20 St. Antoine St. (cor. Dalhousie St.)
QUEBEC, Que.

P. O. Box No. 29

Perfectly Matured

5 years in Cask



Agents Wanted

for

WALDRON'S SAUCE

WALDRON & CO., LTD.
WORCESTER, ENGLAND



5 years in Cask

Perfectly Matured



McLean is the
NAME

White Moss is the
BRAND

Join them when ordering
and avoid mistakes.

Canadian Coconut Co., Montreal

TEA LEAD

(Best Incorrodible)

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most
of the leading packers of Tea in Canada.

ISLAND LEAD MILLS Ltd.

Tel. Address: "Laminated," London. LIMEHOUSE
A.B.C. Codes used 4th & 5th Editions LONDON, E., Eng.

Canadian Agents: HUGH LAMBE & CO., TORONTO
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CECIL T. GORDON, MONTREAL

BLACK JACK

QUICK
CLEAN
HANDY



TRY IT

SOLD BY
ALL
JOBBER'S

¼-lb. tins—
3 doz. in case

BUY STAR BRAND

Cotton Clothes Lines

AND

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and
much better

For Sale by All Wholesale Dealers

SEE THAT YOU GET THEM

Rice's Salt

The Salt that is ALL SALT

It is always in demand, because it is of the first quality. Stock
RICE'S and earn the favor of your customers. It is the best ob-
tainable for Table, Dairy and Cooking.

Write for Prices. Prompt Shipment.

THE NORTH AMERICAN CHEMICAL CO. Ltd., Clinton, Ont.



THE MCGREGOR PAPER BAG HOLDER.

Better Service Means More Trade

THE MCGREGOR PATENT BAG HOLDER
is the biggest step to quick service of your cus-
tomers, and quick service is probably the re-
maining thought of every trader to your store.
Make it a favorable one.

KILGOUR BROS.

21-23 Wellington St. West, TORONTO

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Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as \$1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

MISCELLANEOUS

ACCURATE 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 catalogue. International Time Recording Company of Canada, Limited, Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

BUSINESS-GETTING TYPEWRITTEN LETTERS and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter-forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. American Multigraph Sales Co., Limited, 129 Bay St., Toronto.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—WRITE US to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating counter check books, and single carbon pads in all varieties. Dominion Register Co., Ltd., Toronto.

COUNTER CHECK BOOKS—ESPECIALLY made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our holder, with patent carbon attachment, has no equal on the market. Supplies for binders and monthly account systems. Business Systems, Limited, Manufacturing Stationers, Toronto.

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)

EGRY 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. Egrý Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE Hartford. Agencies everywhere in Canada.

MOORE'S NON - LEAKABLE FOUNTAIN pens. If you have fountain pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction, and it costs no more than you pay for one not as good. Price \$2.50 and upwards. W. J. Gage & Co., Limited, Toronto, sole agents for Canada.

THE NATIONAL CASH REGISTER COM-pany guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge Street, Toronto.

SITUATION WANTED

WANTED—AT ONCE—IN OR NEAR MONT-real, Canada, situation in grocery store or warehouse. Age 24, strong, tall. Excellent references. Box 91, Canadian Grocer, 88 Fleet Street, London, England.

SIDE LINE WANTED

A REPRESENTATIVE OF ONE OF THE largest concerns in Canada is open to handle a good side line. I am in close touch with the Toronto grocery jobbers, and also have a salesman calling on the Ontario and city retail trade. Address Live Agent, care Canadian Grocer, Toronto.

MISCELLANEOUS

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 314, Stair Building, Toronto.

MODERN FIREPROOF CONSTRUCTION — Our system of reinforced concrete work—as successfully used in many 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.

PENS—THE VERY BEST PENS MADE ARE those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c assorted box of Mitchell's Pens and find the pen to suit you.

THE "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)

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

YOU CAN BUY A REBUILT TYPEWRITER from us. We have about seventy-five typewriters of various makes, which we have rebuilt and which we will sell at \$10.00, \$15.00 and \$20.00 each. We have also a large stock of better rebuilts at slightly higher figures. Write for details. The Monarch Typewriter Co., Ltd., 46 Adelaide St. W., Toronto, Canada.

Are You Using Allison's Coupon Books, or Losing Money, Which?

You CAN'T handle credit customers WITHOUT losing money unless you DO use Allison Coupon Books. Thousands of grocers all over America find it mighty profitable to use them.



How They Work:

A man wants credit. You think he is good. Give him a \$10.00 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with ten dollars—no trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up. Then he pays the \$10.00 and gets another book. No pass books, no charging, no lost time, no errors, no disputes—NO LOSS OF MONEY. ALLISON COUPON BOOKS are universally recognized as the best.

For sale by the jobbing trade everywhere.

Manufactured by ALLISON COUPON CO., Indianapolis, Indiana

Your Wife

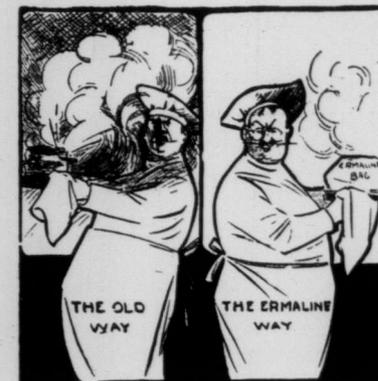
and

The other Fellow's Wife

in fact every housekeeper in Canada, will sooner or later

COOK WITH PAPER BAGS

The Ermaline Is The Successful BRAND



Has never disappointed. Rather has pleased

S Time
A Gas
V and
E Money
S

WRITE

Edward Lloyd

LIMITED MONTREAL

California Fruits

WE OFFER FOR PROMPT DELIVERY

500 Boxes ARMSBY SANTA CLARA PRUNES, 100-over, 25 lbs.	\$1.25	box
700 Boxes SEEDED RAISINS, GRIFFIN FANCY, 16 oz., 36s.....	.07½	pack.
300 Boxes MALAGA RAISINS, EAGLE, 16 oz., 36s07½	pack.
500 Boxes OREGON PRUNES, 40-50, 25 lbs.	2.15	box
100 Boxes SEEDLESS MUSCATELS, RAISINS, RED CORD, 16 oz., 36s06	pack,

NEW GOODS IN STORE

NEW SPANISH ONIONS, IN CRATES.

NEW VALENCIA RAISINS, FINEST SELECTED AND 4 CROWN LAYERS.

NEW CANDIED PEELS, LEMON, ORANGE, CITRON, 7-LB. BOXES.

SULTANA RAISINS (Cleaned) 30 lb. boxes. 8c to 10c per lb.

What About Canned Goods ?

We have the stock,

We have the assortment,

We deliver in full, ALWAYS.

HOW IS YOUR STOCK OF GREENBANK'S GOODS?

LYE, solid and powdered. CHLORIDE OF LIME, bulk and tins.

Marvelite and Pearl Dust, for Linens, Woollens.

NEW NUTS WILL BE HIGH—SHORT CROP, BAD WEATHER.

Brazils, Sicily Filberts, Tarragona Almonds, Grenoble Walnuts, Marbots.

We have them coming. Get our prices. At your disposal.

EX S.S. BELLONA, DUE SHORTLY:

NEW CURRANTS, LOOSE, CLEANED.

NEW CURRANTS, CLEANED, PACKAGES.

NEW TABLE RAISINS, "BEVAN'S SHIPMENT."

NEW VALENCIA RAISINS.

NEW VALENCIA ALMONDS.

NEW TARRAGONA ALMONDS.

L. CHAPUT, FILS & CIE., Limitee

WHOLESALE GROCERS and IMPORTERS

OF TEAS, COFFEES, WINES AND LIQUORS

MONTREAL

Established in
1842

Heavy all the year
round---
but heaviest now---
our shipments
and our work

There are arriving by import
steamers from the factories in Eng-
land within the next few weeks

Many Millions of

OXO
CUBES

We have hundreds of orders at each
of our branches to be shipped to
stores this month.

There will be hundreds more arriv-
ing every week. This shows that
OXO Cubes are a good thing and
are being greatly appreciated.

Are you keeping them prominently
before your customers?

Mail in your stocking order for
your fall trade.



Corneille David & Co.

Sole Agents for Liebig's
Extract of Meat Co., Limited

Head Office, Toronto

Branches at
Montreal, St. John, N.B.,
Winnipeg, Calgary,
Edmonton



Why Don't You do
Like Him?

H. J. Buckley, of Moberly,
Mo., who bought a No. 84 King-
ery Corn Popper with Peanut
cylinder extra for \$94.00.

He writes that the machine is
doing fine. I pay \$40.00 per
month rent and have four people
employed, and machine pays rent
and help.

Now to get at his profits in this little, big business,
let's do a little figuring. Rent \$480 per year. Four clerks
at \$5.00 per week each, \$1,040, total \$1,520, or 15 times
the cost of his machine. Did you ever add anything to
your business that beats it? In some cases they have
earned more net profit than that of the business of the
entire store. Furthermore, its attractiveness turns the
eyes of passersby upon your store. Often it is the agent
of sending them in. It helps the business in the store.
The Kingery Peanut Roasters and Corn Poppers are of
many kinds and styles—Steam, Electric, Spring and Hand
Power. Ranging in price from \$8.50 to \$350.00. Sold on
liberal instalments.

*You should have Kingery's Book of Possibilities
and Catalog No. 39. They are free.*

KINGERY MFG. CO.
Cincinnati, Ohio

CASTILE SOAP



"LA VIERGE"

**The Virgin Brand
EXTRA SUPERIOR QUALITY**

The Standard Castile Soap of Marseille

Daily output about 100,000 lbs.

CAUTION:—Other castile soaps are offered on
the market closely resembling the VIRGIN
BRAND. Insist on the genuine, stamped:
"LA VIERGE"—"FELIX EYDOUX"—Marseille.

LAW, YOUNG & CO., Montreal
SOLE AGENTS FOR CANADA



Lyle's Golden Syrup

in 1 lb.—2 lb.—4 lb. and 14 lb. tins.

A delicacy of exquisite flavour and a nutritious food of the highest purity.

The increasing demand from Canada and all quarters of the globe is striking testimony from the consumer of the *exceptional merit* of this well known brand.

Supplies obtainable from the wholesale houses.

Sole Manufacturers, ABRAM LYLE & SONS, Ltd.
LONDON, ENG.



Purveyors by appointment to His Majesty the King.

Some of Our Agencies

Grand River Canned Goods
Signet Spices and Extracts

Middle Cut Salmon
Concord Sardines

"The quality goes in before the name goes on."

We have recently been appointed selling agents in our territory for:—

Upton's Jams, Marmalade, Catsup, Etc.

WE HAVE BOOKED A LARGE NUMBER OF ORDERS.
WE HAVE A CAR LOAD TO ARRIVE. WE CAN TAKE CARE OF YOUR MAIL ORDERS,
AND WILL SHIP PROMPTLY ON ARRIVAL OF CAR.

"Intrinsic value has many imitators but no peers."

MAIL YOUR ORDERS or SEE OUR TRAVELLERS

McCulloch, Creelman & Morrison

The Strictly Wholesale Grocery House
TRURO, N.S.

"A square deal to all. No trade or exchange
is successful that is not mutually beneficial."



With increasing prosperity, Canadian tastes are growing more exacting, and the women who purchase the home supplies are looking for the very best. That is why a steadily increasing number of your customers are no longer satisfied with anything less than

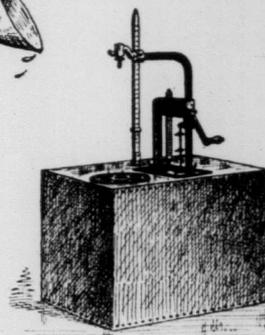
Redpath

Extra Granulated **SUGAR**

The new 2-lb. and 5-lb. Sealed Cartons—the climax of 50 years of recognized leadership— have put Redpath Sugar in a class by itself in the minds of discriminating women.

Are you supplying their demands, or are they learning to go elsewhere?

The Canada Sugar Refining Co.
MONTREAL LIMITED



Out with
the Old
**OIL
TANK!**

If you knew how much money the old oil tank has cost you in waste of oil, damage to goods, and loss of customers, you'd kick it out and get a

BOWSER Self-measuring Oil Tank

What's the sense of handling oil in a profitless way when you can make money on it? There are 750,000 BOWSER TANKS in use to-day. Do you suppose that would be so if they did not do as we say? Would thousands of grocers buy BOWSER OUTFITS if they did not pay. Wouldn't it pay you to investigate this system? You're paying for a BOWSER OUTFIT now without having the benefit of its cleanliness and convenience. The BOWSER absolutely prevents waste, keeps your hands and your store clean, gives you at a glance the amount to charge for filling any measure, tells you how much oil is left in the tank. Send us a postal card for illustrated catalogue No. 222, and full particulars—free.

S. F. Bowser & Co., Inc., 66-68 Fraser Ave., Toronto, Ont.

Patentees and manufacturers of standard, self-measuring, hand and power driven pumps, large and small tanks, gasoline and oil storage systems.

Established 1885.

FINEST
IN
QUALITY



"GILT E
beautiful

"SUPERI
proof lust

"DANDY
bridles, et

"ELITE"

"BOSTON
out brush

When Sending In Your Fall Order For

“MELAGAMA”

Tea and Coffee, do not overlook the fact that we can give you the very best values and prices on

BULK TEAS

We can deliver the goods—you can't beat our prices. Write, phone or telegraph at our expense, and we will forward you samples.

MINTO BROS., 45 FRONT ST. EAST **TORONTO**

FINEST IN QUALITY

WHITTEMORE'S POLISHES

LARGEST IN VARIETY



Oldest and Largest Manufacturers of Shoe Polishes in the World

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

“SUPERB” POLISHING PASTE. For giving all kinds of Patent or Shiny Leather Shoes a quick, brilliant and waterproof lustre, without injury to the leather.

“DANDY” COMBINATION. For cleansing and polishing all kinds of russet, brown or yellow boots, shoes, saddles, bridles, etc. “Star” russet combination (10c. size).

“ELITE” COMBINATION for restoring color and lustre to all black shoes. Polish with a brush or cloth.

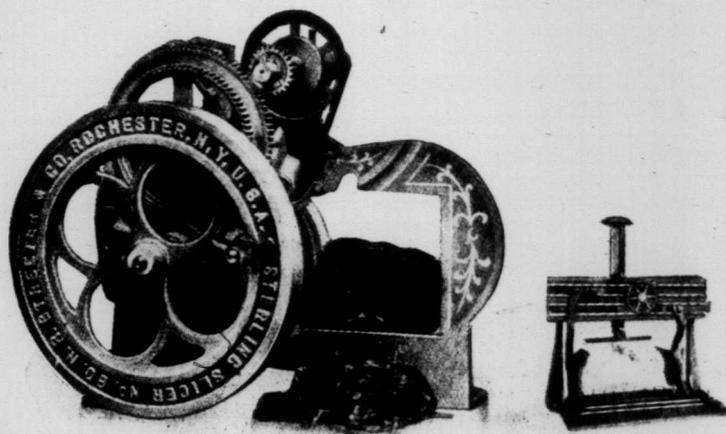
“BOSTON” WATERPROOF POLISH. A black liquid for men's and boys' shoes. Produces a patent leather shine without brushing.

Order Whittemore's Shoe Polishes if you want the BEST

FOR SALE BY ALL WHOLESALE GROCERS

A DISGUSTED CUSTOMER IS A LOSS TO YOUR STORE

Avoid
Them by
Using a
"Sterling"
Slicer.



The
"Sterling"
Slicer will
Catch the
Eye of
the Better
Trade.

The "Sterling" Will Slice

As Thin as a Wafer or as Thick as Your Hand

If you knew your customers' thoughts upon getting their bacon sliced thick when they asked for it very thin, you would not feel flattered.

If you knew what your patrons thought about your salesmen handling the meat they were slicing by hand, you would at once pass a by-law against such practices.

It is just such little things as these that drive customers away from grocery stores nowadays. People are getting more particular about the service they get. Are you giving them the best service you can?

The "Sterling" Slicer will cut any sized ham, the widest bacon and full-sized dried beef. It cuts rapidly and automatically. Easy to operate.

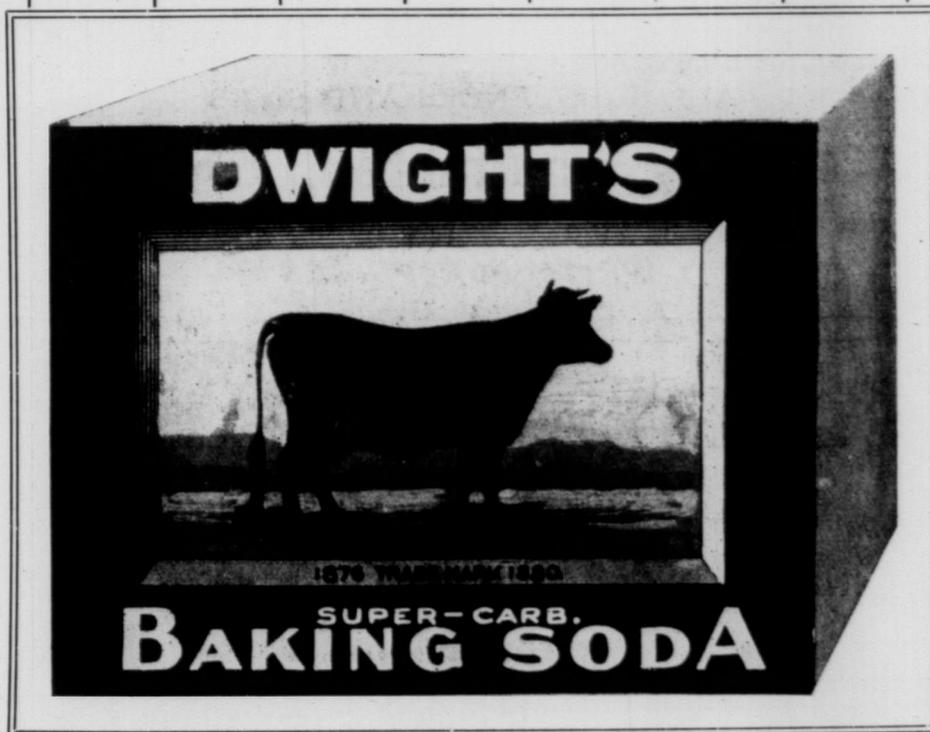
Shipped set up, ready for use. Send for full particulars and prices.

WALTER WOODS & CO.

Wholesale Woodenware

Hamilton

Winnipeg



**Grandmother's "Cow Brand"
Is the "Cow Brand" of To-day**

TOO GOOD TO BE IMPROVED

and too well known to be sacrificed. Over seventy years the leading household requisite—the leading and most popular Baking Soda of three generations is the enviable history of the famous "Cow Brand." It is the surest trade builder and holder. Fill in your stock to-day.

**Church & Dwight, Limited
Montreal, Canada**

Manufacturers, Established Over 70 Years

BEST INCORRODIBLE TEA LEAD

ALL SUBSTANCES AND SIZES

Grey & Marten, Ltd.

City Lead Works,

Southwark Bridge, London, England

WRITE FOR PRICES

LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON,

JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce



Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste 'Bluenose' yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

Halifax, - N.S.

British America Assurance Company

A.D. 1833

FIRE & MARINE

Head Office, Toronto

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James Kerr Osborne, Z. A. Lash, K.C., LL.D.,
Sir Henry M. Pellatt, E. R. Wood.

W. B. Meikle, General Manager.

CAPITAL \$1,400,000.00
ASSETS 2,061,374.10
LOSSES PAID SINCE ORGANIZATION 35,000,000.00

WESTERN Incorporated 1851 ASSURANCE COMPANY

**FIRE
AND
MARINE**

HEAD OFFICE, TORONTO, ONT.

Assets over - - - \$3,000,000.00

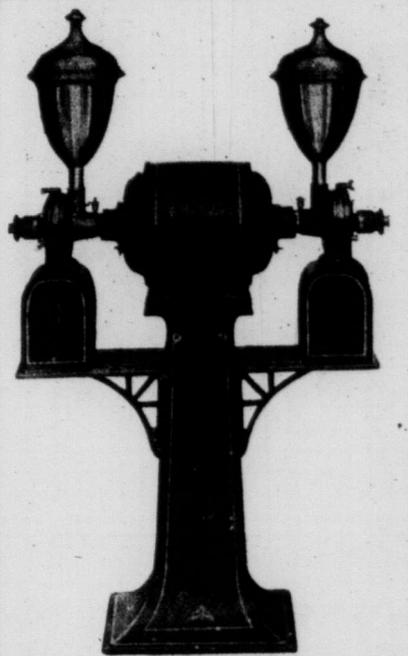
Losses Paid Since Organization
of the Company, over - \$55,000,000.00

HON. A. COX, President

W. R. BROCK, Vice-President

W. B. MEIKLE, General Manager

C. C. FOSTER, Secretary



Let Us Help You

if you are thinking of installing any store equipment in the line of **Coffee Mills, Spice, Tea or Coffee Bins.** We are the general agents for the United States and Canada for the incomparable **Henry Troemner Agate Bearing Scales,** exclusive **Tea, Coffee and Spice Bins and Cans, Coffee Mills,** etc.

Our fixtures possess uniqueness and individuality, and can be obtained at the lowest possible price.

Information, Estimates and Prices cheerfully furnished on request.

J. A. FLESCH & SON
1300 Medinah Building
178 W. Jackson Blvd. **Chicago**

OUR ADVERTISING HELPS YOU TO SELL HEINZ FOODS

We are regularly telling your customers about our products through the most widely circulated magazines in the country. Just now we are running an extensive advertising campaign on

HEINZ BAKED BEANS

(The Oven-Baked Kind)

Get your share of this increased demand by keeping a stock of Heinz Beans constantly on hand.

H. J. HEINZ COMPANY

Headquarters for Maple Flavor

We can supply anything wanted in Maple Flavor.

We can quote **BETTER PRICES** than you are **NOW PAYING.**

Be sure and ask us to quote—it's to **YOUR ADVANTAGE.**

THOMAS HENDERSON
Manufacturing Chemist
86 FULTON ST., - NEW YORK

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 successful firms, are represented in such a way as to reflect their importance in the trade."

When writing advertisers, kindly mention having seen the ad. in this paper.

Supplied by Appointment to the House of Lords

O.K. SAUCE

Delicious
Fruity
Appetizing

Highest Award
(Gold Medal) October 1911 Festival of Empire Exhibition, LONDON.

Ask your Jobber or apply direct

SALES AGENTS:

The Lind Brokerage Co.
49 Wellington St. E. Toronto.

George H. Gillespie,
437 Richmond St., London. Ont.

J. T. McBride,
62 Canadian Life Chambers,
Montreal.

The Turnbull Co.,
Winnipeg, Man.

The Standard Brokerage Co.
860-864 Cambie St., Vancouver.

53 Highest Awards in Europe and America

WALTER BAKER & CO.'S CHOCOLATE & COCOA



Registered Trade-Mark

Our Cocoa and Chocolate preparations are **Absolutely Pure**—free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements

of all Pure Food Laws.

Walter Baker & Co. Limited

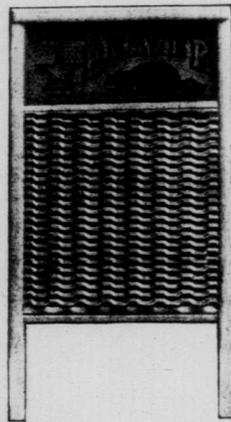
Established 1780

Montreal, Can. Dorchester, Mass.

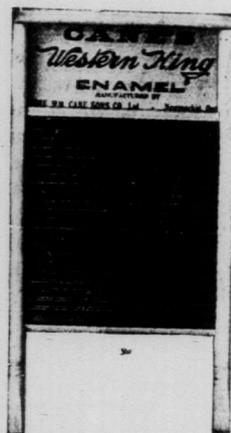
A want ad. in this paper will bring replies from all parts of Canada.



PAILS



BRASS WASH BOARDS



ENAMEL WASH BOARDS

THE WOODEN DAYS ARE

Nothing Quite as Reliable as Wooden Utensils.

After all, who can suggest anything that will take the place of well-made woodenware and give the service and satisfaction.

The wooden tub holds the heat and keeps the wash water hot longer than metal or any other kind of tub.

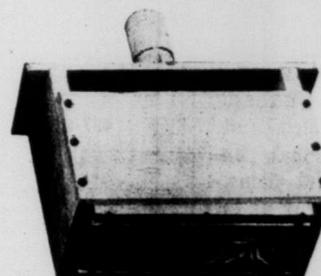
No chance of woodenware rusting clothing that comes in contact with it after standing.

Cane's woodenware is well made and is guaranteed to be just as we claim it to be.

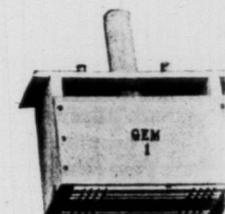
The Wm. Cane & Sons Co. Ltd.,



ACME BUTTER MOULDS



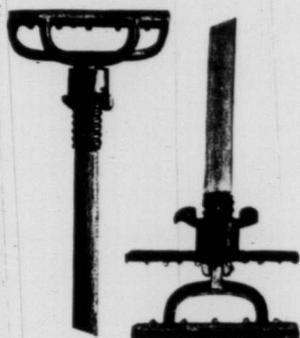
JERSEY BUTTER MOULDS



GEM BUTTER MOULDS



FOLDING S.



MOP WRINGERS



WASH TUBS



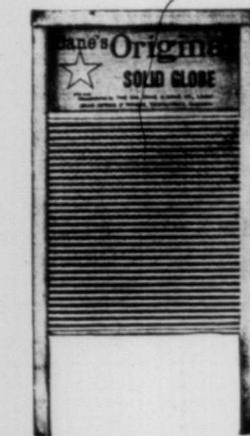
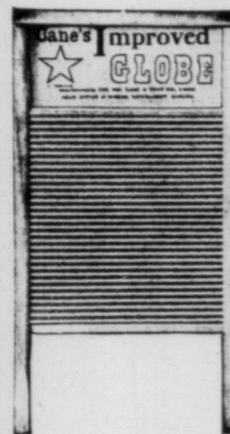
GLASS WASH BOARDS

YS ARE NOT GONE

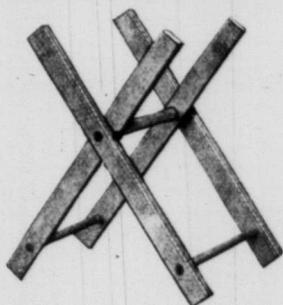
Big Money For You in Cane's Woodenware

If your customers have tried out various kinds of tubs and pails you will have no trouble getting them to change back to the wooden kind, for they stand the test no other kinds can. All hoops are stapled on, and positively can't come off. Stock up with Cane's woodenware and get your share of this satisfactory business. Stock does not depreciate, and the profits are good.

Co. Ltd., Newmarket, Ontario



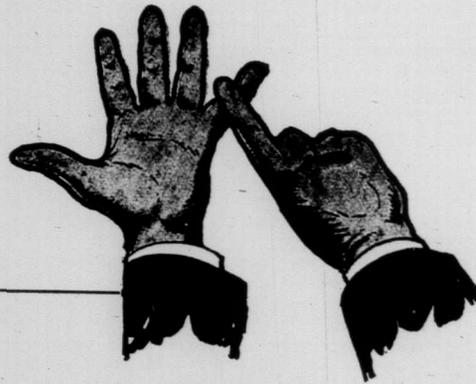
ZINC WASH BOARDS



FOLDING SAW HORSE



BAKE BOARDS



IMPORTANT FACTS

Every one a strong point why up-to-date dealers should handle MEAKINS' SANITARY WASH-BOARDS:

1. They are made in one piece, all metal.
2. Do not rust or corrode.
3. Has no parts to get loose to scratch the hands.
4. It will many times out-wear the old-fashioned wooden kinds.
5. Dirt has no place to lodge on the all-metal, therefore it is perfectly sanitary.

Meakins & Sons
Hamilton, - Ontario



No Dirt
Can Lodge
in the
"All-Metal"



Within the next few weeks every dealer will be interested in securing a supply of good Brooms. Let us suggest that you try the

KEYSTONE BRAND

this season. They are always reliable, always uniform in quality and always reasonable in price.

We guarantee that you will have no kick from your customers if you sell our Brooms.

STEVENS-HEPNER CO., Ltd.

Port Elgin, Ont.,

Canada

Place Your Christmas Window in the Contest

Again this year The Canadian Grocer will have a Christmas window competition open to grocers and their clerks. When you have your best window in shape, have it photographed and entered in the race. It may be in the money.

Selling Power, Attractiveness and Originality will be the bases of judgment. Windows must be dressed with Christmas goods and arranged entirely by dealer or clerks.

Photographs must be mailed before December 31. See that photographer gets good picture and give description of the window when sending photograph.

The Prizes

Towns and Cities over 10,000 Population.	
1st	\$5.00
2nd	3.00
3rd	2.00
Centres under 10,000 Population.	
1st	\$5.00
2nd	3.00
3rd	2.00

The Christmas Ad.-Writing Contest

For the best Christmas newspaper advertisement submitted by the end of year The Grocer will give a prize of \$3.00; to the second best, \$2.00. Clip it from the newspaper and briefly outline your opinions concerning advertising and its advantages.

ADDRESS:

The Editor, **THE CANADIAN GROCER**

143-149 University Avenue, Toronto



When Table Salt is asked for

—merely show this bag—no argument is necessary—a glance at the name satisfies any customer—no time is lost, and you are sure of **repeat** sales.

WINDSOR TABLE SALT

is favorably **known** to nine out of ten of your customers—and **used** by that number—it is dry and fine—never cakes or hardens—contains absolutely no grit, and flows freely and evenly from the shaker.

Think of the many dishes in which absolutely pure salt is essential—in soups and sauces, on meats and vegetables, in bread, cake and pastry, and in many fancy dishes—it should dissolve instantly and leave no taste of bitterness.

WINDSOR DAIRY SALT

Makers of choice butter insist on a salt that lends flavor and keeping quality to their product. To command the highest price they use the purest, richest cream obtainable, and, to make each pound of uniform flavor and strength—Windsor Salt.

WINDSOR CHEESE SALT

Our fine Canadian Cheese is noted the world over, and Windsor Cheese Salt plays an important part in this reputation. Windsor Cheese Salt dissolves slowly, salts the curd thoroughly, evenly, and gives a smooth, rich cheese that commands approval—and the highest price.

REPEAT SALES COUNT

The success of many a meal depends upon the salt used—see that you contribute to that success—and to repeat sales—by making Windsor Salt your leader.

The CANADIAN SALT CO., Limited
WINDSOR, Ontario



Carr & Co.'s Carlisle Biscuits

have their own distinct following. People who know good biscuits, use good biscuits, demand good biscuits are the people who buy Carr's Biscuits.



The mere "say so" that you handle Carr's Biscuits puts you into the front rank of a quality salesman.

For prices, etc., write to-day.

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Montreal and Toronto; Hamblin & Breton, Winnipeg and Vancouver, B. C.; T. A. MacNab & Co., St. John's, Newfoundland.



NO PISTOL-LIKE REPORT

When a Dominion Match is struck it lights silently, without sputtering or sparking. It is the kind you should sell your customers, you will make no mistake if you push the sale of the DOMINION SILENT MATCH.

DOMINION MATCH CO.
LIMITED
Deseronto, Ontario

Or The Canada Brokerage Company, Limited, Toronto, Ont.; The A. Macdonald Co., Winnipeg, Man.; Snowdon & Ebbitt, Montreal, Que.; J. B. Renaud & Co., Quebec, Que.; J. A. Tilton, St. John, N.B.; J. W. Gorham & Co., Halifax, N.S.



Cut this out

Here's a list containing a few of our agencies, which we would suggest you should clip out and put in your note book, as it will be of service to you when ordering. Further lists will be published from time to time.

Just a Few

PIPER-HEIDSIECK

Kunkelman & Co.

Union Champenoise	Reims	Champagne
Ph. Richard	Eprenay	Cardinal Champagne
	St. Jean d'Angely	Brandy
Mitchell Bros. & Co.	Glasgow	Scotch Whiskey
Mitchell Bros. & Co., of Belfast, Ltd.	Belfast	Irish Whiskey
J. P. Wiser & Sons, Ltd.	Prescott	Canadian Whiskey
Herman Jansen	Shiedam	Gold Finch Gin
Diez Hermanos	Jerez dela Frontera	Sherry "Favorito"
Morin Pere & Fils	Nuits St. Georges	Burgundy Wines
A. Sarrazin's Establishment.	Dijon	"Bacchus" Tonic Wines
Real Campana Vinicola del Norte	Portugal	Port Wines
Societe des Vins de Banyuls	Banyuls sur Mer	Banyuls-Bartissol Wines
P. Garnier	Enghien les Bains	Sweet Liqueurs
A. Delor & Cie	Bordeaux	Bordeaux Wines
Fenech Artell	Tarragone	Mass Wines, Sanctuaire & Vatican
F. Krote	Coblentz	Rhenish Wines
W. E. Johnson & Co.	Liverpool	Bass Ale & Guinness's Stout
Fred Miller Brewing Co.	Milwaukee	Lager "High Life."
Fred Miller Brewing Co.	Milwaukee	Extract of Malt
Belfast Mineral Water Co.	Belfast	Trayder Ginger Ale
American Fruit Produce Co.	Rochester, N.Y.	Apple & Grape Juice
Blanc & Fils	Valance Sur Rhone	Allmentary Pastes
H. E. Bouille & Cie.	Marseille	Minerva Olive Oil
Societe Anonyme "Le Soleil"	Malines	Preserved Vegetables
Feyret & Pinsan	Bordeaux	Allmentary Preserves
D. E. Milliau & Fils	Marseille	Castile Soap
A. & L. Lebucher	Paris	Lecourt's Mushrooms
Societe des Usines Remy	Louvain	The Famous Remy Rice Starch

WRITE

Laporte, Martin & Cie.

Limitee

Tel. M. 3766

568 St. Paul Street

Montreal

Allison Coupl
Armsby, J. J.
American Co.
Aylmer Cond
Aetna Biscu
Auto Roach
Balfour-Sin
Baker, Walte
Barr Registe
Benedict, F.
Bell's Fruit
Biekle, J. W.
Borden Cond
Brantford O
Borgen Pack
Bowser, S. F.
Brand & Co.
British Cana
British Ame
Brown Mfg.
Bradstreets
Bourque &
Buchanan &
Canada Suga
Canadian Co
Canadian Sal
Cane & Sons
Carr & Co.
Chase & San
Chaput Fils
Chisholm MI
Church & D
Clawson, W.
Chivers & S
Clark, Wm.
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Common Sen
Connors Bros
Continental B
Cowan Co.
Crean, R. F.
Crescent Mfg
Crothers, W.
Cheswright &
Computing C
Chapman, A.
Cairns & Son
Catelli, C. H.
Comte's Coffe
Connecticut C
Creighton & J
Couvrette &
Davis Milling
Dalley, F. F.
De la Rond.,
Distributors,
Dominion Car
Dominion Ma
Dominion Mol
Dominion Reg
Downey, W. J
Dominion Wa
Dunn, Wm. H.
Duerr & Sons
Dustbane Mfg
Eby-Blain, L
Eckardt, H. E.
Edwardsburg
Emond & Cot
Ellis Bros ...
Enterprise M
Extermino Ch
Edmunds &
Ltd.
Epps & Co., J
Escott & Har
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The Bath Without Lawrason's is Like Porridge Without Salt



Lawrason's Snowflake **BATH POWDER** and Water Softener Perfumed :: :: Antiseptic

Users of Lawrason's Bath Powder and Water Softener are just as emphatic in their opinion of this bath powder. It is unequalled under the sun for softening hard water, and nowadays there is little but hard water in our Canadian towns and cities.

This powder comes packed in neat green and red lithographed tins, with nicked screw tops.

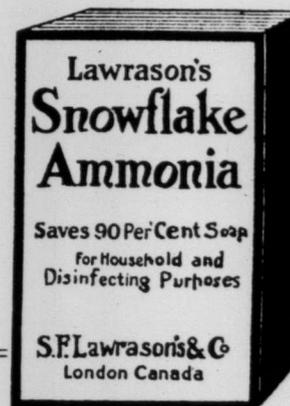
It is a seller and a money maker.

Fall House-cleaning and Lawrason's Snowflake Ammonia Go Hand-in-Hand

The good housewife everywhere knows the value at housecleaning time of Lawrason's Snowflake Ammonia. All you need do is to let her know that you keep this famous 5c package, and you will get her trade. It equals in power any similar powder on the market selling for twice the price.

(A \$500 guarantee backs this unusual statement.)

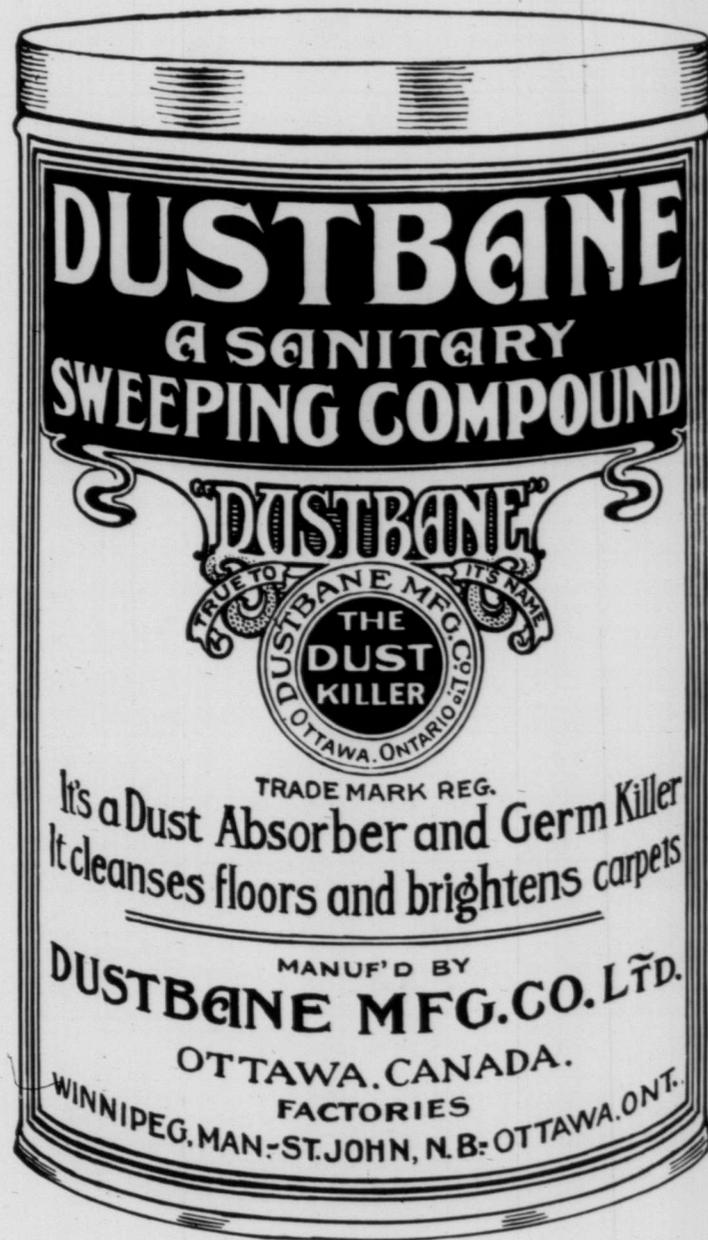
Write for your needs now—keep your stock full.



S. F. Lawrason & Company

LONDON, ONTARIO

Fall, Winter, Spring and Summer
Push Dustbane—It's a hummer



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

Guaranteed to give satisfaction.

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

Made in Ottawa, Protected by Canadian Patents

THE CANADIAN GROCER

For

PURITY, QUALITY, DELICACY

AND

NUTRITIVE POWER

There is Nothing to Equal

CLARK'S PORK & BEANS

IN CHILI TOMATO SAUCE



THE BEANS OF EXCELLENCE
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