

**PAGES  
MISSING**





Harvest Time — A Summer's Work



CANADIAN GROCER



# TILLSON'S OATS

A Food—Not a Fad



If you wish to enjoy a steady repeat business, give the Public their favorite China Package.

We have no coupons in our package.



STOCK TILLSON'S

Quality—Then Price

CANADIAN CEREAL AND FLOUR  
MILLS COMPANY, LIMITED

CABLE ADDRESS "CANCEREAL" TORONTO, CAN.







*Economize in sugar  
selling by featuring  
10 and 20 pound bags*



OF

# Lantic Sugar

Let us put your sugar up, weigh and seal it in the refineries by automatic machinery, saving you wastage, economizing on your time, and preventing loss from broken bags in delivery, and lastly, giving your

patrons a dust-proof package, which is the sanitary and hygienic way to buy sugar. The additional cost to you is less than you pay for having your sugar put up in the store in paper bags.

*SEND A TRIAL ORDER*



And note the difference between the new **LANTIC** way and the old paper bag way of handling sugar.

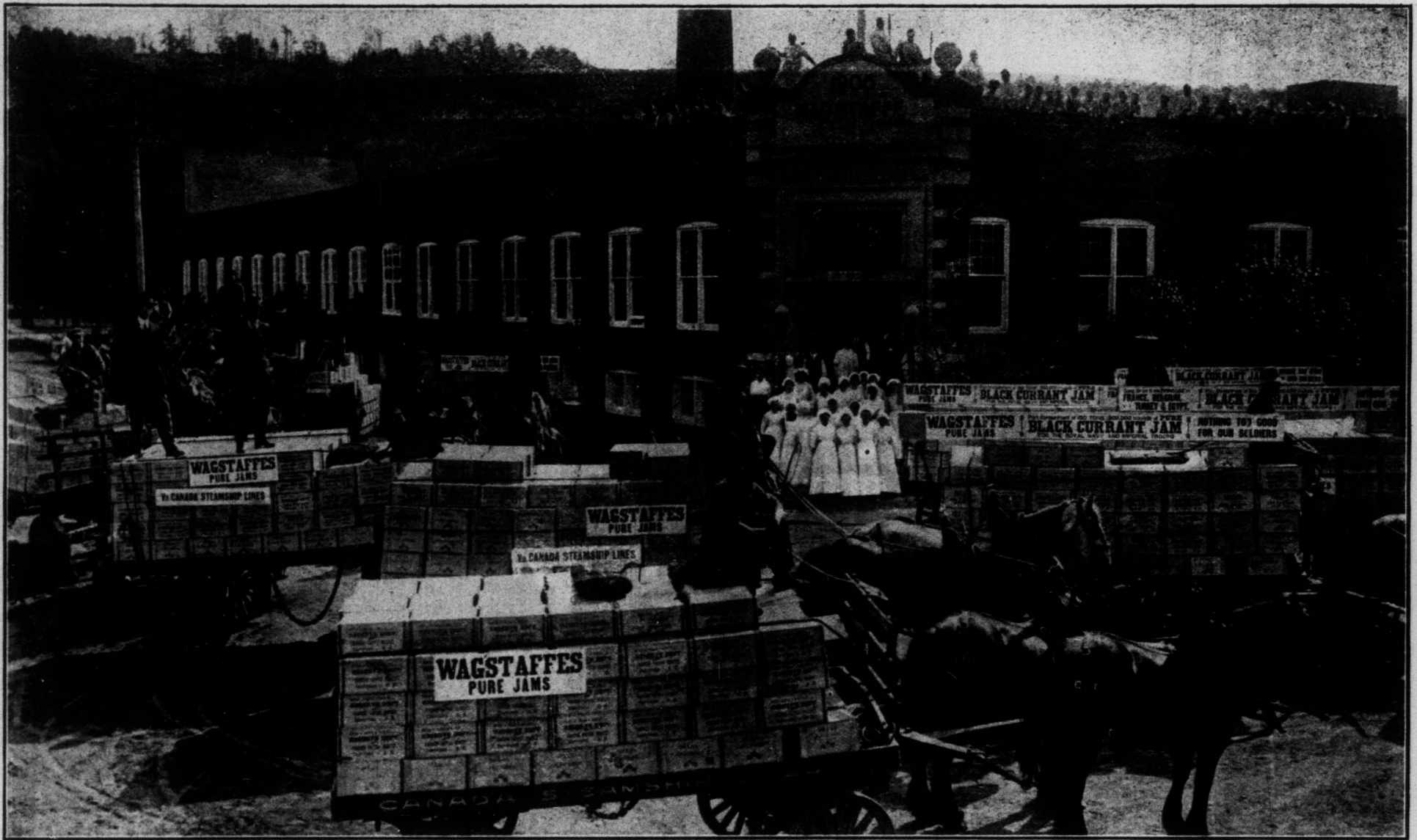
The bags make good counter and window displays.

**Atlantic Sugar Refineries  
LIMITED**

Montreal, P.Q.

St. John, N.B.



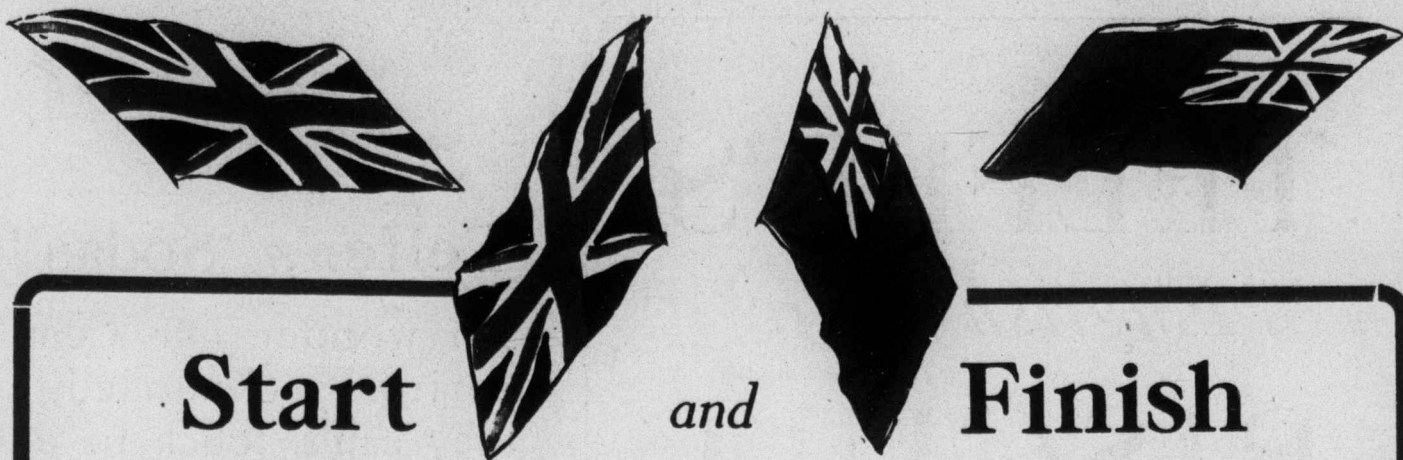


CANADIAN GROCER

# Wagstaffe Jams Off to the Trenches

Part of the 1,500,000-lb. order of Wagstaffe Jams for the Imperial Army and Royal Navy.





Start

and

Finish



## WAGSTAFFE JAMS

—the famous Canadian-made Jams with a world-wide repute for high-grade quality, for pure fruit wholesomeness, for delicious flavor, is the favorite with civilian and soldier, in Canada and abroad, on land and sea. Read the letter from the trenches.

### *Letter from the trenches*

20-8-15, France,  
Pte. R. Lapington, 2559,  
C Company,  
First Fifth Royal Warwickshire Regiment,  
British Expeditionary Force.

Messrs. Wagstaffe, Limited.

Dear Sirs,—

Just a few lines to let you know how surprised I am to find your jam right out here in the trenches, and at the same time I should like you to know how greatly it is appreciated by our boys; all say it's simply great, the very best we have had so far, and I should think we have had some from almost every jam factory there is under the sun.

As you will be aware, I am an old hand from your factory in Hamilton, and as far as I am aware, two of my brothers are still employed by you, so am able to tell my pals just what your place is really like.

At present I am cook of the Officers' Mess, being rather an expert in that capacity, and from what I gather they prefer your jam to any in the Mess.

The first sample of your jam we had was black currant, the label of which I am enclosing, thinking you would like it as a souvenir from the actual firing line. Am now in France after about five months in the firing line in Belgium.

Will you kindly remember me to those of my old workmates who are still with you?

Wishing you still greater success,

With kindest regards,  
Yours sincerely,

R. LAPINGTON.

The undersigned would also like you to accept their appreciation:

Cpl. J. Diakin, C Co.  
Cpl. F. E. Follard, C Co.  
L.-Cpl. Collins,  
J. H. Foley, C.S.M.  
Cpl. L. Thompson, C Co.  
Sergt. J. Palmer,  
L.-Sergt. F. Satchwell, C Co.  
Pte. T. Whitehouse,  
Pte. F. W. Greature  
Pte. H. Whitehouse

## Wagstaffe Quality Counts

Whether in the trenches or in the home Wagstaffe Quality Counts. Push Wagstaffe Jams and reap the benefit of the repeat business which always follows.

Wagstaffe Limited, Hamilton, Can.

**TELFER'S**  
*"English Style"*  
**BISCUIT**  
**DISPLAY**  
**CASE**  
*(The latest Idea)*

**Telfer's "Sweet  
Biscuits"**

Our quality of Standard Lines is Supreme. Our Original Specialties are Recognized Trade-Winners.

**Telfer's "Sodas"**

No wonder our Competitors acknowledge they can't touch us on Soda Biscuits.

"The best proposition ever offered our friends, the retailer"—that's the way we size up our new display case, judging from actual sales. And by the way, let us introduce what one user says about this business-getting display case:—  
*"During the few weeks that we have had it, we sold more biscuits than we would ordinarily sell in as many months."*

Telfer's English style case displays your biscuits in an attractive, appetizing way, is "Aertite," and assortments are easily selected.

Double your sales of Telfer's "High-Grade" biscuits by showing them in our "English Style" biscuit case.

*Order your Fall stock of Telfer's Sweet Biscuits and Sodas—and a new case.*

*Ask for particulars of case and biscuit price list.*

**TELFER BROS., LIMITED**

Sterling Road

TORONTO



CANADIAN GROCER

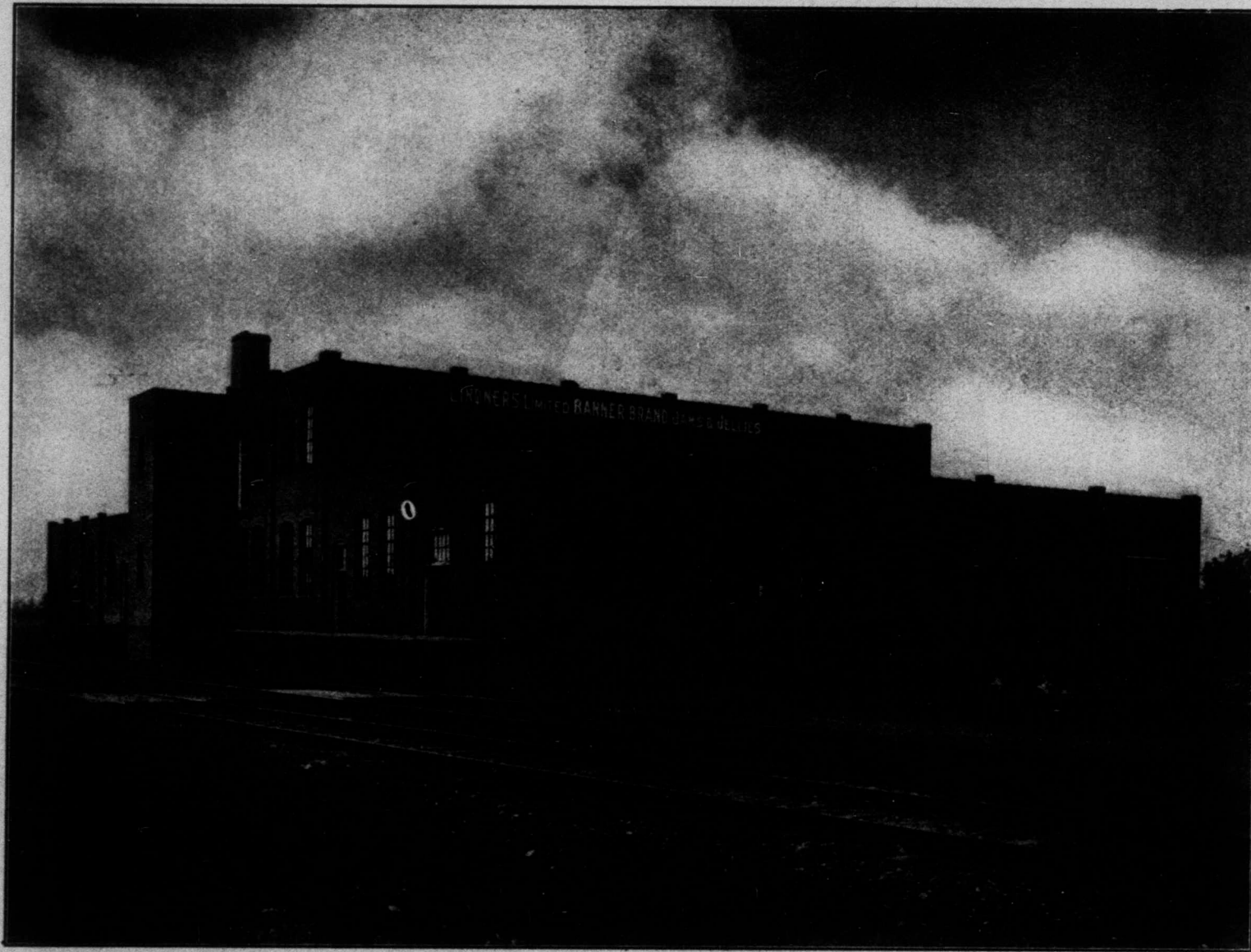
# Telfer's "English Style" Biscuit Case

*One of the most efficient salesmen you can have*



Standard Size, holds 16 7-lb. tins. Special sizes to measurements.

**Mahogany Finish, constructed to last a lifetime. PRICE \$15.00**



*The Largest and Most Up-to-date Jam and Marmalade Factory in Canada*  
***The New Home of Banner Brand Jams and Jellies***



Made in



Canada



*Profit-Making  
Selling Features  
of*



## Banner Brand Jams, Jellies and Marmalade

Our great difficulty in previous years was our inability to get "BANNER" BRAND goods out quick enough to the Trade, but this difficulty is now overcome by our new Factory in Brampton, which is now in full working order, and which will enable us to keep pace with the growing demand for the well-known "BANNER" BRAND goods.

"Pure Fruit and Cane Sugar—that's all."

Put up in the familiar packages—2, 4, 5 and 7-pound gold-lacquered pails, 12-oz. glass jars, Anchor Cap tumblers, and 30-pound wooden pails.

You are safe in pushing "BANNER" Brand Jams and Jellies.

WRITE YOUR WHOLESALER TO-DAY.

### Lindners Limited

WINNIPEG, 306 Ross Ave.

BRAMPTON, ONT.

Representatives:

H. Whissell, 2928 Drolet St., Montreal. H. D. Marshall,  
Ottawa. W. L. McKenzie & Co., Edmonton and Regina.  
Jacksons, Limited, Calgary. R. S. McIndoe, Toronto.



# TEA

Ceylons, Indians, Japans,  
Chinas, Formosas

AT FIRST-HAND COSTS

Specially selected for the  
Canadian Trade. Large selec-  
tion from Stock or Afloat Teas.

---

IMPORT ORDERS A SPECIALTY

---

Write for samples and quotations, or send  
us your samples to match. We are Tea  
Experts with over 40 years' successful  
trading with Canadian Merchants.

**John Duncan & Co.**

ESTABLISHED 1866

MONTREAL



# SUN-KIST

REG. U.S. PAT. OFF.

## Fancy SEEDED RAISINS

Your customers will use more raisins if they can get the SUN-KIST kind.

There's no use ignoring the fact, good seeded raisins will sell like hot cakes and build business—poor raisins will drive customers away.

SUN-KIST Seeded Raisins have an individuality of their own — not only in the way they sell but in the satisfaction they give. They are the best of Fresno County's raisins, packed by people who own the SUN-KIST Brand and control and zealously guard its quality.

**THEY ARE NOT PACKED OR CONTROLLED BY ANY ASSOCIATION OR COMBINATION OF GROWERS OR PACKERS.**

With increased and diversified usage of seeded raisins, the housewife has become more critical as to quality. She has discovered that all seeded raisins are not alike, and has recognized the SUN-KIST Kind as a brand of distinction—a package of individuality and quality par excellence.

She is worth catering to with SUN-KIST if you want a large and profitable business on this commodity.

Packed—and backed—by 50 years' experience.

WHOLESALE JOBBERS IN EVERY TERRITORY.

—ASK THEM—



Master

Mason

*Highest*

*Grade*

## Plug Smoking

How many men live within comfortable walking distance of your store? How many men are there passing your store every day of their lives? How many men are paying the grocery bills that their families contract in your store every week? Just think this over, then estimate the amount of tobacco these men consume in only one week, supposing that only half of them used tobacco of any kind. Now, figure out how much of this trade is rightfully yours and would be yours if you went after it.

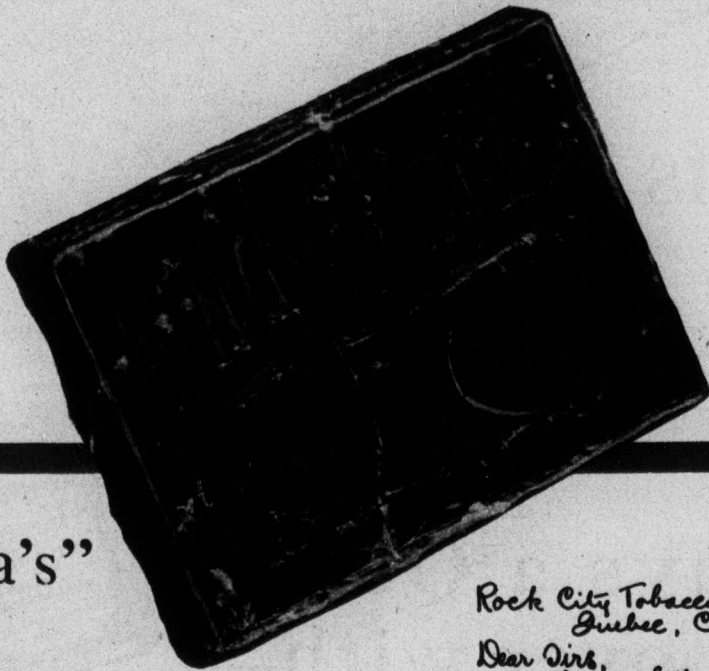
When sending out your weekly announcement this week, give a prominent place to the announcement that you are installing a tobacco department, and invite the men to call and see your stock the next time they need tobacco. List the lines you are selling and head the list with "MASTER MASON" Plug Smoking and "KING GEORGE'S NAVY" Chewing. Suggest that the man of the house include his tobacco requirements in the weekly grocery list.

When you have done this, wire an open order for our best selling lines. Rock City tobaccos are widely advertised and are well known. They'll please your tobacco-using customers.

**The Rock City Tobacco Co., Limited**  
**Quebec and Winnipeg**



“Old Baba’s”  
Letter



Toronto, Oct. 5<sup>th</sup> 1915

Rock City Tobacco Co.  
Quebec, Canada.

Dear Sirs,

When a fellow gets as old as me he is nearly past the writing stage and would sooner talk. I would like however to give you my views on "Grocers Selling Tobacco" and as I can't talk to you I have decided to write.

You know a man's a funny being at best and as most women will tell you he needs a lot of Coaxing. The Grocer who thinks he can get a man's goodwill and trade without trying, he is going to get fooled.

He's got to handle some things that a man likes pretty well and will come to the store to buy himself, such as a good kind of tobacco or some good ripe old Cheese, and such like.

If I was a Grocer to-day I would have a Show Case for tobacco alone, and I'd advertise it to the men. I'd show it in my window occasionally in a small Glass Case.

I think that as a man is the wage earner you should keep his goodwill and if he comes to your store his wife's trade is sure to come too. I would say "Stand in with the man."

Your "King George" is keeping right up in Quality, I can't get the same Satisfaction from any other.

Joseph Mantell

CANADA'S 105-YEAR-OLD PIONEER.



HERE  
IT IS



Always a Quick  
Turn-over with—

## MATHIEU'S Syrup of Tar and Cod Liver Oil

The remarkable success and appeal Mathieu's Syrup of Tar has achieved with colds and bronchial troubles is the result of its unfailing sureness in results.

People have come to know the real value of Mathieu's to depend on it in cases hard to relieve. It not only cures the affected parts, but builds up the whole system and puts it in fine working order.

Go any place where Mathieu's Syrup of Tar is sold and there you will find a group of satisfied customers and an enthusiastic dealer. Mathieu's sells itself wherever displayed.

The extensive sales it has made for others it will easily accomplish for you. Just write to-day for trial order.

*Order from Your Wholesaler*

**J. L. MATHIEU CO., Proprietors**  
SHERBROOKE, QUEBEC



The efficacy of  
**MATHIEU'S  
 NERVINE POWDERS**



has brought new customers and bigger profits to other Grocers. They will do the same for you

Their wonderful popularity has been built on the splendid results they accomplish where headaches and nervous disorders are concerned. Not only do their sales benefit the dealer directly through the profits they bring, but the good the customer derives from them is such as to guarantee the Mathieu's

Nervine dealer more business in other lines.

A trial stock will put you in line to test the selling merits of Mathieu's Nervine Powders for yourself.

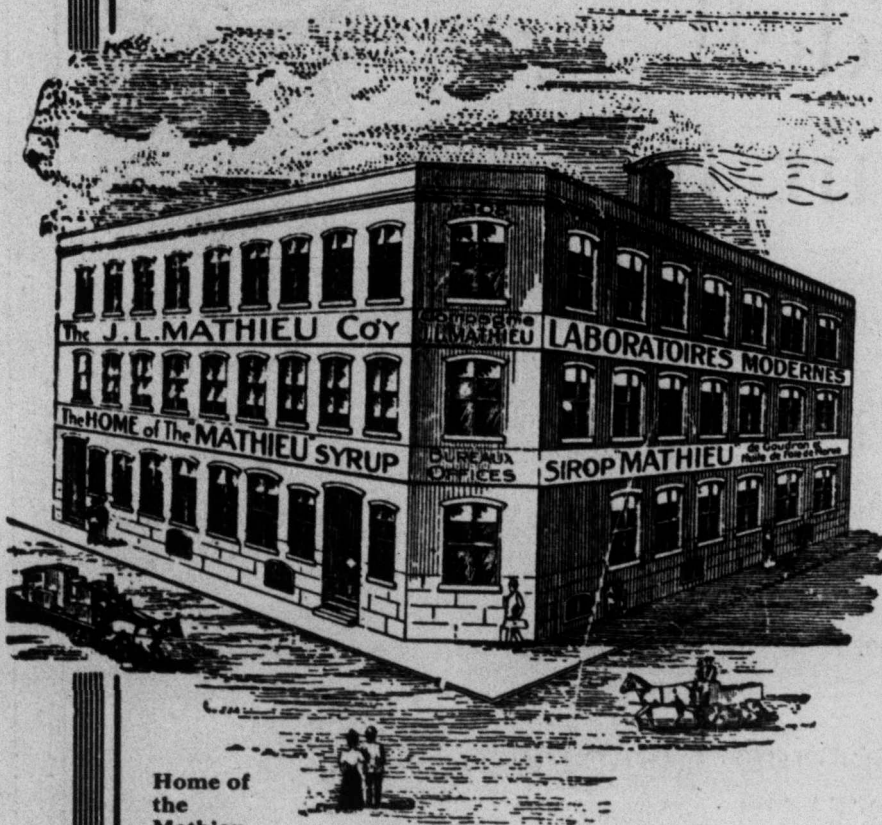
Mathieu's Nervine Powders contain no harmful ingredients, such as Opium, Morphine or Chloral.

They are honestly made, right here in Canada, by Canadian workmen. One powder will relieve; a few will cure absolutely.

If a small counter display in your store does not prove to you that there are heavy sales and good profits in selling Mathieu's Nervine Powders, then you will be an exception to the hundreds of enthusiastic grocers who are finding this popular household remedy a splendid seller.

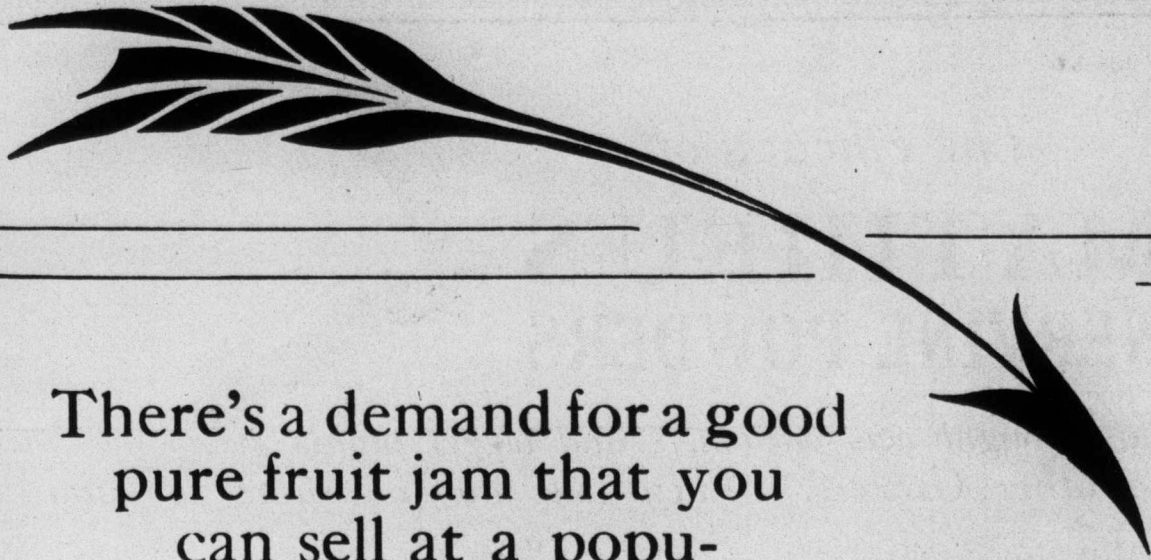
Get in line to-day by sending that trial order.

**J.L. Mathieu Co.**  
 SHERBROOKE, QUE.



Home of  
 the  
 Mathieu  
 Products





There's a demand for a good  
pure fruit jam that you  
can sell at a popular price

You have no doubt noticed the strong tendency for your customers to buy somewhat lower-priced lines since times took a slump and economy became the pass-word into the Canadian homes.

For a really economical breakfast dessert nothing on the market can touch

## Waddell Pure Fruit Jams

They are the delicious blend of the finest grade of fresh, ripe fruits and apple jelly—just enough of the latter to reduce the cost to allow the jam to be sold at a popular price.

The addition of the apple jelly only adds to the deliciousness of the jam and makes it more suited to many tastes.

Waddell Pure Fruit Jams fit most tastes and every purse. They're absolutely pure and wholesome.

---

*Order From Your Wholesaler or Write Direct to Us*

---

The Waddell Preserving Company  
SARNIA, ONTARIO



MADE OF  
FINEST  
FRUITS  
and pure cane  
sugar





There's only one quality of fish you can afford to sell and that is the best

Above all other foods, fish can make or mar your business very quickly. A poor quality will drive customers away, where a good quality will bring an increase of business. By carrying a full line of

## Brunswick Brand Sea Foods

including—Sardines in oil and mustard, Finnan Haddies (in oval and round tins), Kippered Herring, Herring in Tomato Sauce, Clams, Scallops, etc., you will attract lovers of a nice bit of fish. These are put up in our well-equipped, sanitary plant right at the fishing grounds at Passamaquoddy Bay.

They represent the finest of the catch, prepared as only experts with long experience can.

These fine sea foods are big business-getters.

**Order your supply for Fall and Winter trade.**

Keep them before your customers by displaying them prominently in your interior and window exhibits.

Connors Bros., Limited  
BLACK'S HARBOR, N.B.



# A delightful blend of Coffee

## LOYAL BLEND



It's the last word in coffee perfection, made of specially selected berries, from the world's finest coffee plantations, shipped to us in air-tight, dust-proof receptacles.



Trade-Mark of Quality

Loyal Brand Coffee is a very special blend, steel-cut, not ground, and absolutely free from chaff. Its flavor and strength are preserved in air-tight cans, sells at a good profit and at a reasonable price. A real trade-getter that will help your Fall and Winter business.

## Sweetheart Brand

OF COFFEE, BAKING

POWDER AND JELLY POWDER

represent the result of over twenty years' experience and search for the finest ingredients.

They will please the most discriminating taste.

Trial order on request.

IXL Spice and Coffee Mills, Limited  
LONDON, ONTARIO

## More Than Ever in a Class by Itself

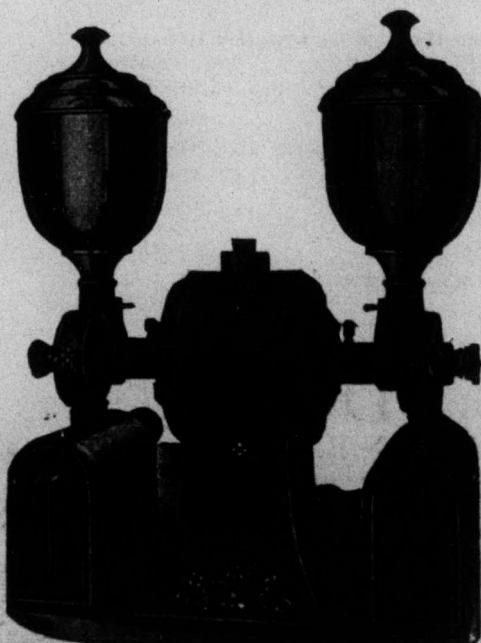
One of our 12 new models.

Wouldn't it be a good idea then to look into the Coles?

It ranks with the best and meets your price.

26 models of electric machines.

Makers of Hand Coffee Mills for twenty-five years.



**COLES MANUFACTURING CO.**

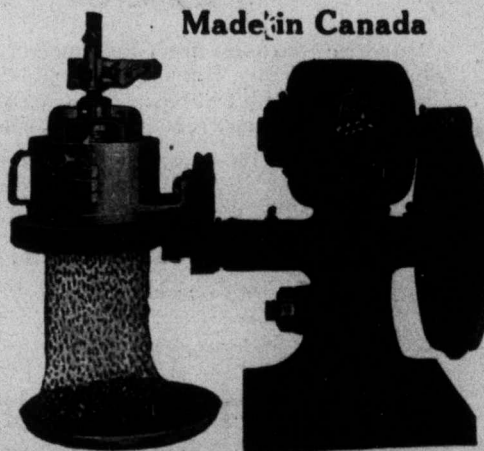
1615 North 23rd St.

PHILA., PA.

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburn & Co., Calgary, Alta.

## Freeman's Electrical

Made in Canada



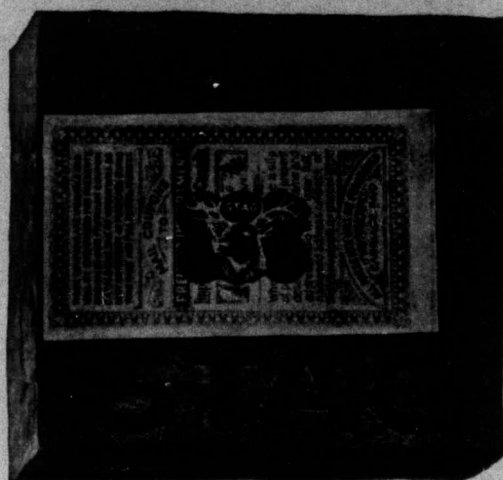
Driven  
Meat  
Chopper  
Bone  
Grinder  
and  
Coffee  
Mill

The above is our Bone Grinding attachment, attached to one of our No. 40. We have meat cutting attachments and coffee grinding attachments for the above. They are fully guaranteed in every way. Send for catalogue which gives full particulars, prices and terms.

**The W. A. Freeman Co., Limited**  
Hamilton, Canada



Here's the  
Coupon →



Good for  
Presents

## TELL YOUR CUSTOMERS

about the unique Premium Coupon  
attached to every Plug of

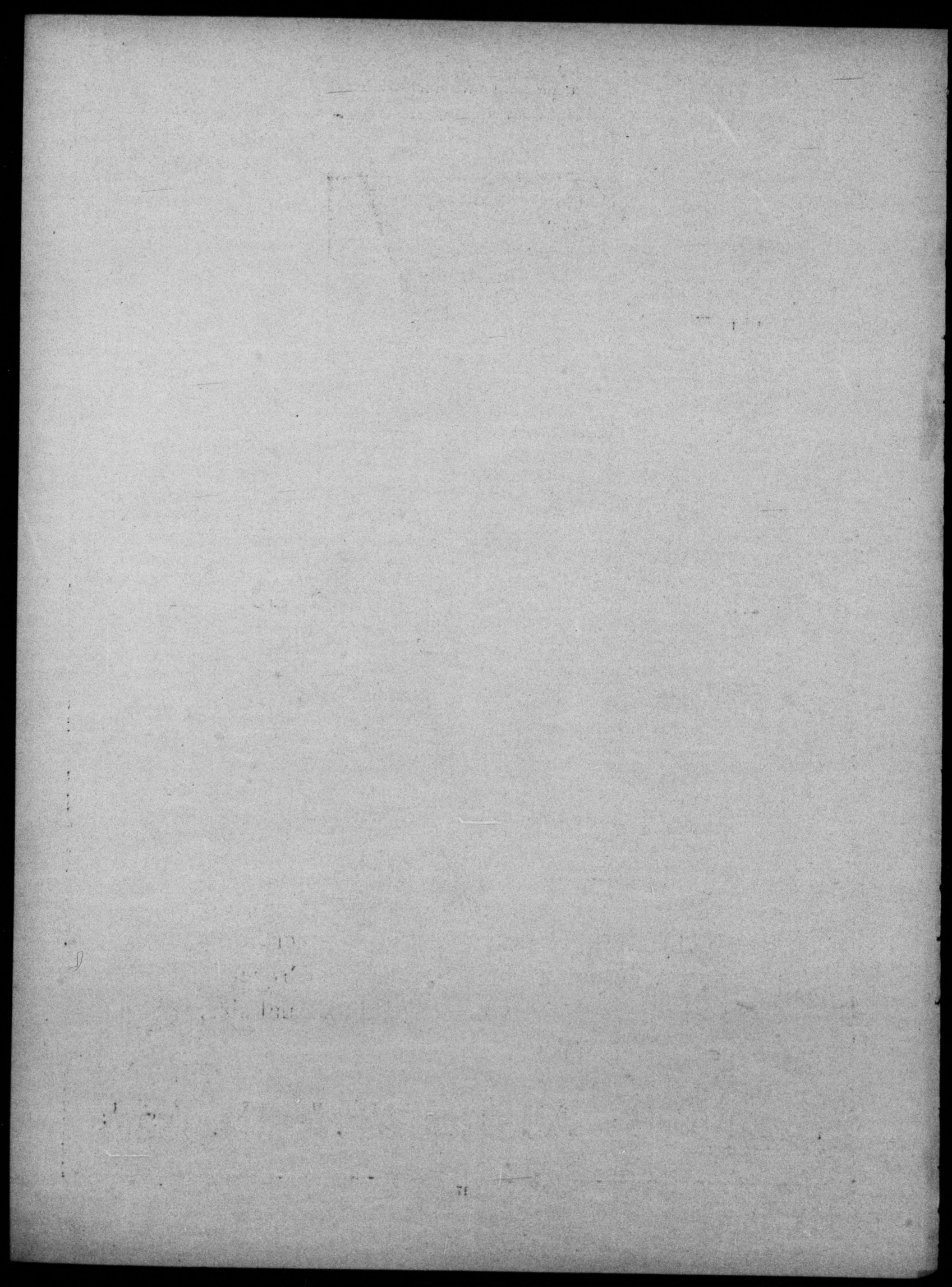
# STAG

## CHEWING TOBACCO

And be sure to tell them that "STAG" is the biggest piece of the best Chewing Tobacco for the money. "STAG" certainly is a winning combination for the Grocer—with its Premium Coupon, and unusual size, and A1 Quality.

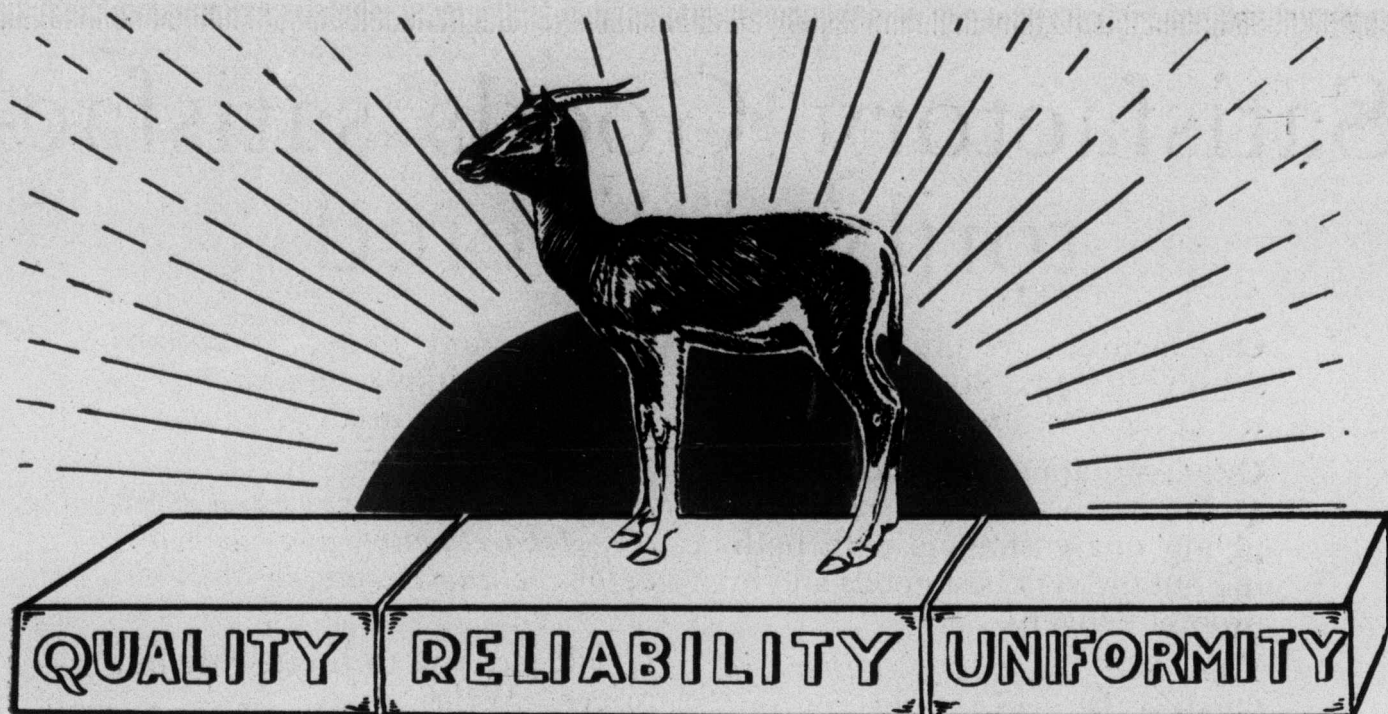
**Handled By All The Wholesale Trade**







CANADIAN GROCER



# Gazelle Goods

*stand alone  
on the  
highest summit of  
excellence*

**Hudon, Hebert & Cie.,**

Established A.D. 1847

LIMITED

**MONTREAL**



*The most liberally  
managed firm in Canada*



# Satisfactory Goods satisfactorily delivered

Our facilities are unequalled for supplying eggs, poultry and butter to the Western Ontario trade.

Our reputation for satisfaction-giving has been acquired by supplying our customers with nothing but the very best goods and by prompt delivery.

*The best creamery butter in Ontario is made right on our*

premises and under conditions which absolutely guarantee its purity and fine quality.

*We also purchase eggs and poultry. Ask us to quote you our prices before selling elsewhere.*

It will pay you to investigate our prices. Write to-day.

## Silverwoods, Limited

LONDON, ONTARIO

### Golden Wax Beans

Do you know that the "Thames Canning Factory," "independent," make a specialty of canning and obtain a superior quality of Golden Wax Beans?

They are also packers of the now famous "Thames Brand Sugar Corn," 3-lb. Tomatoes, 3-lb. Pumpkin, gallon and 3-lb. Apples.

*Write for particulars.*

**Thames Canning Factory**

Thamesville, Ont., Canada

### KEATING'S KILLS



BUGS  
FLEAS  
MOSQUITOS  
FLIES  
ROACHES.

TINS  
10¢ 25¢  
35¢

EVERY ONE KILLED

### Grocers May Sell Keating's Powder

Every household needs Keating's. It is in greater demand than "bug exterminators" and poisons, because it is poisonous to insect life only and may be safely and freely used where there are young children in the home. Made by

**THOS. KEATING, London, Eng.**

Established 1788

Sole Agents for Canada: HAROLD F. RITCHIE CO., LTD.

10-14 McCaul Street, Toronto





## Two of Canada's greatest dirt releasers

Wonderful in name and wonderful in result is this great made-in-Canada soap, and none the less wonderful are Crystal Soap Chips. They have won for themselves wash-day and every-day fame in thousands of the best homes in the Dominion.

These soaps are absolutely pure, wash quickly and without injury to the most delicate fabrics and without the necessity of bleaching. They leave white fabrics snowy white and delightfully soft. Keep an attractive display of *Wonderful Soap* in your window and on your counter. The red labels are eye catchers.

*Send a trial order to-day for these two big sellers.*

**The Guelph Soap Co.**  
GUELPH, ONTARIO



## More Women Buy KNOX GELATINE Than Any Other Kind

It is a fact that *Knox Gelatine* outsells all others. It will not only sell better throughout the entire country, but that means it *will also sell better in your own store*. Add to this the fact that it pays you a splendid profit on every package and you can see why it pays to push the sale of *Knox Gelatine*.

Women who try *Knox Gelatine* once always like it, so it is a good idea to start new customers on it whenever possible, assuring satisfaction to them and profit to yourself at the same time.

**CHARLES B. KNOX CO., Inc., JOHNSTOWN, N.Y.**  
 Branch Factory: Montreal, Canada



### Right—Always right

It has never been anything else since we first turned out the goods in 1846. Its absolute purity, full strength and reliability make it always in demand by careful cooks.

#### COW BRAND BAKING SODA

is the best for satisfaction and profit—as such you should never fail to recommend it.

Get it from your jobber.

**CHURCH & DWIGHT**  
 Manufacturers LIMITED  
 MONTREAL

## Continental Grocery Bags

Let the fame of the name be your guide in buying.

REPUTATION is not always "a bubble"—sometimes it is a very beneficial thing—As witness the reputation (DOMINION WIDE), of the

### Continental Grocery Bags

Here are bags whose PRESENT PERFECTION is the cumulative result of constant effort and perfect methods in manufacture. Let this well-won fame decide your choice of Bags, and you will "close the avenue of future regrets."

### The Continental Bag & Paper Co., Limited

Manufacturers Ottawa

Branches: MONTREAL and TORONTO  
 Agencies throughout Canada



# Economize

on store-room space, on shipper's time, on express, freight and cartage charges by using T. & N. Folding Cellular Board Boxes.

**A STYLE AND WEIGHT FOR EVERY REQUIREMENT.**

No matter what commodity you make and ship, there is a T. & N. Folding Cellular Board express or freight box made or can be made to suit it and that will withstand the shock of shipping.

These boxes come to you "knocked down," thus minimizing the amount of storage space required. They are set up ready for packing in a few seconds, no nailing or wiring. One shipper can do two men's work in less time. And besides this these boxes are cheaper and safer than wood boxes of the same carrying power.

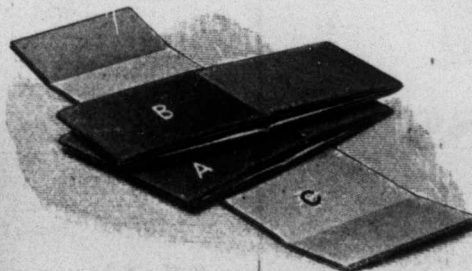
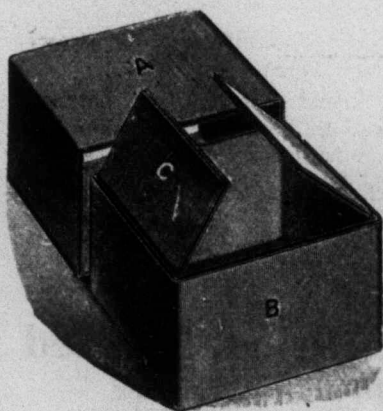
Whether or not you pay freight and express charges, it will pay you to look into this proposition. There's a big saving to be effected by the use of T. & N. Folding Cellular Board Boxes. Inquire to-day.

Fill in coupon and mail.

## THE THOMPSON & NORRIS CO. OF CANADA, LIMITED

Niagara Falls, Ont.

Brooklyn, N. Y., Boston, Mass. Brookville, Ind. London, England.



**THERE'S A STYLE FOR YOUR NEED.**



The Thompson & Norris Co.  
of Canada, Limited

NIAGARA FALLS, ONT.

Send Particulars

NAME.....

ADDRESS.....

C. G.

# Matchless Ammonia Powder

—the proven efficient cleaner, a big seller



Unlike many Ammonia powders, solutions, etc., Matchless Ammonia Powder is absolutely uninjurious to the tender feminine hands.

The reason of this is—it is made of special tested ingredients, which fact accounts for the ever-increasing demand throughout the trade.

We have a special selling proposition for grocers who will handle five-case lots.

**Drop a card to-day asking about it**

We're Selling Agents and Distributors for

**Best Corn Starch**

AND

**Best and Liberty Gloss Starch**

IN BULK AND PACKAGES

**Karo Corn Starch**

PUT UP IN 2, 5 AND 10 LB. TINS

Attractive Prices, Freight Paid on 5-Case Lots

The Keenleyside Oil Co., London, Ont.

## Repeat Orders

GIPSY STOVE GLOSS brings repeat orders, and leaves you a profitable margin at the same time. Every tin sold gives more satisfaction than the price it costs. Your customers remember its intense blackness, ease of polish, and lasting brilliance, and, remembering, come back for more

# GIPSY Stove Gloss

Order from your Wholesaler.

HARGREAVES (CANADA,) LIMITED,  
33, Front Street, E. TORONTO.

Western Agents: For Manitoba, Saskatchewan & Alberta: Nicholson & Bain, Winnipeg. Regina, Saskatoon, Calgary and Edmonton. For British Columbia & Yukon: Creeden & Avery, 117, Arcade Buildings, Vancouver, B.C.

## FROM COAST TO COAST

You can now obtain fresh supplies of

# McVitie & Price's HIGH-CLASS BISCUITS

from the following appointed Agents:—

Nova Scotia: C. E. Choat & Co., Halifax, N.S.

Ontario: C. H. Cole, 33 Front St. East, Toronto (Selling Agent).

Manitoba and Saskatchewan: Richards & Brown, Ltd., James Street, Winnipeg.

Alberta: Campbell, Wilson & Horne, Ltd., Calgary; Campbell, Wilson & Horne, Ltd., Lethbridge; Campbell, Wilson & Horne, Ltd., Edmonton.

British Columbia and Yukon: Kelly, Douglas & Co., Ltd., Vancouver; Kelly, Douglas & Co., Ltd., Victoria; Kelly, Douglas & Co., Ltd., New Westminster; Kelly, Douglas & Co., Ltd., Prince Rupert.

**McVitie & Price, Limited**  
EDINBURGH and London

McVitie & Price of Canada, Limited  
Vaudreuil St., St. Paul St. E., Montreal





*—for quality  
business and  
more of it*

# *Furnivall's* FINE FRUIT PURE JAM

¶ Furnivall's Jam from the picking of the Fruit to the final sealing passes through the various processes of manufacture under the most sanitary conditions.

¶ Only fruits of uniform quality and uniformly ripe are used in the high quality Jams—the finest grade of sugar too is used exclusively.

¶ Furnivall's Fine Fruit Jams are fast taking the place of the finest quality imported goods, their fine flavor has no equal, their value gives them a decided advantage.

¶ Place your order for the new pack of Furnivall Jams now and prepare for the quality jam business of your town. If you don't know these jams—send for a small shipment and try them out.

**Furnivall-New, Limited**  
HAMILTON, CANADA

Agents: Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto. Montreal—W. S. Silcock. St. John, N.B.—MacLaren Imperial Cheese Co. Halifax, N.S.—MacLaren Imperial Cheese Co. Sydney, N.S.—A. E. Sheppard. Hamilton—R. M. Griffin. Winnipeg—W. L. Mackenzie Co., Limited. Calgary, Alta.—MacLaren Imperial Cheese Co., Ltd. Edmonton, Alta.—Central Brokerage Co.

# LARGEST MAKERS IN THE WORLD

- Tin Foil**—all descriptions
- Tea Lead**—all gauges and sizes
- Metal Bottle Capsules**—any size,  
color or stamping
- Collapsible Tubes**—plain or colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use—stating **QUANTITIES**  
—We will give you **BEST QUALITY—BEST DELIVERY—BEST PRICES**

**BETTS & COMPANY, LIMITED**

Chief Office:—1 Wharf Road

LONDON N., ENGLAND

## COIN PURSES

(Our new penny piece)

- NIGHT STICKS**
- WHISTLES**
- FLEXIBLE STICKS**
- CIGARETTES**

and a full line of attractive and quick-selling Licorice Specialties.

Order from your Wholesaler

Everything in Licorice for Grocer,  
Druggist and Confectioner

MADE IN CANADA

**National Licorice Company**  
MONTREAL



Everywhere a good  
seller. Have you tried  
yet?



A little display is all that is necessary to prove to you the unequalled selling qualities of **King Oscar Brand Sardines**. Their superior wholesomeness and sweet natural flavor is the result of the most scrupulous care in packing and sealing. From the time the fish is taken from its ocean home until it is hermetically sealed in air-tight tins, nothing is left undone that would tend to make King Oscar sardines the leaders in their line. Get a little trial order of King Oscar to-day. You will soon need to replenish your stock.

**J. W. Bickle & Greening**

J. A. HENDERSON

HAMILTON

ONTARIO





CANADIAN GROCER

# Perfection Computing Cheese Cutter

(IT IS ALL MADE IN CANADA)

IT IS A CHEESE CUTTER WORTH HAVING.

## A REAL COMPUTER

AND YET SIMPLER THAN ALL OTHERS IN CONSTRUCTION AND OPERATION.

ABSOLUTELY NO FIGURING TO DO.

IT STANDS THE TEST FOR DURABILITY, FOR IT LASTS A LIFETIME.



A REAL PROFIT-SAVER.

*Write for Prices and Terms.*

WE HAVE SPECIAL COMBINATION PRICES  
WITH CABINETS AND PEDESTALS.

**American Computing  
Company**

HAMILTON, ONT.

IT  
SAVES IT'S  
COST in a  
few months and  
lasts a lifetime.

BUY IT NOW.

IF  
BUSINESS  
is **BAD** or  
**GOOD**, you  
need A PROFIT-  
SAVER.

BUY IT NOW.



## All Canada is Aglow with the Made-in-Canada Fever

*How is it Affecting You?*

This idea is gathering momentum daily and the grocer who makes the best of it is the one who will win out with a full cash drawer and a growing business.

The five Made-in-Canada lines here shown represent the leaders in their respective fields — Condensed Milk and Coffee. Their value as sales-producers and repeat business-getters is thoroughly established in the trade. Don't be content to stock them, but get them in the limelight by displaying and pushing them as Canada's original products.

We deliver 5-case lots to any point in Ontario, Quebec and Maritime Provinces, prepaying freight up to 50c per 100 lbs.

Note these prices:

St. George Brand Coffee, 2 doz. in case .....	\$4.80
St. George Evaporated Milk, 4 doz. in case ....	3.60
Banner Condensed Milk, 4 doz. in case .....	5.25
Princess Condensed Milk, 4 doz. in case .....	4.50
Premier Skimmed, 4 doz. in case .....	3.80

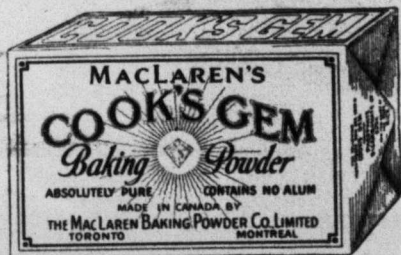
ORDER NOW.

**The Malcolm Condensing Co., Limited, St. George, Ont.**

## WHY!

DO WE ASK YOU TO BUY  
**COOK'S GEM BAKING POWDER**  
BECAUSE! It's an absolutely PURE  
article, and MADE IN CANADA.

**Different Goods**



IN A

**Different Package**

**MacLaren Baking Powder  
Company, Limited**

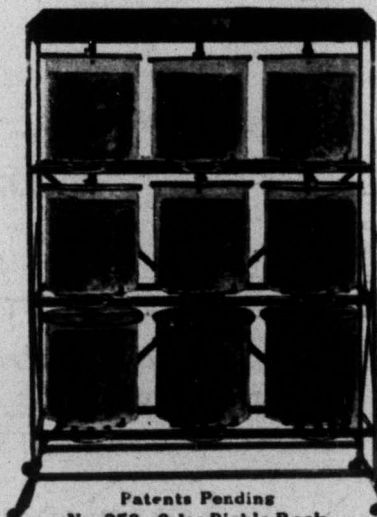
41-45 Lombard Street, - TORONTO, ONT.

## The Best Pickle Salesman!

**"Crackerjac" Steel Slide Sanitary Display Racks**

For Pickles, Preserves, Condiments, Etc.

Moderate in Price, Attractive in Appearance, Strongest  
and Most Convenient.



Patents Pending  
No. 258. 9-Jar Pickle Rack  
\$20.00 complete, f.o.b. Sterling, Ill.

Duty about \$6.00

**Evan L. Reed Mfg. Co.,** A Street  
STERLING, ILL.

Salesmen Wanted. Write for Catalogue.

The new Sanitary Steel Slide Display racks have met with a wonderful response. Dealers everywhere are finding that the purchase of this rack is not an expense, but an income; that it is a silent salesman, always on the job, and pays for itself in a few months.

It conforms to the sanitary laws of the province, the demands of critical customers, and the desire of the dealer to sell goods in an attractive shape and a convenient manner.

New patent steel slides and special shaped 2 1/4 gallon jars, preventing slopping. Made from indestructible, round edge folding steel that will not break like castings, and takes low freight rate. Plate glass tops. Handsome enamel finish.





## Entrenched Firmly in Public Favor



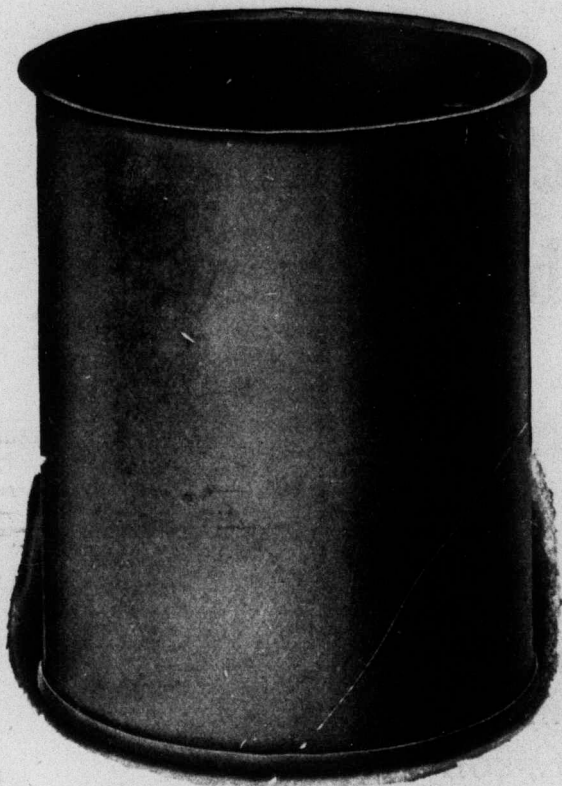
THE past year has shown by extent of sales and increasing popularity that, come what may, Kellogg's Toasted Corn Flakes are a prime necessity for the Canadian breakfast table.

Kellogg's Toasted Corn Flakes is the ONLY cereal sold under the Kellogg name that is "Made-in-Canada."

An attractive window and counter display may be all that is necessary to change your moderate sales to highly satisfactory. Write for free attractive dealer helps and put the display in hand to-day.

---

**Battle Creek Toasted Corn Flake Co., Ltd.**  
LONDON, CANADA



# Sanitary Cans

*"The Can of Quality"*

Fruits, Vegetables,  
Baked Beans, Soups,  
Meats and Milk.

## Sanitary Can Company

LIMITED

NIAGARA FALLS, ONTARIO

# OVAL Apple Picking Baskets

Half bush. and  $\frac{3}{4}$  bush.

Prompt Shipment.

Order Now.

## Walter Woods & Co.

Hamilton Winnipeg

**KEYSTONE BRAND**

### SELL THE BETTER Household Brushes

You cannot carry a better line of brushes than "Keystone."

Whether it is a shoe brush, a scrub brush, right up to a shaving brush, if it bears the "Keystone" it is a brush you can hand to your customer without qualifying statements. There are many kinds of brushes, but only one quality.

And the prices will interest you. Write for them.

**STEVENS-HEPNER CO.**  
LIMITED  
Port Elgin, Ont.

Get prices and information about the "Nugget" Brooms, and the rest of the famous Keystone line.

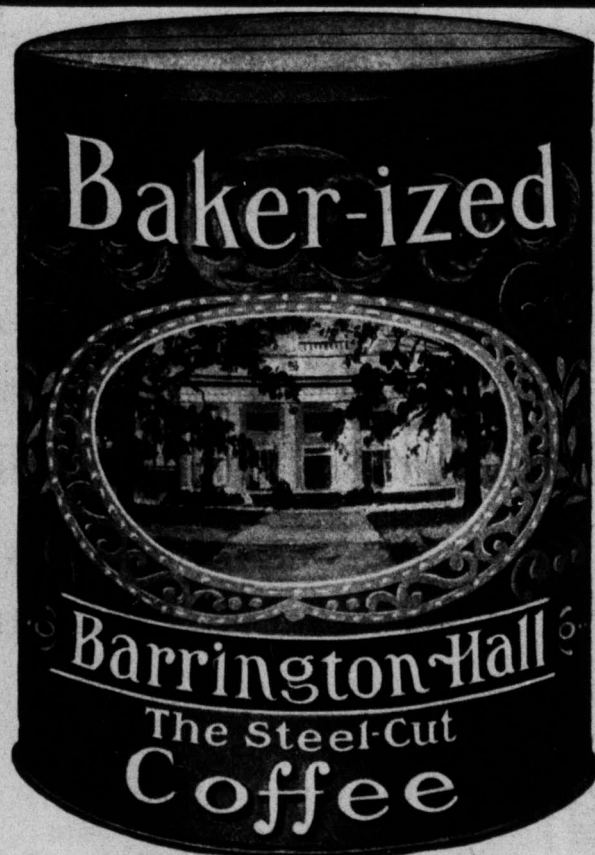


# Standard High Grade Coffee of America

"We get fine tea in Canada, but the coffee is nothing like you have in the States."

Since this represents the opinion of numerous Canadians, you will welcome the opportunity to stock the one high-grade coffee which has been awarded greatest favor by Americans.

Barrington Hall is blended from plus-quality coffees and prepared by the famous Baker-ized Process which removes all bitter chaff and dust and reduces the berries to a fine steel-cut granulation which brews a cup that is delicious, healthful and economical.



Grocers who are anxious to supply their trade with a coffee on which they can guarantee satisfaction, year in and year out, should investigate the Barrington Hall proposition.

Every pound is guaranteed to sell and satisfy, so that there is no risk either for grocer or customer.

Barrington Hall is advertised in the national magazines and there is a special introductory offer to grocers ordering their first 50-lb. case.

Write the nearest distributor regarding this celebrated coffee!

Now Distributed in Canada by  
**MacLaren Imperial Cheese Co., Ltd.**  
TORONTO

**Hamblin-Brereton Co., Limited**  
WINNIPEG

**A. N. Cowdry & Co.**  
VANCOUVER

and numerous wholesale grocers throughout the provinces.

Order a caddy of  
this big seller

For a live-selling, profitable plug tobacco, there's nothing on the market that will compare with

TUCKETT'S  
T & B PLUG  
(SMOKING)

It's made of the finest Virginia leaf, carefully selected and expertly cured. Stock T. & B. Plug and give your customers better value for their money.

*Order a caddy to-day.*

TUCKETT LIMITED  
HAMILTON



A 10c. Plug  
Finest Virginia  
Smoking

“Say, Mrs. Smith, have You ever tried Dr. Cassell's  
Tablets for Nervous Headaches?”



No woman can take objection to a straight-to-the-point question like this, and you will find that nine women out of ten will be interested right—“off the bat,” for this ailment is a very common one, caused, as you know, from devitalized or disordered nerves.

For over 30 years Dr. Cassell's Tablets have proved themselves most efficient in curing all nervous troubles in old and young—Now we are popularizing them in Canada by extensive newspaper publicity. Keep a package handy and call everybody's attention to them.

Show them in display on your counter.

*They are Worth 50% Profit to You—Send  
for Trial Order!*

**Dr. Cassell's Medicine Co., Ltd., Manchester, Eng.**

Agents for Canada: Harold F. Ritchie Co., Limited, 10-14 McCaul St., Toronto



CANADIAN GROCER



MADE IN

**Sterling**  
BRAND

CANADA

FINE QUALITY

# Pickles

—the pick of the gardens in Ontario's great pickle-producing section, put up in Canada's finest and largest pickle factory by a staff of experts, under the supervision of a pickle man with long, practical experience—that's the foundation on which you base your pickle and relish business when you select Sterling Brand.

Some of the Sterling pickle and relish lines are:

*Sweet Midgets, O-Eat-a Sweet Pickle, Sweet Mixed, Mixed Pickles, Chili Sauce, Sweet Gherkins, Canadian Relish, Pimento Relish, etc., etc., all of the same high-grade Sterling quality.*

*Place your order now for the Sterling lines and be prepared for the Winter's business.*

**The T. A. Lytle Co., Limited**

*Producers of Fine Quality Pickles*

STERLING ROAD, TORONTO



# Are You Supplying It?

## Are You Selling Your Share?

# McLEOD'S SPECIAL FLOUR

**McLEOD'S  
FLOUR  
IS  
ALWAYS  
RIGHT**

¶ McLeod's "SPECIAL" is standard for purity, quality and uniformity--McLeod's "SPECIAL" is the best flour for pastry--and best for bread baking--as milling science has developed to-day it is the most perfect product--milled from the finest and most scientifically blended Ontario Winter Wheat and Manitoba Spring Wheat it requires less shortening for pastry and less water for bread baking--there is economy in using McLeod's "SPECIAL" it goes farther. McLeod's "SPECIAL" on the barrel is your warrant for satisfaction--because

**McLEOD'S FLOUR  
IS ALWAYS RIGHT.**



The McLeod Milling Company, Limited  
Stratford, Ontario.

¶ Madam Canada, through the "show window" of the daily newspapers, has come to know McLeod's special flour. She has tried it out and is satisfied that it comes up to her ideals, but where is she buying it?

¶ Is it from you, from your competitors, or from the flour and feed man? She's getting it, for our sales book says so. It's up to you, Mr. Grocer, to come in for your share of this trade and to help increase it.

¶ Send your initial order to-day and display McLeod's special flour in your window. Draw attention to its quality features in making sales.

*Order now and take advantage of the growing demand for McLeod's Special Flour.*

# The McLeod Milling Co., Limited

## STRATFORD, ONT.

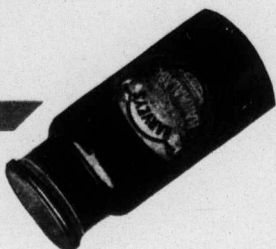


CANADIAN GROCER



# Anchor Caps

For all Products



Any product requiring an absolutely air-tight seal is improved by the Anchor Cap. Absolutely air-tight, with or without a vacuum, "no leakers." The contents always absolutely as pure as when they left the factory. An economy for the packer and a strong selling point for the retailer.

Suitable for all styles of containers and all varieties of food products, and are lacquered with special acid-resisting lacquer. They are an absolute necessity for all who desire to present their goods in the most attractive and sanitary way.

*Let us prove it to you in your own factory.*

**Anchor Cap & Closure Corporation  
of Canada, Limited**

SUDBURY ST. WEST (FOOT OF DOVERCOURT RD.), TORONTO



# Riteshape

Make a neat **Riteshape** package of that sale of sausage, mincemeat, hamburg, krout, pickles, bacon, chops or sliced beef.

**Riteshapes** cost you a few pennies per thousand more than the cheapest butter dish you can buy. But **Riteshapes** put your goods up out of the cheap class. **Riteshapes** make your bulk food lines look as well and sell as well as fancy packed foods.

You can buy **Riteshapes** from wholesale grocers and general paper dealers. Every **Riteshape** is perfect. It is sanitary, satisfactory and serviceable.

**THE OVAL WOOD  
DISH COMPANY**

Manufacturers

New York Delta, O. New Orleans





CANADIAN GROCER



ALWAYS SOLD IN THIS PACKAGE

# The Standard of Clean, Wholesome, Natural, Sun-cured Seedless Raisins for Over Twenty Years

Think of it—five million families, and more, are now satisfied users of these famous seedless raisins which have successfully withstood competition for over twenty years.

They are grown without seeds, are carefully handled, dry and clean, cured by the rays of the sun, not processed.

Your customers will appreciate the fine quality of these raisins, stock them for the 1915-1916 season.

May be purchased from any wholesale grocer in Canada.

## AMERICAN VINEYARD COMPANY

GROWERS AND PACKERS

Canadian Agents:

EUGENE MOORE, Toronto, Canada; NICHOLSON & BAIN,  
Winnipeg, Canada; UNIVERSAL IMPORTING CO., Montreal, Canada

# Royal Salad Dressing

for that delicious fruit salad

The ever-increasing popularity of the fruit salad, in fact salads of any kind, leaves an opening for you to get considerably more business.

Display **Royal Salad Dressing** with your best salad fruits; suggest its use as an economy because of its keeping qualities.

**Every last drop is guaranteed to keep until used.**

Plan on placing a bottle of **Royal Salad Dressing** in every one of your customer's homes during the next two months.

You can do so by way of suggestion.

Order your stock now.

**ROYAL SALAD DRESSING IS MADE IN CANADA**

MADE ONLY BY

**THE HORTON-CATO MFG. COMPANY**  
WINDSOR, CANADA

*"The Burt Idea is to increase your business and reduce the cost of running it."*

## SALES CHECK BOOKS

Perfectly Clean Carbon Coated Books.

Separate Carbon Leaf Books.

For

**Perfect Protection  
Absolute Accuracy  
Reliable Reference**

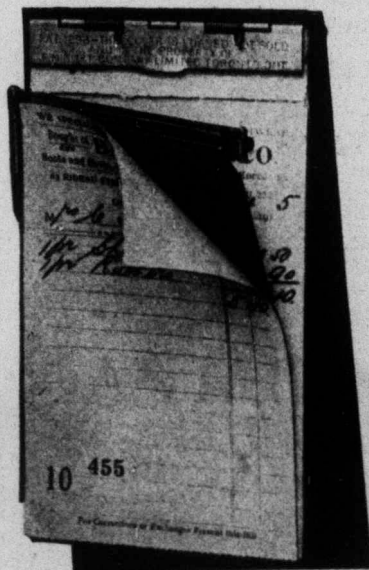
Our sales books cannot be surpassed.

The books illustrated are only two of the extensive line that we manufacture.

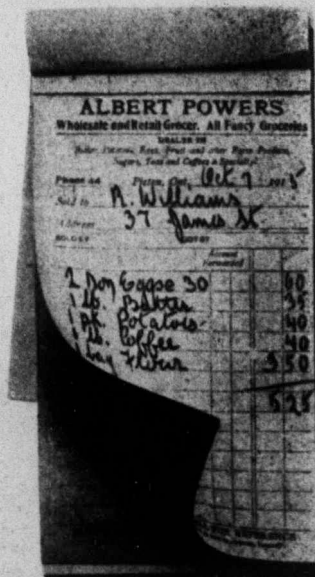
Books made in Duplicate, Triplicate, and Quadruplicate.

When writing ask for information about the Life Leaf Monthly Charge System—  
"A System that will preserve your peace of mind."

Careful and prompt attention will be given to all orders, requests for samples or information.



Paragon Carbon Leaf Book With Carbon Holder.



Triplicate Automatic Carbon Coated Sales Book.

**F. N. BURT COMPANY, LIMITED**  
416 Wellington St. West, TORONTO, CANADA



# Libby's

## Holiday Desserts



Libby, McNeill & Libby, Ltd., of Canada, Guelph, Ontario.



—right fresh from Canada's  
finest gardens

and throughout the whole range from the delicious small fruits to luscious peach, the one high quality is maintained—the Stuart quality,—which has already won fame for Stuart products in jam-using Canada.

THE BETTER QUALITY belongs to and is invariably identified with these fine quality pure jams. It's not alone the fine quality of the fresh, sun-ripened fruit used, but the very special efforts which our organization puts forth to preserve its delicious, natural flavor and absolute purity.

STUART'S JAMS ARE PUT UP IN ALL SIZES OF CONTAINERS FROM NO. 12'S TO PAILS OF VARIOUS SIZES. ORDER A TRIAL SHIPMENT. GET OUR PRICES AND TRY STUART QUALITY.

**Stuart Limited**  
Sarnia, Ont.

AGENTS:— Dingle & Stewart, WINNIPEG      Fearman Bros., HAMILTON      R. S. McIndoe, TORONTO  
Howe, McIntyre & Co., MONTREAL      Langlois & Paradis, QUEBEC      Angevine & McLaughlin, TRURO, N.S.  
D. Stewart Robertson & Sons, KINGSTON, ONT.



# Windsor Salt

The best known and best advertised  
Salt in Canada

Windsor Salt is one of Canada's most famous products. Practically everybody uses it—just as practically every grocer sells it. Because Windsor Salt gives consumer and dealer a square deal.

For purity and quality, Windsor Salt stands in a class by itself. The great buying public knows that no other Table Salt is so pure, so economical, so good.

Windsor Salt is sold only through jobbers—at fixed prices. There are no secret rebates or special discounts. Every dealer pays the same—and we guarantee the price as we guarantee the quality.

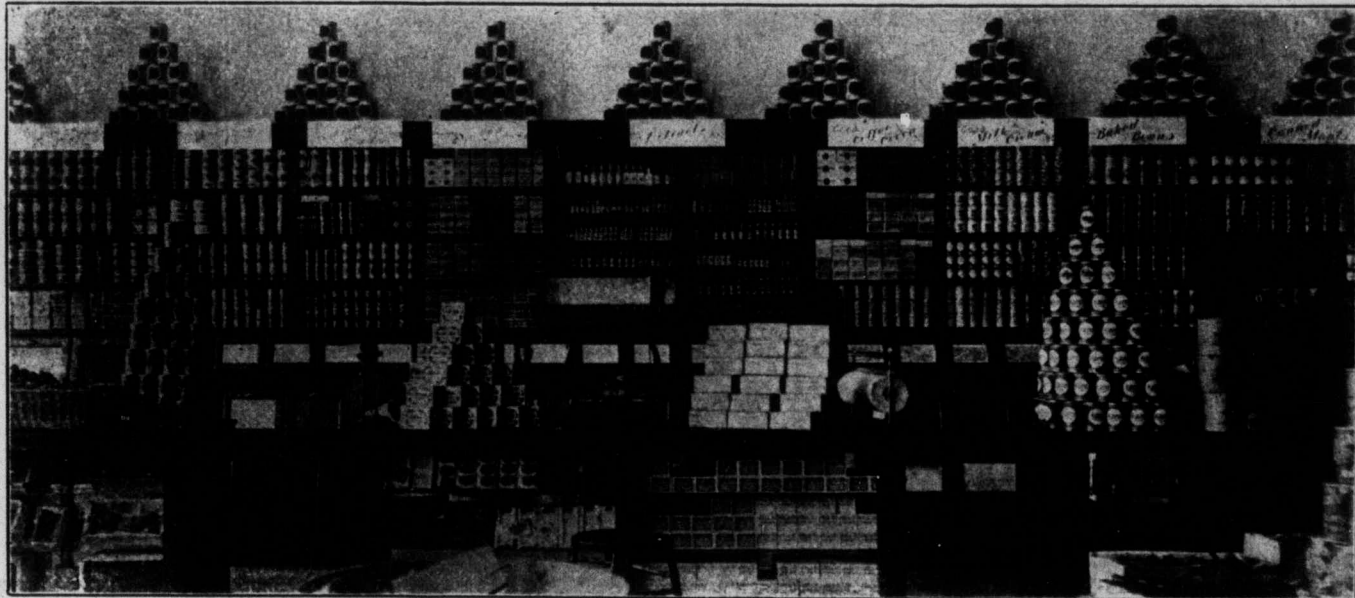
# Regal Salt

for table use only

Always Dry and Free Running  
in the handy Cartons

“REGAL” is the finest grain of Windsor Salt, blended with a very small quantity of Magnesium Carbonate. It is not affected by climate or weather changes—never gets damp or clogs the shaker—and stays dry and free-running. Tell your customers about it—order through your jobber.

**THE CANADIAN SALT CO., LIMITED, WINDSOR, ONT.**



From the far East to the far West of the Dominion the best grocery stores are fitted with Walker-Bin Fixtures. They promote better service, make selling easier and the store brighter.



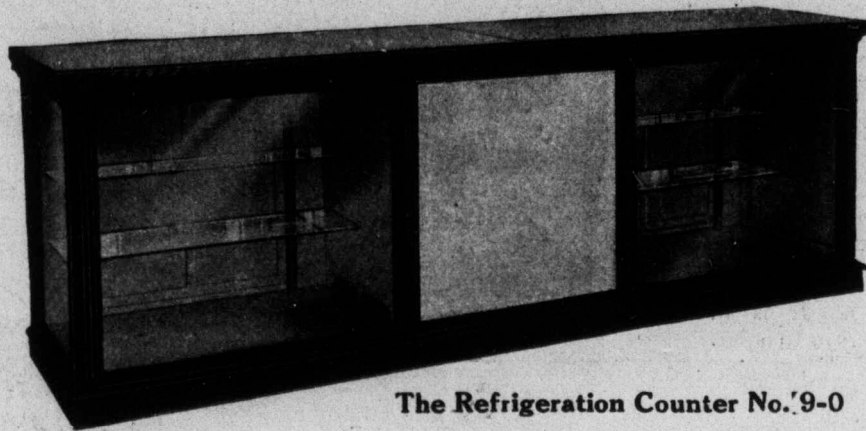


# The System of Service

In these days when *Service* counts so much in the getting and holding of business, the store that is fitted with this one idea predominating is sure to come out a winner.

The Walker-Bin fitted store makes selling easy, keeps pure food free from contamination, makes each salesman more valuable and gives customers a service which ensures their continued patronage and their recommendation of your store. *The combination "X" interchangeable wall case* here illustrated is adaptable to any and every size of store, may be moved about, enlarged or reduced in size.

It takes care of your stock of bulk goods and keeps them as clean and pure as those in packages, displays them attractively and enables salesmen to serve more customers, quicker and better. Bins close automatically, chambers airtight, stock does not become germ-laden and air-dried. Lower case 48" high, shelving 48" high.



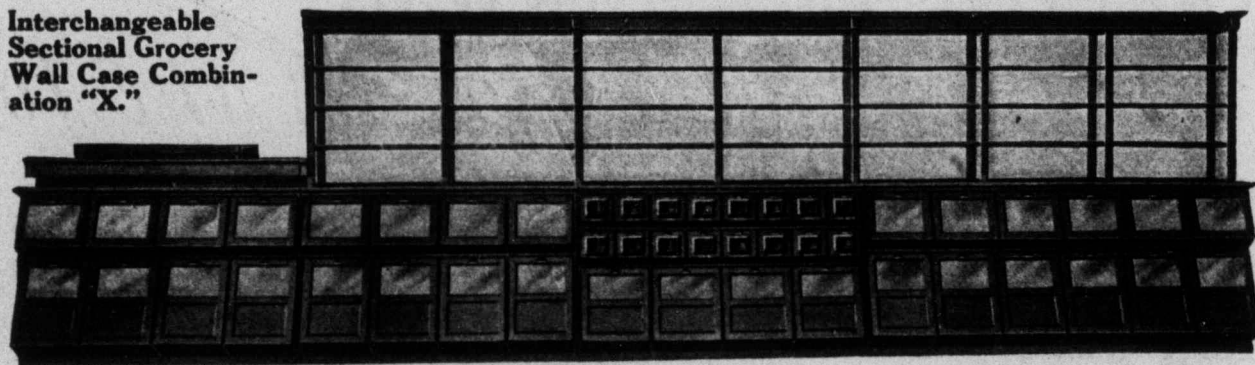
**The Refrigeration Counter No. 9-0**

Made with opalite top and panel, also finished with marble or glass display top, stock sizes 9 ft. and 11 ft. It's a great saver of perishable goods the year round, has an attractive appearance.

We carry wall cases, counters and showcases in stock in Vancouver, Edmonton, Saskatoon and Winnipeg for Western trade and Berlin for the Eastern trade.

*Get in touch with us now for immediate or future needs. Write for full particulars.*

**Interchangeable Sectional Grocery Wall Case Combination "X."**



## The Walker Bin & Store Fixture Co., Ltd.

BERLIN, ONTARIO

**WESTERN AGENCIES:**

Vancouver: R. J. Borland, Room 611, Northwest Trust Bldg.  
Edmonton: Edmonton Specialties Company, 113 Howard Ave.

Saskatoon:—North West Specialty Company.  
Winnipeg:—Watson & Truesdale, 120 Lombard St.

**EASTERN AGENCIES:**

Ottawa, Ont.:—Geo. Cameron, 414 Gilmour St.

Montreal, Que.:—W. S. Silcock, 33 St. Nicholas St.

St. John, N.B.:—R. R. Rankine, 46 Adelaide St.

Up-to-date Store Fixtures pay handsome dividends.  
Consult those who have them

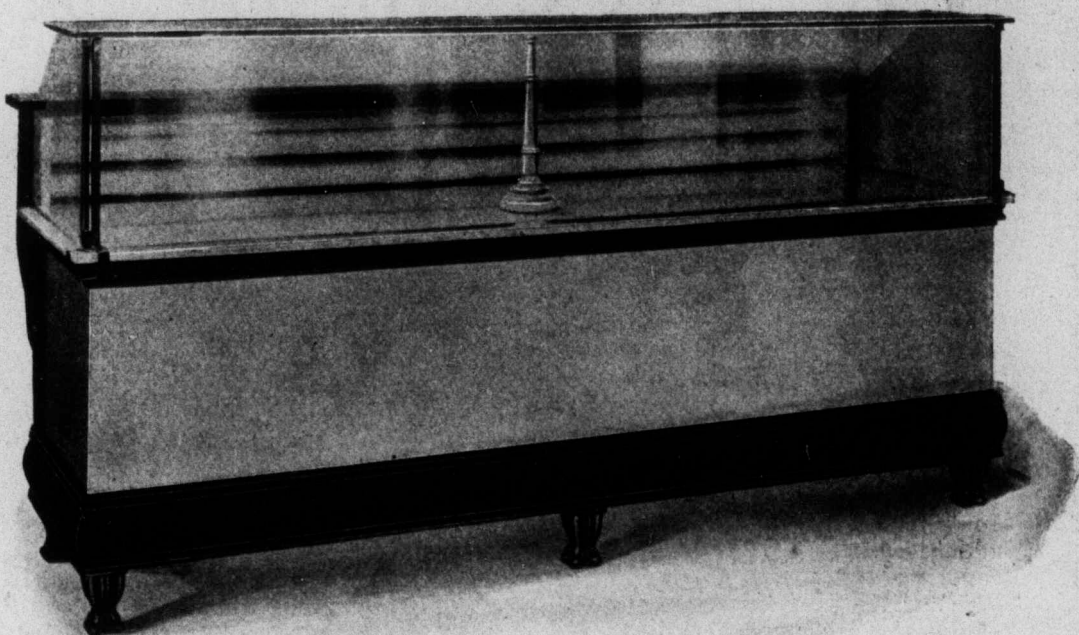
NOTE the handsome Refrigerator Provision Show Case here illustrated. This is a case of similar design as those we recently installed in the new provision department of

**The Robert Simpson Co., Limited, Toronto**

(known to be the finest in America). It is made in stock sizes or to order.

Consult us when planning on installing or remodelling your Provision Department.


WRITE TO-DAY.



This is our Cold Storage Display Counter.

**JOHN HILLOCK & CO., LIMITED, TORONTO, ONT.**

Makers of High-Grade Refrigerators and Fish Cases

Good-bye old, awkward  
teaspoon—“Sifto” to  the fore



The housewife is quick to see the decided advantage in having a fine quality, free-running salt put up in our “Sifto” package, which makes the filling of the ever-empty salt-shaker a pleasure, unlike the old teaspoon way.

“SIFTO” and “CENTURY” SALT

are both of a high-grade quality, scientifically prepared, snowy white and pure. “Sifto” is the last word in table salt quality, put up in sanitary, germ and damp-proof packages, which make attractive counter displays.

*These well-known and advertised brands, “Sifto” and “Century,” are on sale by all leading grocers.*

**The Dominion Salt Co., Limited**  
SARNIA, ONTARIO



# Shirriff's

## The Name That Makes the Sale

Shirriff's Products have a high reputation for QUALITY. The housewives of Canada know that the bottles, jars and packages labeled with Shirriff's name contain dependable, high-class food products.



# Shirriff's True Vanilla

The purest essence of the Mexican Vanilla Bean. It is 50% above the Government standard. Every bottle gives complete satisfaction.

# Shirriff's Jelly Powder

Produces a beautiful, sparkling table jelly. A variety of recipes in every package. Very attractive advertising matter supplied with orders.



# Shirriff's Scotch Marmalade

This famous marmalade is put up in a greater assortment of containers than most other brands. There is a size to suit every requirement. The quality is the same good, old Shirriff kind that any home cook would be proud to equal. The demand is greater than ever. Now is the time to order a supply.

## Imperial Extract Company, Toronto

Western Representative: H. F. RITCHIE & CO., Limited, Toronto  
Montreal: W. S. SILCOCK Quebec City: ALBERT DUNN Maritime Provinces: W. H. L. USHER, Halifax



## Coupon Books

Save Time : Save Money :  
Save Labor : Eliminate  
Loss : Waste : Errors



Just the thing for the GROCER, BUTCHER and BAKER. No charge accounts, no disputes; insure accuracy; save time in waiting on trade; save labor in bookkeeping,

THEREFORE  
SAVE MONEY.

Write Your Jobber or  
**ALLISON COUPON COMPANY**  
532 East Market St.  
Indianapolis, Indiana, U.S.A.

## THEY ARE GOOD OLD STAND-BYS Baker's Cocoa and Chocolate



Registered  
Trade-Mark

are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

Trade-mark on every genuine package.

MADE ONLY BY  
**Walter Baker & Co. Limited**  
Established 1780  
Montreal, Can.      Dorchester, Mass.

## New Messina Lemons

Due November 1st  
Order ahead these brands:

"St. Nicholas"  
"Queen City"  
"Puck"  
"Kicking"

They will be among the first arrivals.

**J. J. McCabe**  
Agent  
TORONTO

## OAKEY'S KNIFE POLISH



JOHN OAKLEY & SONS, LIMITED,  
LONDON, ENGLAND.

AGENTS

Geo. B. Jenkinson, 43 Queen St. East,  
Toronto, and J. E. Huxley & Co., 220  
McDermed St., Winnipeg.

## IT'S POPULAR

Those who use  
**MAPLEINE**

like it—it fills a want.  
How is your stock?

Order from  
**Frederick E. Robson & Co.**  
25 Front St. E., Toronto, Ont.

**Mason & Hickey**  
287 Stanley St., Winnipeg, Man.

**CRESCENT MFG. CO.**  
SEATTLE, WASH.



## Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include:

- Cultivation and Preparation.
- Commercial Classification and Description.
- Adulteration and Detection.
- Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

**\$2.00**

IT WILL PAY YOU TO SEND AT ONCE.  
**MacLean Publishing Co.**

Technical Book Department  
143-153 University Avenue, Toronto

A want ad. in this paper will  
bring replies from all  
parts of Canada.

## The Apple Crop

in the famous Georgian Bay District is very short this year. Write us before placing your winter order.

**Lemon Bros.**  
OWEN SOUND, ONT.



**Tartan**  
**BRAND**

THE SIGN OF PURITY

Phone Orders at our Expense

Phone Nos.  
3595, 3596, 3597, 3598, 4656

**We Sell only Goods of Guaranteed Quality**

—Satisfied Customers are our Best Testimonial

TARTAN BRAND are the most attractively packed goods on the Canadian Market.

We are always ready to meet your requirements in Canned Vegetables, Fruits, Salmon, Tea, Coffee, Spices, Extracts, Jelly Powder and Grocers' Sundries of our own manufacture, the quality of which is backed by our guarantee.

We have a full line of Fancy Groceries, Foreign and Domestic. Mail orders our specialty. Write us to-day.

**BALFOUR, SMYE & COMPANY**  
HAMILTON, ONTARIO

**His wife makes such good coffee**

She uses Symington's Coffee Essence—her grocer introduced this quick and easy way of making delicious coffee to her. He sells the regular supply to this home, as well as hundreds of others. The customers like it and he makes a good profit. You can get it from your wholesaler.



**SYMINGTON'S**  
*Reg'd Trade Mark*  
**COFFEE ESSENCE**

Agents: Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec  
—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winni-  
peg—Messrs. Shallicross, Macaulay & Co.

THOS. SYMINGTON & CO., Edinburgh and London



PARIS



OTTAWA



**SYRUP**

SPECIALTIES

A beautiful, sweet, pure sugar syrup in bulk, weighing 13 lbs. to gallon, can be sold by the tin, or in sealers, to country or city trade, giving universal satisfaction, with profit to yourselves. Order shipment now. Prices subject to change without notice.

**Small's Standard**

IN

5-Gallon tins, Imperial, per gallon	75c
1-Gallon tins, Imperial, per gallon	78c
5 Doz. Qt. Bottles, per dozen	\$2.15

Crated and  
Delivered in  
Canada east  
Sault Ste. Marie

**Sweet Home Brand**

IN

5-Gallon tins, Imperial, per gallon	65c
1-Gallon tins, Imperial, per gallon	68c
5 Doz. Qt. Bottles, per dozen	\$1.85

**ALL JOBBERS:**—Freight will not be prepaid on shipments of less than 5 crates, or 2 crates and one bbl., or 2 bbls. Prices on car quantities given on application. See complete list on other page of this issue.

**CANADA MAPLE EXCHANGE Limited**

Agencies in all Countries

Head Office: 22 Vallee St. MONTREAL, QUE., Canada

**POTATOES FOR SALE**

Car Lots, Loose or Sacked

WE ARE SUPPLYING MANY ONTARIO  
MERCHANTS

WIRE FOR QUOTATIONS

**BROWN FRUIT COMPANY**

EDMONTON, ALBERTA

BUY

**STARBRAND**

"Made in Canada"

**Cotton Clothes Lines  
and Cotton Twine**

Cotton Lines are as cheap as Sisal or Manila  
and much better

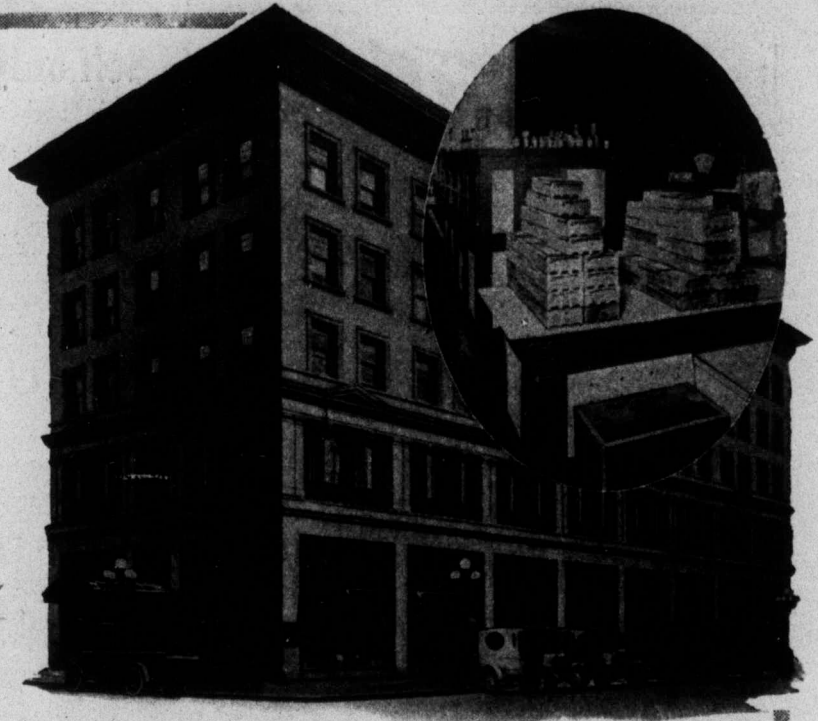
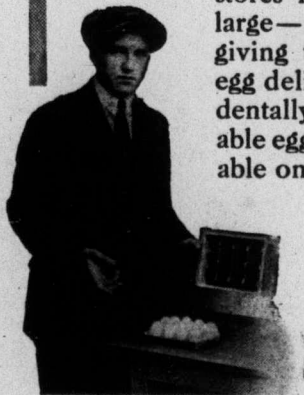
FOR SALE BY ALL WHOLESALE DEALERS

See that you get them

**Yes! John is a  
Valued Employee  
in This Store**

And Star Egg Carriers and Trays are one of the most important parts of the store's equipment. You never hear Minneapolis housewives complain of cracked and broken eggs from Chapman's. Rather they are continually telling their friends of the fresh and wholesome eggs they are receiving and the neat, convenient and sanitary manner in which they are left at the house.

There are thousands and thousands of stores like Chapman's, not all as large—and some larger—who are giving their customers this better egg delivery service and who incidentally are building up an enviable egg business and a very profitable one, too.



*E. M. Chapman Co., Grocers, Minneapolis, Minn.*

What these thousands of Grocers have done, you too can do. Why not get the facts to-day and begin at once? Write us.

**STAR EGG CARRIER & TRAY MFG. CO.**  
1500 Jay Street, Rochester, New York



**“A PERFECT COFFEE in a  
PERFECT PACKAGE”**

is how an Enthusiastic Merchant Describes

*Gold Standard*

**“THE CHAFFLESS  
COFFEE”**

IN VACUUM SEALED TINS

Recommend it to your customers—its palate-pleasing properties will enhance your reputation as a “Quality Grocer.”

Half, one and two-pound vacuum sealed tins.

**THE CODVILLE COMPANY, Limited**

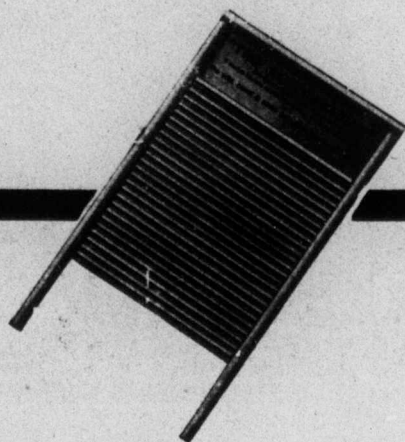
WINNIPEG

BRANDON

MOOSE JAW

SASKATOON





# The All-Canadian ALL-WOODEN Wash Boards

—something that takes the place of the old zinc and aluminum board—as good a board, more serviceable; costs less and gives the retailer a better profit.

The great scarcity of zinc and aluminum has forced the price of these materials beyond the reach for wash-board purposes, and has resulted in the production of the

## New All-Wooden Board

made of the finest quality Canadian-grown wood, put together with Canadian-made nails and by Canadian workmen. In fact, it is the “All Canadian” Board.

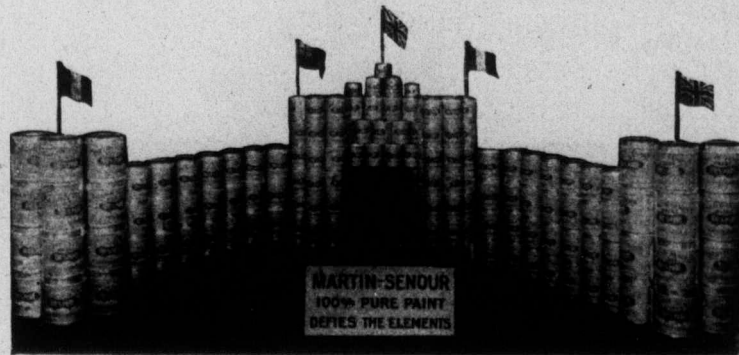
It is a vast improvement on the wooden model sold for many years in England. The rubbing surface is made of the finest grained hardwood. Retail at 20c.

**Send your order to-day.  
A big profit - maker.**

# The Wm. Cane & Sons Co., Limited

*Makers of the New Wooden Wash Board*

NEWMARKET : : ONTARIO



*The Paints and Varnishes that fortify you against complaints and make a Big Advance in your turnover.*

## MARTIN-SENOUR PAINTS AND VARNISHES

(MADE IN CANADA BUT SOLD ON MERIT)

The exclusive Agency for this line is a most valuable asset to any merchant's business. Martin-Senour Paints and Varnishes are now so well known for their unsurpassed quality and from the fact that they are so extensively advertised, that more and more people are attracted to the store where they are handled, and consequently they are the easiest and most profitable to sell.

The high quality of each and every Martin-Senour Product is such as to retain and increase the demand of those who have once tried them.

During a year when many manufacturers have curtailed their advertising, sales help and co-operation to such an extent as to almost handicap the dealer, it has been quite noticeable that Martin-Senour Paints and Varnishes were more strongly advertised than ever before. A message of quality and service was circulated through the largest list of Newspapers, Magazines, Farm and Religious Journals ever used by a Paint Firm in Canada. Nearly every Paint user read this message, and the Martin-Senour Dealer Agents reaped the benefit.

Martin-Senour sales help and co-operation is the strongest, consisting of the most effective features of Interior and Exterior Displays, Mailing Campaigns, Follow-Up Systems, and direct help of Salesmen.

This policy will not be curtailed.

It will be *continued* and *strengthened*.

Would you not like to be counted as one of our *satisfied* and *successful* Dealer Agents who is profiting by this policy?

Drop a line for our Proposition, but do it to-day.



*The* **MARTIN-SENOUR** *Co.*

LIMITED  
PRODUCERS OF PAINTS AND VARNISHES  
CHICAGO    MONTREAL    WINNIPEG  
HALIFAX    LINCOLN    TORONTO





# W. H. ESCOTT CO., Limited

MERCHANDISE

**BROKERS and MANUFACTURERS'  
AGENTS**

Winnipeg, Regina, Calgary and Edmonton

REPRESENTING

EUROPEAN, UNITED STATES AND CANADIAN  
SHIPPERS AND MANUFACTURERS

OF

**Grocery and Confectionery Supplies**

**Storing and Distributing**

**Pool Car Shipments**

**Excellent Storage Accommodation**

WE HAVE

**FOUR OFFICES and NINE SALESMEN**

**WE DO DETAIL WORK**

**WE INTRODUCE NEW LINES**

**WE GET RESULTS.**

We cover the Provinces of Manitoba, Saskatchewan  
and Alberta.

**CORRESPONDENCE SOLICITED.**

HEAD OFFICE:

**181-183 Bannatyne Ave., Winnipeg, Canada**



# Try It Yourself, Mr. Grocer

and you will admit it is the most unusual product in all your range of foods, if you see that directions are followed and that a double boiler is used in making porridge, so that you may

## COOK IT WITHOUT STIRRING

The reason for this is that it contains linseed. The oil of linseed has been converted, by electricity, into a resin by simply driving off oxygen. This leaves the flaxseed as odorless and tasteless as white flour. If stirred while hot, it again takes up oxygen and becomes linseed oil, thus absolutely spoiling the porridge. This food is

# DR. JACKSON'S ROMAN MEAL

made from entire berries of wheat, rye, deodorized flaxseed and bran. It is prescribed by physicians everywhere. It nourishes better than meat, can be baked into every kind of household baking, prevents indigestion and constipation or "money back."

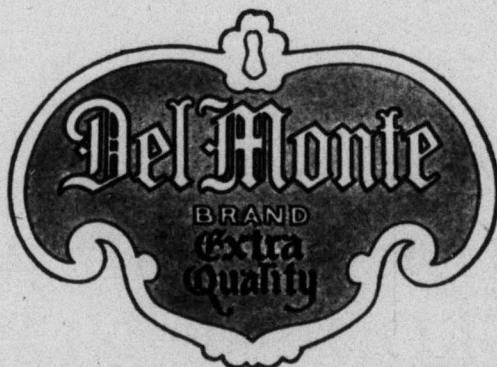
## ROMAN MEAL NUGGETS READY COOKED

A new Roman Meal product can now be had at the jobbers. Serve with hot milk or cream and sugar, or soften with boiling water for one or two minutes; drain and add milk or cream and sugar. Carried in the pocket or hand-bag, and eaten as required upon outing occasions and sports of all kinds; they prevent fatigue. They are always ready, are delicious, no trouble, and do everything that Roman Meal will do.

## ROMAN MEAL COMPANY

Cawthra Avenue

West Toronto



OUR CANNED FRUITS RECEIVED THE

# GRAND PRIZE

AT BOTH CALIFORNIA EXPOSITIONS

This is the Highest Possible Award



PACKED WHERE THEY RIPEN THE DAY THEY'RE PICKED



# The Canadian Standard

*made under the most sanitary conditions—absolutely one quality—the best. Put up in three distinct grains to meet the requirements or preference of your trade*

Whether your patron asks for any particular grain or not, you will notice a look of satisfaction and interest on her face when you suggest that possibly she would prefer another grain and that you can give her any kind she desires. The courtesy is sure to sink in deep—the high-grade quality of

## St. Lawrence Sugar

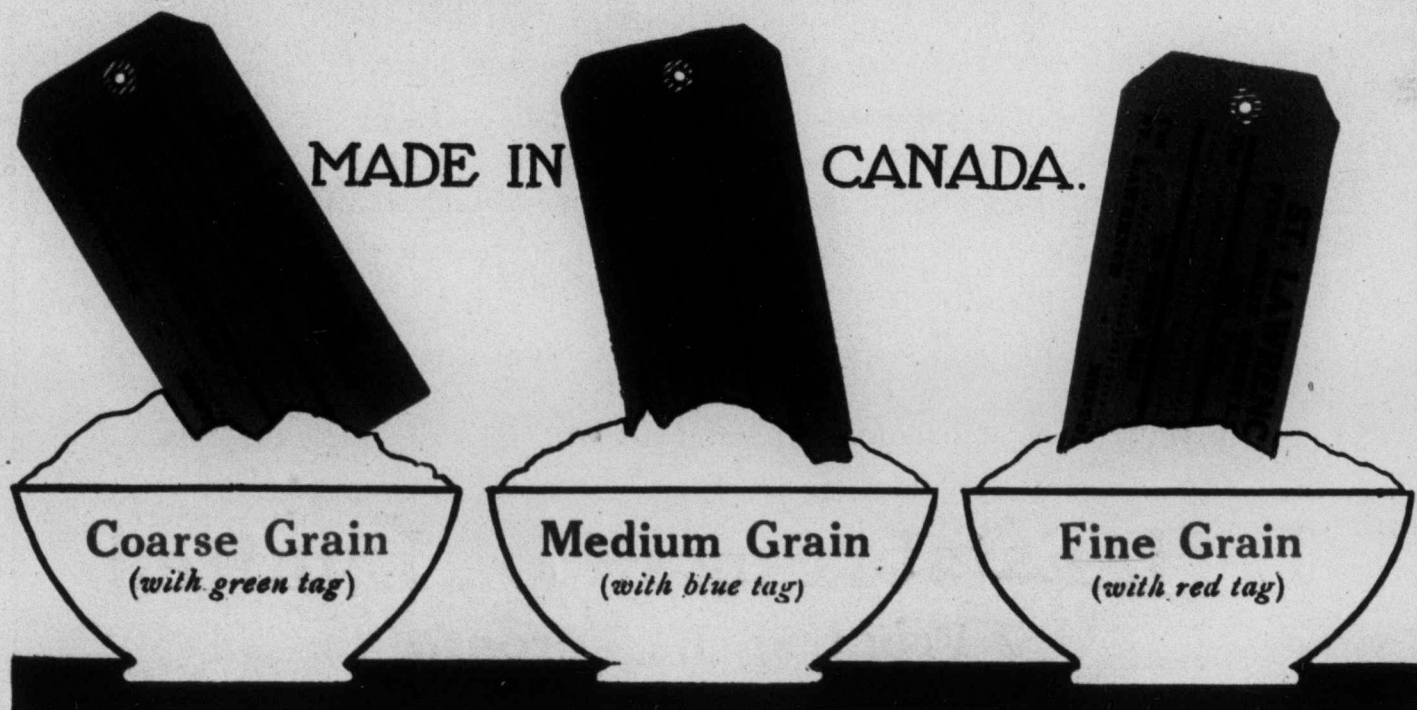


will do the rest and clinch her future business.

The handling of the three grains means little or no more trouble, but gets bigger and better business. It gives unsolicited service to your customer, which after all carries the most weight.

*Specialize on Canada's Standard quality sugar in the three different grains.*

Send for a copy of "A Story of Sugar," extra copies supplied for your trade.



# CHEAP TEA

WHEN all teas were cheap, many of your customers paid ten cents a pound extra for a really good tea.

Some are now paying the same price they paid before but getting the poorer tea—and they are apt to complain that the tea is not as good as it used to be.

Of course it isn't.

You know a 40c tea now is only the same as a 30c tea was a year ago.

Of course the man or woman who was drinking a 40c tea a year ago and to-day is drinking a tea that now costs 40c will complain, *unless* they have been told when they bought the tea that they would find the quality poorer than they had been accustomed to.

*Do you and your clerks always think to tell them?*

Shouldn't you?

Wouldn't it save complaints? And wouldn't you usually sell 50c tea to those who a year ago were buying 40c tea?

They like a real good tea now just as much as they ever did. The woman who buys a pound of poor tea from you will blame you for selling it to her, and she won't always tell you about it.

The complaint that does us the greatest harm is the one we don't hear about.

If you now sell 50c Red Rose Tea to the woman who before used a 40c tea, you can be certain there will not be any complaints. You will hold your good customers.

**T. H. Estabrooks Co., Limited**

**7 Front St. E., Toronto**



CANADIAN GROCER

MADE IN CANADA



## Stop Cheese Waste

*Stop  
Overweight*

Few customers will kick even if a piece of cheese comes to a few cents more than they figured on, but the dissatisfaction is there just the same and continued dissatisfaction ends one way—loss of custom.

*Stop  
Drying Out*

The Canadian Cheese Cutter computes by money value 5, 10, 15 and 20 and by  $\frac{1}{4}$ ,  $\frac{1}{2}$  and one pound. No guess-work, no loss of time, no waste by having scraps left over or by cheese drying out.

*Stop  
Dissatisfaction*

The old-time obsolete method of cutting cheese with a wire or knife is fast giving place to the Canadian way—the customer-satisfying way.

Use the  
Canadian

Make more profit out of your cheese department.



*Write for full particulars.*

The Computing Cheese Cutter Co.  
WINDSOR, ONT.

**Aints To Buyers and Sellers** *from Quebec City & Province*

**OATS, PEAS, BEANS, Etc.**

handled in any quantities to best advantage  
by the

**LARGEST BROKER ON THE SPOT  
ELZEBERT TURGEON**

Grain and Provision Broker  
126 ST. PETER STREET, DOMINION BLDG., QUEBEC

Selling Agent for  
The Maple Leaf Milling Co., Ltd., Toronto  
Gunns Limited, West Toronto

Better send your Samples to  
**F. de B. GOURDEAU**

61 ST. PETER STREET . . . . . QUEBEC

before you sell your  
**Peas and Beans**

Bought outright or sold for your account on commission  
Perhaps you have some

**SPROUTED PEAS**

That you cannot sell well  
WE HAVE THE TRADE FOR CHOICE AND OFF-GRADE

**EUGENE PICHER**

COMMISSION MERCHANT

**GRAIN, HAY, PROVISIONS  
AND  
GROCERIES**

Agencies Solicited. Your Business will receive  
the Best of Attention by the Man on the Spot.  
We call on the Wholesale and Retail Trade.

91 Dalhousie Street, . . . . . QUEBEC

**PROVISIONS, FLOUR**

AND

**GENERAL GROCERIES**

**R. F. CREAM & CO., LIMITED**

Brokers and Commission Merchants

83 Dalhousie Street, . . . . . QUEBEC

**W**HEN trade begins to boom it will be exceedingly difficult to jump in, overtake and pass the man who continued, even in times of depression, to paddle his advertising canoe.

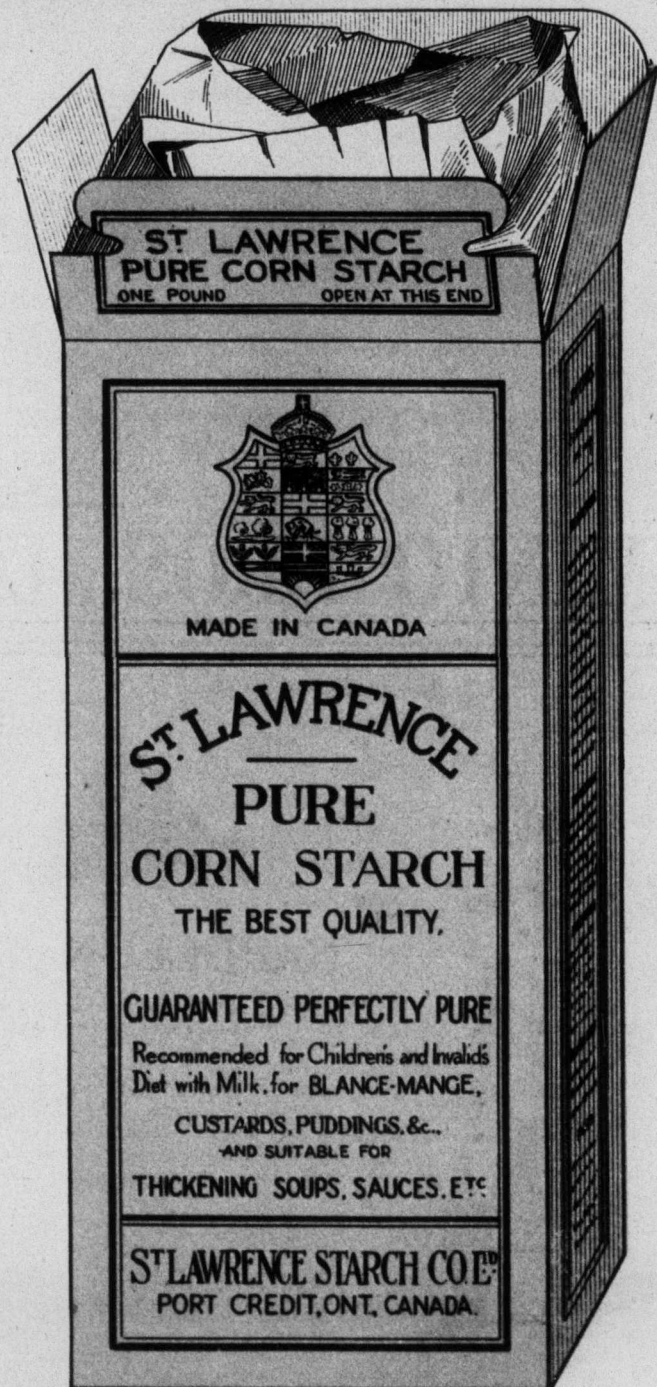
It will require a high power campaign and lots of anxiety to do it. Even at that the persistent advertiser may beat the other fellow to it.



# Enlist St. Lawrence Starch

*—a fine, big trade-puller*

- ☞ The past year has proved the importance of Corn Starch in the relieving of present food conditions.
- ☞ With Winter coming on St. Lawrence Pure Corn Starch will have a big call.
- ☞ The St. Lawrence quality has woven the name St. Lawrence into the very fabric of the Canadian housewife's weekly grocery list—made it one of the indispensables of modern culinary.
- ☞ St. Lawrence Pure Corn Starch is the best quality put up, guaranteed pure, and is especially recommended for children's and invalids' diet, for blanc mange, custards, puddings, gravy, soup and sauce thickening, etc.
- ☞ Note the attractive new style package with its golden wrapper, its tight paper-bag lining, its folding top which does away with the cutting of the top and prevents deterioration and absorption of odors.
- ☞ This package adds much to the selling points of St. Lawrence. It makes an attractive display.
- ☞ Send a sample order and show St. Lawrence in your displays.



Manufactured and Guaranteed by the

## St. Lawrence Starch Co., Limited

PORT CREDIT, ONT.



# BARGAIN WEEK IN TEAS and COFFEES

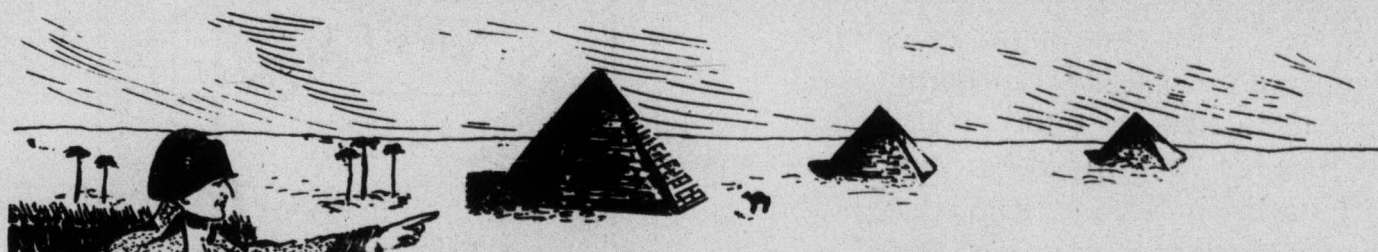
We offer, subject to being unsold, the following Teas and Coffees:

40 hf. chests Ceylon, bro. org. Pekoe, flavouring, with body, at .....	35c
12 chests Ceylon Pekoe, fine flavour .....	30c
13 hf. chests Dargeeling, Pekoe, fine Dargeeling flavouring .....	30c
6 hf. chests Dargeeling, bro. org. Pekoe, stylish leaf with rich flavour .....	35c
24 chests Ceylon, Hyson No. 1, Bramhall, light water .....	25c
18 chests Ceylon, Fannings coloured, light water .....	17c
12 hf. chests China, Young Hyson, 1st, good leaf and cup .....	20c
2 hf. chests China, Young Hyson, extra sifted, very fine cup .....	38c
9 hf. chests China, Young Hyson, extra firsts, good leaf with fine flavour .....	32c
18 hf. chests China, Young Hyson, Points, light water .....	18c
17 hf. chests China, Pin head, Gunpowder, light water with good flavour .....	32c
24 hf. chests China, tight roll, Gunpowder, light water with good flavour .....	28c
14 hf. chests China, tight roll, Gunpowder .....	22c
30 25 lb. cads. Early Japan, Earl of Minto, No. 1 .....	26c
50 25 lb. cads. May picked, Japan, very fine leaf and cup .....	32c
30 50 lb. hf. chests May picked, Japan, very fine leaf and cup .....	30c
9 80 lb. hf. chests May picked, Japan, very fine leaf and cup .....	29c
14 20 lb. cads. Formosa Oolong, with flavour .....	30c
4 20 lb. cads. Formosa Oolong, tippy with rich flavour .....	38c
10 bags Bogoto Coffee, green.	20 bags Columbian Coffee, green.
10 bags Mexican Coffee, green.	15 bags old crop Santos Coffee, green.

Roasted Coffees (Whole or Ground), very reasonable.

All of the above at greatly reduced prices, with 10% cash dis. Toronto.

## MINTO BROS., Limited, - TORONTO



### NAPOLEON THE GREAT, when in Egypt

pointing out the Pyramids to his soldiers, exclaimed: From the heights of these monuments you are the admiration of forty centuries.

We might, in these military times, imitate the greatest genius in the military art, and point to THE TRADE the fact that we have now over forty years' experience and success in the Oyster business, and for this reason we ought to be in a better position than any in the country to give satisfaction to the OYSTER TRADE in general. Our stocks, both in the Shell and Opened, are selected and brought from the best producing grounds that money, experience and enterprise can procure. Our equipment is modern and service most efficient.

Our prices for the season are as follows:

SHELL OYSTERS.		OPENED OYSTERS.	
	Per barrel.		Per gallon
Genuine Malpecque Cups .....	\$10.00 to \$12.00	Standards in Bulk, Imperial Measure ....	\$1.50
Hand-picked to XXX Malpecques.	8.00 to 9.00	Standards, Pure Meats, Imperial Measure	1.75
Buctouche Shell Oysters, selected..	7.50 to 8.00	Selects, in Bulk, Imperial Measure .....	1.75
Quahaugs, Clams .....	6.00	Selects, Pure Meats, Imperial Measure....	2.00

## D. HATTON COMPANY

Largest Exponents of the Fish Trade in Canada

ESTABLISHED 1874

MONTREAL



# All Ready Sir!



No matter whether the cream has gone wrong, or the milk has run short, if there's a can of "Canada First" in the house the supper need not be interfered with.

The tea, coffee or cocoa is always ready when they are needed, as far as the cream is concerned.

There is a widespread growth in popularity of "Canada First" Milk, for it is always on hand for every emergency. It is taking the place of the raw milk and cream in thousands of Canadian households.

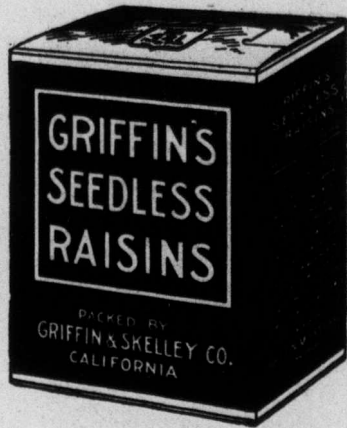
Its rich flavor, when once used, supplants the washy taste of the milk usually procurable in towns and cities.

Emphasize "Canada First" in your case, counter and window displays of winter requisites—winter drinks, afternoon tea and evening supper dainties.

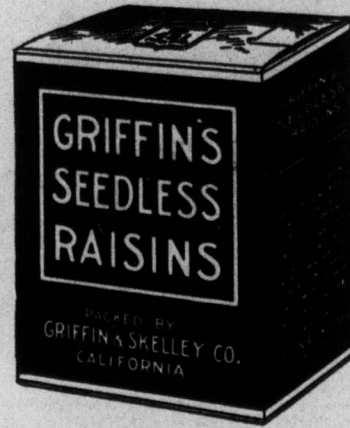
Start the "Canada First" flavor and quality working for you.

ORDER YOUR SUPPLY NOW

**Aylmer Condensed Milk Company**  
LIMITED  
HAMILTON, CANADA



*Griffin's  
Seedless  
Raisins*



---

If Little Jack Horner, sitting in a corner, eating his Christmas pie, had put in his thumb and pulled out a Griffin's Seedless Raisin, he would have known that his mother's Grocer was a judge of quality.

---



# Mason & Hickey

## MANUFACTURERS' AGENTS

Head office at Winnipeg, Man.; branches at Regina, Saskatoon, Calgary, Edmonton, Brandon and Vancouver, are open to represent lines that do not compete with the following:

The Borden Milk Co., Montreal. Evaporated and Condensed Milk.	Maples Ltd., Toronto. Maple Syrup and Maple Butter.
Canada Starch Co., Montreal and Brantford. Starch, Syrup and Glucose.	Nicholson & Brock, Toronto. Bird Seed and Bird Gravel.
Griffin & Skelley, San Francisco. Dried Fruits and Canned Goods.	National Licorice Co., Montreal. Licorice.
E. D. Smith & Son, Winona. Jams, Jellies and Marmalade.	W. A. Taylor & Co., Winnipeg. Horse Radish and Relishes.
J. H. Wethey, Ltd., St. Catharines. Mince Meat.	William Rogers & Co., Denia, Spain. Valencia Raisins.
Procter & Gamble Distributing Co. of Canada, Ltd., Hamilton, Ont. Crisco Soaps, Soap Powders.	Robin Hood Mills, Ltd., Moose Jaw. Rolled Oats and Flour, Manitoba only.
Ingersoll Packing Co., Ingersoll. Cheese and Smoked Meats.	Thornton & Co., Malaga. Blue Fruits and Almonds.
Gorman, Eckert & Co., London. Olives, Spices and Extracts.	Manford Schier, Dunnville. Evaporated Apples.
The Dominion Sugar Co., Wallaceburg. Sugar.	Arbuckle Bros., New York. Green Coffees.
Foster & Holtermann, Brantford. Honey.	Bailey Broom Co., Kingston. Brooms.
Harper-Presnail Cigar Co., Hamilton. Cigars.	Mothers Macaroni Co., Minneapolis. Macaroni, Vermicelli, Spaghetti, Creamettes, etc.
Crescent Mfg. Co., Seattle. Mapleine.	D. Urquhart, Hensall. White Beans.
Desigaulx & Co., Bordeaux. French Goods.	

# Mason & Hickey

287 Stanley Street

Winnipeg, Canada



# More Sales of Borden's Milk Products Mean More Than Extra Profits.

Don't think that your interest in increasing the sale of Borden's products stops with the extra profit you make. Your benefit is only starting.

Mrs. Jones is persuaded by you and the attractiveness of your window trim to use Borden's Eagle Brand Milk or one of the many other lines; she is pleased with the quality and its great convenience, and tells her friends so.

They in turn buy Borden's from you and incidentally make other purchases—the result of your efforts then begins to show in increased business for your store, for other departments.

This is the most opportune time, right now, to get Borden's Milk Products before your customers. Show them in your windows and in your counter displays. Suggest them when taking orders.

**Start Now.**



**Borden Milk Co., Limited**

"Leaders of Quality"  
**MONTREAL**

Branch Office: No. 2 Arcade Building  
Vancouver, B. C.

**This Package**



**This Package**

**SELLS**

**This Bread**



**This Bread**

**—and You Sell Them Both**

### History Repeats Itself

You know what happens every little while. You have some sleepy staple lying upon your shelves waiting for the few people who know about it. Suddenly somebody comes along and "shoots it off." He takes that staple, touches it up, makes it better, gives it a name, puts life into it, starts talking about it up and down the country, gets people to thinking about it in a new way, gets them to believe it is something they want after all—and presto!—it begins to sell.

### It's Doing It Now

That is precisely what is happening to raisins now. We came along, took from the cream of the California crop, standardized it, gave it a good name—Sun-Maid Raisins—packed it in the sort of cartons people like, and began to talk about it, widely, convincingly, up and down the country. Talked about how good raisins are—particularly Sun-Maid Raisins—and how good they are for you. Talked about them by themselves, and especially as an element in California Raisin Bread, made with Sun-Maid Raisins after a remarkably good recipe.

### See What Has Happened

We have created a new demand for two things you sell. We have made each one sell the other—California Raisin Bread sells Sun-Maid Raisins, and Sun-Maid Raisins sells California Raisin Bread. And you sell them both. Or you ought to. Grocers everywhere are doing it who sold scarcely any raisin bread before, and very few package goods. Raisins and raisin bread are coming into their own at last—all kinds of raisins, but especially Sun-Maid Raisins and California Raisin Bread—the kind we are spending \$100,000 to talk about in the Saturday Evening Post and the Ladies' Home Journal and in local campaigns.

### The Raisin Business Is Being Rebuilt

We don't know whether you realize what is happening. Things are moving pretty quickly. But we want you to. People in your town are going to get Sun-Maid Raisins and California Raisin Bread somewhere. We'd like to help you make them get them of you. We'll tell you how we do this—how we are doing it successfully for grocers all over the country—if you will send us the attached coupon. But you had better send it at once. Things are moving pretty rapidly, as we have said, and we don't like to see you get off to a slow start. Better write to-day—now—this minute—before you put the paper down.

### CALIFORNIA ASSOCIATED RAISIN CO.

Membership 6,000 Grocers  
Home Office, Fresno, California  
Hearst Building, Chicago 113 Hudson Street, New York

Mail this Coupon to our Nearest Office

Please send me complete details of plan by which I can make more money through increased sales of raisin bread and package raisins. (76)

Grocer's Name .....

Street .....

City .....





## Science, practice, and 64 years of experience are back of Eddy Matches

Not for one moment have we rested on our laurels—Not for one moment have we failed to take the initiative in producing matches that will better meet the demand of an increasingly critical public.

Science has made rapid strides and we have kept pace with her in the improving of Eddy Matches.

No matter who comes or goes in the match market you will find Eddy in the lead with the very latest improvements in matches.

Every match is perfect—perfect in the wood, perfect in the head and more than that there is an Eddy style to meet every requirement.

### Note the following:

#### Domestic Size

"Silent 5's," "Safelight,"  
"Red Bird," "Golden Tip,"  
"Buffalo," "Home."

#### Pocket Size

"Pony Silent," "Ever Ready,"  
"Comet Silent," "Sesqui 50's."

#### Pocket Size Safeties

"Capital," "Eddy," "Eddy-  
stone," "Comet."

#### Wax Vestas, in seven sizes.

#### Flamers and Gaslighters

The count is right and each box  
as good as the sample.

Order from your wholesaler.

# EDDY

ESTABLISHED  
A.D. 1851.



# 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 agents wanting agencies.

**ONTARIO.**

**MACKENZIE & MORRIS**  
LIMITED  
BROKERS  
Groceries, Provisions and Produce  
C.P.R. Building, TORONTO

**W. G. A. LAMBE & CO.**  
TORONTO  
Established 1885  
SUGARS FRUITS

**W. G. PATRICK & CO.**  
Limited  
Manufacturers' Agents  
and Importers  
51-53 Wellington St. W., Toronto

HEADQUARTERS FOR  
**White Beans**  
and  
**Evaporated Apples**

**W. H. Millman & Sons**  
Wholesale Grocery Brokers  
TORONTO ONTARIO

If you want the market on  
**NEW BRUNSWICK POTATOES**  
Wire or phone  
**HARRY WEBB, TORONTO**

We specialize on potatoes, have warehouses at all buying points in the potato belt. Cars always loaded New Brunswick, Montreal, Toronto, waiting orders.

**NEWFOUNDLAND.**

**T. A. MACNAB & CO.**  
ST. JOHN'S - NEWFOUNDLAND  
MANUFACTURERS' AGENTS  
and COMMISSION MERCHANTS  
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition and private.

**One Inch Space**  
**\$1.00 Per Issue**  
**on Yearly Order.**

**QUEBEC.**

**W. J. McAULEY**  
Commission Broker

Flour, Feed, Grains, Potatoes.  
We are open for a good agency in food-stuff line, calling on the retail trade.  
522 Board of Trade Bldg., Montreal

**WESTERN PROVINCES.**

**GEORGE E. MEASAM**  
COMMISSION MERCHANT

Agencies for confectionery lines solicited. My representatives canvass the retail trade every six weeks in the Country and every two weeks in the City. P. O. Box 1721.  
Edmonton - - - - - Alberta

**H. P. PENNOCK & CO.,**  
Limited

Wholesale Grocery Brokers  
and Manufacturers' Agents.  
WINNIPEG REGINA  
We solicit accounts of large and progressive manufacturers wanting live representatives.

**WATSON & TRUESDALE**  
Wholesale Commission Brokers and  
Manufacturers' Agents  
120 Lombard Street  
WINNIPEG MAN.  
Domestic and Foreign Agencies  
Solicited.

**W. H. Escott Co.,**  
LIMITED

Wholesale  
Grocery Brokers and  
Manufacturers' Agents  
Commission Merchants

WINNIPEG REGINA  
CALGARY EDMONTON

## Advertising

"Advertising is the education of the public as to who you are, where you are, and what you have to offer in the way of skill, talent or commodity. The only man who should not advertise is the man who has nothing to offer the world in the way of commodity or service."—*Elbert Hubbard.*

You can talk across the continent for two cents per word with a WANT AD. in this paper.

## Who Wants Your Order?

¶ The firms that are most likely to appreciate your order are the ones that are keenest to get it.

¶ The firms that advertise are bidding for your business in a broad, yet personal way—the modern way. They are proud of their goods and are not ashamed to show them in public to the most critical.

¶ Patronize the firms that advertise.

¶ A firm that appreciates your order will serve you well.



CANADIAN GROCER

# TODHUNTER'S COCOA

**Absolutely  
Pure**



**Absolutely  
Pure**

*Todhunter's* absolutely pure Cocoa is put up in half and one-pound jars at a cost to you no more than cocoa packed in ordinary tins.

*Todhunter's* cocoa is made from the finest variety of cocoa beans—the pick of the market.

In pushing sales of *Todhunter's* absolutely pure cocoa in jars you are doing so without any extra cost to yourself or your customers, but absolute satisfaction to both.

We have a special proposition for you which includes a special window display—a real sales-getting proposition.

*Write to-day*

**Todhunter, Mitchell & Company**  
***Importers and Manufacturers***  
**TORONTO, CAN.**

# SATISFACTION AND PROFIT

Distribute satisfaction to your customers and reap profit for yourself by selling

## CHASE & SANBORN'S HIGH-GRADE COFFEES

Chase & Sanborn,

-

Montreal

### Canada's Most Popular Coffee Mill is THE ELGIN NATIONAL



No. 35

WHY?—Because of its  
**Simplicity of Construction**  
**Beauty of Finish**  
**Easy Running**  
**Fast Grinding and**  
**Long Lasting Qualities**

ALL COMBINED FOR YOU in the ELGIN NATIONAL at the LOWEST POSSIBLE PRICE.

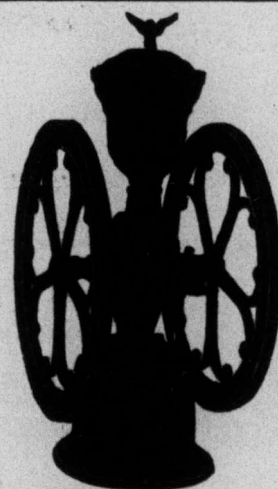
ADJUSTED while running, to cut as coarse or fine as desired.

GUARANTEED to STEEL-CUT Coffee faster than any other mill of same size.

Live Canadian Grocers are using the ELGIN. YOUR COFFEE DEPARTMENT NEEDS AN ELGIN NATIONAL. The best CANADIAN JOBBERS handle ELGIN NATIONALS.

Write any of the following Canadian Jobbers TO-DAY for illustrated Catalog and Prices.

ST. JOHN, N.B.—G. E. Barbour & Co.; Dearborn & Co.  
QUEBEC—Minto Bros.  
MONTREAL—L. Chaput, Fils & Cie., Limitee; The Canadian Fairbanks Co. (and branches); Minto Bros.  
TORONTO—Eby, Blain, Ltd.; R. B. Hayhoe & Co.; Minto Bros.  
HAMILTON—James Turner & Co.; Balfour, Smye & Co.; McPherson, Glasco & Co.  
LONDON—Gorman, Eckert & Co.  
WINNIPEG—Blue Ribbon, Limited (and branches); the Codville Co. (and branches).  
REGINA, Sask.—Campbell, Wilson & Strathdee, Ltd.  
SASKATOON—Campbell, Wilson & Adams, Ltd.  
EDMONTON, Alta.—The A. MacDonald Co.  
CALGARY—Campbell, Wilson & Home, Ltd., and P. D. McLaren, Ltd.  
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Kelly, Douglas Co., Ltd.; Empress Manufacturing Co.



No. 40

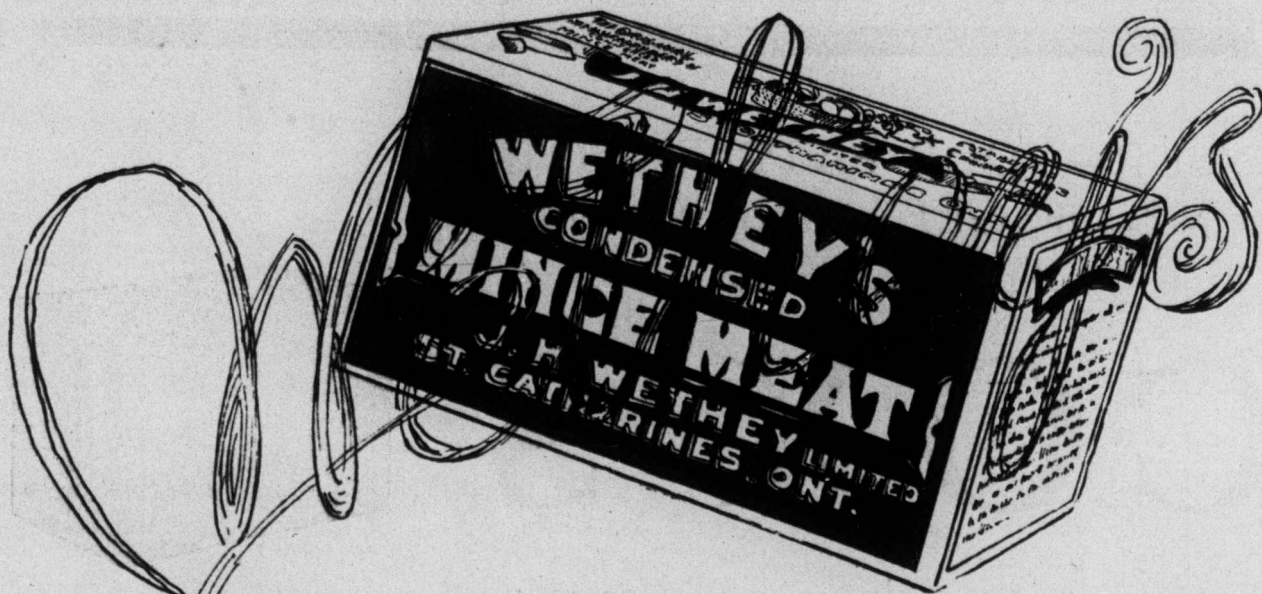
Made by **WOODRUFF & EDWARDS CO.,** ELGIN ILL.



CANADIAN GROCER

# A Big Filler for the Daily Pie

*Stock It and Hear Your Cash Register Ring*



*—has the taste that gets 'em*

One taste of a steaming hot pie made with Wethey's Mince Meat will ensure you more business than all the talking and window display you can put over.

#### IT'S THE TASTE

The superior flavor of Wethey's Mince Meat comes from the purity and the quality of the ingredients used—the care exercised in the preparation.

#### WETHEY'S HAS ALWAYS BEEN THE STANDARD FOR MINCE MEATS

Stock Wethey's Condensed Mince Meat. Give it a display. It sells itself.

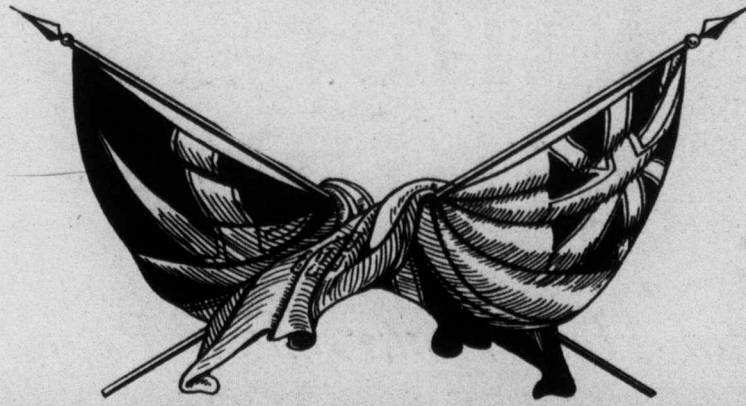
ORDER FROM YOUR WHOLESALER

**J. H. Wethey, Limited**  
ST. CATHARINES, ONT



CANADIAN GROCER

*Over Seventy  
Years Under  
the Colors*



*Over Seventy  
Years Standard  
of Purity*

ENSURE YOUR PATRONS THE  
ACME OF GELATINE PURITY  
BY SELLING

**COX'S**



The Governmental eye is on the gela-  
tine being used and sold as pure.

No chances are taken when you sell  
and your patrons use Cox's Powdered  
Gelatine.

It always maintains its high standard  
of purity, which has made it the house-  
hold favorite for nearly three-quarters  
of a century.

Recommend Cox's and keep your  
customer's confidence and trade.

Arthur P. Tippet & Co.

Agents

MONTREAL

TORONTO



# They're Still Leading

After years of satisfying customers and leading the trade in this staple condiment.

**Colman's and Keen's Mustards** are still ahead and favorites with all classes.

Winter time calls for the use of more meat. This in turn calls for good mustard. Are you supplying the best?

Your own interests demand that Colman's and Keen's Mustard be given the prominence on your shelves.



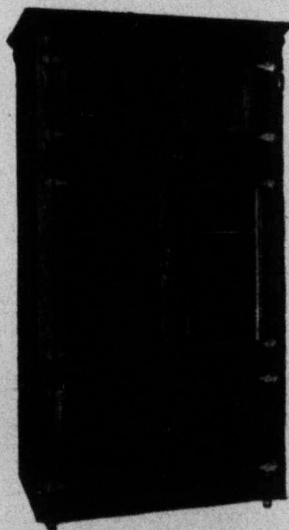
AGENTS FOR THE DOMINION OF CANADA

## Magor, Son and Company, Limited

191 St. Paul St. West, MONTREAL

30 Church Street, TORONTO

## "EUREKA" *spells* success in meat and provision sales



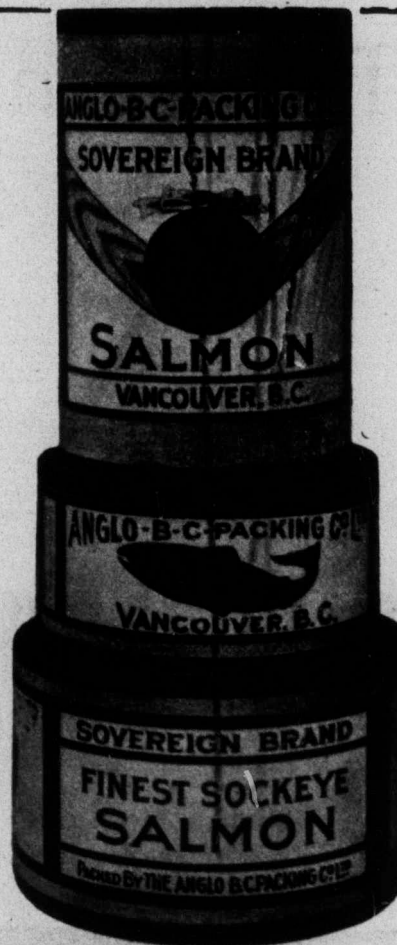
Trying to increase the sales of goods without proper equipment is like trying to pull yourself up by means of your shoe straps. It can't be done.

You really cannot hope to materially add to your turnover if you are handicapped by the use of a poor refrigerator. Besides possible lack of custom through lack of proper display you run the risk of loss through spoilation.

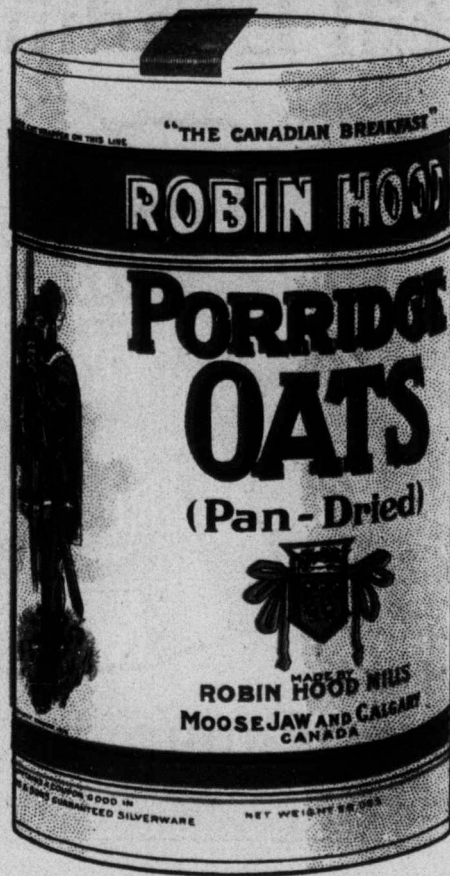
Installing the "Eureka" Refrigerator has been the turning point towards better business for hundreds of grocers. You cannot afford to lag behind.

Write to-day for particulars.

**Eureka Refrigerator Company**  
31 Brock Ave. Limited TORONTO



*Finest  
Ever  
Made*



*Rich  
Nutty  
Flavor*

## “The Canadian Breakfast”

There has been a renewed popularity for the old-time, body-building cereal since the introduction of the now famous ROBIN HOOD PORRIDGE OATS.

These Oats are generally recognized to be the finest Porridge Oats ever made—distinctive in character, rich and appetizing in flavor, because they are milled from the very best selected Western Canadian oats in the most modern and sanitary plant known to milling science.

ROBIN HOOD PORRIDGE OATS are packed in the original round package with lid, guaranteed positively against loss from weevil or bugs.

If your jobber cannot supply you, write or wire our nearest representative for

## Robin Hood Porridge Oats

### DISTRIBUTORS

Robin Hood Mills, Ltd., Montreal.  
Robin Hood Mills, Ltd., St. John.  
Robin Hood Mills, Ltd., Moose Jaw.  
Robin Hood Mills, Ltd., Calgary.  
Robin Hood Mills, Ltd., Vancouver.

Dunn-Hortop Ltd., Toronto.  
W. H. Dunn Ltd., Montreal.  
J. W. Gorham & Co., Halifax, N.S.  
Mason & Hickey, Winnipeg.



# CANADIAN GROCER

VOL. XXIX

TORONTO, OCTOBER 29, 1915

No. 44

## Canada's Immense Harvest

Cereal Crops Show Record Gains With Total Wheat Yield of 336,000,000 Bushels—Finest Oat Crop in History—Records in Other Cereals—What This Means to the Business Interests of the Dominion.

CANADA has been blessed with a bountiful harvest. Her wheat crop alone has been estimated by the Dominion Government at 336,258,000 bushels. Tillers of the soil have therefore not sown in vain; nor did they sow their seed on rocky land, but in a soil the fertility of which is unsurpassed. The immensity of the wheat crop of the Dominion is beyond the expectations of the majority of those who have been keeping close tab on the situation, and the above mentioned crop was harvested from 12,986,400 acres, representing an average yield per acre of 25.89 bushels. Compared to a year ago, the total Canadian wheat crop is no less than 174,978,000 bushels in advance. In fact this advance is more than the total wheat yield of 1914 which was 161,280,000 bushels. This makes our crop more than double, or 108 per cent. better than that of a year ago. The previous highest wheat yield was 231,728,000 bushels in 1913, so that this year's yield is 104,541,000 bushels or 45 per cent. in excess of that year.

Going further into this wheat mathematical problem, which is a most interesting one from the standpoint of business, it will be seen that the yield is 72 per cent. in excess of the annual average yield 196,026,000 bushels for the 5 years from 1910 to 1914.

### Other Cereal Crops

Nor do the above stupendous figures illustrate Canada's cereal crops. The official Government figures on oats makes the total yield this year 481,035,500 bushels which were garnered from over 11,000,000 acres, making an average yield per acre of 43.33 bushels.

The yield of barley is now estimated at 50,868,000

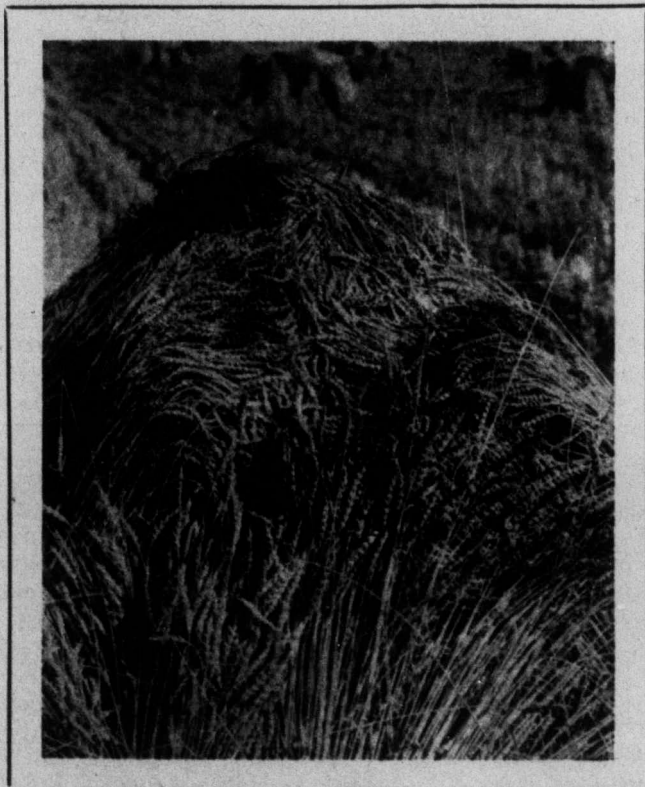
bushels harvested from 1,509,350 acres making an average yield of 33.7 bushels. The yield of rye is now placed at 2,478,500 bushels from 112,300 acres or 22.7 bushels per acre. The estimate on flax seed is 12,604,700 bushels from 1,009,600 acres of 12.48 bushels per acre.

The remaining grain crops of Canada whose yields have been recently reported on by the Government are as follows: Peas, 3,240,000 bushels; beans, 594,000 bushels; buckwheat, 8,101,000 bushels; mixed grain, 17,128,500 bushels and corn for husking 14,594,000 bushels.

In the three North-western Prairie Provinces the estimated yield of wheat is 304,200,000 bushels and of oats 305,680,000 bushels. By a little subtraction the yields of wheat and oats for the remainder of Canada can be readily secured.

Any pessimist who doubts the favorable position in which Canada stands to-day should memorize these figures. These have been secured from the records of the Department of Agriculture of the Dominion Government and are therefore as authentic as can be procured anywhere. It should, too, be remembered that while agriculture is Canada's chief occupation it by no means represents the entire wealth of the Dominion. Added to our cereal crops we have the products of the fisheries, the mines, and the forests. Then arising out of all these sources of production we have our factories that are employing thousands and thousands — all of which brings us an optimism of an exceedingly contagious character.

In succeeding pages of this, our Annual Fall Sales Number, will be found the ringing of true notes of "Business As Usual" in every article.



WHEAT. Canada has produced no less than 336,000,000 bushels of this King of Cereals this year.



# Splendid Christmas Prospects

Retailers in Every Province Point to Trade Having Been Beyond Expectations This Year — Outlook is Fine Because of the Good Crops—Methods Merchants Adopt to Get More of the Big Holiday Trade.

By Thirty-seven Canadian Dealers

**T**HAT retail business conditions throughout Canada are in a highly satisfactory position is attested to by replies Canadian Grocer has received from readers in all parts of the country. A number of questions were submitted and replies came in from every direction. One question asked was what methods retailers adopted a year ago to get more Christmas trade. Naturally the answers will be of special interest to every reader of the paper. Some of the replies are as follows:

**Hunter Bros., Rossland, B.C.**—"Business with us this year has come up to our expectations. This town is in a mining district and the pay roll is about normal, so that our prospects for fall and Christmas trade are quite fair.

"Last year we used the usual newspaper space as well as some special advertising to get after Christmas trade. On account of the uncertainties existing last year the holiday trade was not extra large, but this year the feeling is much better and we look for fair business."

**Geo. Lowe, Sidney, B.C.**—"So far this year business has been better than anticipated. Although there is little farming in this district, what crops there were were fairly good, and our fall and Christmas prospects are good. Last fall for the Christmas trade I stocked first-class goods, and when I recommended an article and guaranteed it, I stood by it. I maintain that a square deal to everyone is a big feature in securing a reputation."

**The Jenkins Grocery, Calgary, Alta.**—"So far this year business with us has been better than we anticipated. Crops have been excellent around here, and we expect to get a good share of the farmers' business, particularly as this present crop should put them on their feet and make them better cash customers. The fall and Christmas prospects are looking well. Buying of course is done more carefully, and probably we shall not be taking the chances we did three or four years ago. Last year, in order to get after the Christmas trade we showed early displays of Christmas goods, and paid more attention to selling Christmas lines. This brought us good results."

**H. W. Walker, Kinuso, Alta.**—"This year's expectations from a business standpoint have been realized. Crops have been good, and if markets were only better, it would be a splendid thing for the farmer. If the farmer can market his produce, we shall have a splendid fall and Christmas trade."

**D. F. Trackwell, Battleford, Sask.**—"Considering the conditions under which this town is working, business has exceeded our expectations. Crops have been unusually good, and farmers are getting in much better shape. All indications point to good fall and Christmas trade."

**Woodside's Limited, Saskatoon, Sask.**—"With us business has been about as expected and as good as last year. Crops have been considerably in advance of last year and farmers are in a splendid position to pay their accounts and buy heavily. Fall and Christmas trade prospects are good. Our chief method for getting this trade is Quality First."

**Samuel D. McMicken, Moose Jaw, Sask.**—"Crops in this district have been extra good this year, and business up to the present has been better than expected. Fall and Christmas prospects are fair. Threshing has been a little delayed on account of rain.

"Last fall Christmas business was not any too good on account of a lack of money but by keeping quality to the front and using personal salesmanship we found results to be more successful than if we had attempted to cut prices."

**G. S. Munroe & Co., Reston, Man.**—"Fall and Christmas prospects are good with us because of the fact that crops have been good and farmers are in a good position financially. Up to the present this year business has been considerably better than we expected. Last fall we bought very carefully, marked our goods at close prices and displayed them to the best advantage, and in every way endeavored to serve our trade better than before. We think it made for a good deal better business."

**Anderson & Langstaffe, Kemptville, Ont.**—"Business so far this year has a lead on 1914, and with good crops farm-

ers are in a good position to purchase as usual. Prospects for fall and Christmas trade are splendid. Last fall we endeavored to keep every Christmas line full and did not make any endeavor to sell from pictures. We believe in having the goods to present to our customers."

**T. H. Rogers, Carnarvon, Ont.**—"Business here has been as good as expectations. However, being in the lumbering district we may not be so well off as merchants situated in farming districts. Nevertheless, the total business for the year will exceed at least 80 per cent. of our best year. Crops were good in the district, but the quality was only fair, owing to damage through rain. Owing to the fact that only a few lumber camps will be in operation this year, we can say that fall and Christmas prospects are only fair. Last Christmas we eliminated all senseless gifts and endeavored to sell practical goods wherever possible."

**S. Bruegeman, Chesley, Ont.**—"With us so far this year business is ahead of last and much better than I expected. With few exceptions the crops in this district are good. Of course many of the farmers here go in extensively for stock raising and this has been a good year for that. We certainly anticipate doing a better fall and Christmas trade this year than last in view of the outlook. During the past year we have gone very cautiously, being careful to give no more credit than was absolutely safe."

**The Hudson's Bay Co., Dinerwic, Ont.**—"Our business here is chiefly with the Indians trading for furs. However, we are also doing a much nicer business here with the white trade than previously. This year's business up to this time is much in excess of last year, although in the meantime we have absolutely insisted on cash or thirty days, and weeded out all doubtful and bad accounts. This is not a farming section but we have a few homesteaders here who have done very well this year both in garden stuff and grains. Last Christmas we went in to show useful articles more than usual for gift giving, and had a good success. Much more needful things were bought than in previous years."



## CANADIAN GROCER

"Wishing you every success in the continuation of the good work you are always at, in the best of its kind."--  
Canadian Grocer.

**Mr. T. Hutchinson, Newton, Ont.**—  
"To get more Christmas trade we endeavor to purchase Christmas goods as carefully as possible—to anticipate the wants of our customers. We also display the goods as attractively as we can.

"We have had an average trade so far this year. Crops are above the average, and fall and Christmas trade prospects are fair."

**Samuel A. King, Providence Bay, Ont.**  
"Business with us has been rather better than expected. In fact it was nearly up to the year before the war. Crops have been good. Cattle buyers, however, are not quite so numerous as usual. Little timber was bought in this vicinity last fall and winter, and this caused money to be a little scarcer, but farmers are all in a good position financially. For Fall and Christmas trade the outlook is bright, although of course there is a tendency for some to hang onto their money."

**J. G. Pritchett, London, Ont.**—"With us trade has been much better, as we are quite a bit in advance of this time last year, and so have no cause for complaint. Farmers surrounding London are in comfortable circumstances, although the rains did considerable damage this season, especially to potatoes."

**J. E. Walmsley, Belleville, Ont.**—"Crops in this district were good, and the farmers are in a splendid position to purchase as usual. So far this year trade has been better than we anticipated, and the Fall and Christmas outlook is splendid."

In referring to methods adopted last year to get more Christmas trade, Mr.

Walmsley says, "We got busy and kept busy." Here is a good motto for any store.

**Wm. Gilbert, Cambray, Ont.**—"We believe that Fall and Christmas prospects look very bright. So far this year business has been better than anticipated. Crops were good, and farmers are in splendid shape to purchase lots of goods. Last Fall, one of the methods that got us considerably business was the fact that we paid the highest price for produce, and any goods we did not have in stock that were called for, we secured for our customers by express. We aim to give as good a service as possible."

**Ed. Mitchell, Norham, Ont.**—"Extra good, is the way we have to designate business up to the present this year; and in view of the good crops throughout the district, we are quite certain that farmers are in a better position to purchase goods. Fall and Christmas prospects are splendid, particularly when compared with last year when things were somewhat quiet following the outbreak of war."

**D. K. Clark, Hamilton, Ont.**—"Business has been better this year than our expectations. On account of so much wet weather, crops are falling a little below what was anticipated earlier in the season, yet they are still good enough to put farmers in a splendid position. Fall prospects are improving, and we are looking forward to a more hopeful Christmas trade than last year, and we certainly do not anticipate any return of the depressed conditions of affairs that existed a year ago. The number of unemployed is now comparatively few.

"To go after more business last year, we presented attractive window displays of seasonable goods, and we found this proved a most effective advertisement."

**R. B. Brown, Brigden, Ont.**—"So far this year business has been better than we thought by a good deal. The crops in the district are the best we have had for years, and although the harvest was slightly affected by wet weather, there has been no serious damage. Fall and Christmas prospects are very good

"We went strenuously after Christmas business last year by using the newspaper and circulars, and by offering our customers as good value as possible for the money. We endeavored to give them the best possible service. These methods brought out business."

**J. McEachren, Inglewood, Ont.**—"With us business has been better than expected this year. Crops were splendid in the district but some farmers were unable to complete the harvest owing to so much rain, it being impossible to place horses in the field. Nevertheless a good harvest has been gathered. Fall and Christmas prospects were better than we expected last year, and we anticipate they will be similar this year. Last year we made a big endeavor to get more Christmas trade by displaying Christmas goods earlier than usual."

**H. M. Stover, Kingston, Ont.**—"Crops have been good in this district, and farmers should be in a position to purchase as usual. Business, in fact, has been better than we anticipated this year. The prospects for fall and Christmas are very good. When new goods arrive, such as peel, currants, raisins, etc., I send out slips on which customers can easily fill in their orders. This gets considerable Christmas trade early in the season."

**Wm. Richards, Hamilton, Ont.**—"Business has been better with us if anything this year so far. Fall and Christmas prospects are fair. Many men in our district have left for the front."



A Western Canada autumn threshing scene—the extra heavy grain yield this year is going to mean much for the Canadian retailer.



## CANADIAN GROCER

**Rehder & Co., Paris, Ont.**—"With us business has been better than anticipated this year so far. All grain crops were good in the district, but potatoes are a little off on account of rot. With every man in the town employed and country outlook never brighter, we look forward to a splendid fall and Christmas trade.

"One of the methods we adopted last year to get more business was to have some two to three items each week referred to in our local newspaper ad. About eight times a year we send a circular letter to country prospects and customers, always getting good results."

**Wm. Ryan, Niagara-on-the-Lake, Ont.**—"Business has been far better this year than we expected, principally on account of the fact that the large military camp has been here ever since May last. Crops on the whole have been good, especially the fruit crops. There are, however, few potatoes on account of the wet weather and the rot. Fall and Christmas prospects are quite good on the whole. Our chief methods for getting more trade are 'one price, honest goods and obliging service.' I may say I have adopted these methods for many years, and they always worked."

**E. Walker, Harriston, Ont.**—"Crops around here were very good, but some damage was done by rain. Farmers in the district are in good shape financially and fall and Christmas prospects are fine. So far this year business has been much better and since April our turnover has increased over 50 per cent. Last year one of our methods to increase our Christmas trade was to buy only the best possible raisins, currants, peel, nuts, etc., and then we talked quality. We began selling Christmas goods early and kept at it with good results."

**The Chaudiere Mills Store Co., Breakeyville, Que.**—"Trade so far this year has been satisfactory with us. Farmers in this district sowed more grain last spring, and they have more to sell this fall. They should therefore have more money to spend than last year. We anticipate the usual fall and Christmas trade. Last Christmas we sold more holiday goods than ever before. We were giving a nice calendar to people buying their Christmas goods from us."

**W. J. Wilson, De Larche Street, Montreal.**—"Business is better with us than last year up to the present. Our trade is, of course, mostly city trade, and there is not very much done with farmers. At present the outlook is very bright for fall and Christmas business, and I find no one complaining.

I have just one method which I employ to increase business twelve months of the year. That is—A Square Deal to Everyone."

**O. Lacroix, Quebec, Que.**—"Our Quebec Provincial Exhibition, which I consider a good barometer of the spirit of business men, has had the best results for years this year, with a net surplus of some \$15,000. This will give you an idea of the re-awakening of the old capital of Quebec. So far this year's business with us has been better than anticipated. Everything seems to be sound. Farmers' crops in the district have been fairly good with the exception of potatoes, which are rather small, and will probably be dear. Oats were good, apples medium, and turnips plentiful and cheap. While fall provisions for the home began to move a little later than usual on account of the extra hot weather in September, yet it came in well later. Farmers are making better butter every year, and owing to good quality, this is selling well at high prices. The same applies to cheese and eggs, which are improving in quality too, due to better methods of the farmer. The oyster season has opened up well, with moderate prices for good quality. Fish is, too, selling splendidly so that we have no complaints to make.

"To increase our Christmas trade last fall we advertised freely, marked our goods at moderate prices on account of the cautious feeling among the people resulting from the war scare. However, we never talk war in business, and urge our people to live up to their revenue so as to keep money circulating."

**Jas. Devarenes, St. Paul, N.B.**—"Business with us has been better than we expected this year. However, on account of so much rain crops are not as good as they otherwise would have been. This has made fall and Christmas prospects just fair."

**W. A. Erb, Fredericton, N.B.**—"So far this year trade has been fully up to expectations. The crops have been fairly good, and farmers in this district are quite independent. So far as the future is concerned we see no cause whatever for alarm. To get more trade last year, I made it a point to make the store as attractive as I possibly could, and the result—well, anyway I got three meals a day."

**G. W. Mason, Glace Bay, N.S.**—"Business here has been improving during the past month or so after a comparatively dull summer. It, however, came up to our expectations this year. The hay crop is extra good in this district, and other crops only fair on account of the wet weather. On the whole

farmers should be better off than last year. The outlook for fall and Christmas trade is fairly good and it should be much better than last year. We advertise strongly around Christmas for more trade. Last year, of course, the coal mines were only working part time."

**Chas. H. Neville, Pictou, N.S.**—"This year business has been on a better basis all round. Crops were none too good in this district on account of wet weather, but the most of the farmers are in a good position. The fall and Christmas prospects were never better, and so far fall trade has been quite satisfactory. To get more Christmas trade we aim to show as many window displays of Christmas goods as possible, and we do extra advertising as well as get after trade by personal salesmanship over the counter."

**J. T. Irwin, Port Morien, N.S.**—"Careful selection of Christmas lines, is one of our best assistants in the selling of more holiday goods. We believe in displaying them attractively, and we believe in advertising. These methods get us results.

"Our business since January 1 has been better than we thought it would be. The hay and grain crops were good, and although potatoes have been rotting badly, farmers will be in a fair position to buy as usual."

**T. F. Courtney, Halifax, N.S.**—"Under the conditions which we are working, trade has certainly been better than our expectations. Crops are good as ever in the district, and farmers are as well off as ever they were. We anticipate usual good fall and Christmas trade. Our chief method for getting after this trade is newspaper advertising."

**R. E. Mutch & Co., Charlottetown, P.E.I.**—"Business has been fully equal to our expectations in almost every line since the first of January. Crops are above the average, and farmers are in an excellent position, therefore we anticipate a good fall and Christmas trade."

**Carvell Bros., Charlottetown, P.E.I.**—"On the whole crops in this district are good, and business has been quite satisfactory up to date."

**White & Pridham, Alberton, P.E.I.**—"As good as we expected is the way we have to designate business so far in 1915. The hay crops were quite up to the average but the grain crops were a little below. This may have some effect on the purchases of the farmers in the district. However, we expect a fair fall and Christmas business."



# Getting the High Class Trade

Hamilton, Ont., Store Where Feature is Made of Scores, if Not Hundreds, of Fancy Goods—  
Small Displays of Individual Lines Are Business Getters — Conducting a  
Business on an Expensive Property.

*Written for Canadian Grocer by Staff Representative.*

CROSSING the threshold of the grocery store of Jas. Osborne & Son, on one of the main streets in Hamilton, Ont., and right in the heart of the city, one is struck by the high tone of the various individual displays so appetizingly arranged, and the high character of the goods that go to make up these displays. In a word, the Osborne business is, first and last, a high-quality grocery business.

There are few grocery businesses in Canada which can quote history better than this Hamilton one. It was back in 1840—75 years ago—that the Osborne business was founded by the father of the present proprietor. The store has been in the same block ever since, although not exactly in the same location. Mr. Osborne, the present proprietor, has been there himself since about 1886 and was with his father back in the 70's. He is therefore well qualified to operate a grocery business.

## Displays That Sell the Goods

As intimated above, Jas. Osborne & Son specialize in fine goods. There are fancy cherries in fancy bottles, high-priced relishes, all kinds of fruit salads, expensive canned and bottled goods, etc., etc., everywhere to tempt the eye of the customer. When Canadian Grocer visited this store recently, there was an attractive little stand display of fancy cherries just inside the door to the left. This stand was not more than about two and a half feet square, and yet it sold large quantities of goods. Prior to the cherries, there was a display of a fancy relish in bottles, and Mr. Osborne pointed out that one of the salesmen made an attractive little trim of some dozen bottles of this relish and in one day the entire dozen had been disposed of. Across the floor was a table of other fancy lines, Mr. Osborne pointing out that this table alone sold large quantities of goods.

Standing on the floor, near the main counter, was a special fruit display stand, with seven or eight receptacles for fruit and vegetables.

"It is surprising," said Mr. Osborne, "the quantity of stuff that stand displays. It operates on rollers and can be moved to any point in the store. It keeps a display of fruit continuously in the eye of the customer and makes a compact display that is not in the way. While probably the greater percentage of the business done is phone trade, yet all these things tend to get business from those customers and casual customers who do come into the store. One fine piece of equipment is a large double receptable coffee grinder which cost several hundred dollars. Every time coffee is ground, the aroma from it permeates through the store, and Mr. Osborne says this means a considerable extra coffee business. Their windows are always

(Continued on page 82)



Interior view of Jas. Osborne & Son's store, Hamilton, Ont., showing the fine effect of displays of high-class lines. Note fancy cherry table to left and curved shelving. Vegetable display stand is at rear.



# CANADIAN GROCER

ESTABLISHED 1886

*The Only Weekly Grocery Paper Published in Canada.*

THE MACLEAN PUBLISHING COMPANY  
LIMITED.

JOHN BAYNE MACLEAN, President

H. T. HUNTER, General Manager

Publishers of Canadian Grocer, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada—Trade Newspapers and Magazines which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

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### GREAT BRITAIN—

London—The MacLean Company of Great Britain, Limited, 89 Fleet Street, E.C. E. J. Dodd, Director. Telephone Central 12960. Cable Address: Atabek, London, England.

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

PUBLISHED EVERY FRIDAY.

Vol. XXIX.

TORONTO, OCTOBER 29, 1915

No. 44

## THE FALL SALES NUMBER

THE ENDEAVOR of the editorial staff in the compilation of the articles in this, Our Annual Fall Number, has been to present an array that will be of practical benefit to the retail trade. The methods of men and their aims and objects in conducting selling campaigns along various lines constitute the feature. Particular attention is given in the window and ad.-writing departments to the selling of Christmas goods in view of the proximity of the great festive season.

It was many years ago that we first began to issue this Fall Number. It has become a feature just as regular to every reader as any other issue of the year. We believe the trade will find this particular number the most practical that has ever been placed before them. The facilities of the editorial staff for securing first hand information from aggressive Canadian dealers are increased from year to year and this year we have been particularly fortunate in getting some of the best available interior and window displays and other practical informative matter. There are scores of bright, practical ginger-up selling ideas from men actually in business, many of which will be found valuable.

We tender the suggestion that each reader allot a certain amount of time to the study of both the ideas of their fellow merchants and the advertisements of the many lines they stock on their shelves. It will be well worth while.

## OVER-WEIGHT SHOULD BE WATCHED

ONE OF THE chief leaks in many a grocery store is the loss due to giving over-weight. In a certain Canadian grocery store recently a specific example of this was observed and pointed out to the retailer. A customer 'phoned for biscuits among other items.

These were being quoted at 18 cents a pound. The invoice cost of them being 13½ cents. When the clerk had put up the biscuits in a paper bag, it was observed that the weight was over the pound. On figuring in the over-weight to the cost of the biscuits, the discovery was made that the retailer was only getting 12½ cents for what had cost him in the first place 13½ cents.

Over-weight is frequently given in tea put up in paper bags which can be scarcely observed when the grocer is weighing out a single pound. A case is known where 10 pounds of tea weighed out in this way when put on the scale were exactly four ounces over-weight. As tea is an important seller in every store, it can be easily figured what this 4 oz. would amount to in a year's business, even if the grocer only sold 10 pounds of the tea a day. Four ounces lost for say 300 days of the year would be 1,200 ounces, or 75 lbs. in a year. At 30 cents a pound, this would mean a loss of \$21.50 on over-weight of tea alone.

The weighing problem is a most important one and it should be given every attention by the retailer. No one can afford to give his goods away.

## IMPORTANCE OF SELLING QUALITY

THERE IS nothing that will change customers from one store to another more quickly than cheap, unsatisfactory goods.

CANADIAN GROCER has always stood for quality. This paper has ever maintained that the grocer situated among a good class of customers and who caters to the best tastes of those customers, is the man who is going to make the greatest success, other things being equal. Price of course is an important thing in buying, but it should not be sacrificed for quality if the question arises between the two. Money saved on buying cheap goods is not always a good thing.



If a customer becomes dissatisfied with such goods—and this happens frequently—then it means the loss of that customer and of the profit from all the goods she would purchase from year to year.

In a small grocery store the other day a woman grocer pointed out that she had sold no less than 200 lbs. of butter up to half past eleven o'clock in the morning. On asking her the reason for such a big sale in such a small store, she pointed to the fact that she was most particular about the quality of the butter she bought and sold. People in the district had learned that any butter that she offered for sale, and which was guaranteed by her was always good. As a result her butter trade had grown enormously and as every dealer knows, once people get coming into the store for one thing they are bound to purchase others. Had this woman been careless about the kind of butter she secured, getting good butter one day and poor the next, her butter trade would have been inconsequential.

Nothing will keep a good customer better than quality goods and nothing will lose a customer more quickly than cheap goods.

#### THE FRONT COVER

READERS of CANADIAN GROCER will no doubt remember the many excellent front covers which have appeared on the annual spring and fall numbers of this paper. With this issue we have added another worthy addition to the series. The idea behind the cover is the fact that Canada is this year harvesting a record crop, which will be marketed at fair prices and will thus bring hundreds of millions of dollars to the Dominion for circulation. This idea is shown allegorically in our cover, which is gotten up in the modern poster style, now very popular. It is printed in four colors and shows wide stretch of country with green fields in the foreground, and stooks of grain piled here and there upon them. Over all is the figure of Ceres, the Goddess of the Fields, who is holding the Horn of Plenty from which she is pouring out gold broadcast over the country. This year's front cover is especially significant in this year of 1915, when cereals are in great demand in Europe, and Canadian crops have been particularly heavy.

#### A BRIGHTER OUTLOOK

EVIDENCE that money from the new crop has begun to circulate is to be found in the fact that last week there was an increase in the bank clearings in Western Canadian cities as well as in the East. In Winnipeg this increase amounted to nearly \$4,000,000, and several other Western cities also made good showings. Trade indications point in the same direction. For staple lines there is a marked increase in the demand from country districts, as compared with a year ago, although in the cities there is little

change in the conditions. The marked improvement in the demand for staple hardware lines is an indication of this. Manufacturers of many food-stuffs, also report business better than a year ago.

Last week figures were given out by the Department of Trade and Commerce respecting the trade for August, and they show an increase in practically every division with the exception of that of agricultural products. Mines, fisheries, forest, animal, manufacturers and miscellaneous exports, all show a substantial gain as compared with the figures of the previous year. From comparative figures it is noted that the export of manufacturers is more than double the figures for August, 1914, or those of 1913. Animal products show a total double the exports of 1913, and \$1,000,000 in excess of those for August, 1914. The aggregate of merchandise exports is \$48,998,484 as against imports of \$40,832,822

A statement issued from official sources in Vancouver is to the effect that no less than 30,000,000 feet of lumber is being shipped on vessels especially secured for this purpose, this quantity represents slightly less than the total provincial exports for 1914. The pleasing feature of this business is the large proportion of low-grade lumber marketed. The timber sales in British Columbia recorded during the month of August cover an estimated total of 10,100,857 feet of saw logs, 85,000 lineal feet piles of timber, and 1,234 cords of pulpwood, cordwood, etc.

#### SHOWCARD WRITING

IN THIS issue appears lesson No. 10 of a series on showcard writing prepared for Canadian Grocer by R. T. D. Edwards. The value of showcards for assisting in attracting attention and creating sales cannot be over-emphasized. In the large stores, and in a fair percentage of the smaller ones, showcards are used extensively. There is, however, a tendency on the part of some merchants to overlook the importance of showcards. A man who has made a close study of retail conditions, in a recent address, stated as follows:

"I find a large number of small advertisers seem to be overlooking the merits of interior and show window cards. Very often you will see sales advertised in newspapers in spread-eagle style, yet you will find by visiting the store advertising in this manner that things are going along, both inside and out, just the same and with no more enthusiasm or action than if nothing unusual had been advertised. The use of attractive showcards catches the customer's eye who may or may not have read the newspaper advertisement. Customers responding to advertised sales are frequently compelled to cross-examine clerks in order to learn what should have been on display cards in a conspicuous place. The card in front of the prospective purchaser is a powerful reminder at the psychological moment."



# Phone Trade Over 85 Per Cent

Situation Became So Acute, Dionne & Dionne, Westmount, Que., Were Compelled to Put in An Exchange, With Ten Lines—Head Clerk Keeps Girl Operators in Touch With Prices — Salesmanship Over the Phone Necessary to Best Results.

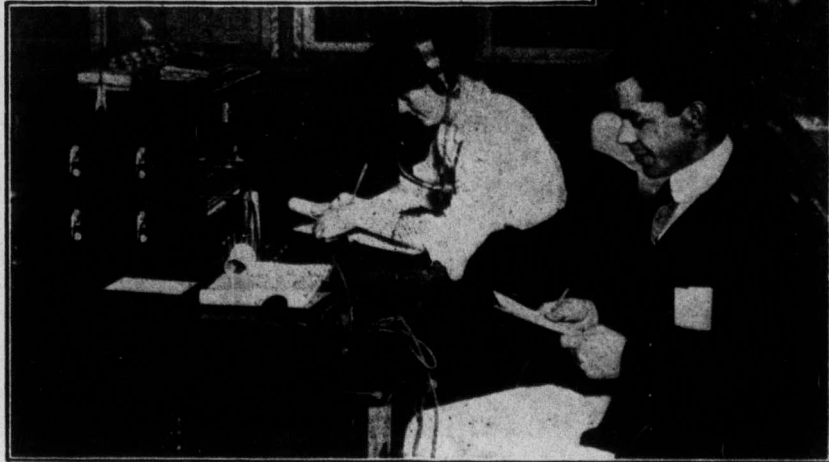
*Special Staff Correspondence*

WHEN the telephone end of the business increases to a point where it amounts of eighty-five per cent. of the entire business done, the time has arrived when the telephone requires at least as much attention as the interior of the store. It means that the phone business has exceeded that done over the counter. It has been the practice of some grocers in the past to discourage giving of orders over the phone, but there are some districts, especially residential districts, where the amount of grocery business transacted over the telephone is on the up-grade. Eventually, as in the case of Dionne & Dionne, St. Catherine street west, Westmount, Que., it reaches a point where some radical departure is necessary, because the average store is not fitted to handle telephone orders efficiently.

Westmount is a city of considerable size, located on the outskirts of Montreal. The oldest and one of the largest stores is that referred to above, which was opened about the time when Westmount's growth was at its height. The store grew with the city, not only in size, but in its methods of doing business. As there are few residences in Westmount without a telephone, it naturally followed as the store and its clerks became well known, that customers got the habit of phoning their orders.

The telephone business eventually became a problem. Customers were calling up their own particular clerk at all hours of the day. Possibly that clerk was at the moment in the act of serving one of the firm's best customers over the counter, and complaints began to come in thick and fast from those who were being neglected in the store. It sometimes happened that a clerk was called to the phone several times while serving one customer. In other words, the telephone as then conducted, was liable to injure the business.

There was nothing but to devise a scheme whereby telephone orders might be attended to separately. A telephone exchange was decided upon. A special room was set apart for this between the grocery and the meat departments. A start was made with ten lines. It was decided to place this in charge of the most experienced clerk in the store, who would have under him three female operators. This meant a lot of work at the beginning. It took time diplomatically to induce customers not to call up for their pet clerks. On the other hand, the girls, not being very familiar with the



View of the Dionne Telephone Exchange.

business, were not able to handle the orders as well as might have been wished. They were not acquainted with prices, and thus could not answer customers quickly and accurately. It required time and patience before the system proved a success, which it eventually did. The same girls have been retained since the system was introduced three years ago, their wages averaging between eight and ten dollars per week.

As already stated, an attempt was made at once to restrain customers from calling up clerks. Communication with clerks was discouraged as much as possible, but there were many old customers who thought they could not do business through any other employee, and it was necessary to make exceptions in their cases. However, a hard and fast rule was made, that if a clerk when called was serving a customer over the counter, the person on the line was asked to leave her number. This was not always satisfactory at first to the customer, but they are now seeing the reasonableness of this ruling. Thus, when the clerk is through with his customer in the store, he goes direct to a special phone in the store, where he is able to call up the customer and take her order. There are special telephones for this purpose in the grocery dept., in the meat dept. and in the office.

The result of the introduction of the exchange is that a customer is now never informed that the line is busy. Even if every line is busy, there is always a customer nearly through and the words, "just a minute," are all that is necessary to hold the customer until the line is open.

There are four operators, each of whom looks after two lines. The male operator is on the job at 7.30 a.m., taking note of what is new in the store, and of price changes. When the girls arrive, he spends a little time keeping them posted on prices of the day, whereupon the work proceeds smoothly until one o'clock, when the male operator leaves to work behind the counter, this being the hour when slackness begins. During the afternoon until towards 4.30, the three girl operators can very easily handle the exchange.

It might be assumed that the art of salesmanship is at a great disadvantage in a case of this kind; that if business continues to come in over the telephone more and more, the day of the expert salesman will be gone. This may be true to a certain extent, but it will take as good a man to get business over the telephone as it formerly did over the counter. The power of suggestion can be used perhaps more effectively when the customer is in her own home. At any rate, each of these operators is trained after taking an order, to state what is new in the store, or to name lines that require to be pushed. An expression such as, "We have just received some new pineapples at such-and-such a price," often results in extra sales.

On the top of the exchange are eight push bells, each with a different sound. Each clerk has his own particular bell.

The installation costs \$680 annually, which, plus the cost of operators, brings the price to a fairly high point. It pays, however, according to Dionne & Dionne, for it means increased satisfaction.



# Selling More Confectionery

Methods Adopted by the Big Holman Store in Summerside, P.E.I.—Fine Displays and Aggressive Advertising Chief Among Them—Silent Salesman and Shelf Trims—Sell High-Grade Goods.

*Written for Canadian Grocer by Staff Representative*

**M**ERCHANTS who try to sell things usually sell them. Now often one hears a dealer saying he cannot sell provisions, confectionery, fish, etc.! The chances are he puts in a stock of one of these lines and hides it away somewhere in the warehouse or behind the counter or at the most shows it in a not too attractive way. The natural result is he doesn't sell much. This often leads him to the conclusion that there is no money in confectionery, provisions, etc.

Take a glance at the accompanying illustration. This shows the confectionery department in one of the largest stores in Eastern Canada—that of R. T. Holman, Summerside, P.E.I. If you had a confectionery department like this in your store, don't you think you could sell candies?

The Holman store handles the high grade lines of chocolates as well as some of the cheaper lines. These are advertised in the newspapers as well as in circulars and sometimes even on the moving picture films. This is all in addition to the fine display inside the store and personal sales' talks on the part of the clerks. While it is sometimes difficult to trace actual results from the advertising, etc., yet the increase in sales from year to year and the success of the candy department is sufficient proof that the selling methods are effective.

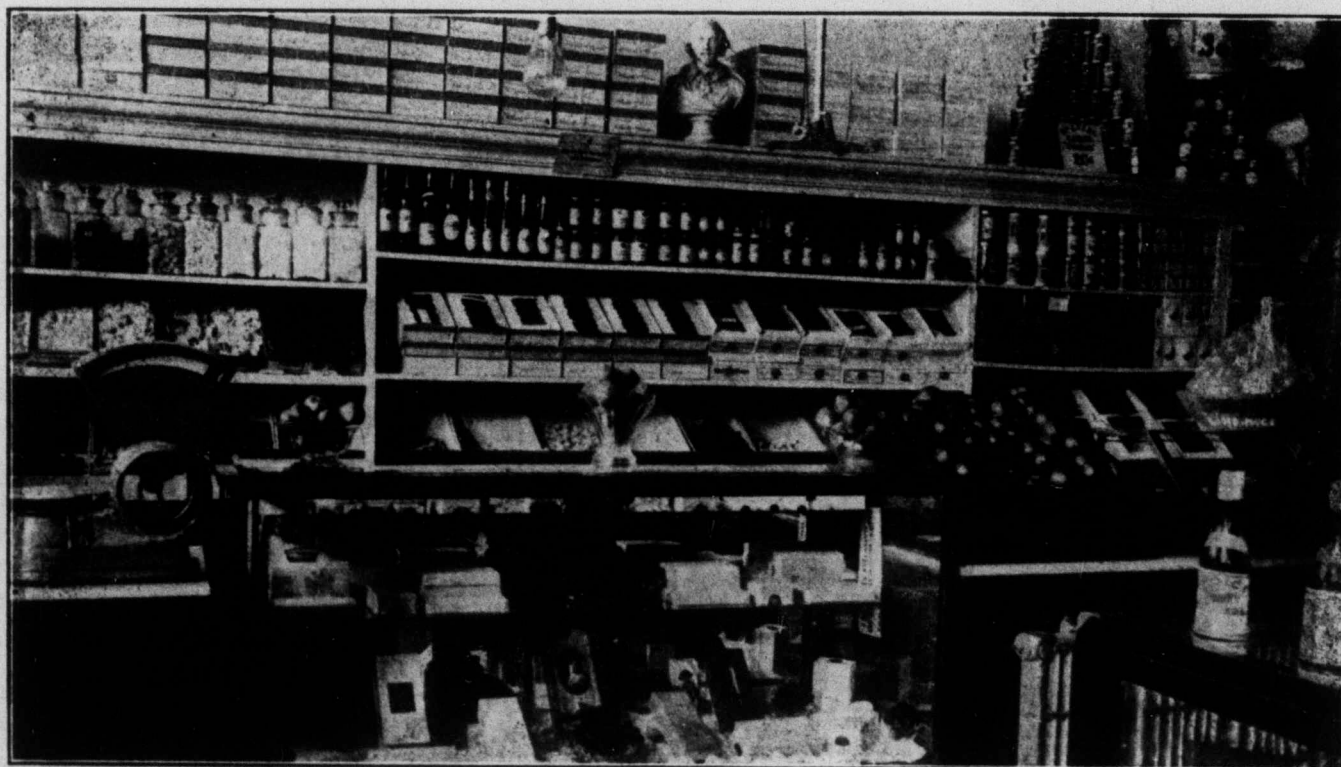
## Handy to the Door

The candy department is located directly inside the front door and every customer going in or coming out of the grocery department must pass by the confectionery display. He cannot fail to see a fine array of high grade chocolates in the big silent salesman which is most prominently situated. Other methods have been used effectively to increase the sale of candies, such as a guessing contest as to the number of tons of candies that would be sold within a given period.

The R. T. Holman store has demonstrated that there is no reason why the high class chocolate trade should be going to the druggist. So far as they are concerned this is not the case in Summerside. This store is probably selling more good chocolates than any other store in the city and is recognized as a centre where good candy can be bought.

## Pays Good Profit

This condition of affairs cannot be said to exist everywhere and Canadian Grocer has many times pointed out to its readers that there is no reason why they should not increase this department of their business, by going after it with effective selling methods. Once this department is developed so there is a respectable turnover there is no line, or at least very few of them that pays a better margin of profit above overhead expenses.



An interior view of the R. T. Holman store, in Summerside, P.E.I., showing the attractive confectionery department.

# Selling Methods of a British Columbia Dealer

How the West End Grocery Co. of Victoria, Goes After Business—Careful Watching of Credits  
—All on 30 Day Limit—Employing Motor Delivery—Window Displays Changed  
Semi-Weekly

**I**N Victoria, B.C., there are a number of fine grocery stores. Among these are the stores of the West End Grocery Co., Ltd., under the management of James Adam, formerly of Lady-smith, B.C. The view on this page is that of the West End Grocery Co.'s store on Government St. while the one on the opposite page is of the Cook Street Grocery.

The West End Grocery Co. store is one of the oldest established and largest grocery stores in the West. It was only last March that it came under the management of Mr. Adam who took charge at that time until the end of the present year, with an option of purchasing. A full line of general and fancy groceries, fresh fruits in season and provisions are carried and there is a butcher department where local meats are handled. This will be seen to the left of the photograph.

## Must Pay Up by the Tenth

The present management is particularly careful about credit, this phase of the business being watched exceedingly closely. In referring to this part of the

management Mr. Adam stated: "Our Business is now on a strictly thirty day basis and we cannot allow any accounts to stand over the tenth of the month following. This has caused our cash sales to increase considerably, which is very gratifying.

"While," he added, "we do not favor the cut rate slicing of staples we usually have a leader or two for the week end. We find the people look for these now in our daily advertising in the local newspapers and in our windows which we aim to have as attractive as possible. We believe that courteous salesmen of good appearance and cleanly in their habits go a long way to secure new trade and hold present business. We find that these methods combined with salesmanship among all the salesmen, have brought a steadily increasing trade."

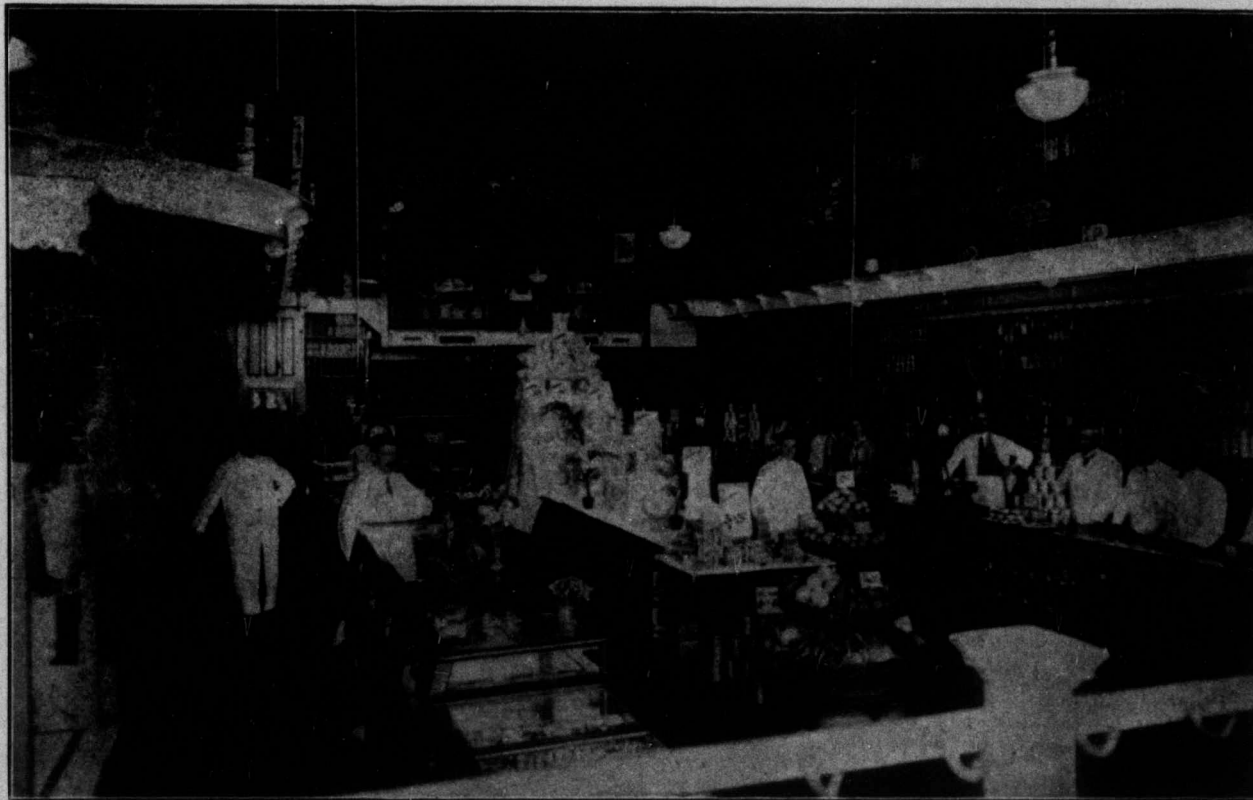
## Special Flour Display

Interior display is, too, carefully attended to. A glance at the photograph will show that the West End Grocery Co. aims to present the goods to the public as attractively as possible and

at the same time to show as many goods as possible. In the centre will be observed a display of flour of a special brand and in referring to this Mr. Adams stated that it brought good results. Now is the big flour selling season. Package goods will also be seen on a table beside the flour display, neatly arranged with price tickets. In front of that again is a vegetable display fountain showing all kinds of garden produce, lemons, oranges, etc. This has proven to be a particularly fine salesman on account of the fact that it shows the goods so attractively and gets the attention of the customer in the store. Since the photograph shown herewith was taken the store has been done over in white and ferns and other plants have been added in abundance. The in white, and ferns and other plants salesmen have taken the place of the counters entirely. Meats are kept under glass and everything else in as sanitary a manner as possible.

## Twenty-One on the Staff

Both motor and horse deliveries are used, but by the end of the present year



View of the West End Grocery Company's store interior on Government Street, Victoria, B.C. A feature is made here of attractive displays. Note silent salesman and fruit and vegetable display stand.





Attractive interior of the Cook Street Grocery, Victoria. This is fitted with display counters, dust-proof bins, silent salesmen, cash register, biscuit case, etc.

the expectations are that all delivery will be horseless. The staff numbers 21 and according to the manager, the turnover is increasing month after month. "Every time the order man goes out for orders he takes with him some particular special line of which we are aiming to increase the sale among the outside customers and he usually gets results," said Mr. Adams.

Cash is carried to the office by the use of cash carriers, the office being at the rear on the balcony. Until last December the company had a liquor department in connection with the store but this has been eliminated. The West End Grocery is on Government St. and in a retail centre.

#### An Important Location

The Cook Street Grocery is located on the corner of Cook and Fort Sts. with six separate car lines passing the door. This makes it a particularly bright and lively corner and naturally a good one from the standpoint of a grocery store.

A glance at the picture will show that cleanliness is a feature and that here is a bright sanitary store. Among the fixtures will be observed silent salesmen, refrigerator cases, tobacco case, dust proof display bins, counters, with display sections, oak shelving, computing scales, cash register, biscuit case and three or four show cases. This store employs eight clerks, whose duty it is to sell as many goods

as possible. One of their specialties too is service, because one of the ideas behind the company is that the customer is going to the store that gives her the best service, other things being equal.

#### Employ Motor Delivery

In reference to the operation of the business Mr. Adam points out that all windows are changed twice each week and there are five windows in all. These account for a big lot of business. He is a firm believer in price tickets—he says they are half the battle. He believes in always having something new displayed, prompt delivery, small profit and quick turnover. Deliveries from this store are done by motor entirely. The credit terms are the same as in the West End Grocery store on Government St.—that is strictly 30 days, all accounts to be paid by the 10th of the following month. Cash and credit are about equal.

Mr. Adam was in the general business in Ladysmith prior to going to Victoria. His firm there was known as Blair and Adam. The business was closed there and Mr. Adam started in Victoria immediately after bringing the entire staff with him. The Cook Street store is in charge of Robert Greaves, employed with him 12 years. All of the staff are old employes ranging from five to ten years and all came with him from Ladysmith. In connection with the Cook Street grocery there is the Gladstone Grocery at the corner of Gladstone Avenue and

Fernwood Rd. under the management of Frank Beach. He is also an old Ladysmith employe.

#### Business Conditions Fair

In referring to business conditions in Victoria, Mr. Adam says that it keeps up well. Competition is keen and prices in some cases lower than they should be on account of price cutting among a few of the big stores. This he thinks will soon wear itself out. "Our trade," he added, "is every bit as good as this time last year. In fact sales are better."

#### CHICLE USED LONG AGO

Chicle is the sap or gum of a Mexican fruit tree, the Sapote. The Mexicans have used it for centuries as a chewing gum. Christopher Columbus had reported its use by natives of the New World; and was granted a royalty by the Crown on the sales of it. The first chicle to appear in the American market was brought from Mexico in 1874 with the idea that it could be substituted for rubber in making wagon or bicycle tires.

#### WHY?

"Phawt are thim buckets for on the shilf in the hall?"

"Can't yez read, ye fool? It says on them, "For Fire Only.""

"Thin why hov ye put wather in thim?"—Boston Transcript.



# Forty Years in Same Place

Record of F. J. Ramsey, a Western Ontario General Merchant — Talks of Changes in Business Methods From the Early Days—Outstanding Accounts Greatly Reduced, Due Partly to Advance of Mixed Farming—Merchants Buying Oftener

Written for Canadian Grocer by Staff Reporter.

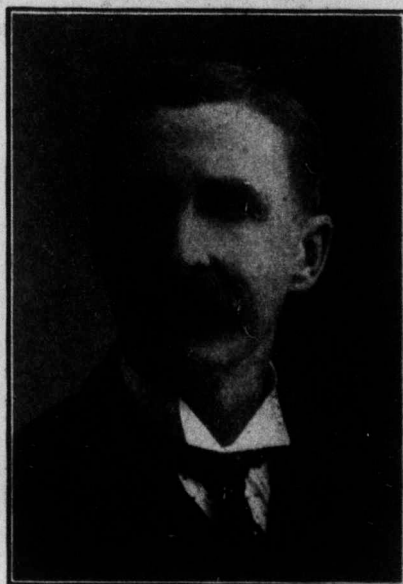
**F**ORTY years is a long time for anyone to be in one business and in the same town at that. This is the record that has been reached by F. J. Ramsey, a general merchant in the live town of Dunnville, Ont. It was back in 1875 that the Ramsey business was established, and anyone around the town will tell you that Mr. Ramsey has certainly made a success of it. With a history that dates back this far, the proprietor of such a store is in a splendid position to compare the old days with the present. Everyone knows that times have changed and are changing every day. To-day's methods, no doubt, will be antiquated 20 and 40 years hence. Mr. Ramsey has witnessed the many changes that have occurred in the past 40 years and as he is hale and hearty to-day, he is sure to see a great many more changes in the future.

"There was once a time," he said, when we used to carry some \$10,000 on our books. To-day we do not have one-fifth of that amount. This shows that the farmer has been educated into paying his bills more promptly since the days gone by. Accounts used to run from one year to another, years ago; but to-day a great many people are paying cash, while some accounts are only running a month or two or three months. Of course, as we know all our customers very well, having been in the business here so long, we know exactly what to do in regard to the matter of getting in our money.

## Wooden Veranda Gone

"Dunnville itself has, of course, changed from the early days. We used to have the old muddy streets, and I remember an old wooden veranda over the front of our store. To-day our main streets are paved and the wooden veranda has been replaced by modern plate-glass windows, awnings, etc. Whereas, too, the farmer used to go in for grains only in the early days, he is doing more mixed farming now, and therefore is in a position to pay his bills more often.

"There was a time, also, when I used to buy up all the butter and eggs I possibly could get, and this, of course, brought a large number of farmers to deal at our store. To-day, butter and eggs are taken to the market, and this has, of course, affected to a considerable extent our grocery trade."



F. J. RAMSEY.

A veteran who has spent four decades in business in Dunnville, Ont.

## A Handicap to Country Towns

Reverting to the catalogue house problem, Mr. Ramsey said: "It is an undoubted fact that the mail order houses are holding back a large number of towns and villages all over Canada. In my opinion it is not right that they should take money from a community to help build up the big cities and pay nothing for the upkeep of that community. That is unfair and has certainly been a great handicap to many centres. The centralization of trade in this way is an injury to the general prosperity of the country for, unless all parts of it go ahead prosperity is going to be centred in one or two places and that is not good for the Dominion as a whole.

"Taking all in all, we can sell just as cheaply as the mail order house, and it is often a matter simply of people thinking they can get better prices at the distant store, forgetting entirely that they have to pay cash for same, and submit to delays. Take wallpaper, for instance. We can buy it just as cheaply to-day as any mail order house, and we are selling it just as cheaply. That does not prevent a number of people going to the mail order house for their wallpaper, because they have not been fully educated up to the fact that they are not saving money."

## Buying More Frequently

"One of the other big changes from the days gone by," added Mr. Ramsey, "is the method of purchasing. To-day merchants throughout the country districts are buying in smaller quantities and paying oftener than they used to. This means a more rapid turnover and a more up-to-date stock. People have been educated up to the point of buying a better class of goods and therefore it is not always safe to purchase large quantities, particularly of dry goods, men's wear, etc., and take a chance on it being saleable months and years hence."

Mr. Ramsey has been a newspaper advertiser for many years, and recognizes the value of white space judiciously filled with result-getting copy. Living, as he does, in a live town which has kept pace with modern improvements, he has been favorably situated so far as business is concerned. He takes a keen interest in farming. Some years ago he used to own a stock farm near Dunnville and dealt largely in imported cattle, horses and sheep, and he made considerable money out of them. This was run as a side-line to his general store business. The Ramsey store deals chiefly in dry goods, men's wear, boots and shoes and groceries.

## GETTING THE HIGH-CLASS TRADE

(Continued from page 75)

neatly but simply dressed, and usually in that day, both on account and from cash sales; how many credit sales they made; the total number of transactions, etc., etc., and, as pointed out above, the basis of the whole thing is the cash register record.

The short amount of time that it would take a retailer to get these valuable figures should not prevent any of them from keeping this or a somewhat similar record. It may mean the difference between success and failure, because it acts as a check on indiscriminate credits and points out the way when the amount of unpaid outstanding accounts ought to be curtailed. By comparing this record with corresponding days of the previous year, the trend of business can readily be seen. If it is going behind, a greater endeavor can be used to bring it up to the mark. This daily statement of business is a valuable record. There should be more of them.





## WINDOW TRIMMING



### *Winners in the Last Christmas Contest—Need of Several Good Selling Trims Between Now and Dec. 25*

IT has been the custom of Canadian Grocer for many years back to run a Christmas Window Display Contest open to Canadian grocers and their clerks. These contests have been the means of creating widespread interest in window display and we have frequently been told that they have done more to encourage good window dressing than anything else in Canada.

Last fall, despite the outbreak of the big European war, this contest was announced as usual and the windows that came in after Christmas in response to this announcement were among the best, if not the very best that ever have been received. This, too, is saying a great deal when the displays which won the contest in 1913 and which appeared in our Fall Campaign Number of last year are considered. Nevertheless a glance at the winners which are reproduced on the following pages will show that the art of display in Canadian grocery stores has reached an exceptionally high point. It will be remembered that two of the winning windows were reproduced in January last when the entire list of winners was announced. It has, however, been customary for Canadian Grocer to reproduce the six winning displays in our Fall Campaign Number in view of the fact that they come in handy as suggestions for the coming Christmas trade. All are therefore shown in this issue. Christmas is now less than two months ahead and every dealer will soon be planning his Christmas windows.

#### **Almost a Necessity**

During the biggest holiday season of the year, a fine and imposing window is almost a necessity if the dealer is going

to get his share of the trade in his community. The displays on the following pages all contain suggestions that could be used with profit in what every dealer must make the best trim of all the year. Canadian Grocer would strongly urge that the trade file these displays or keep the paper handy where they can be consulted at a moment's notice. We are great believers in the art of display. Ever since the paper was established some 29 years ago, we have endeavored to present

to our readers the very best in window dressing and naturally take considerable pride in the results secured by our readers. The numerous contests that we have opened during the past number of years have, we feel sure, been followed by splendid results.

#### **More to Come Later**

Last Christmas a large number of displays were submitted for the contest. Only half a dozen of them or so are shown here. A large number of the others will be reproduced between now and Christmas when they will do the most good. In the opinion of the judges many of them fell little short in selling power and attractiveness of those that won the prizes.

We are now well on into the second year of the big war. This time last year things were more or less demoralized, but we now are all looking with assurance to the future. The Christmas trade this year will undoubtedly

be bigger than last. People are more confident. The crops have been good and the farmers have more money to spend. The Christmas window is one of the big selling assistants which cannot be overlooked.

Some dealers make little or no endeavor to present something special during the Christmas season but simply place a

(Continued on page 94)

#### **WINNERS IN 1914 CONTEST**

*The winners in Class A (cities over 10,000 population), Canadian Grocer Window Dressing Contest of 1914, were the following:*

*First Prize—D. W. Clark, Toronto, dressed by Mr. Knight.*

*Second Prize—J. D. Jay, manager Dixie H. Ross, Victoria, B.C.*

*Third Prize—Nation & Shewan, Brandon, Man., dressed by J. F. Nichol.*

*JUDGES—H. C. MacDonald, Arthur Hardy, and J. C. Edwards, all members of the Canadian Window Trimmers' Association.*

*RUNNERS up in the Contest—Island & Bamford, Toronto, dressed by C. J. Bamford; F. C. Harp, Brantford, Ont., by Arthur Harp, and Wm. Care & Son, Toronto.*

*Winners in Class B (business places under 10,000 population) were:*

*First Prize—Puckett & Scilley, Oshawa, Ont., dressed by Geo. Puckett.*

*Second Prize—K. F. Oxley, Kelowna, B.C., dressed by Ernest Langley.*

*Third Prize—Ruppel & Co., Elmira, Ont., dressed by C. Percy Ruppel.*

*JUDGES—Same as for Class No. A.*

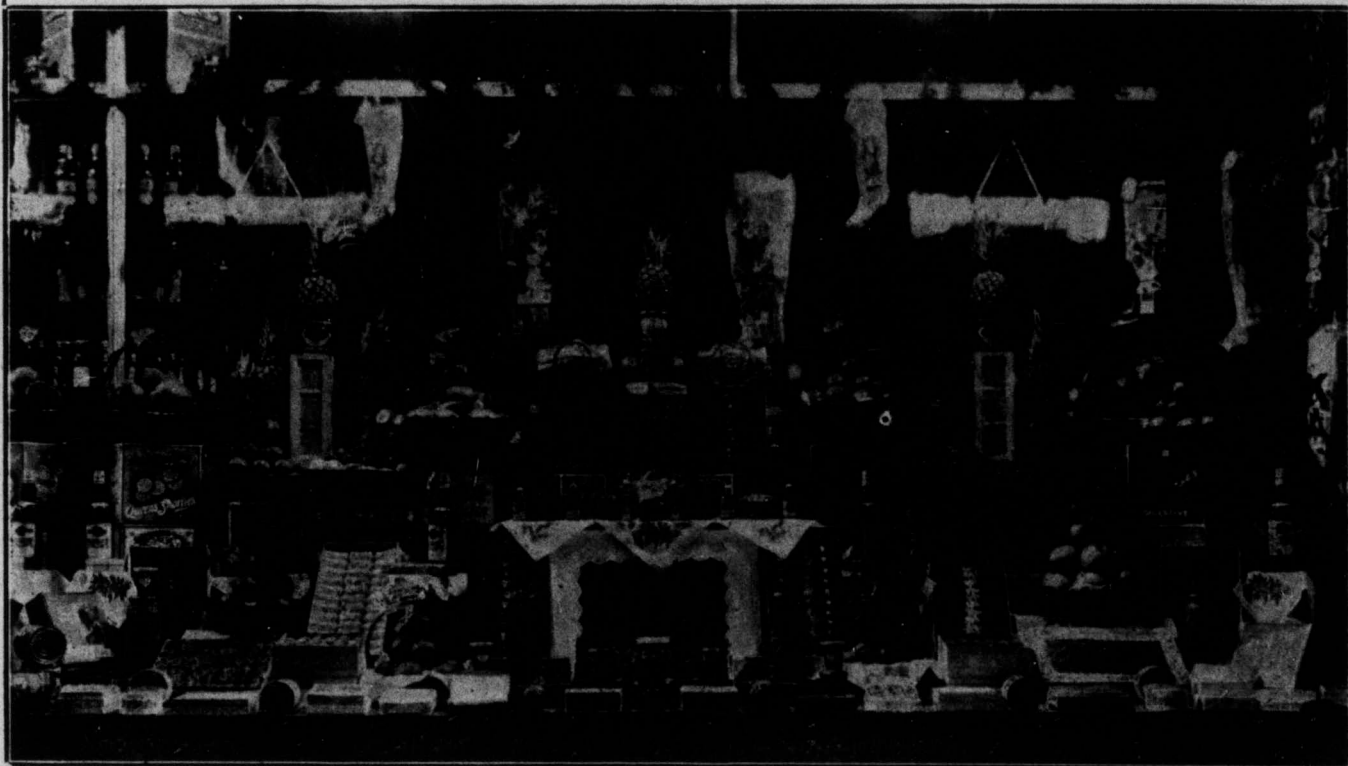
*RUNNERS up in the Contest—The McKenzie Co., Kelowna, B.C., dressed by R. Johnstone; Mathison Bros., Whitby, Ont.; and A. Norrington, Milton, Ont.*

*The prizes in each class consisted of \$5, \$3 and \$2 respectively, making ten dollars for each class and \$20 altogether. Canadian Grocer will again conduct this Christmas window dressing contest, the prizes and regulations being the same as a year ago. Full particulars are given on another page. There is but one word of warning—see that you get a good picture from your photographer.*

## A First Prize Winner

Christmas Trim Shown by D. W. Clark, Toronto, Which Secured First Prize in Canadian Grocers' Contest, Class A—An Appetizing Arrangement That Created Large Demand.

*By D. W. Clark, Toronto.*



Winner of first prize in Class A—Shown by D. W. Clark, Toronto, and it sold large quantities of goods.

**T**HE accompanying display was arranged by one of my salesmen, Mr. Knight. The foreground was composed of crystallized and glace fruits, boxes of stuffed figs and dates and also bottles of figs in syrup. In the next row were boxes of table prunes and figs and table raisins, bottles of mincemeat, jellied cranberries and bottles of preserved fruits. The baskets contain oranges, tangerines, pomegranates and grape fruit. There is a large box of figs in the centre and boxes of fancy crackers. The next tier is composed of fancy canned fruit, fancy biscuits in tins, California fruit in tins, bottles of unfermented wine, salted nuts and shelled pecans, and almonds and walnuts in boxes with fancy paper. The top cases contain comb honey, biscuits, pineapples, baskets of fancy fruits, puddings, etc. Dates taken out of the boxes may also be seen as well as baskets of fancy crackers, and hanging from the bar are large Christmas stockings, as well as big crackers, the whole being decorated with evergreens.

The colors in this window blended very nicely, which unfortunately cannot be shown in the illustration here.



## Prize Winner in Class B

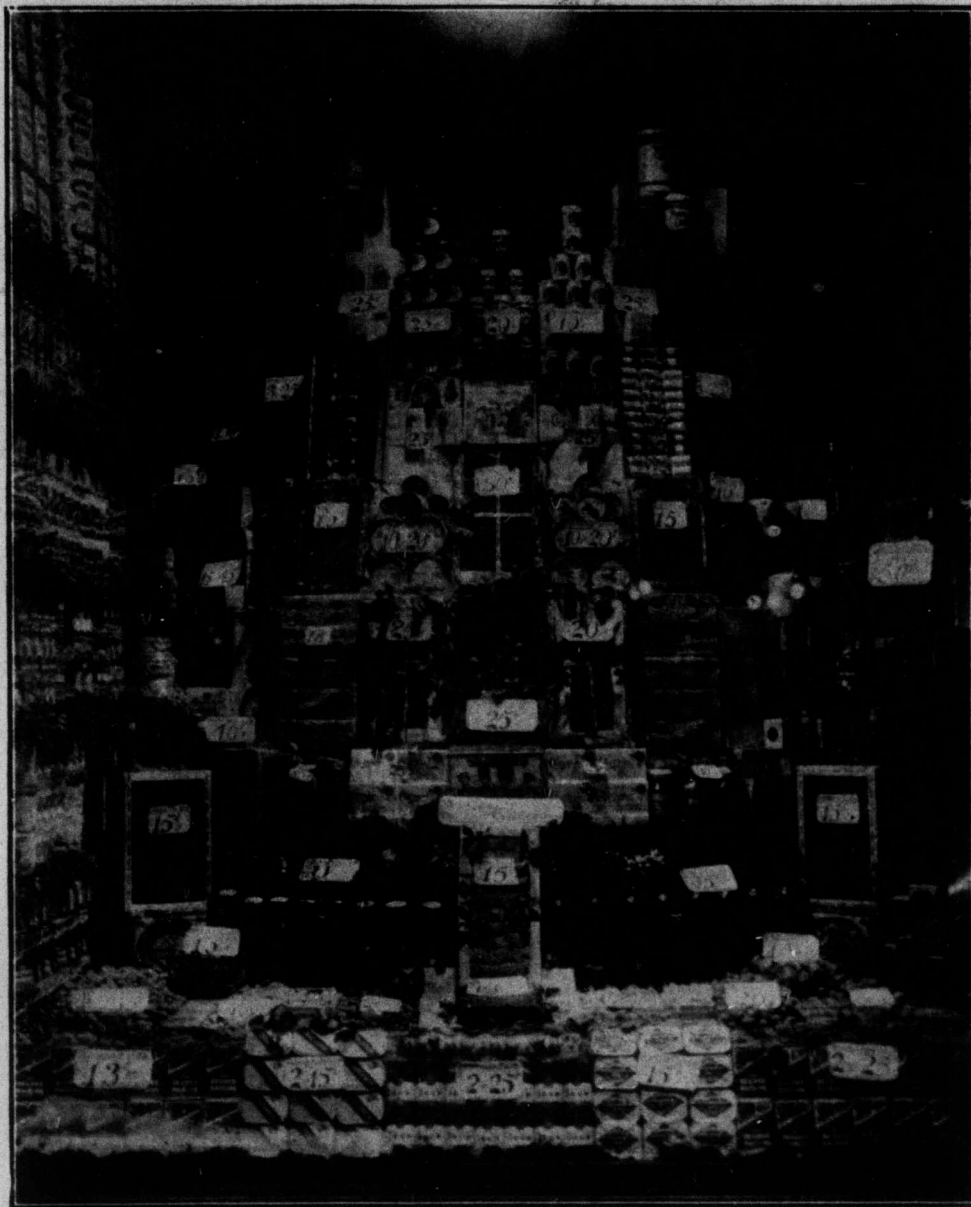
Handsome Christmas Trim Shown by an Oshawa Firm — Attractive Ground Arrangement and Central Pyramid Were the Features — Electric Fan to Keep Frost Away.

*By Geo. Puckett, Oshawa, Ont.*

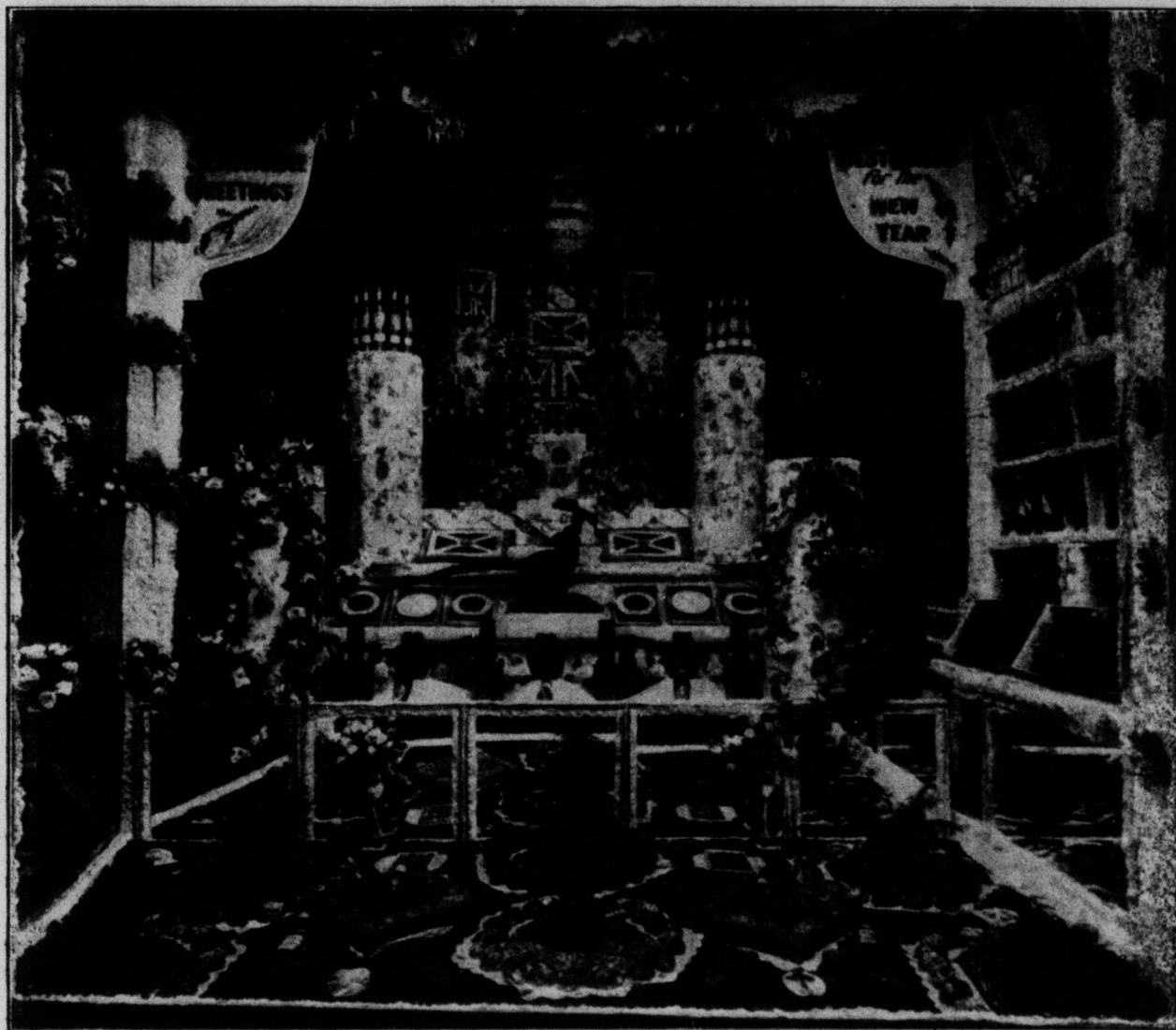
**T**HE front of this Christmas window contained package raisins, canned fruits, sardines, wines, nuts, candies, Brazil nuts, dates, cranberries, Malaga grapes, walnuts, etc., all arranged in separate divisions. Package raisins were used to separate them.

The pyramid in the centre contained unfermented wines, olives, fancy boxes of confectionery, Christmas crackers, jams and marmalade, boxes of figs, peppermints, creams, bottles of various kinds of candy, packages of jelly powder, pulled and flat figs, layer raisins, mincemeat, jars of smoked beef, Turkish delight, fancy biscuits, etc. On the sides were evaporated apricots, prunes, shelled almonds, walnuts in glass cases, bottles of maraschino cherries, fancy tins of seeded and seedless raisins, etc., while holly and moss wreaths and colored paper shavings were used for decorative purposes.

Price tickets appeared on everything and there were two large cards at the top of the window, one reading "Let us supply your Christmas order" and the other "Wishing you all a Merry Christmas." An electric fan in one corner kept it perfectly clear of frost, though the temperature at the time the picture was taken was exceedingly low.



Winner of first prize in Class B—shown by Puckett & Scilley, Oshawa, Ont., and an exceedingly fine trim.



The attractive Christmas trim of Dixie H. Ross & Co., Victoria, B.C. Second prize winner in the larger city class.

## Where Attractiveness Predominates

Beautiful Trim of a Victoria, B.C., Firm Which Secured Second Prize in Class A —  
Description of How the Display Was Constructed—Mirrors Used to  
Add to Beauty.

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

**I**N arranging this window I might say that I had to change many good effects to allow making a presentable photograph. But we never presented a window display before that caused or brought forward so many favorable remarks from the critical public. It is very encouraging to find the public appreciating a display that takes so much time, trouble and energy, all of which are forgotten, when you hear the favorable comments—even from competitors. The base of the window contains currants and to make the different shapes and styles I used small cans and the head of a cheese drum. When the display of dried fruits was made I removed the cans and cheese drum. The window contained cranberries, almonds, figs, dates, bleached sultanas, citron and citron peel, oranges, Father Christmas and artificial flower candy and boxes of glace fruit. The reader will also note the mirrors at the back of the floor display and their effect.

These are used the year round as doors for display cases and at Christmas time for mirrors. A few ferns were placed in the foreground too, to make the showing more attractive.

The shelves at the side of the window contained a display of fancy boxes of bon bons of the highest grade, interwoven with fancy artificial flowers. The stand at the back of the window contains a variety of high class goods, such as marrons in syrup, cherries in creme de menthe, brandy peaches, figs in syrup and in brandy, olives, fancy flowers, fancy boxes of chocolates, small boxes of apricots and peaches and also a display of prunes.

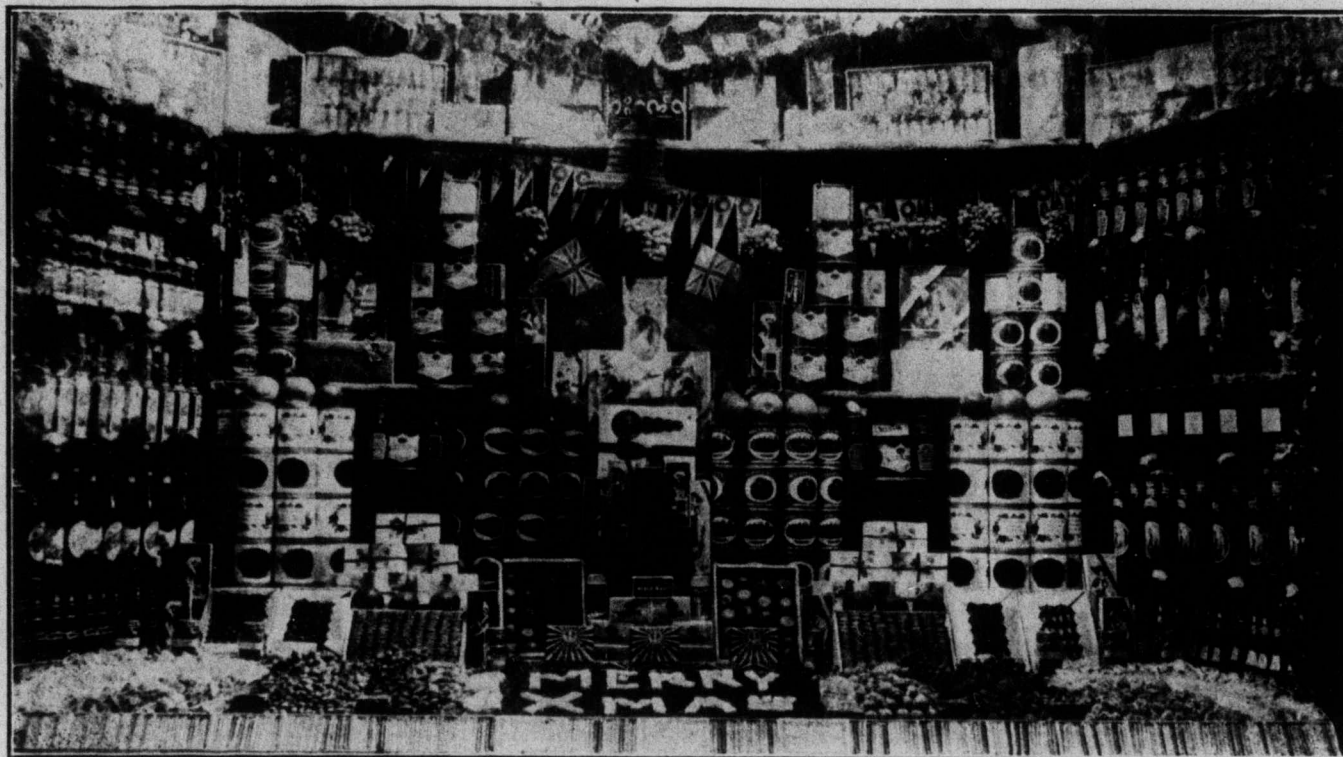
The color effect was really fine, but of course this is all missed in the photograph, as well as many of the other fine points.



## Another British Columbia Winner

Display of K. F. Oxley, Kelowna, Given Second Prize in Second Class—A Neatly Arranged and Appropriate Patriotic Trim—Some Fancy Decorations—How It Was Made.

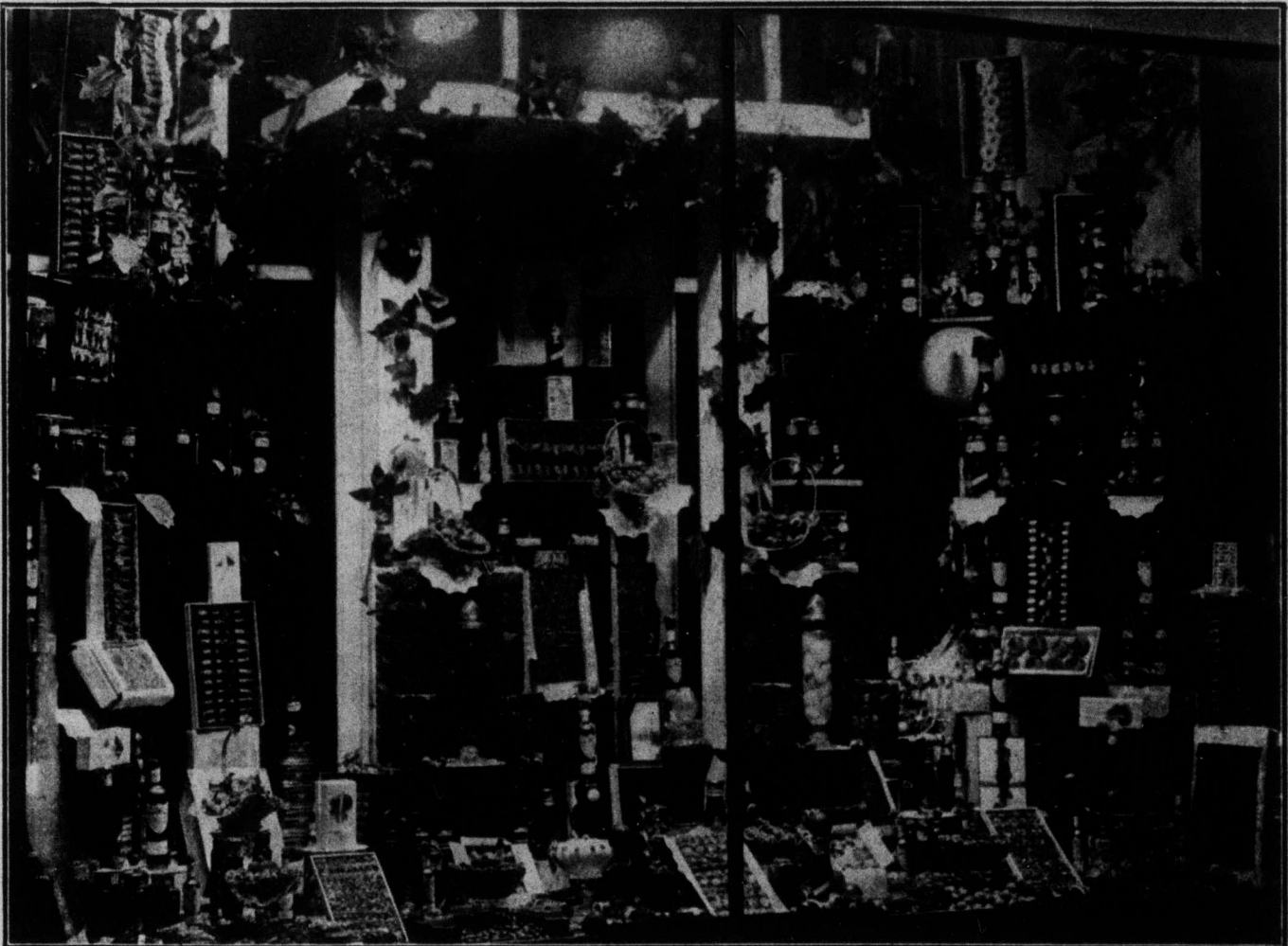
*By K. F. Oxley, Kelowna, B.C.*



Christmas window of K. F. Oxley, Kelowna, B.C., which took second prize in centres under 10,000 population.

**T**HIS window was dressed by Earnest Lawley, head clerk in our store. Along the front were shown Christmas candles in assorted colors and behind them in the bottom of the window were cleaned currants in the centre with words "Merry Christmas" made of loaf sugar. On each side of the currants were nuts and candies, assorted both as to kinds and colors. Behind these were dates, boxes of Japanese oranges, glass jars and mincemeat, sweet pickles, gherkins, etc.

A row of shelves was placed along each side of the window on which were all kinds of bottled fruits, pickles, olives, sauces, grape juice, etc., etc. We also had shelves across the back of the window on which were displayed fancy canned fruit, mincemeat and fancy boxes of chocolates. Boxes of Christmas crackers and chocolates were shown along the top shelves, which added, we thought, to the general appearance. Evergreens and paper maple leaf decorations, were arranged across the top in the shape of an X with a red Christmas bell in the centre.



Appetizing Christmas trim of Nation & Shewan, Brandon, Man. Third prize winner in Class A.

## “The Same as in the Window”

Requests Demonstrate That the Window Actually Sells the Goods—A Handsome Christmas Display From Brandon, Man.

*By A. Shewan, Brandon, Man.*

**T**HE decoration at the back of this window consisted of a simple architectural effect.

At each end of the design was an ornamental pedestal surmounted by a white electric globe. The floor plush and curtains are of pale green, green foliage and red poinsettes being used throughout. Nothing but the highest class of Christmas crackers, figs, raisins, nuts, crystallized fruits, rich bottled wine, brandy and syrup fruits were used.

The picture is so clear that a further description is hardly necessary. We might say that the photography does not do justice to the display, the color scheme of brilliant red poinsettes with the green floor plush and curtains making a most striking setting. We hardly need say that this window brought us a big Christmas trade, as all that was necessary was to stand beside the counter and hear the continual call for “The Same as in the Window.”

This display was designed and installed by J. F. Nichol.



# Fine Small Town Christmas Trim

This Display From Elmira, Ont., Shows the Possibilities of the Dealer in the Smaller Centres—Elmira's Population is Around 2,000—How Trim Was Made.

By C. Percy Ruppel, Elmira, Ont.

IN arranging this window the pyramid style was used in the centre and at either side. The centre pyramid skeleton was made up of boxes covered with crepe paper. The background was draped with two large British flags, hung with Christmas bells. Around the bottom and sides were small flags to give a wider effect. On each side of the pyramid with fruits and candies and bottle goods were arranged two large pyramids of canned goods. For the ground floor and in the front are used boxes cut in such a way as to give a more open effect, as will be seen in the illustration. These are filled with nuts and bon-bons in boxes. I placed a show card on either side of the window and one in the centre.

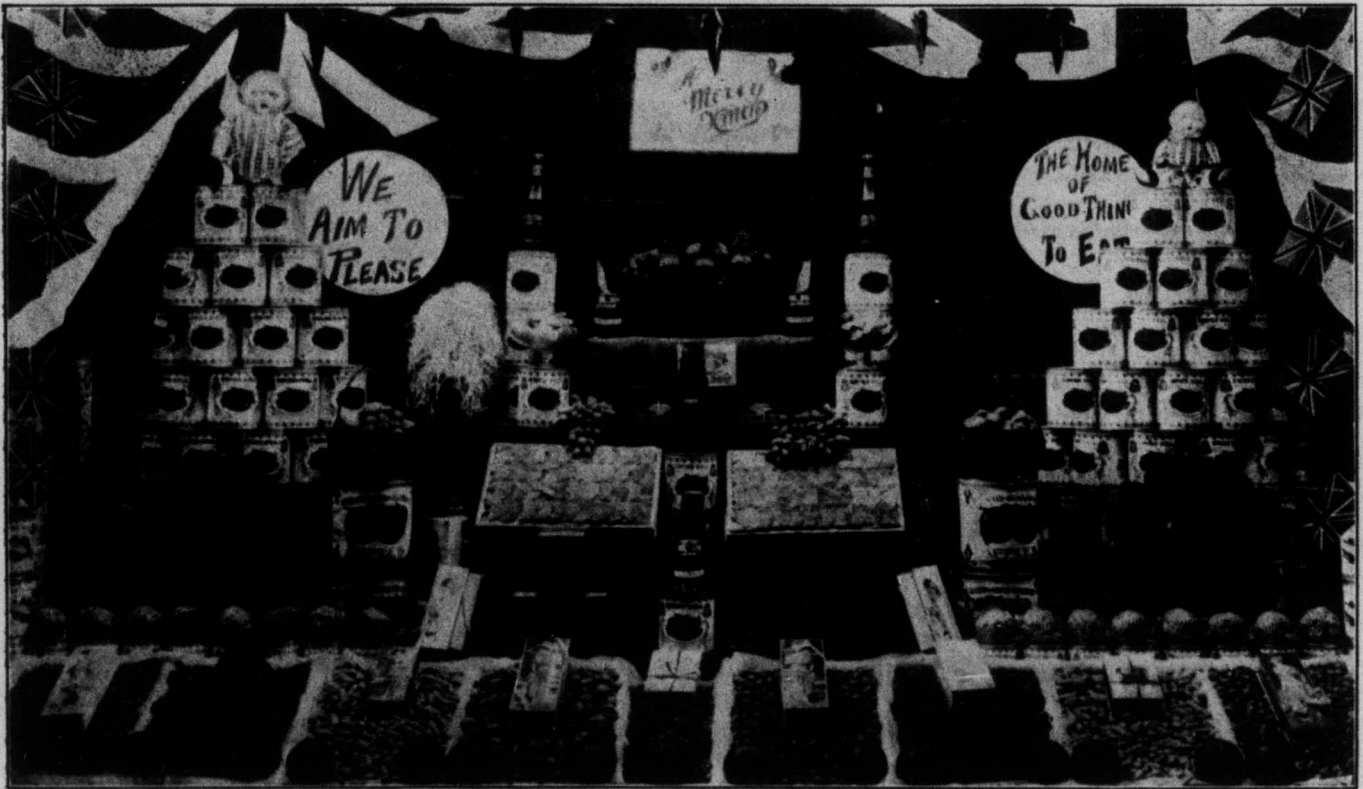
We received a great many compliments and I am satisfied that with a little extra work much can always be done to improve the appearance of a grocery store by having neatly trimmed windows.

The Canadian Grocer competition is a splendid one. Were it only for the prizes involved in contests of this kind nothing much could be accomplished compared to the enthusiasm and interest this work creates, and were it not for the right kind of interest that Canadian Grocer puts forth in the interests of this work, we would be sur-

prised how many less beautifully dressed grocery windows we would find throughout the country.

Why shouldn't we grocers display the things to satisfy the inner man in the most prominent and best way when in the dry goods business the most valuable asset is the way goods are shown? Things that we eat should require more attention than things that we wear. If this point were more thoroughly discussed and brought home to us more, conditions would be greatly improved and more cleaner and more inviting grocery stores would be found.

Cheap or inferior articles displayed in a window never bring trade of any account. The very best goods at reasonable prices are what brings about a sound business. My idea is that if you sell a customer a good article, no matter what the price may be, if it is within the bounds of reason, she is sure to come back. But sell an inferior article, and in the majority of cases you hear complaints. Sometimes even it is the last sale you make to that customer. We retailers have to thank Canadian Grocer for its hearty support in creating and promoting a higher efficiency in the art of window display and cleanliness in and throughout the grocery store.



Display of Christmas goods by Ruppel & Co., Elmira, Ont., winner of third prize in contest among smaller centres. A fine trim for a small town.



# Record of Each Day's Business

W. W. Brown, a Caledonia, Ont., Merchant, Always Knows Where He is at — Cash Register Records Are Basis of His Calculations—Only Few Minutes Required Each Day to Check Up Various Transactions—What It Means to the Dealer.

Especially Written for Canadian Grocer.

**K**EEPING close track of the progress of business from day to day is to be highly commended. There are many grocers and general merchants throughout the country who are doing this to-day. There are others who are not. No doubt some of the latter are doing good business and making money, but it is safe to say that there are many others that are not making money, and who do not know they are not doing so.

The system, therefore, used by W. W. Brown, a large general dealer in Caledonia, Ont., will be of great interest to those who have had in mind the recording from day to day of all business transactions.

In the first place, the cash register is the basis of the system of W. W. Brown. The "received on account," "charge," "paid out," and "cash sales" transactions, which it records, are the foundation of the method which this establishment has adopted. At the end of each day the figures are taken from the cash register slip and transferred to a special form, which when the totals are brought forward brings the business transactions from the first of the year right up to the minute.

## Some Valuable Information

This form shows, among other things, the total number of sales made each day. It also shows the total number of transactions of each clerk, as well as the amount of his cash sales and charge sales and totals. It shows the total number of cash and charge sales of each clerk from the beginning of the year; and, of course, by the process of addition shows the total number of sales made by the entire staff, both cash and credit and total. The same form shows

DAILY STATEMENT OF BUSINESS. DATE Oct 1, 1915.					
TOTAL NO. OF CUSTOMERS.			Cash taken off 1200 Times.	Cash Register opened 3000 Times.	
CLERK NO.	No. of Receipts	CASH SALES		CHARGE SALES.	
		Clerk's Totals.	Totals to Date		
Clerk A		Forward	\$	Forward	\$
		Today	700 00	Today	1177 50
Clerk B	30	Forward	5000 00	Forward	950 00
		Today	35 00	Today	10 00
			5035 00	960 00	
Clerk D		Forward		Forward	
		Today		Today	
Clerk E	25	Forward	2000 00	Forward	1164 80
		Today	20 00	Today	7 50
			2020 00	1172 30	
Clerk H	50	Forward	3000 00	Forward	886 80
		Today	40 00	Today	2 20
			3040 00	889 00	
Grand Totals		Daily Totals	Total to Date	Grand Totals	Total to Date
		95 00	10795 00	19 70	4198 80
SUMMARY					
Paid out	Forward		Total Sales, Cash & Charge to Date		
	Today		Cash	10795 00	Total
Rec'd on Acct	Forward 3000 00		Charge		
	Today 10 00		4198 80		Total 14793 80
		3010 00		Total Cash Rec'd to Date	
				Cash Sales 10795 00	
				Total	
				Rec'd on acct 3000 00	
				13795 00	
				Outstanding Accounts.	
				Unpaid Charge Sales Ford	
				1198 80	
				Charge Sales Today	
				19 70	
				Total	
				1218 50	
				Rec'd on acct today	
				10 00	
				Unpaid ch'ge sales to date	
				1208 50	

This illustration shows how Western Ontario merchant keeps tab on each day's business, including cash and credit sales, outstanding accounts, etc.

the amount of money received on account, the total outstanding accounts up to date, and by the addition of the charge sales made on the last day of business shows the grand total of unpaid charge sales. By subtracting from this total the amount received on account to-day, the net unpaid charge sales are secured.

Probably by referring to the accompanying illustration which indicates exactly—fictitious figures are used—what this daily statement of business is, a better idea of it can be secured. It will be seen that on October 1st, 1915, Clerk "B" had thirty transactions. His total cash sales for the day were \$35 and his total cash sales to date are indicated as \$5,035. On the same day he had \$10 in charge sales, making a total of charge sales up to date of \$960.

Clerk "A" we will say was absent from the store on October 1st, but up to date he had \$700 cash sales. Clerk "E" had 25 transactions on that day and sold \$20 worth of goods for cash, or a total up to date of \$2,020. Clerk "H" had 50

sales, selling \$40 worth of goods for cash and a total of \$30,40 up to date. Opposite each of these will be observed the charge sales.

In the cash sales grand total column it will be seen that the total cash sales for the day were \$95 and the total cash sales from the beginning of the year up to end of that day were \$10,795.

## The Charge Sales' Column.

Looking at the charge column, it will be seen that Clerk "B" sold \$10 worth of goods on October 1st, which were charged and up to date \$960. Clerk "A" sold up to date Clerk "E" sold \$7.50 \$1,177.50 worth

on October 1st and a total of \$1,172.30, while Clerk "H" sold \$2.20 on credit on that day and a total of \$889 altogether. The grand total of the charge sales is \$4,198.80.

Then in the summary it will be seen that the total sales, cash and charge to date, are \$14,793.80. The total cash received up to date is shown by adding the cash sales up to date and the amount received on account, making a total of \$13,795. By subtracting this total from the total cash and charge sales the amount of unpaid charge sales to date is secured. The figures show that this amounts to \$1,198.80. By adding \$19.70, the total charge sales for the day, the total unpaid charge sales is secured. This is \$1,218.50. By subtracting \$10—the amount received on account that day—the total amount of outstanding accounts is gotten, which is \$1,208.50.

## Always Know Where They're At.

The value of this statement is easily seen. The W. W. Brown Co. know at the end of each day exactly where they stand. They know how much money is (Continued on page 94.)



# Investments Outside the Business

Dunnville, Ont., General Dealer Believes All the Money Should Not Go Back to the Business—  
 Danger, He Claims, of Being Tied Up With Surplus and Sometimes Dead Stock  
 —His Outside Investments Have Been Profitable

Written for Canadian Grocer by A. H. Harvey

**S**HOULD a retail dealer keep all his money in the business?

This is a question that has confronted many a merchant for many a year. Would it be better for him to take a little money out of the business each year and invest it in good propositions, or is the wiser course to keep it on hand and be in a position to make favorable purchases as the opportunity presents itself? And do the "favorable" purchases always turn out properly?

In the course of a conversation with a prosperous general merchant in the town of Dunnville, Ont., recently, the representative of Canadian Grocer got the opinion of one man on this question. This was J. A. Bicknell, who has had 33 years' experience in the general store trade and who has been 20 years in the one location in Dunnville.

## Believer in Outside Investments

"I most certainly would advise the retailer not to keep all his money in the business," said Mr. Bicknell. "So far as I am concerned any advantages that I may have secured towards making money have been got through investments I have made in real estate in this town. From time to time I have seen good opportunities and picked them up, and as years went on the property became more valuable, and I think I am safe in saying that had I kept all the money in the business that I invested in this real estate, I should have been to-day in about the same condition as 25 or 30 years ago.

"The trouble is that when one keeps all his money in the business, he is liable to have it all tied up in stock, some of which is sure to go dead on his hands before it is turned over. What he thinks is a favorable buy comes along at various times, and having the surplus cash, he invests the money. The result is the stock is always kept at the high-water mark. My idea in running a business is to keep stock down as low as possible and to turn it over as often as possible. To do this, one does not require a great deal of surplus cash, and if he invests his money outside

the business, he is never tempted to purchase any surplus stock. I certainly do not advise anyone putting all his money in the business."

As intimated above, Mr. Bicknell has been in the general store business for more than three decades. Coming from near Napanee in the early 80's, he taught school in the vicinity of Dunnville for a few years. Then he decided to go into business. He first opened a store on the west side of the bridge that spans the Grand River, and to get business used to have a "wagon" on the road out through the country and in Dunnville proper. In that way he got acquainted with the country people and people in Dunnville, so that when he opened his present location about twenty or more years ago, he had a splendid

connection all over the surrounding country. It has, however, grown up into a splendid town, and is in the centre of a prosperous farming community. As is the case with the majority of young men starting out in business, some one always predicts their early downfall. The same was true of Mr. Bicknell; but he is in business to-day, and if one were to ask some of his customers who have been with him for the past two or three decades why they stuck to him, the answer would do doubt be that his honesty and fair dealing with them had kept them always business friends.

## Careful About Credits

In connection with credit extensions, Mr. Bicknell is very careful. To-day he will only give credit to those whom he knows. If a stranger applies for credit, he only gives it when the former agrees to pay up at a stipulated time. If he does not do so, credit ceases. He has an account register to look after his book-keeping, and he points out that this is one of the great improvements from former days, when hour after hour had to be spent on posting up accounts and sending out invoices. Stores in Dunnville now close at six o'clock, which is another great improvement over the days gone by.

"The clerk needs a chance," claims Mr. Bicknell, "and six o'clock closing gives him that chance for a little recreation and a little time at his home or in his garden."

## Advertises for Farm Trade.

Dunnville, as has been said, is in the centre of a splendid farming district. One of the chief methods Mr. Bicknell uses to get after the trade of the farmer is advertising in the local newspaper. He is a firm believer in advertising. Not only because it gets direct business, but because it keeps the name of "Bicknell" before his customers, and does not give them an opportunity to change their place of doing business.

"Advertising in the local newspaper," he stated, "in my opinion does a great deal more good in the country than in the town. The

(Continued on page 95)

## Are You Interested in Saving Money on Groceries?

If so, here are some prices for the next two weeks which should interest you.

14 Lbs. Redpath's Extra Granulated Sugar for	\$7.10 per cwt.	\$1.00
15 Lbs. St. Lawrence Yellow Sugar for	\$6.70 per cwt.	\$1.00
6 Lbs. Fresh Rolled Oats for	25c	
4 Bars Comfort Soap for	25c	
3 Tins Quaker Brand Corn, Peas or Tomatoes for	25c	
3 Lbs. Fresh Barrel Sodas for	25c	
3 Lbs. Choice Molasses Cakes for	25c	
4 Boxes Dominion Matches for	25c	
Good First Tea, worth 20c lb. now	15c	
Regular 40c Japan Tea	3 lbs. for	\$1.00

Highest price paid for Butter and Eggs in cash or trade.

## J. A. BICKNELL

Opp. Bank of Hamilton Dunnville, Ontario

IT PAYS TO DEAL AT BICKNELL'S

## SUGAR PRICES at the BLUE STORE.

Now is the time to buy your Preserving Sugar, while the price is down. We handle only the best grade and will guarantee it to be Pure Cane Sugar

**Granulated Sugar \$7.10 per cwt.  
 14 lbs. for \$1.00**

**Yellow Sugar \$6.70 per cwt.  
 15 lbs. for \$1.00**

Butter and Eggs wanted in exchange for goods

## J. A. BICKNELL

Opp. Bank of Hamilton Dunnville, Ontario

IT PAYS TO DEAL AT BICKNELL'S

Two samples of the newspaper advertising used by J. A. Bicknell to get the trade of the farmers.



# The Cost of Doing Business

Actual Figures From Canadian Dealers Showing Their Overhead on Each Item of Expense—  
Readers Should Compare Their Own Figures With These — Is Some Particular  
Item Costing You Too Much?

*Symposium of Figures from Canadian Grocer Readers.*

**W**HAT is it costing you to do business? What percentage of your annual turnover is your rent (or interest on investment) the salaries, delivery, light and heat, advertising of all kinds, insurance and taxes, general supplies, depreciation, bad debts, etc.? Are all or any of these expenses increasing from year to year or are they running along about the same? What is it costing other dealers, similarly situated, to operate their business?

All these questions are very important to every member of the trade desirous of knowing what it is costing him to do business each year and what percentage of the annual turnover is each individual expense. To answer these questions Canadian Grocer got in touch with some score or more representative retail dealers in various sections of the country. They responded splendidly, and have placed us in possession of facts which when put together will form a most advantageous guide to follow. For instance, if you are doing business in a town of two or three thousand population, what per cent. should your rent, delivery expense, salaries, etc., amount to? Are you paying more for any one of these than you should? This is the point that this article will make in its deductions from the replies of the various dealers.

## Expenses in Two Fair-sized Cities

Let us first compare the operating expenses of two merchants, one in a city of 15,000 in Alberta and the other in a city in Western Ontario of 20,000. The Alberta dealer does a business of \$100,000 a year, his expense being as follows:

	Per year	% of turnover
Rent .....	\$ 2,500	2.50
Salaries (including proprietor) .....	6,000	6.00
Advertising of all kinds ..	200	.20
Heat and light .....	250	.25
Delivery (stable included) ..	800	.80
Insurance and taxes (single tax) .....	125	.12
Supplies (stationery, stamps, etc.) .....	125	.12
Depreciation and shrinkage ..	1,000	1.00
Bad debts .....	1,000	1.00
General expenses .....	500	.50
<b>Total cost of doing business .....</b>	<b>\$12,500</b>	<b>12.49</b>

The Western Ontario merchant has a \$40,000 turnover and to secure this has the following expense:

	Per year	% of turnover
Rent .....	\$ 800	2.00
Salaries (including proprietor) .....	5,200	13.00
Advertising of all kinds ..	100	.25
Heat and light .....	100	.25
Delivery (stable included) ..	400	1.00
Insurance and taxes .....	200	.50
Supplies (stationery, stamps, etc.) .....	200	.50
Depreciation and shrinkage ..	200	.50
Bad debts .....	400	1.00
General expenses .....	200	.50
<b>Total cost of doing business .....</b>	<b>\$ 7,800</b>	<b>19.50</b>

It will be seen that so far as rent is concerned the two stores have about the same ratio. One is 2½ per cent. and the other 2 per cent. There is, however, a wide difference in the salary item. The first to secure a \$100,000 turnover pays out salaries to the extent of \$6,000 per year, the percentage being 6 per cent. On the other hand, the Ontario dealer pays \$5,200 in salaries to obtain a \$40,000 turnover, which means 13 per cent. It costs the one one-fifth of 1 per cent. or .2, for advertising, and the other one-quarter of 1 per cent. or .25. Heat and light are the same, but one pays a little more for delivery than the other. The same applies to insurance and taxes, stationery supplies, etc. One pays 1 per cent. for depreciation and shrinkage; the other ½ per cent. It costs both 1 per cent. for bad debts and ½ per cent. for general expenses. The total of one is 12½ per cent., the other 19½ per cent. Reviewing these two statements it will be seen that the big difference is in salaries. Is there any way in which the latter can reduce this?

A dealer in another Western Ontario city of 10,000 population sends in the amount in dollars and cents of each of his expenses but as neither the turnover nor total percentage of expense is given, the percentage of each item of expense cannot be worked out. A Saskatoon dealer writes:

"I am not in a position to give you figures now as I have only bought out this business a month ago. I will watch your paper, however, for this article, which should be very helpful to a lot of merchants."

## What It Costs in Smaller Towns

Let us now consider the expenses of merchants in towns of 1,500 population up to 5,000. A merchant in a town in Ontario to the north, doing a business of some \$55,000, has the following expenses:

	Per year	% of turnover
Rent .....	\$ 825	1.50
Salaries (including proprietor) .....	3,600	6.50
Advertising of all kinds ..	50	.08
Heat and light .....	140	.25
Delivery (stable included) ..	300	.62
Insurance and taxes .....	225	.37
Supplies (stationery, stamps, etc.) .....	50	.06
Depreciation and shrinkage ..	275	.50
Bad debts .....	550	1.00
General expenses .....	275	.50
<b>Total cost of doing business .....</b>	<b>\$ 6,290</b>	<b>11.40</b>

It will be seen that the total cost of doing business of this dealer is about 11.4 per cent. with a salary expense of 6.5 per cent. The population of this town is 3,000.

A merchant in a town on Lake Ontario shore with a population of 5,000 does a 25,000 business. His expenses are as follows:

	Per year	% of turnover
Rent .....	\$ 4,700	1.90
Salaries (including proprietor) .....	1,600	6.60
Advertising of all kinds ..	50	.20
Heat and light .....	100	.40
Delivery (stable included and men) .....	700	2.80
Insurance and taxes .....	120	.48
Supplies (stationery, stamps, etc.) .....	15	.06
Depreciation and shrinkage ..	50	.20
Bad debts .....	50	.20
<b>Total cost of doing business .....</b>	<b>\$ 3,215</b>	<b>13.84</b>

"We are operating two branch stores here," he writes. "The annual turnover last year was \$25,000. We are carrying about \$8,000 stock. Book accounts at present in the three stores are about \$1,800."

It will be seen that the salaries amount to 6.6 per cent.—which is practically the same as the former dealer—and a total of 13 per cent. altogether, which is some 2 per cent. above the other. This difference will be located in the delivery expense.

## Figuring Carefully

From Nova Scotia, in a town of 4,000 population, comes the following expenses of a merchant with a turnover of some \$31,500:

	Per year	% of turnover
Rent (interest on invest.) ..	\$ 314	1.04
Salaries (including proprietor) .....	2,000	6.66
Advertising of all kinds ..	100	.33
Heat and light .....	55	.18
Delivery (stable included) ..	140	.46
Insurance and taxes .....	100	.34
Supplies (stationery, stamps, etc.) .....	34	.11
Depreciation and shrinkage ..	50	.16
Bad debts .....	...	...
General expenses .....	205	.68
<b>Total cost of doing business .....</b>	<b>\$ 3,000</b>	<b>9.66</b>



## CANADIAN GROCER

The total expense of this dealer is slightly under 10 per cent. with a salary expense of 6.66 per cent. The other expenses are quite reasonable, none of them running over 1 per cent. It is significant, too, that this merchant has no bad debts. He owns his premises but has allowed a rentage of \$314 as interest on the investment. In writing Canadian Grocer he says: "I have one man who takes charge of delivery, warehouse, stable and horse to whom I pay a salary of \$700 a year. A clerk gets \$300 and I allow \$1,000 for myself. I own the premises but have allowed \$314 for interest on investment. We have practically no bad debts, as our sales are nearly all for cash. We have no insurance, and as we have not had a fire loss for 40 years we are ahead of the game and able to carry our own risk, as we consider 2½ per cent. would be excessive. We take every cash discount possible and do not buy more than we can pay for. Our net profits last year were a little over \$3,000. Our average profit is about 2 per cent. We keep down all possible expenses and do not allow goods to accumulate by over-stocking." In this man's letter is to be seen considerable carefulness in the operation of his business.

Following are the figures supplied by a merchant in a town of 3,400 population:

	Per year	% of turnover
Rent .....	\$ 428	.90
Salaries .....	952	2.21
Advertising of all kinds..	100	.23
Heat and light .....	71	.16
Delivery (stable included)..	416	.96
Insurance and taxes .....	140	.32
Supplies (stationery, stamps, etc.) .....	15	.04
Depreciation and shrinkage	50	.13
Bad debts .....	100	.24
<b>Total cost of doing business .....</b>	<b>\$ 2,272</b>	<b>5.28</b>

This merchant has a turnover of \$43,000 annually, and yet he figures his salaries at only 2 per cent. Quite evident proprietors' salaries are omitted here. So far as these figures are concerned his total expense is only 5.28 per cent., but there is an explanation to this. In his letter he says: "We do a business of \$43,000 per annum and any time we have a few hundred dollars we can spare out of the business we divide it between the partners. This, of course, varies, but we always are sure of a good salary."

In this town the merchants have a general delivery system. In connection with this he says: "Re saving of expenses. We are very much pleased with the general delivery system here and think it is a great saving in time, money and energy."

A merchant in a town of 1,100 population has the following expense:

	% of turnover
Rent .....	1
Salaries (including proprietor) .....	9
Advertising of all kinds .....	½
Heat and light .....	½
Delivery (stable included) .....	¾
Insurance and taxes .....	1½
Supplies (stationery, stamps, etc.) .....	½
Depreciation and shrinkage .....	½
Bad debts .....	½
General expenses .....	½
<b>Total cost of doing business .....</b>	<b>14%</b>

The percentages only are given here. It will be seen that salaries, including the proprietors', amounts to 9 per cent. which so far as towns are concerned, is a little above the average. The total expense is 14.25 per cent.

### A High Cost in B. C.

A British Columbia firm in a town of about 3,000 population has the following overhead expenses:

Rent .....	1
Salaries (including proprietor) .....	11
Advertising of all kinds .....	1.2
Heat and light .....	.6
Delivery (stable included) .....	.5
Insurance and taxes .....	1.6
Supplies (stationery, stamps, etc.) .....	.5
Depreciation and shrinkage .....	.9
Bad debts .....	2.5
General expenses .....	2.5
<b>Total cost of doing business .....</b>	<b>22.3</b>

It will be seen that the salary expense amounts to 11 per cent. and the total is 22.3 per cent. Judging from the others, this is a rather high overhead expense. The dealer has the following to say about it: "We are in a new store here and overhead expenses, with the exception of rental are rather heavy. Among the methods used during the last 12 months to keep down expenses has been a careful elimination of all waste."

The overhead expenses of a merchant in another Western Ontario town of 2400 population are as follows:

	%
Rent .....	2.92
Salaries .....	5.85
Advertising .....	.42
Heat and light .....	.79
Delivery .....	2.38
Insurance and taxes .....	.35
Supplies .....	.01
Depreciation and shrinking .....	.54
Bad debts .....	.17
General expenses .....	.84
<b>Total .....</b>	<b>14.27</b>

This merchant points out that his rent is exorbitant. He is apparently right when the rent of the other merchants dealt with here is considered. He is paying almost 3 per cent., whereas the average is more nearly around 1 per cent. In connection with his delivery he says: "I divide our town into two parts and call them High and Low. We make these trips High and Low town alternately. Nothing is allowed to interfere with this arrangement. If the delivery has gone to the high side and someone asks for something to be sent back in the same direction, I positively refuse, in of course a judicious manner. I tell her that the goods will be sent after the other side orders have been delivered. Many people have got into the

habit of saying that they want things right away. Our answer is—'next trip or in turn.' Of course I put this into more polite language. Our business has grown and is growing and many of our best customers are those we have turned down on this delivery question. I manage my own business—being always on the job. In regard to heat, in winter I keep the store as cool as possible, because I believe it is best for my stock. Stationery supplies are practically nil as I send out no accounts. I allow for shrinkage and leakage on the fixed stock only. In reference to bad debts, I keep a register cabinet and after ten years in the business my outstanding accounts total no more than \$700, all gilt edged."

There are some very good suggestions in the observations of this merchant.

### A Compliment From Quebec

A reply also came from a Richmond, Que. firm, to the effect that the proprietor was ill, and that he was sorry he wasn't able to supply the information. The clerk who wrote, added this very complimentary message: "My employer wishes me to tell you that the only paper of a business character he cares for and thinks is valuable to business men is The Canadian Grocer."

### Overhead in Villages

Now we come to a study of overhead in villages. A general merchant in a village of 100 population sends the following list of expenses:

	Per year	% of turnover
Rent .....	\$ 300	1.66
Salaries (including proprietor) .....	1,100	6.11
Advertising of all kinds .....	75	.41
Heat and light .....	50	.27
Delivery (stable included) .....	15	.08
Insurance and taxes .....	100	.56
Supplies (stationery, stamps, etc.) .....	10	.05
Deprec. and shrinkage .....	300	1.66
Bad debts .....		
General expenses .....		
<b>Total cost of doing business .....</b>	<b>\$ 1,950</b>	<b>10.8</b>

This shows an average salary expense when compared with the expenses of merchants in the larger towns. The general merchant in the country has usually the advantage over those in larger centres by having no delivery expense. This man's total cost of doing business is around 11 per cent. In describing his expenses he says: "In sending you this list I might say that I own my property, but have put down \$300 as interest on the investment. The item of bad debts may seem small, but I think it will cover all my loss this past year. We are, however, in a first-class section and our losses at any time are very light."

From a small village in New Bruns-



## CANADIAN GROCER

wick of about 50 population has been received this table of expense:—

	Per year	% of turnover
Salaries (including proprietor) .....	\$ 800	11.76
Heat and light .....	100	1.47
Delivery (stable included) .....	100	1.47
Insurance and taxes .....	80	1.17
Supplies (stationery, stamps, etc.) .....	30	.44
Deprec. and shrinkage .....	20	.29
Bad debts .....	30	.44
General expenses .....	100	1.47
<b>Total cost of doing business .....</b>	<b>\$ 1,260</b>	<b>18.51</b>

This dealer, who has a turnover of some \$6,800 a year, has a rather high expense, if he has present his figures accurately. Eighteen per cent. is high for a small village, and then he has not allowed anything for rent or interest on his investment. The salary expense is quite large at 11.76 per cent., and compared with the others his heat, insurance and taxes and general expenses are rather heavy. However, he may be making money alright.

### Low Cost for Western Merchant

The expenses of a merchant in a British Columbia town of 800 population are as follows:

	Per year	% of turnover
Rent .....	\$ 600	.09
Salaries (including proprietor) .....	6,000	10.00
Advertising of all kinds ..	300	.005
Heat and light .....	60	.001
Delivery (stable included) ..	300	.005
Insurance and taxes .....	180	.003
Supplies (stationery, stamps, etc.) .....	60	.001
Deprec. and shrinkage .....	60	.001
Bad debts .....	180	.003
General exp., tele., etc. ....	120	.002
<b>Total cost of doing business .....</b>	<b>\$ 7,860</b>	<b>10.111</b>

The turnover is some \$60,000, and with salary expenses of \$6,000 the percentage is some 10 per cent. This compared with others is apparently a little high. The other expenses, however, are more than reasonable—the total being a little over the 10 per cent. This must be considered pretty low in comparison to the big turnover.

A merchant in a small Ontario village of only fifty population presents the following list of expenses:—

	Per year	% of turnover about
Rent .....	\$ 75	1
Heat and light .....	250	1-3
Delivery (stable included) ..	200	2½
Insurance (and taxes) ..	20	¼
Supplies (stationery, stamps, etc.) .....	20	¼
Deprec. and shrinkage .....	20	¼
General expenses .....	400	5
<b>Total cost of doing business .....</b>	<b>\$ 580</b>	<b>10</b>

It will be seen from the above that nothing has been allowed for salary. In reference to his expense this merchant writes as follows:

"I figure my whole expenditure to be about \$500, or I allow about 10 per cent. of my turnover for working expense to include the cost of living, salaries, etc.

My expenses are exceedingly light here as my business is a small general country store and by figuring 10 per cent. as my cost of doing business and making a net profit accordingly, I know I am on the safe side. We do no advertising and fortunately we do not consider we have any bad debts. The community in which I am is a thoroughly good one, although some are occasionally long-winded over credit. Still we get our money. We pay no taxes as this is paid by the landlord."

This merchant has a turnover of some \$8,000 if his general expenses which he places at \$400, amounts to 5 per cent. Ten per cent. of that he figures as his operating expenses, and this would amount to \$800 altogether. The general expense item of 5 per cent. might be considered fairly large by others.

These figures should prove of very great advantage to every reader of this paper. Sit down and figure for yourself what it is costing you for each item of expense and determine whether you are paying too much or not. The time will be exceedingly well spent.

### WINDOW TRIMMING

(Continued from page 83.)

few dried fruits, etc., in the bottom of their window and let it go at that. Such displays are not very conducive to good results. They are not likely to sell the goods direct, nor are they likely to create much talk. There is a natural tendency, and one that is growing all the time, for people to see first what they purchase, and they are most likely to purchase from the window which presents the most appetizing appearance. The Christmas season, too, is one in which the people spend freely. Families who hold tight onto their money during the remaining part of the year, loosen up their purse strings around Christmas and buy more luxuries. It is a fact that there is more money on deposit to-day than there was last year, or even the year previous.

### More Than One Christmas Window

Many dealers make the mistake of showing only one Christmas window. This is put in a week or so before Christmas and left there until the big day is over. The time to start to sell Christmas goods is on the arrival of the very earliest shipments. Christmas cakes and plum puddings can be made just as well to-day as a month from now, and the ingredients for these should be shown immediately on arrival. From now on, three, four or even five Christmas displays should be run. The more there are the better the sales.

### RECORD OF EACH DAY'S BUSINESS

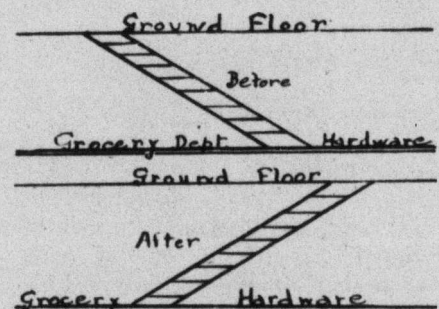
(Continued from page 90.)

outstanding; how much cash they took in that day, both on account and from cash sales; how many credit sales they made; the total number of transactions, etc., etc., and, as pointed out above, the basis of the whole thing is the cash register record.

The short amount of time that it would take a retailer to get these valuable figures should not prevent any of them from keeping this or a somewhat similar record. It may mean the difference between success and failure, because it acts as a check on indiscriminate credits and points out the way when the amount of unpaid outstanding accounts ought to be curtailed. By comparing this record with corresponding lays of the previous year, the trend of business can readily be seen. If it is going behind, a greater endeavor can be used to bring it up to the mark. This daily statement of business is a valuable record. There should be more of them.

### IMPORTANCE OF A STAIRWAY

THE accompanying two sketches illustrate an interesting change recently made in the store of Dupuis Freres, Montreal. About a year ago, the grocery department was removed to the basement. It was found, however, that people descending the stairs, went straight on to the hardware department, and often ascended again without taking a look at the groceries, which were more



This illustration shows how change in stairway was made to help grocery business.

or less hidden behind the stairs. The stairway was reversed, so that the foot was in the middle of the grocery department, and customers could not descend to the basement without seeing their displays. While this has cut the department up somewhat, it has meant an improvement to their grocery business without interfering with that of the hardware department.

If paste is thinned with vinegar instead of water, it will keep fresh much longer.



# Following Up All Expenses

System of One Canadian Dealer Described By Himself—Only Requires Two Hours' Work at End of Each Month—Watches Every 5-Cent Expenditure—Comparisons in Actual Figures for Six Months.

Written for Canadian Grocer by a Retailer

**W**HAT does it cost to do business? In my opinion there is only one way to find out, and that is to keep an Expense Account and keep it carefully. We used to attempt to keep an expense account as we went along by trying to charge all items of expense as we incurred them. However, we missed so many items that we were forced to discontinue that system. At the end of the month we now rule off a sheet of paper with the different items of expense written above, and then post from our cash book into the column to which they belonged. As our cash book is balanced with the cash every day, this gives us an accurate account of all expenses after they are paid.

## Percentage Varies Little

After trying this way for six months we have not had it vary in percentage more than half a per cent. one month with another. The item of delivery is the general delivery system, which costs us about \$7.50 a week.

I do not believe there is one grocer in four hundred who knows anywhere near what his expense is, and it is a very important item.

Here is an indication of how we look after each individual expense from month to month:

### MONTH OF AUGUST, 1915, EXPENSE ACCOUNT

Express . . . . .	\$ 12.51
Freight and Cartage . . . . .	15.24
Postage . . . . .	5.50
Delivery . . . . .	30.00
Salaries . . . . .	148.00
Personal expense . . . . .	2.00
Office Supplies . . . . .	1.20
Miscellaneous . . . . .	5.06
Scavenger . . . . .	1.60
Donations . . . . .	17.00
Electric Light . . . . .	9.36
Gas . . . . .	3.20
Telephone . . . . .	3.90
Advertising . . . . .	.75
Paper and Twine . . . . .	17.12
Taxes . . . . .	81.40
Check Books . . . . .	21.30
Rent . . . . .	40.00
Telegraph account, none this month.	
Repairs, none this month.	
Water rate, none this month.	
Interest, none this month.	
Ice account, none this month.	
Insurance, none this month.	
<b>Total for month . . . . .</b>	<b>\$415.14</b>

Amount of turnover for month at selling price . . . . . \$2,506.35  
Average expense . . . . . 16½%  
Our statement of expense and turnover for the past six months—since we adopted this system—is as follows:

	Exp.	Turnover
April . . . . .	\$ 328.14	\$ 2,199.23
May . . . . .	381.53	2,021.88
June . . . . .	318.08	2,396.60
July . . . . .	388.05	2,604.54
August . . . . .	415.14	2,506.35
September . . . . .	398.48	2,497.96

Total expense, \$2,229.42  
Turnover for six months. . \$14,226.56

Average expense . . . . . 15.60%

## Keeps a Tab on Everything

This is a complete statement for the length of time we have been using this system. You will notice some months are heavier than others. This happens by some items such as taxes, which come twice a year, water rates quarterly, and telephone rental quarterly, and ice account once a year. Whilst these would make the expenses in particular months heavier, we perhaps do not have expenses in such items as paper and twine, counter check books and donations during the same months, so you will notice the expenses do not vary much one month with another.

I feel I have a good system for keeping track of every five cents of expense expenditure, but will be able to form a more definite idea at the end of the year after running it a full year. Up to the present time we cannot find any deficiency in it, and it only takes us about two hours at the end of every month to get the amount of our expenses for that month.

## INVESTMENTS OUTSIDE THE BUSINESS

(Continued from page 91)

country folk read everything in the paper and they read it very closely. No doubt the reason is that they haven't so much to read as people in the larger centres. The farmer and his wife are always talking over their prospective purchases, and when they read about something in an advertisement which they think they ought to have, they discuss it very carefully. They discuss both news and advertisements, and, therefore, a good advertisement is bound to produce

indirect if not always results that can be traced. A farmer and his wife, for instance, who may be dealing with us regularly are sure to be interested in anything we may say in our advertisement; that is but natural, and one can talk to them with greater force through the advertisement in the paper than through word of mouth. There is little danger of offending anyone through an ad, but sometimes one must be careful just how he urges a country customer to purchase a certain article."

Mr. Bicknell, Jr., who is with his father in Dunnville, writes the ads, and he is careful to change them at least every two weeks. This firm claims it is mighty poor business to run an advertisement any longer—and those who have had much to do with advertising will undoubtedly endorse this statement.

## How New Goods Are Introduced

The Bicknell store always likes to have something new to offer customers. "People," said Mr. Bicknell, "are always interested in the new article. You can get them to handle it and ask questions about it, and if they are at all interested, it is an easy matter in most cases to make the sale. Just recently we opened out a counter of small wares, including 5 and 10 cent brushes, tack hammers, fancy dishes, dust pans, iron holders, etc., to the farmers and their wives, and we got splendid business from this counter. The new line is always prominently displayed where it can be picked up in a moment and explained to the customer. Customers appreciate it, and we sell a considerable quantity of goods in this way." Mr. Bicknell prefers to have the customers coming into the store. He does not to-day go out for orders. He claims it is much more satisfactory for the customer to see the goods she buys, and it is also a truth that the customer will buy more goods, the more she sees.

As an evidence of the prosperity of the people in Dunnville and vicinity, it is only necessary to state that last spring during the spring millinery season Mr. Bicknell's daughter, who operates the millinery department in connection with the business, sold more hats in the vicinity of \$10 each than under that price. Apart from the society folk in the large city, few dealers in the big centres can say this.

Business in the future is looked forward to with the usual confidence.



# Business Methods on Gaspé Coast

Robin, Jones & Whitman, General Merchants There, Go After Candy and Tobacco Business, and Get It—Modern Methods in an Out-of-the-Way Corner of Quebec Province—An Old-Fashioned Hint to Deadbeats—Over a Century in Business.

*Written by a Staff Representative.*

UNLESS he has been there, the average person has only a hazy notion of what Gaspé, Que. is. He gets the name mixed up with salmon, basin, peninsula or coast, and only when he has landed safely at Baker's Hotel does he realize that there is a village bearing that name, with half a dozen stores and a number of houses. The chief industries are fishing and lumbering.

The stores draw trade from the residents, tourists in summer, and from farmers and fishermen. They are all typical general stores, most of them having little in the way of display windows, the windows being composed of small panes. The largest store has a modern front, but there is not the incentive to make attractive displays there as in a city. Yet this store finds that by making good displays, their business improves.

One store is a model of higgledy-pigglediness, and seems to be a magnet for every bit of dust that flies. The stock requires to be handled with gloves—not white ones. Nevertheless, this store does a big business because of the wonderfully varied stock carried. There is a tradition in the village that if you go to this store for the most unheard of thing in general merchandise, the proprietor will rummage around in the cellar for a while and eventually come

to the surface with a grimy box containing the goods.

The photographs shown herewith were taken in the store of Robin, Jones & Whitman, situated on the wharf. The equipment and displays are in many instances superior to those in large cities. The fixtures are clean and attractive. The showcases are modern, well-trimmed, and bring in a lot of extra business. There is a cash carrier system, a well-appointed office in the gallery, and a second floor, equipped with splendid wardrobes for clothing, and large stocks of heavy goods, most important of which is furniture.

## The Grocery Department.

As in many general stores all over the country, the grocery department is at the rear on the ground floor. Use is made of the left hand aisle to display canned goods around pillars. These are in boxes having one end opened.

The department is clean, orderly, and equipped with labor saving equipment. In one respect is it lacking: although this firm does a big business in produce and provisions, there is no refrigerator in the store. Recently an ice house was erected to enable them to go more extensively into the butcher business. Beef has always been sold in small quantities, but now that a better demand has opened up, fresh meats will be handled on a large scale.

In connection with the grocery there are two departments which are conspicuous, because of their distinctiveness, and because of the excellent manner in which they are handled. Reference is made to the candy and tobacco departments, photographs of which are reproduced here.

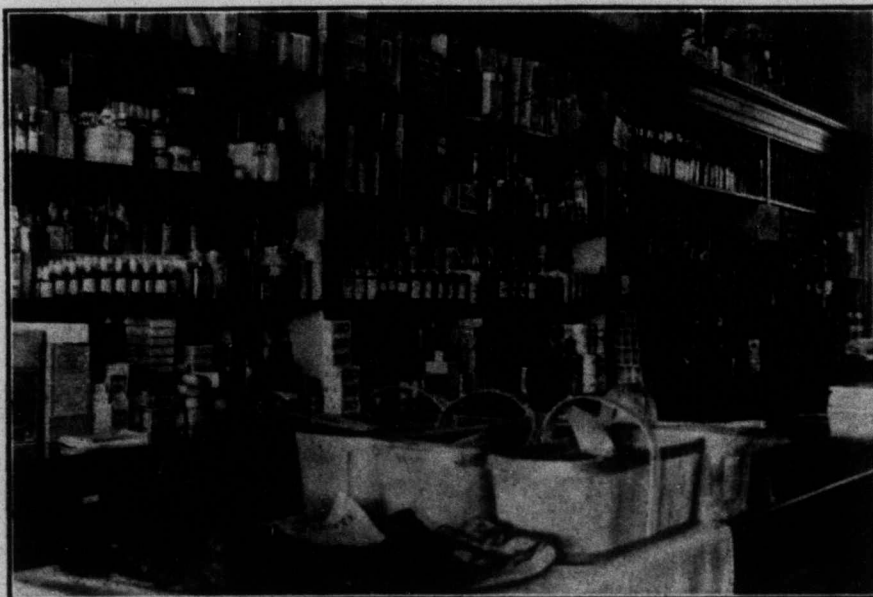
## Big Trade in Box Candy.

The bulk of the candy business is in chocolates, sold in boxes more than by the pound. The shelves in which these are carried are open, and care is taken to make the stock look as attractive as possible. A look at the accompanying photograph will show the reader that this open shelving is a veritable silent salesman. Customers can choose from behind the counter without any difficulty. The firm realized the value of a silent salesman, however, which is trimmed with as much taste as the shelving.

In the summer, the bulk of the trade is done with tourists, either staying in the village, or those who have come in on a steamer and are in Gaspé only for a few hours. Often there is an invasion of the candy department when a boat arrives from New York, and naturally the store having the most attractive and cleanest assortment, gets the business.

The stock is confined more or less to one line, which is a good one, for which they have the exclusive sale. A method they have tried out for increasing their chocolate sales has been very successful. The manufacturer supplies small boxes of samples which are distributed discreetly among their best customers. A case of the effectiveness of this advertising was observed by the writer during his visit. One or two sample boxes were handed to a doctor, whose guests included a number of ladies. The next day he placed an order for a five-pound box—an order which might have gone elsewhere.

On the same picture, notice a tray of soft drinks, with glasses. These are intended to catch the trade of visitors, and of residents frequenting the wharf on hot days. This is a new line, and has proved very successful. Formerly all this business went to the hotel. They will branch out further; a consignment of grape juice has recently been shipped.



This illustration shows view of the grocery shelving in the Robin, Jones & Whitman store at Gaspé, Que. Copy of Canadian Grocer is lying on the counter.



# CANADIAN GROCER



An interior view of the Robin, Jones & Whitman store at Gaspé, Que. Confectionery department on left, and tobacco and cigars on right.

Lime juice has been carried for a number of years. It is a line which is appreciated in this section of the country, and enjoys a big sale. In many parts of Canada, people do not know how to serve lime juice, often making the mistake of using more than is required, making a very disagreeable drink. The writer believes it would pay retailers who have a high class trade to demonstrate this line during the hot months.

### Cigars and Tobacco Sales Large.

Next to the candy display, the reader will notice a splendid arrangement of tobacco, cigars, cigarettes, pipes, etc. This is another line which benefits from the arrival of passenger boats. Tourists enter the store in large groups, and have no difficulty in making a selection from across the counter. Sales at such times are heavy. Pipes are displayed on a plush-covered shelf, inclined at forty-five degrees so that the stock can easily be seen. Sales of cigarettes amount to close upon 200,000 per year.

The system of selling pipes by pushboards has been used successfully. Ten cents is charged for each guess. For each lucky guess the prize is a pipe, of which there are ten, worth altogether about 5.00. As there are a hundred guesses to each board, each one brings in \$10.00. Unsuccessful contestants receive a 5c. cigar, and as there is a profit of close on 100 per cent. on the pipes, the profits are heavy. Dozens of pipes have been sold in this way, and a large number of cigars. It is understood that the tax on these pushboards is now so heavy, their use is almost prohibited.

Another new line this firm recently introduced is egg producers, regulators for poultry, fly chasers, etc. The buyer of the store started in the poultry busi-

ness for himself, and met with such success after using an egg producing preparation, he ordered a supply for the store. After telling customers of the results he himself had secured, no difficulty is experienced in making sales.

The firm of Robin, Jones and Whitman was founded well over a century ago by men from the Channel Islands. They traded with local fishermen, and continue to do to this day. In the meantime they have built up an immense business in this district. In their merchandising methods they are abreast of the times. Branches are located at a number of villages on the Gaspé coast, with headquarters at Paspabiac.

### A Hint to Pay-Up.

While visiting the Gaspé store, the writer saw something which contrasted grotesquely with the modern surroundings—a quiet hint to customers in arrears to come in and pay their bills. Ancient in appearance, it carried one back to small establishments of half a century or more ago. The picture or notice board bore a drawing of an ordinary table fork, a large "W," the lines of which were composed of human beings twisted into curious shapes, a tall silk hat, a "U" and an "O," these letters being formed in the same manner as the "W." The message conveyed is: "Fork out what you owe."

### A RETAILER'S FINANCIAL STATEMENT

The following is an interesting financial statement of a retail firm in a village of 200 people, consisting of three partners and doing a turnover of almost \$30,000 a year. The partners' yearly salaries amount to \$2,000 total. Other

merchants will find this statement advantageous by comparison:

<b>Trading Account 1914-15</b>	
Merchandise on hand, May 26th, 1914.	\$ 7,096.50
Merch. purch. during year ..	\$24,679.36
Less goods returned .....	529.98
	24,149.38
Freight .....	197.53
	\$31,443.41
Year's sales .....	\$29,702.43
Goods on hand .....	8,527.40
Gain on merchandise .....	6,786.42
	38,229.83 38,229.83

### Profit and Loss Account

<b>PROFIT</b>	
Gross gain from trading account ...	\$ 6,786.42
Discounts gained on purchases .....	165.81
	\$ 6,952.23
<b>LOSS</b>	
Debit balance of interest account....	30.00
Expense .....	784.05
Collection exchange .....	1.90
Premiums, net cost .....	228.56
Insurance .....	126.30
Advertising .....	157.85
Hay and feed .....	95.75
Heat and light .....	86.80
Rent .....	474.00
Repairs .....	2.75
Telephone .....	35.84
Depreciation:	
Office supplies, cost .....	\$41.50
On hand .....	25.00
	13.50
Furniture and fixtures, 10%.....	85.00
Horse and wagon .....	25.00
Net gain from business .....	480.498
	\$ 6,952.23

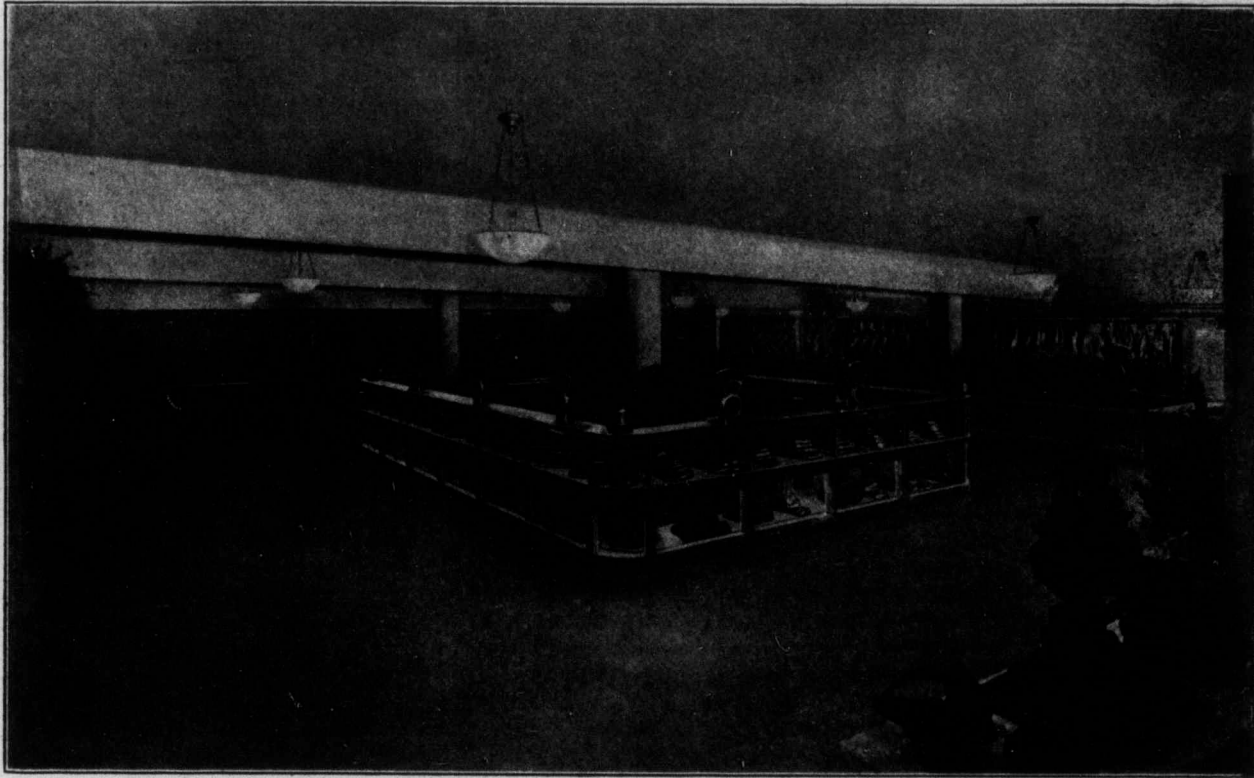
In writing Canadian Grocer a member of the firm says: "We are enclosing herewith copy of our financial statement taken off June 1, 1915, for our first year's business. Please note there are three partners, each being credited at the end of the year for his salary. Other salaries are included in general expense account, which amounts to \$728 per year. One of the partners does the delivery, and stable rent is included in the store rent. Our turnover for last year was \$29,702.43."

### NEW AND OLD BRITISH DUTIES

The following list shows the new and old rates of taxation on a number of the principal sources of revenue in Great Britain:

	New	Old
Tea .....	1s 0d per lb.	0s 8d
Sugar .....	9s 4d per cwt.	1s 10d
Coffee .....	0s 3d per lb.	0s 2d
Shicory .....	0s 3d per lb.	0s 2d
Cocoa .....	0s 1 1/2d per lb.	0s 1d
Currants .....	3s 0d per cwt.	2s 0d
Figs and fig cake .....	10s 6d per cwt.	7s 0d
French plums, prunes and all other dried or preserved fruits and raisins .....	10s 6d per cwt.	7s 0d
Manufactured tobacco .....	7s 0d per lb.	4s 8d
Cigarettes .....	8s 6d per lb.	5s 8d
Cigars .....	10s 6d per lb.	7s 0d
Motor spirit .....	0s 6d per gal.	0s 3d

Among a hundred or a thousand young men there are a few who study the game. They decide upon a line of action. They hew to the line. They miss a lot of "good times" and the resultant headaches and heartaches. With mind set upon success, they study for it, plan for it, work for it, fight for it, live for it, get it. Earnestness means success, indifference failure. Earnestness studies the game and wins. Indifference lags and loses. Shorn of rigmarole, that's the whole story.



The cured and cooked meat section of the Robert Simpson Co.'s new provision department. This is located in the centre, with wide aisle around it.

## A Provision Department That Sells

How Demand for Cooked and Cured Meats, Fresh Meats, Specialties, Fish, Etc., is Created in the New Provision Department of The Robert Simpson Co., Toronto—Refrigeration and Computing Scales Are Features—Results of an Aggressive Policy.

*Especially Prepared for Canadian Grocer*

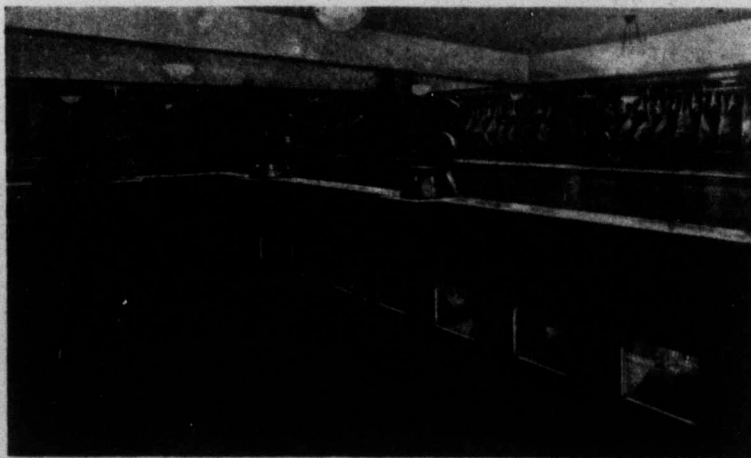
**T**HE Robert Simpson Company, Toronto, have proven that by good, strong, aggressive measures the sales of cooked and cured meats, fish and fruit, can be readily increased. Among their methods will be found modern refrigeration, bright, clean, attractive

counters and show cases, computing scales, cash register and rapid methods of serving customers.

Recently in the Simpson store a new department was opened for these lines. That it is proving itself a splendid investment can be observed at any time

during the day. The department is literally crowded from morning till night.

A description of the new department, which the company calls "The Meat Market," should be of great advantage to every dealer interested in increasing the sales in his provision department. The meat market is separated from the grocery department by the flower department. Tables and banks of handsome flowers make the entrance an exceedingly attractive one. It is a fact, too, that the perfume of flowers is a splendid antidote to the smell of freshly-cut meat. The outstanding feature that impresses itself on the observer is the immaculate cleanliness and freshness of the department. Cold water-washed air delivered to every part of the selling space through fifteen transmission ducts in the ceiling changes the entire air every three minutes. In the first place, therefore, the ventilation equipment is unique. The complement of this water-washed air distribution is found in the exhaust by which the used air is withdrawn and delivered through a vent above the roof of the building.



This is an inside view of the cooked and cured meat counter shown above. Note computing scales and meat slicer.



## CANADIAN GROCER

### Fixtures in White

It is an interesting fact that the largest exit is placed immediately above the fish counter. The fixtures are all spotlessly white, including the lengthy rows of computing scales. The floor is of grey, with white terrazzo set in visible panels, providing for expansion and contraction; is bordered with green and white marble mosaic, turned up in a cove to all counters, so that angles providing lodging places for dust are done away with. Behind the counters in the cooked meat section the floors are covered with white maple out of consideration for the comfort of the sales force. The counters, covering 1,450 square feet, are glass enclosed and thoroughly refrigerated. The counter top is of milk-white special Carrara glass, one inch and a quarter thick—sanitary and most easily cleaned, and which absolutely refuses to take up stains from meat or anything else.

### Special Trays for Fish

On entering the department, one is confronted by the large refrigerator which projects into the department and displays through its glass side cut flowers in both the meat market and the grocery department. Behind this refrigerator runs the fish counter. In addition to other features of the ordinary counter this one is furnished with specially made steel trays enameled white on which the food from the lake and sea are kept fresh and cold on beds of cracked ice.



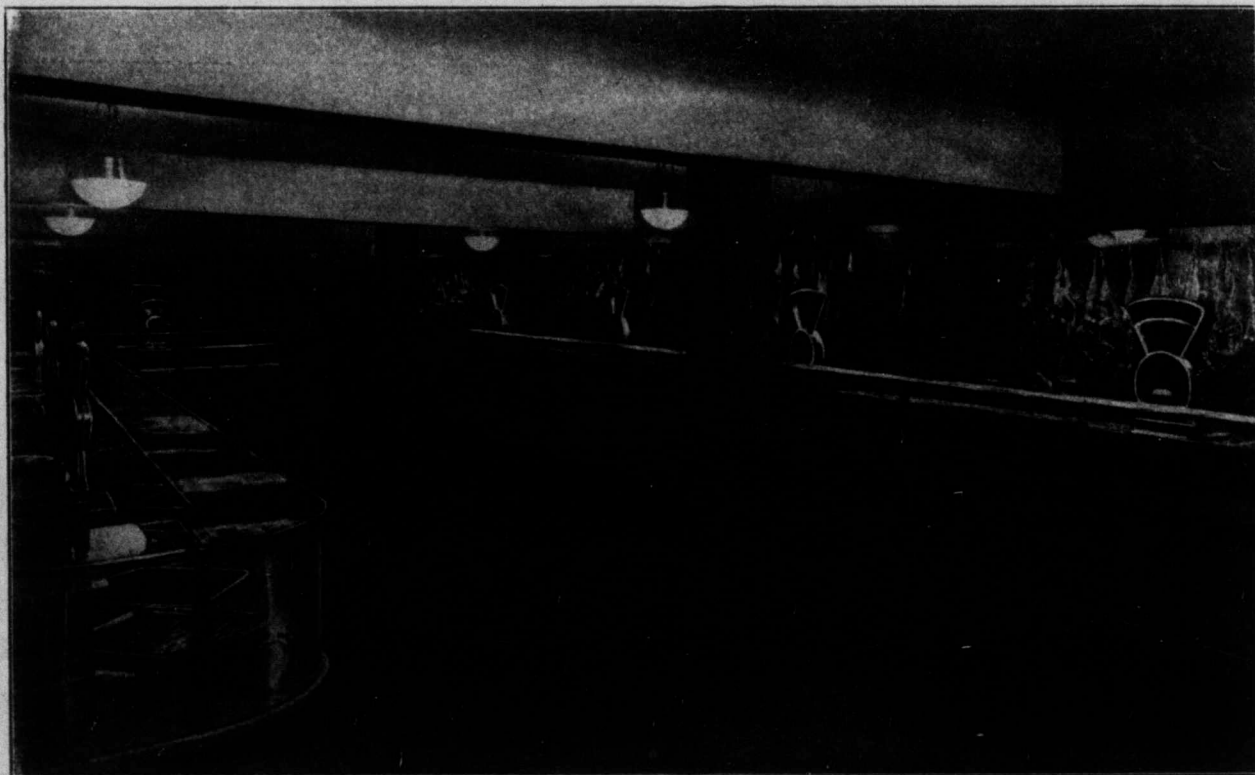
The attractive flower department which adds a refinement to the provision section of the Simpson store.

Next comes the long "L" shaped counter where poultry and fresh meats are served. To facilitate the service at this counter there are shown many specially prepared cuts ready for wrapping. Each cut is marked with the price per pound and not only that but the total cost of the piece. Thus the housewife desiring to spend say 40c for a steak will have the choice of numerous cuts at that price or within a few cents either way. This counter is provided with a two-way belt conveyer which gives the acme of speed in service to the customer. Each purchase is inspected

and checked by an expert butcher before being parcelled.

### Cooked and Cured Meats in Centre

The centre of the Department is a square given over to a most attractive display of all sorts of cooked meats, delicatessen, salads and smoked meats. The counter here, along with all the other improvements shows as well a unique silent salesman arrangement. The sides of this counter on three sides of the square are of double plate glass to avoid condensation. The show space thus formed is tiled in white, illuminated by a special device installed below the



Note the carefully laid out fish counter on the left, with its trays of fish ready for sale. The long refrigerator is seen on the right.

## CANADIAN GROCER

counter top and refrigerated most ingeniously from the side, which shows nothing but a marble front. Hidden within are the refrigerating coils and an electric fan which circulates the cold air through this fixture. Several white computing scales go around this department. Underneath the entrance to this square the circulation is continued under the floor. English vein Italian marble of high quality was imported for this.

On the glass shelves in these counters are to be found sliced cooked meats on parchment paper to be wrapped up. For instance if a customer asks for a pound of sliced bacon, all he has to do is to point to the particular kind he wants, and, as it is already sliced, it simply has to be wrapped in the tissue paper on which it rests, then in a heavier piece of paper and handed over the counter. It was observed that before placed in the customer's hands it was put in the computing scale to make sure the weight was there. There is a cash register in this department so that customers get their change immediately. As there are various kinds of bacon, some fat, others lean and still others fairly well mixed, the customer has a large assortment to choose from, as well as different priced bacons. Price cards are on each individual display.

### The Refrigeration System

The refrigerators were built specially to order and they consist of five separate units. Each is insulated with four inches of cork on all sides, except the display fronts which are each provided with three separate sheets of plate glass

—an air space between each sheet. All doors are properly insulated and fitted with heavy nicked hinges and fittings. The fish refrigerator necessarily requires drainage of ample capacity. Connected with this refrigerator is a freezer in which a very low temperature is maintained ensuring proper care of this product. The cooked meat and delicatessen refrigerator, as well as the poultry refrigerator, are of large size. The large "L" shaped refrigerator is one of the largest on the continent in use for retailing fresh meats. It is provided with the proper equipment of brine coils so regulated as to produce ideal results under all weather and other conditions. To the parcel refrigerator go all meats ordered by customers personally or by telephone. Here they stay until one half hour of the departure of the Simpson wagon from the store. It will be seen that this is undoubtedly a very unique service.

All products are received through a special entrance on Richmond St. and lowered into the rear of the refrigerators by an elevator supplied with carrying rails which communicate when lowered with track rails leading directly into each refrigerator, thus reducing to a minimum the handling of the meat. Before going into stock each is inspected and weight tested. The working space here is of sufficient capacity to enable the company to prepare thousands of orders which come in every day, independent of help from and interruption to the service of the counter. This

space is finished with smooth cement and cement plastered walls and equipped with necessary sinks, drains and plumbing to make cleanliness easy.

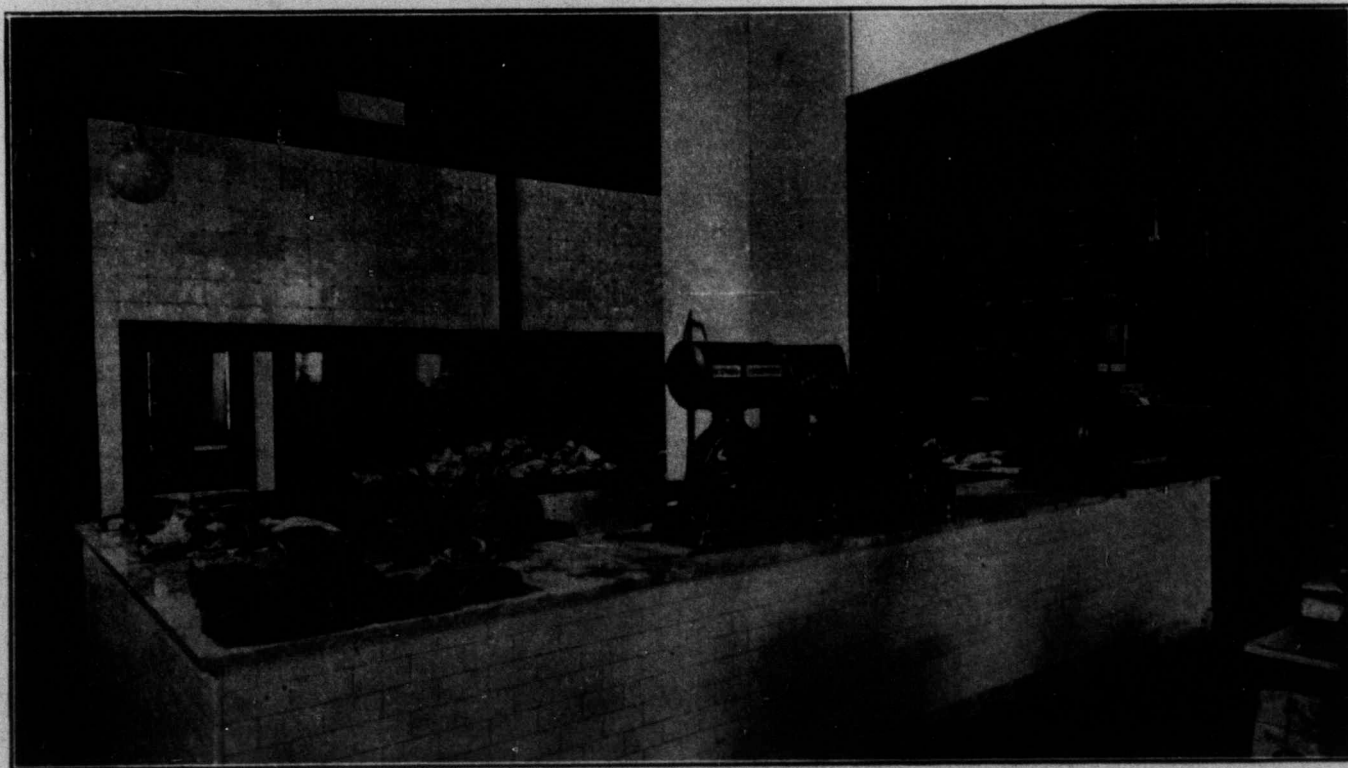
The salesmen and salesladies appear in specially laundered uniforms and these people have been selected because of a special knowledge of the meat business. Added to that, special instructions in their duties are given them, and all such sanitary help as will provide best possible service.

### Fine Fruit Fixture

Further to the right comes the fruit department with a counter piled high with fruits and vegetables. There is ample floor space around these and a large sanitary stock room to ensure the giving of proper service in these goods.

As intimated at the outset of this article, the Robt. Simpson Co. is getting considerable of the Provision business—considerably more than they did before the installation of this department. All this goes to prove what aggressive measures will accomplish in boosting sales of any department. If the goods are there and the proper service is rendered the public is going to accept that service and buy those goods.

Probably success has been the theme for more discourses—written and spoken—than any other subject—unless it be failure. To judge by the hullabaloo, one would think success and failure fearfully mysterious things. The simple matter of fact is that they are the plain and palpable effects of plain and palpable causes.



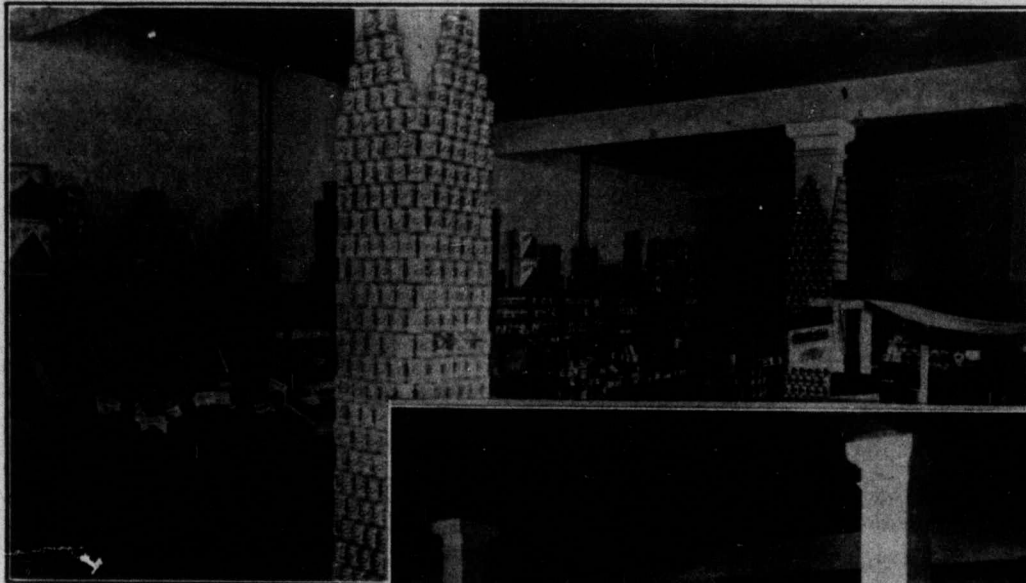
View of the provision department of the Burrledge Mercantile Co., Victoria, B.C.



# Special Provision and Fruit Sections

The James Ramsey Store in Edmonton, Alta., Do Big Business in These Lines by Going After It Strenuously—Equipment a Splendid Aid—Have Provision Counter 60 Feet Long—Attractive Fruit Displays

Written for Canadian Grocer by REGINALD G. SMITH



Upper picture shows the fruit section in the Ramsay store, Edmonton, Alta., and its location relatively to the grocery department. The lower picture is of the splendid provision section which is fitted up attractively for big business.



**A**MONG the big stores of the Canadian West is that of James Ramsey, of Edmonton, Alberta. The grocery department of this establishment is finely fitted out with much modern equipment, which is backed up by salesmanship on the part of every clerk, making a strong combination towards increased trade.

## A 60-foot Meat Counter

A striking feature of the grocery annex is the meat department. There is a counter sixty-six feet long with a plate glass guard and silent salesmen all connected with the ice plant and refrigerators. The provision salesmen are all in white—cap, coat and apron—and the whole branch of the store is as clean and enticing as it can possibly be. At the rear of the meat department is the ice plant, manufacturing  $7\frac{1}{2}$  tons of ice each day. The brine system of refrigeration is in use and a big cutting room alongside of the refrigerator is cooled and all the implements, blocks, knives and saws are displayed behind glass windows, so that the customer can see just what piece is being cut off.

None of the provision men are allowed to handle money, so that there is not the slightest fear of contamination from the handling of paper money. When an order is filled, the clerk simply makes out a bill, hands it to the customer who

goes to the girl at the cash register desk, and she stamps "paid" on it. The customer then returns it to the provision man and he wraps it up in the parcel. "Safety First" in the meat business is an excellent axiom, and this Edmonton store is careful to see that it is carried out.

One of the accompanying illustrations shows the attractive provision section of the Ramsay store. The other illustrates the fruit department showing the fruit neatly arranged in a most inviting manner. With special departments like these so handsomely arranged and with real salesmen behind the counter it is readily seen why they are money makers in this big store.

On one side of the store is 170 feet of counter for groceries alone, running along the full length of the store, the counters are all fitted with display fronts, while the pillars supporting the roof are

surrounded with canned goods—an effective advertisement indeed for the stock to be sold.

## Easy Chairs for Customers

In different parts of the store are patrons' tables where customers can sit at ease, write their delivery orders, while the tables carry all grocery lines covered with plate glass, and gives a gentle hint to the memory of the shopper what goods she wants to purchase. All the delivery orders are taken to the basement, made up out of stock, sent to the shipping room, where fourteen delivery wagons are ready to make three rounds each day of the city.

Four booths with two demonstrators in each booth at time of writing were preparing samples of groceries for customers to taste, and this innovation to increase sales, needs no enlargement to the go-ahead, after-the-business grocer.



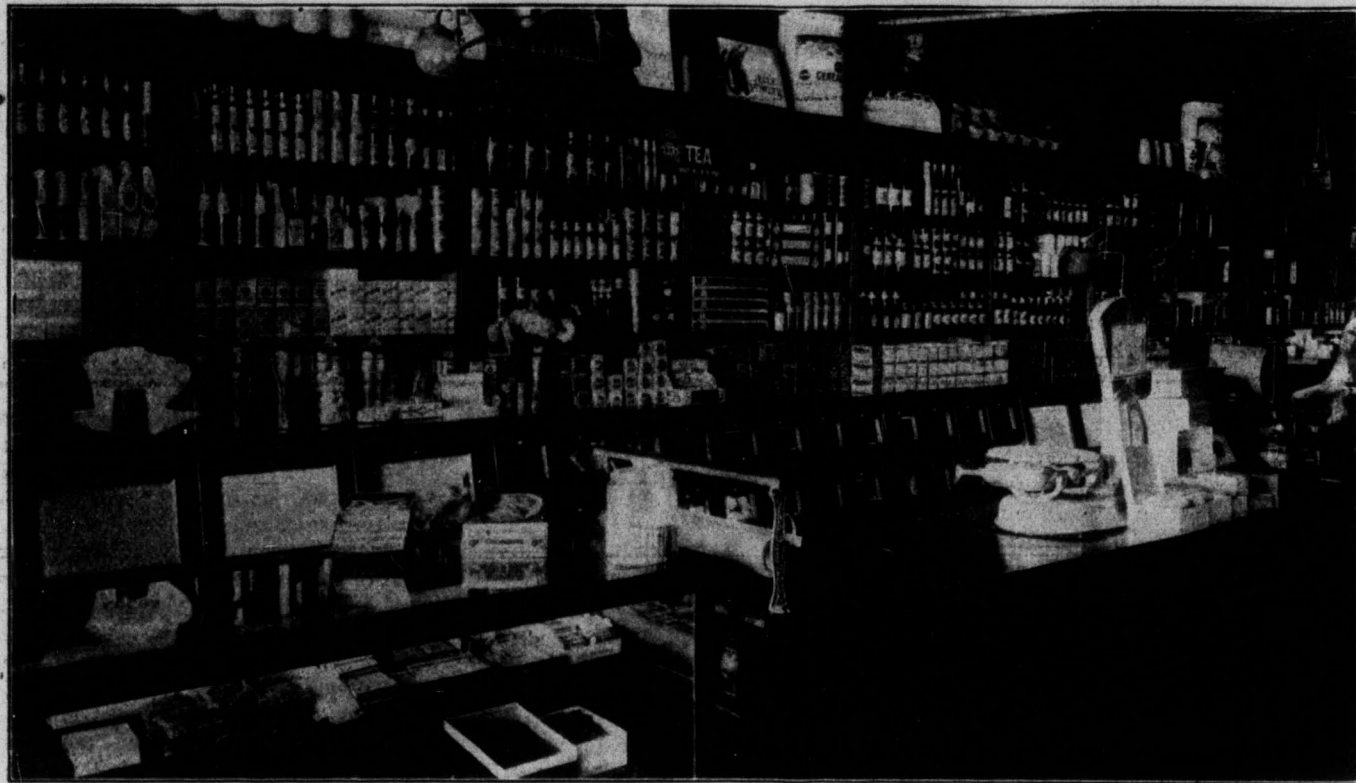




# Fixtures That Help Sell Goods

Bin Receptacles Save Time of One Clerk and Keep the Goods Handy for Those Behind the Counter—Store of J. Nott & Son, Dunnville, Ont.—Contains Much Equipment of Value—How Fresh Fruit Sales Have Been Built Up

*By a Staff Correspondent.*



View of the interior of the J. Nott & Son store in Dunnville, Ont. Note the pivoted bins at back of counter, computing scale, etc. A fine store for a small town.

**S**ALESMANSHIP backed up by handsome display counters and a lot of other modern equipment are among the chief methods adopted by J. Nott & Son, grocers of Dunnville, Ont. The equipment, or a considerable part of it, can be seen in the accompanying illustration. In addition to the display bins, J. Nott & Son have computing scales, a coffee mill, an account register, a glass-front refrigerator, cash register, biscuit case, vegetable bins, meat slicer, self-measuring oil pump and self-measuring pumps for both vinegar and molasses. This formidable array of fixtures cannot help but mean much to the boosting of sales in the Nott store.

#### Save a Clerk's Time

"In the first place," stated Mr. Nott, Jr., who is a bright young salesman, "our counters and bins are the means of saving us the expense of an extra clerk. There are 63 receptacles either under the counter, or behind it at the base of the shelving, in which articles frequently called for are stored. That means when we get an order for any of

these articles they are right at our elbow and it necessitates but a short amount of time to put them up. Formerly we could only keep a few of these under the counter in barrels and boxes, so that we were continually running to the warehouse every once in a while to fill orders for any of the other lines. You can easily see why it is, therefore, that we save so much time by having these counters and display bins right at our hand.

#### Self-Measuring Pumps Valuable

"Another piece of equipment we would not care to be without is the self-measuring oil pump. This eliminates all the former dirt, fuss and worry we used to have in filling an oil can from the original barrel. The tank, which is placed in the basement, contains 100 gallons of oil, and as you see, the pump is handily located in the warehouse just inside the warehouse door. This has certainly saved us a lot of time, and is a great help. The same applies to the self-measuring pump for the vinegar and molasses."

The latter two pumps mentioned are also located in the warehouse, which is

also kept bright, clean and orderly. These self-measuring pumps certainly cut out a great deal of time in serving customers.

Mr. Nott has similar praise for the Account Register. It means when the store closes at 6 o'clock all books are closed up to date. The biscuit case, too, which is located on the right-hand side, inside the main entrance, has also proved itself a splendid seller. "People, you know, usually purchase more of what they see than of what they don't see, so that it is up to us grocers to show them everything we can in an as appetizing way as we can." The refrigerator in the Nott store is also worthy of special mention. Most of the front is glass, through which shows both the ice and the goods. Butter and eggs and sensitive fruit such as watermelon and at times berries, etc., are kept here.

#### Fruit Sold Ahead of Receipts

Of late years Nott & Son have been going in more for fresh fruits and vegetables than they used to.

"A couple of years ago," stated Mr.



Nott, Jr., "I took a trip through the fruit districts and was so impressed with what I saw that I bought a few baskets of sweet cherries which were particularly fine looking fruit and sent them home. The cherries happened to arrive before I got back, and the store staff had them all sold before they even knew what the price was to be. That showed me that our customers were anxious to get the very best fruit they possibly could, and I have continued to make it my best endeavors to supply them with only that kind. Our cherry business this year ran upwards of 200 baskets. Then I started in other fruits, such as strawberries, raspberries, peaches, etc., and in one week this year we disposed of no less than 100 crates of strawberries. This averaged us about 60c profit on a crate. We had no difficulty in selling our berries because we assured our customers that they would be of the very highest quality; and, in fact, they were nearly all sold before we got them. This has been our method in ordering fresh fruit and we find it is a great preventative to over-buying. In fruit, you know, a great deal of loss is caused by having too much stuff on hand for the demand, for anything that goes bad on you is a dead loss."

**Selling Bananas and Oranges**

The Nott store, too, makes a profit on bananas. It is well known that many grocers do not. In this store an endeavor is always made to dispose of bananas as soon as possible, and one of the chief methods in doing this is to always show on the counter a few "hands" cut off from the stock. This draws the attention of every customer to bananas. Oranges are always left wrapped in the tissue paper in the crate until they are sold, with the exception of a few on the top. The paper is taken off these to show them. In summer bananas are purchased green, and allowed to ripen in the basement, but in winter they are purchased ripe, ready for sale. It should be remembered that bananas are very susceptible to the cold. A draft of cold air on a bunch of bananas in their ripening period will put an effective stop to any further ripening. This is why they are bought ripe during the cold season.

As intimated above, salesmanship is given special attention in this store. There are always to be seen a number of dainty goods on the counter where people can handle them as they wish and ask questions about them. Nott & Son find little difficulty in introducing new lines in this way. For instance, during the past summer they handled Tuna fish for the first time and by explaining its merits to a few customers at the first they have been able to create a large demand for this article. Occas-

ionally, too, such lines as toilet soap are shown in dainty little displays on the counter, and these always dispose of a considerable quantity.

**Eliminating Waste Motion**

The Nott store backs on to the canal and the front on one of the main streets in Dunnville. A roadway runs alongside the canal and makes it very easy for goods to be brought into the store and also for customers' goods to be sent out. There is also a cellar opening at the rear for getting potatoes, etc., into the basement with the least difficulty.

The reader will readily see that great attention has been given here to the elimination of waste motion and to the rapid serving of the greatest number of customers in the least possible time.

**A PLAN FOR BEATING MAIL ORDER HOUSES**

((Continued from page 102.))

selves the same rights that are reserved in the catalogue of the mail order firm. We want this proposition to be perfectly plain to you."

Then they give conditions under the headings, first, second, third and fourth, that should appeal directly to the buyers. If they haven't got the goods they say they'll get them. They call this new departure a Special Order Department.

The second advertisement continued the use of the blank order form shown in the first and had another talk a little different, but along the same line, ending up with, "It pays to pay cash at Lord's."

The third advertisement started off with a big display line, "It pays to pay cash." Then certain goods were mentioned with the prices and in the centre of the advertisement, "Notice to Catalogue Buyers," the proposition being set forth much as before and the blank order form being used again just as prominently.

**Plan Has Succeeded**

What has been the effect of this? The MacLean Publishing Co. wrote this firm and the last week in September received the reply as given below, which is a pretty good proof that their plan has succeeded. Note that the majority of the orders they receive are written out on order forms of the catalogues from which the selections are made, indicating that in nearly every case these orders would have gone to the mail order houses instead of to the local store. Note also that even in special lines, lines that are reduced and that the usual stores say they cannot meet, this company claim that the business is "not unprofitable." The letter reads as follows:

MacLean Publishing Co.,  
Toronto, Ont.

Dear Sir:—

Replying to your inquiry of the 15th; we are quite well pleased with the results derived directly from the advertising to which your refer, samples of which are enclosed.

This copy was specially prepared to appeal to a certain class. A number of orders are received on our form, but the majority are on the order forms of the catalogues from which the selections are made.

We have no difficulty in completing the orders to the entire satisfaction of the customers, the best evidence of which is that orders continue regularly from the same people and new customers are added through their recommendations.

Occasionally we have to meet a "Leader," but our records show this section of the business is not unprofitable.

Since January 1st, 1911, this store has given no credit. We have demonstrated that "It Pays to Pay Cash," a slogan which is now as quickly recognized as the firm name, and I believe there is no better service you can do the trade than to "Preach the Gospel of the Cash System" in every issue of your trade papers. In fact, I have thought of making this suggestion to you before, but am not seeking publicity.

Conditions are very good in this province and we anticipate a splendid Fall business.

Yours respectfully,  
W. E. LORD.

Red Deer, Alberta,  
Sept. 24th, 1915.

**MONEY WELL SPENT**

MacLean Publishing Co.

Dear Sirs:—Please find enclosed \$2.00, my subscription to your CANADIAN GROCER. This is money well spent.

I am managing a general store here for Spanish Mills Co., and would like to have a sample copy of the following from you:

- Hardware and Metal,
- Men's Wear Review,
- Dry Goods Review.

If I find them of use to me, I will subscribe for same. Thanking you in advance for same, I am,

Yours truly,  
D'ARCY ELLIS.

Cutler, Ont., Oct. 8, 1915.

We have it on the word of no less an authority than Huxley that life is an affair in which the prizes go to those who study the game.







# "I'm a Merchant"

Method Adopted by a Merchant to Combat Mail Order Competition—Good Pointers for Other Merchants—Advocates Comparison of Prices — Sells "Everything Eaton's Sell and Some Things They Don't."

Written for Canadian Grocer by a Staff Representative

THE location of the village of Lefroy, Ont., situated as it is near Lake Simcoe, makes it a popular place for summer campers. About ten minutes' walk from the depot will bring you to the lake. It is on the shores of this beautiful lake that campers from the cities find relief during the hot summer months. In Lefroy are the usual places of business that are to be found in a small village. The fact that the village is small does not indicate that there are not big things accomplished by some of the inhabitants, as there is at least one man there who does big things and does them in a big way.

This man is a merchant. In fact, he has a sign up on the side of the building telling people that he is a merchant. This sign, which is about twelve feet long by two and a half feet wide, bears the words: I'M A MERCHANT, in bold black letters.

The sign is readable from the trains, and many a man has had his thoughts turned to the character of the man who would dare to try and define between a merchant and a storekeeper. Curiosity upon the part of a Canadian Grocer representative took him to this store to find out a little more of the merchant in question. After assuring Mr. Kirkpatrick—which happens to be the name of this merchant—that I was not trying to sell goods, I approached him about the sign on his building, and asked him if he had any objection to giving me the origin of the sign.

"Well," said Mr. Kirkpatrick, "some people have laughed at me and other people have questioned my sanity, since that sign was erected. But do you know that that sign has given me a wonderful amount of publicity in this section of the country. Apart from the publicity that I have derived, I have received direct business as a result of the sign. The people alighting from the train to go to the cottages at the lake see that sign immediately, and, therefore, know that I am here to sell goods. These are the people who are affected

most by the sign, as the people who have been living in this part of the country for the last ten or fifteen years know who I am and what I am here for.

"I know it seems odd," he went on, "but it is the unusual things that count these days."

I asked Mr. Kirkpatrick if there were any other reason why the sign was worded in that way, whereat he gave the following explanation:

"Some years ago I thought I would like to become a merchant, and as I did not have the cash to start in a big way, I resolved to start very humbly and try and work myself up. I was working in the village at the time, and I had a small place of my own, which I improved by building shelves, etc. I sent an order away to a well known confectionery firm for my first supplies, which consisted of candies, biscuits, nuts, etc. I paid for these in cash, and I began to realize that I was on a fair way to become a merchant.

"But my hopes were not long lived, for in a few days I got a letter from the manufacturers who had sold me the goods, stating they had received a complaint from the other merchant (who was here at that time) that as I was not a merchant it was not fair to sell me goods at the same prices as he obtained the goods for. I immediately wrote back to this firm, and told them my definition of a merchant, something to this effect:

"I may not be very wealthy and my store may not be modern, but if I purchase a sack of peanuts and sell them out in 5-cent bags, I contend that I am a merchant in the true sense of the word. Possibly not a big merchant, but nevertheless I'M A MERCHANT."

"Needless to say," he continued, "I have never had any objection from that firm since that time, and I have done a considerable amount of business with them. This first experience as a merchant made me feel that I would like to let every one know that I was a merchant, and I made up my mind that the first sign to go on my premises would be a sign as you see it on the building now. From my humble start I have accumulated stock which is now representative of any good general store, and I intend in the near future to make alterations which will make room for increased stocks."

"Have you any other method of advertising your business among the people of this community in addition to the sign on your building?" I asked.

Mr. Kirkpatrick produced a number of handbills, a sample of which is shown in the illustration, and said:

"That is the way I put my name before the public, and it does it very effectively." Using the illustration as an example, I noticed that the introductions or headings were all timely and well written, but there was one statement that appeared rather bold at first glance—"I sell everything that Eaton's sell and some things that they don't."

The first impression would make you look around the store for the comparison, but it is not there.

Being rather surprised at this statement, I ventured: "How do you get by with that statement?"

"Well," he replied, "it does not signify very much after all, for the things that I sell that Eaton's do not sell are tobacco, coal oil and matches; and as for selling everything that Eaton's sell, well, let anyone show me the cash and I will deliver the goods. It



A view of the store of A. Kirkpatrick, Lefroy, Ont. Full details are to be found in the accompanying article. Notice the automatic gasoline filling station.



CANADIAN GROCER

is true I do not stock everything, but I sell everything, from toothpicks to farms."

After a further glance over the handbills, I noticed the following:

"I don't 'keep' everything, but 'sell' everything that Eaton's sell and some things they don't. Their 1915 catalogue should be looked over by every intelligent customer.

Now here is a man advocating the use of mail order catalogues for reference, while there are hundreds of merchants who never think of a mail order catalogue except to condemn it.

But with Mr. Kirkpatrick things are different. He claims that the more his customers study the catalogues the more business it will mean for him. "The real menace of the mail order house," he said, "is not in the fact that the catalogue price is lower than the retail price, but more in the fads of the women. The harder I work my territory with my prices the more convinced I become that buying by mail is a fad. One reason why the catalogue houses have got the hold they have on the country people is the fact that the people living some distance from town read newspapers at intervals only, and their visits to the stores in the neighboring villages are very rare, which means that a catalogue in the hands of people under these conditions will be read and re-read, until eventually all the prices will be known off by heart.

"It was for the benefit of this class of people that I have had my advertising done in that form. I reach them with my prices just the same as the catalogues from the mail order houses reach them. I have had farmers bring in my price list along with the catalogues, and not once, but many times, my customers have pointed out that my prices have been lower than those of the catalogue house. Do you know that I have worked this proposition so hard and fought the catalogue houses single-handed so long that the people in the surrounding country call me 'Timothy.'

"Other things which go a long way with the devotees of the catalogues are the pictures or illustrations that are used in the catalogues, and also the fact that the mail order house quotes its prices openly and fearlessly, and although the prices quoted are not always low, yet they believe that by so doing the prices must be right or they would not be published. "That," said Mr. Kirk-

patrick, "is the real danger that the country storekeepers have to fight against, and as the individual dealer has a better opportunity of studying the needs of the people in the immediate vicinity in which his store is located, I cannot understand why more merchants do not go after the business more aggressively in their own locality, by advertising their prices in some way or other, rather than being content to take whatever business the mail order house leaves.

"While I do not close my eyes to the fact that there is considerable business being transacted in this locality by the mail order houses, it is not so great as it was, nor as big as it would be if I did

I have to sell at a loss of perhaps a few cents, but if I do lose a few cents on a sale I invariably get dollars back from the same customer by having gained his confidence and his continued patronage."

"I think," continued Mr. Kirkpatrick, "that the only logical way for the country merchants to combat with the catalogue houses is to send out through the mail, circulars, or any other printed forms showing their prices and quoting openly on any article that is likely to be featured in a mail order catalogue.

"Sometimes I use very special prices on my circulars just in the same way as the catalogue quote their close prices. This I find very effective, as there are always more purchases to be made once the customer comes to the store. It is exactly the same with the catalogue.

"If a farmer's wife sees a very special price quoted on some article, she realizes it is cheap and resolves to purchase the said article. In discussing the matter with her husband, he invariably finds that he requires something too, and the first thing you know, off goes their order to the catalogue house."

"How often do you send out those circulars?" was asked Mr. Kirkpatrick.

"Every two or three weeks I have about a thousand printed and I mail them from this place to the people in the vicinity, also to people living near the villages and towns from ten to fifteen miles away. The results would surprise you."

After questioning this merchant at length concerning the number of people who would be interested in the circulars sent out by him, he stated that just as the people in the city read the "ads" in the newspapers, so do the people in the country show the same interest in anything pertaining to their welfare. Further he stated that advertising in the country places was just as essential as in the larger centres; also that if a country merchant expects to get the share of business that rightfully belongs to him instead of letting the catalogue houses get the cream of the business, advertising becomes absolutely necessary. "The rural telephones," said Mr. Kirkpatrick, "are very helpful in securing a certain amount of business that would not come my way if I did not use the telephone frequently. I quote my prices on merchandise fearlessly over the telephone to all enquirers, but I do not

Are We Down Hearted? NO  
Shall We Win? YES

Might is not always right, but with both  
RIGHT AND MIGHT

there is only one conclusion to this terrible war.

As sure as Britain rules the waves Spring is here. It's up to you, Mr. Customer, to get busy.

Some parts of the world cannot buy necessities. We can get necessities and even luxuries, for I sell everything Eaton's sell and some things they don't.

- FIELD AND GARDEN SEEDS—Look over the enclosed list and place your orders early. Prices will be higher as the season advances.
- GOOD OLD BISBYS—You can take good cakes without feeling them 35c butter.
- FRY'S STOCK AND POULTRY FOOD—Look on it every time.
- WASHING MACHINES—1900—Just a little better than any other make.
- BICYCLES—When all is considered its astonishing how little they cost and what a convenience. I sell all grades.
- STOVES—Coal Oil for heating and cooking. If wood was free it would not be so desirable to use when Perfection Stoves can be had and American Coal Oil at Eaton's . . . . . 15c
- It is stranger's prices for tanks, my price . . . . . 35.00
- PAINT—I could buy cheap Paint. Where would the sense be to use Whitewash when the genuine 100 per cent. pure English Paint can be had at a reasonable price. The celebrated Brandram-Henderson every time.
- OILS, VARNISH, WHITE LEAD—81.00 Polarine Cylinder Oil, 5 gal. special . . . . . 85.00
- FURNITURE—What I have here and can get is the largest stock carried by any one firm in Canada.
- STEP AND EXTENSION LADDER, HARDWARE, TRUSKARE—We Baker Jack Knives, Free 2 Lead Pencils, Baker Razor, Free—Colgate's Soap, Heavy Steel Hammer . . . . . 50c
- 2 Hammer Handles, 15c Victor Flour Sifters . . . . . 10c
- 3 1/2 ft. Cross Cut Saws, complete . . . . . 25.00
- 81.25 Mrs. Paul's Sad Iron, set . . . . . 80c
- 81.25 Repair Outfit, special, .50c
- 25c Shoe Brushes, special . . . . . 10c
- 25c Coal Scuttles, special . . . . . 50c
- 25c Bracket Lamp, complete, special . . . . . 25c
- Roll and Roofing Papers, Wall Board.
- GROCERY—\$2.00 Toilet Sets, special . . . . . 91.95
- WALL PAPERS—The season's best in stock, new, Window Shades.
- Men's Long Rubber Boots, \$3.75.
- Fair Road Rubber Tires, Men's Fine Gun Metal Boots, \$5.00 value for \$1.50. Free, 2 pair Fine Socks.
- JEWELRY—The very best. Everything as good value as 16 size Gun Metal, 7 Jewel Swiss Watch, for . . . . . 22.00
- Polka Ducks, each . . . . . 1.00
- Fruit and Shade Trees.
- BAP BUCKETS
- SALT in stock and to order. Rock Salt and Crushed Rock Salt to order. Fine Salt in bulk, \$1.65. Free—3 bags Table Salt.
- TEAS—Special values from the 25c to 50c. Free with each 10 lb. Family Tea Tray.
- CAN GOODS—7 Tomatoes, 4 Corn, 3 Peas, special . . . . . 1.00
- Dates, 3 lb. special . . . . . 25c
- 25c Honey in Comb, special . . . . . 1.00
- Apples, Dried, 1 lb. . . . . 50c
- Apples, Evaporated, 3 lb. . . . . 25c
- Apples, Gal. First, special . . . . . 25c
- 35c Imported Pickles, 3 bottles, special . . . . . 1.00
- Praches, Dried, lb. special . . . . . 10c
- Brooms . . . . . 20c, 25c, 30c, 35c
- The Figs, 4 lb. . . . . 25c
- 10c Kipperd Herring, 3 for 25c
- 6 Cakes, Imported, Delight Soap, special . . . . . 25c
- BEANS AND GOVT'S SUMMER SUITS—Nothing better shown by any firm at any price than I can do for you. See the
- samples. A saving of the price of a good pair of Boots to you on each suit.
- 81.25 Overalls, Blue and Black. Free, 2 Handkerchiefs.
- 50c Men's Suspenders. 25c Garters or Armbands Free.
- One Wool Mitts, 30c gloves free.
- 36-inch Butcher Linen, special yard . . . . . 25c
- 81.00 500 good Envelopes, special . . . . . 50c
- 20c Letter Paper, special . . . . . 10c
- 81.00 gross Silver Stub Pens, special . . . . . 50c
- 25c Paper and Envelopes, box 100 Lemons.
- Part Car of Sweet Navel Oranges in stock now. Price for good large size . . . . . 25c doz.
- Lemons, special doz. . . . . 25c
- (No war tax on above).
- ONIONS—Domestic, 7 lb. special, 10c. English Multipliers, Dutch Sets, 2 lb. special 25c.
- LARD—3 lb. pails—45c. 5 lb. pails, 70c.
- GOAL—Enough in stock for balance of season and unlimited quantities for the future. What fortunate mortals we are.
- GRAIN—Whether up or down the same good food for the human family. Who is chucking over full bins now? Not a word on the poverty plea either.
- MARKET—Butter and Eggs wanted. Eggs plentiful. Butter scarce. Full Market Value.
- FRESH MEAT MARKET—To start with one day only, Thursday, March 18th. It's under consideration, a weekly market for one or two days each week during the season.
- PROPERTY FOR SALE—Village and suburban. Good Values.
- SEWING MACHINES—Four Sewers, Hand, Foot, First Class, special . . . . . 918.00

SPECIAL LIST FOR WEEK ONLY

Telephone, Store 4  
" Elevator 2-1  
Lefroy, March 18th.

A. KIRKPATRICK

Proprietor of The Home Extension and Saturday Morning.

A sample of the handbills used by a Lefroy, Ont., merchant to advertise his business.

not go after it the way I do. I very seldom lose an order if I get a chance to figure on it, for the simple reason that I will sell a little cheaper for cash than I will to a credit customer. I find that by giving a cash price, not a cut price, mind you. I am able in the majority of cases to meet the prices of the catalogue houses. Sometimes, very rarely though,

houses get the cream of the business, advertising becomes absolutely necessary. "The rural telephones," said Mr. Kirkpatrick, "are very helpful in securing a certain amount of business that would not come my way if I did not use the telephone frequently. I quote my prices on merchandise fearlessly over the telephone to all enquirers, but I do not



## CANADIAN GROCER

quote cash prices on produce or grain over the telephone. I like my competitors to hear the prices on my goods because I realize that it is the life of the business. But when it comes to quoting cash prices for produce I do not do it only on the day they wish to sell.

"The reason for this is that messages on party lines such as we have in the country places are very often relayed by subscribers, and while there is nothing to hide in giving a price over the telephone I would rather see the enquirers come to the store with the produce and then I know what to do as regards the quality. I pay cash for all butter, eggs, grain, etc., and the farmers are at liberty to buy goods wherever they may choose.

a few miles further to get an extra two or three cents a bushel on grain.

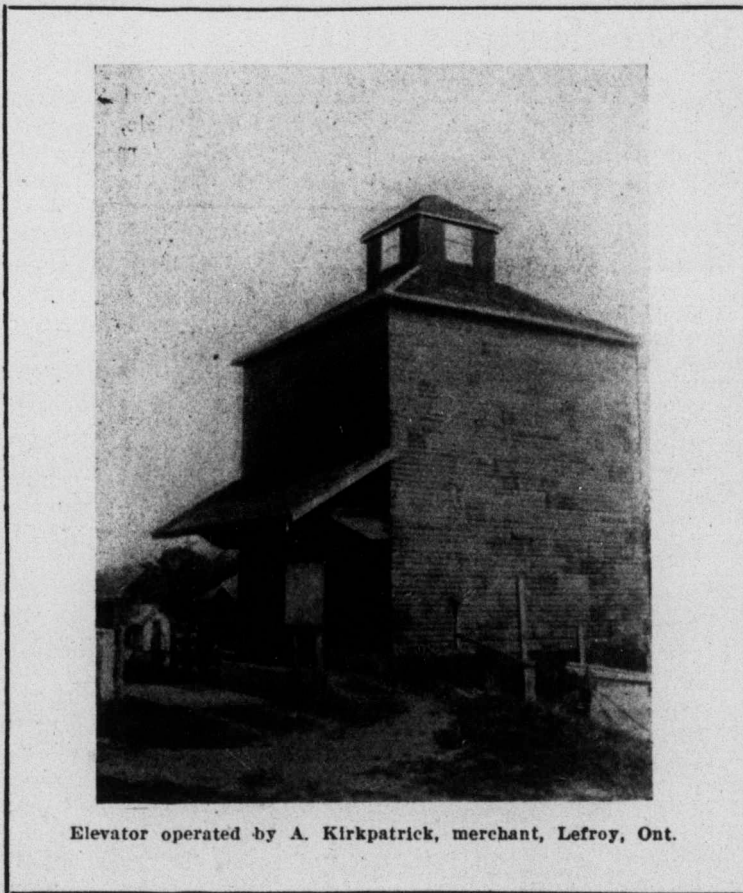
"When I pay them for the grain they immediately turn around and pay me back my own coin in exchange for hardware, groceries, dry goods, etc. To offset all the disadvantages of owning an elevator in connection with a general business there is one big advantage in that the farmers are always anxious to sell grain as soon as possible after it is threshed, so that they will have ready money to meet their urgent obligations. I find that when I get this grain business I invariably get the settlement of my account against them. This, also, is the time of the year that the farmers and

### VALUE OF ACCOUNT REGISTER AND OTHER FIXTURES

"YES, we have an account register," stated Wm. Leith of Caledonia, Ont., in response to a question.

"How do I like it? Fine. It saves us a lot of time. Before the days of the account register it was necessary for us to do a whole lot of bookkeeping, which has since been eliminated. Neither do we have to worry ourselves over getting out monthly accounts. The account register, too, tends to keep down outstanding accounts with those people who are honest and want to settle before their account runs too long. Every time they purchase a bill of goods they see exactly the extent of the amount against them. When this gets up to a certain point, they come in and pay it. Of course, a man giving credit is bound to lose a little occasionally, no matter how careful he is. The usual method of the professional delinquent is to pay up his bills promptly or pay cash for a long time and then suddenly change off and allow the account to run a little longer than usual. It is up to the merchant to watch this class of customer, and if he can do that successfully there will be little money lost during the year."

In the Leith store there is also to be found a cheese cutter in an enclosed case with a small net wiring air-vent. This keeps all the dust and dirt away from the cheese and at the same time allows a free circulation of air. He also has a large biscuit case near rear of the store, but facing the front, and this is responsible for a great deal of business during the year. A confectionery silent salesman stands just within the door to the right and this also gets considerable trade. On it are shown, among other things, a small revolving fixture with a display of chocolate bars, gum in glass jars and small cases, bottles of grape juice and lemonade, corn syrup in glass jars, handsome bottles of olives, etc.



Elevator operated by A. Kirkpatrick, merchant, Lefroy, Ont.

"In buying the produce at the wholesale market price I am enabled to dispose of it without any loss to myself, and find it more satisfactory than giving them the selling price of such produce in trade. I find it works very satisfactory both to the farmers and myself. The farmers very often spend the big end of the produce money in my store and leave a little for purchases of another nature. The grain elevator (which is reproduced here) is another big factor in bringing business to this small town. I pay cash for grain always, and handle the grain on a small commission, and by handling the grain in this way I find that farmers will travel quite

their wives are thinking of sending to the catalogue houses for their supplies for the fall and winter, and I have cinched many an order by having the elevator in connection with my general store business.

"Other things I sell are coal, lumber, real estate and farms, separators, refrigerators, pianos, sewing machines, in fact I sell everything, and to bear out the definition which I wrote to my first wholesaler, I still contend that I'M A MERCHANT."

People fail because they are not in earnest about wanting to succeed.

### STRETCHING OUT THE ORDER

By C. H. Neville, Picton, N.S.

In advertising the business my idea is that the best method is to give it the silent push over the counter. The merchant should never let a customer find out what the amount of the order is altogether before totalling up the bill. Suggest this or that and see if they cannot use it. I generally move articles every week so that next time a customer comes in she sees something unnoticed before. Display cards are good attractions. Above all, see that nothing but the best can be purchased for Christmas trade is offered. Second-grade goods should be kept away by themselves and advertised only as second grade.



## Two Christmas Ad. Suggestions

### For Your Christmas Baking

FROM many lands there have been gathered together in our store the finest and most tempting ingredients for the Christmas baking. We welcome one and all to inspect these goods. They will bear the closest analysis for we selected them from among only the most choice of samples. Kindly order all goods for holiday baking as early as possible as some of them are going to be short this year. Let us suggest a few of the more important lines:

**Seeded and Valencia Raisins**—Juicy, luscious fruit brought in for the Christmas trade. Only brands of recognized quality are stocked, and please remember Valencias are exceedingly short this year. Finest seeded sell at .c per pound, and Valencias at .c.

**Currants from Patras**—We have been fortunate in getting in a supply of currants in spite of the trouble in Greece. Supply is much less than last year, and will not last long. We are selling splendid quality at .c the pound.

**Almonds, Walnuts and Filberts**—For the Christmas baking every housewife wants only sound, well-flavored nuts. Stale nuts spoil things, so let us show you our splendid selection. Shelled Almonds, .c; Shelled Walnuts, .c, and Filberts, .c per pound.

**Peels**—All kinds of peel are ready. As peel is an important ingredient of the plum pudding and Christmas cake, great care should be exercised in its selection. Give us an opportunity to show our attractive stock. Prices are .c and .c per pound.

**Mince-meat**—Just the thing for the Christmas dinner pie. All ready prepared by most reputable manufacturers and will keep nicely in the cellar. Appetizingly spiced and scientifically made from finest fruits. Per jar, .c.

**Plum Puddings**—Made from the choicest fruits, best flour, carefully selected suet and other baking materials. If you do not care to go to the trouble of making your own Plum Pudding, we can recommend this highly. Per pound, .c.

**Extracts**—There are some cheap compound extracts on the market, but we would urge you to buy the PURE article for your Christmas baking. It will pay you in the end, as less will be required, and the flavor better. Ours are absolutely pure.

**Canned Vegetables**—Introduce one or more vegetables on the dinner table. Vegetables are a healthy and wholesome food, and more of them should be eaten. Fine tomatoes, .c; corn, .c; peas, .c; asparagus, .c, and beets, .c per tin—all guaranteed.



**Thos. Brown & Co.** 75 John St. Phone 234

This advertisement could be used just as soon as the Christmas baking materials arrive—the earlier the better. Note the descriptions of the various lines.



### Christmas Table Dainties

THE biggest holiday season of the year will soon be here. Friends from a distance will be visiting you and neighbors and home-town friends will be calling. You will require various appetizing Christmas dainties for these occasions; we have anticipated your requirements and have secured from many sources a large variety of these attractive, tasty goods. Drop into the store and look them over—all popular lines that make the mouth water to see them. Here we describe just a few of them:

**Glace Fruit**—A delicious confection embodying the flavor of many fruits. Pound box, .c.

**Dainty Boxes of Candy**—In selecting candies as a gift to a friend you can never go astray. Many assortments from .c per box to .c.

**Salted Almonds**—What more appetizing after-dinner dainty? These almonds are of fine flavor and large. Per lb., .c.

**Walnuts in the Shell**—Do we eat enough nuts? Some say not. Nuts constitute a splendid food, and walnuts especially. Per lb., .c.

**Brazil Nuts**—We have a very fine selection this year—large, meaty and of good quality, per lb., .c.

**Fancy Filberts**—Everyone enjoys that rich, nutty flavor of the genuine filbert. Extra large and handsome. Per lb., .c.

**Crystallized Ginger**—Here is an appetizing dessert which is rapidly becoming more popular. Per box, .c.

**Fancy Crackers**—Nothing delights the children more than the Christmas cracker. Let them have plenty. Per dozen, .c.

**Fancy Stuffed Dates**—This is another delicious confection—dates stuffed with nuts. Per lb., .c.

**Almeria White Grapes**—Choice clusters of genuine Almeria grapes of fine quality. Per lb., .c.

**Tangerines**—These "kid glove" oranges are another favorite Christmas fruit. Per doz., .c.

**Maraschino Cherries**—A tempting delicacy—each cherry plump and perfect with the real Maraschino flavor. Per bottle, .c and .c.

**Cluster Table Raisins**—Get the habit of eating lots of raisins. They are good for the system. Per lb., .c.

These are only a few suggestions from our splendid Christmas assortment of dainty lines. See our window, or come into the store and we shall be glad to show you others. Use the 'phone if you wish—all 'phone orders carefully attended to.

**R. E. Tailer** 44 Main St. Phone 717

A suggestion for use during Christmas week for selling delicacies that are not actually required for baking, but which mean substantial profits. Give it a trial.



# Last Year Christmas and Fall Newspaper Ads



Choice Christmas Fruits

Try Webb's Plum Puddings

## Christmas Delicacies

That are a success must be made from the choicest materials and great care should be taken in the selection of the various ingredients used. The "Christmas" is well prepared to meet the demands for fine Fruits, Spices, Sugars, Molasses, etc.

### SPECIAL VALUES FOR FRIDAY

"Victory" for baking, per tin	25c	Stuffed Raisins, 10 oz. pkg.	12c
Choice New Dates, per lb.	10c	Stuffed Raisins, 10 oz. pkg.	12c
New Sugar, 4 lbs. for	25c	Baking Molasses, per tin	12c
Finest Creamed Cherries, per lb.	25c	Ocean Wave Powder, 1 lb.	10c
Lemon and Orange Peel, per lb.	10c	Lemon, Vanilla Extract, per bottle	5c

is filled with Confectionery of the finest quality, deliciously flavored and of absolute purity. We have a few of these specialties specially priced for tomorrow.

Poppyseed Bull's Eyes, per lb. 15c  
Molasses Kisses, per lb. 12c  
Orange Mince, a tasty cream, worth 25c for per lb. 25c

Roll'd Walnut, 4 lbs. for 25c  
Maraschino, per pkg. 10c  
Fresh Haddock, per lb. 12c  
Kosher Cud Pickle, 2 lb. boxes 25c  
Lemon Raisins, per lb. 25c  
Lemon and Orange Peel, per lb. 10c  
Cherry Dates, per pkg. 25c  
Cherry Butter, (by the box), per lb. 25c

New Mixed Nuts, per lb. 50c  
Iceing Sugar, per lb. 10c  
Pineapples, per tin 15c  
Mince Candy, 2 lbs. for 25c  
Joy-Jumble Mixtures, per lb. 15c  
McCormick's Sweets, per box 25c  
Vick's Naphtha Soap, 4 values 25c  
Grand Soap, 8 cakes 25c

**The Climax Grocery**  
Genuine Roquefort Cheese  
Evans & Hayes  
112 & 114 MAY STREET  
Per lb. 50c

WILSON & SWAYZE

## SEASONABLE OFFERINGS IN Canned Fruits and Vegetables

At this time of the year when fresh fruits and vegetables are somewhat out of season and rather hard to procure, maintaining a thought naturally turn to the numerous varieties of canned goods with which to garnish her daily table. In anticipation of just this turn of the tide, we have prepared our stocks in Canned Goods in a manner bound to please and satisfy all customers both as to price and quality. Remember Grade "A" heads the list, and with it goes our personal guarantee. A superior article at a moderate price.

Canned Fruits		Canned Vegetables	
Best Fruit, Vine brand, finest pack, per tin	15c	Choice Tomatoes, Quaker brand, 10 cans, per doz. 50c, or 3 tin	25c
Choice Fruit, Vine brand, good pack, heavy syrup, per tin	10c	Canned Parsnips, Vine brand, genuine, per doz. 50c, or 3 tin	25c
Best Fruit, Vine brand, very high grade, heavy syrup, per tin	20c	Canned Peas, Vine brand, extra good, per doz. 50c, or 3 tin	25c
Choice Blueberries, Eagle brand, the best, tin	12c	Canned Corn, Vine brand, extra good, per doz. 50c, or 3 tin	25c
Goodell's Fruit, in glass jar, the quality per jar	25c	Golden Wax Beans, Old Mill, good value, per doz. 50c, or 3 tin	25c
Goodell's Fruit, in glass jar, all kinds, per jar	25c	Extra Baked Peas, Vine brand, the best, tin	15c
Goodell's Fruit, in glass jar, 4-6 pack, each tin, 10c and 15c	60c	Canned Beans, small, light red, large tin, each	15c
Goodell's Fruit, in glass jar, 4-6 pack, each tin, 10c and 15c	60c	French Beans, Maple Leaf brand, per tin	15c
Goodell's Fruit, in glass jar, 4-6 pack, each tin, 10c and 15c	60c	Maple Beans, Maple Leaf brand, fancy, per tin	15c
Goodell's Fruit, in glass jar, 4-6 pack, each tin, 10c and 15c	60c	Maple Beans, Checker brand, imported, per tin	15c
Goodell's Fruit, in glass jar, 4-6 pack, each tin, 10c and 15c	60c	Libby's Apples, the finest grown this year, per tin	25c
Goodell's Fruit, in glass jar, 4-6 pack, each tin, 10c and 15c	60c	Canned Mushrooms, Ephant, Green String Beans and Broomstick, all best packs, 12c, or 3 tin	25c

**GRANULATED SUGAR** Price 5 lbs. for 34c. With an order of goods to the amount of \$1 or over, we have for sale the finest Granulated Sugar obtainable at a bargain.

**WILSON & SWAYZE**  
CASH STORE  
Phone 376 - 378, WELAND

## Christmas Goods That are good to eat

We have the finest, freshest, most carefully selected assortment of Christmas fruits, nuts, candies and confections you could wish to see.

The large variety of goods, their high quality, and the moderate prices at which we sell them, make this an ideal place to get your Christmas supplies.

Our store is equipped with the most modern fixtures for keeping goods clean and in perfect condition.

NEW FRUIT AND NUTS	CANDIES AND DESSERT
ASSORTED NUTS Six kinds, lb. 25c	CREME DE MENTHE After dinner confection, tin 25c
CLUSTER RAISINS Choice quality, lb. 25c	PRESERVED GINGER, 100, 25c
Fancy large, lb. 30c	GERMAN WAFERS A very dainty wafer, lb. 60c
SHELLED WALNUTS, lb. 40c	CHOICE MIXED CANDY 2 lbs. 25c
SHELLED PECANS, lb. 35c	FINES MIXED, lb. 25c
JAPANESE CANDIES The Star and July, per tin 25c	CHOCOLATE CREAMS, 25c
PRESERVED FIGS, per tin 25c	TURKISH DELIGHT Genuine imported, lb. 25c
BALAGA GRAPES, lb. 25c	Orange flavor, lb. 25c
NAVEL ORANGES Finest California, per dozen 25c, 50c, 75c and 90c	GUM DROPS, lb. 15c
LARGE NEW FIGS, lb. 10c	CREAM DATES, lb. 20c
FINE DATES, lb. 10c	MAPLE WALNUTS, lb. 20c
GLACE CHERRIES, lb. 40c	FINEST CHOCOLATES lb. 25c, 50c and 75c
AMERICA, lb. 25c	CREAMS AND CHOCOLATES Special assortments, lb. 25c
GLACE FRUITS Assorted, lb. 75c	MARSHMALLOWS Plain or coated, box 25c
FRUIT SLICES, box 25c	CHOCOLATE CHIPS, lb. 40c
CHERRY BERRIES, lb. 25c	DIPPED ALMONDS, lb. 20c
SNOW APPLES, 4 lb. 25c	SALTED PEANUTS, lb. 20c
PLUM PUDDINGS From Old England, each tin 25c	
CHRISTMAS CAKE Just and delicious, \$1.50 About 3 pounds each.	

Fancy table Apples, Bananas, Celery, Lettuce, Alps Tomatoes, and all seasonable fruits and vegetables.

A large assortment of U.S. and Swiss Chocolates in very fancy tins at all prices.

## Here Are Just The Things for Christmas

All Our Departments Aglow With the Spirit of Christmas

<b>THE GROCERIES</b>	<b>BOTTLED GOODS</b>
MINCE MEAT Ready for cooking, 10c, 15c, 20c, 25c, 30c, 35c, 40c, 45c, 50c, 55c, 60c, 65c, 70c, 75c, 80c, 85c, 90c, 95c, 1.00	QUEEN OLIVES Pitted, plain or stuffed, 1 lb. 15c
WALNUTS Large assortment, lb. 25c	MANGO CHUTNEY, bot. 40c
THE SEASONS, 2 lb. 25c	CRANBERRY SAUCE, bot. 40c
NEW CURRANTS Rochester, 2 lb. 25c	WINE JELLY With fruit, per 40c
ESSENCED ALMONDS, lb. 25c	FRUIT SALAD, bot. 60c
ALMOND PASTE, lb. 25c	RED CURRANT JELLY, bot. 40c
POPPED CORN, lb. 25c	ALMOND PASTE, bot. 75c
SEALIGHT OYSTERS, lb. 25c	GRAPE JUICE, bot. 75c
	LEMON SQUARE, bot. 75c

**Dowling & Reed**  
Phone 32  
730 Rosser Ave.

## Christmas Time Is Here Again

And what can we say that has not already been said? Just this—The demand is insistent for something new, something different, something better, and we are keeping pace with and ready keeping ahead of the demand. We invite your inspection.

## Entirely New Some Old Friends

Ass. Fruits in Wine Jelly Best Fruit in Wine Jelly Mandelinas in Syrup Preserved Chew Chew Comquets in Syrup Grape Jelly Pineapples in Apple Jelly Rose Water Orange Flower Water Stuffed Sardines in Glass Multigrainy Paste Bourbon Cherries Dorset Turkey	Reveries Chocolate Culbrey's Chocolate Tom Smith's Christmas Stings Christmas Concoqs Figs in Glass Almond Paste Turkish Delight French Peas in Glass French Beans in Glass French Mandarines in Glass French Macaronis in Glass Dessert Mince Barley Sugar
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Old Cheese, Swiss Cheese, Ripened Cheese, Cream Cheese.

**Jas. Redden & Co.**

## Xmas Groceries

Our grocery window is highly suggestive of Christmas preparation time. There is hardly a housekeeper who is not thinking of getting ready to bake her Christmas cakes and to make her Christmas puddings. Catered from all parts of the world is such a selection of materials necessary for cake and pudding as will delight the most careful housekeeper. Nothing but the best has been purchased and these at the most advantageous prices. Here are some of our prices.

Currents, 2 lb. pkg. 25c	Granulated Sugar, 12 lbs. \$1.00
Currents, 2 lb. pkg. 25c	Iceing Sugar, 10 lbs. 20c
Raisins, Valencia, 1 lb. pkg. 25c	Spices 10c
Raisins, bulk, 2 lb. 25c	Extracts, bottle 10c and 20c
Raisins, Australian, 2 lb. 25c	Molasses, lb. 15c
Valencias, lb. 15c	Hotels, bulk, 3 lb. 25c
Lemon Peel, lb. 20c	Flour, 2 lb. 25c
Orange Peel, lb. 20c	Flour, sack \$1.50 and \$1.75
Citron Peel, lb. 20c	

**Jap Oranges**  
Don't overlook a box of these Christmas favorites quality splendid, and the price, they never were so cheap. Box 5c. Also a full line of Green Fruits, Apples, Oranges, Malaga Grapes, Cluster Raisins, Bananas.

**Confectionery**  
High grade confectionery in attractive boxes is the most appealing for the Christmas dinner table. Candy that will grace the table of the most exacting. Boxes range from 25c to \$1.00.

**J. E. A. MITCHELL**  
Phone 31  
TOWN ORDERS PROMPTLY DELIVERED.

## Here Are Just The Things for Christmas

All Our Departments Aglow With the Spirit of Christmas

<b>Dress Goods</b> —Our assortment is splendid and our values great. What could be nicer than a new dress for Christmas, for mother, sisters or the busy wife. Price 25c to \$1.75	<b>Hosiery</b> —We have Woolen and Cashmere hose for ladies and children for every day, and gift for Sunday and Holidays. Men's, suit, cotton and cashmere socks, every size. Prices very close to the 25c to 75c.	<b>Collars and Ties</b> (and neckties) We never had a better range of these for Christmas trade, beautiful creases and combinations of colors. We cannot recommend any department that will satisfy as much as this. 25c to 1.00
<b>Handkerchiefs</b> —Fruit Handkerchiefs in a 5c and 10c assortment and so desirable there is no need carrying it to stockings. Pick out a nice handkerchief a nice cotton, silk or linen that will be appreciated. Price 25c to \$1.00.	<b>Gloves</b> —Every kind, Ringwood, Silk, Cashmere, Kid, Fur and Mohair. What a good sensible gift! Better just decide on a pair of these and both you and the recipient will be happy. Prices 25c to \$2.00.	<b>Honey Bees</b> —A princely gift. Honey for the Boy, Girl, or with words in a nice present in fact every body should have this winter even Father, better order the size and buy Honey for a Christmas gift \$2.50 to \$4.
<b>Bean Goods</b> —Jardines: Beans, Canned Beans, etc., every size and most beautiful quality at the very lowest margin prices. Nothing could be more acceptable. Price 10c to \$5.00.	<b>Vietnams</b> —The best word in gift suggestions, but by no means best. These instruments have proved the thing of luxury and now are a household necessity. Why not come and have a demonstration of our machines and music and decide on our own. \$20.00, \$25.00 and \$50.00.	<b>For Gifts</b> —A specially good Xmas gift. Ladies in Black, a little bit of value than the catalog house, at \$20.00. In men's we have Cossacks, Fur-lined with Other Colors, Chambray lined with Fur, also Lamb Collars, in fact all the best lines, priced from \$20.00 to \$50.00.
<b>Raisins and Currants</b> —We have some splendid fresh stock which includes layer raisins, bulk and packages, 1 lb., 14 lb. and 25 lb. boxes. Prices 10c, 12c, 15c and 25c per lb.	<b>Fresh Peas</b> —We never had such excellent quality and such a quantity (that will feed 10) when you consider the price. French peas, per lb. 15c, orange pea pod, lb. 25c, or assorted pea 25c per lb.	<b>Oranges and Lemons</b> —One hundred means for Xmas trade. These include all sizes, priced as follows—lemons, 10c, 15c, 20c, 25c, 30c, 35c, 40c, 45c, 50c, 55c, 60c, 65c, 70c, 75c, 80c, 85c, 90c, 95c, 1.00.

**GROCERIES**—Yes, a cartload of Christmas Groceries for this month has just arrived (note a cartload) fresh from the St. Lawrence Home and garden from the best cash markets available. These all go on sale at once and include everything sold in an up-to-date store such as ours. Fine, choice, shelled almonds and Walnuts; toasting sugar, colored and white; nutmeg, mace, French Vanilla, Walnuts, Almonds, Fruits, Raisins, Figs, Candies, fancy candies for the Christmas shopping man and a pleasure in our aim. We have a large stock of courteous clerks and they are all out to give you the best possible service.

**Geo. A. McCullough & Co.**

1. The Climax Grocery, Fort William, Ont.
2. Wilson & Swayze, Welland, Ont.
3. Dowling & Reed, Brandon, Man.
4. Jas. Redden & Co., Kingston, Ont.
5. J. E. A. Mitchell, Killarney, Man.
6. Geo. A. McCullough (general ad), Stoughton, Sask.



# Christmas Gifts for the Poor

## A CHRISTMAS GIFT

*There is no present as acceptable and useful, and at the same time will convey the good cheer to the recipient as a Fancy Basket of Fruit and Delicacies or a Hamper of Provisions.*

### A Basketfull

Of good substantial food and the addition of some luxuries for the "Mother of the boy at the Front."

- 2 Soup Tablets . . . . .10c  
Makes 8 portions
  - 1 bag Flour . . . . .30c
  - 1/2 pk. Potatoes . . . . .8c
  - 1 Cream Biscuits . . . . .10c
  - 1/2 doz. Oranges . . . . .15c
  - Mixed Nuts . . . . .10c
  - 1 lb. Butter . . . . .30c
  - 3 lb. Rice . . . . .10c
  - 1 pk. Raisins . . . . .15c
  - 1 lb. Currants . . . . .10c
  - 1 lb. Candy . . . . .15c
- 1.50**

- 1 lb. Fancy English Biscuits . . . . .20c
  - 1/2 lb. Tea, black . . . . .25c
  - Sugar . . . . .25c
  - 1 Spoon Cake Mixture . . . . .15c
  - Beefste Pickles . . . . .10c
  - 1 lb. Raisins . . . . .10c
  - 1 lb. Currants . . . . .10c
  - Fancy Box of Cheese . . . . .25c
  - Peanut Butter & Jelly . . . . .25c
- 1.25**
- 1.61**



**A Fancy Basket of Delicious Fruit and Delicacies for a Friend.**

Green Grapes      Sweet Oranges  
Ripe Grape Fruit      Table Raisins  
Box of Bon Bons      Pulled Figs  
Bottle Unfermented Wine

**ANY ASSORTMENT**  
*You desire put up in most artistic taste. At prices ranging from 75c to \$5.00.*

Choice Baskets run about **\$1.50 to \$2.25.**

### A Xmas Hamper

One box of choice goods for the family not in a position to obtain more than the actual plain necessities of life, and there are many in the city.

- Bag Flour . . . . .25c
  - 1 lb. Eastfirst Lard . . . . .15c
  - 1 lb. Minocrest . . . . .10c
  - 1 Can. Vegt. Soup . . . . .15c
  - Oranges . . . . .10c
  - Apples . . . . .10c
  - 1 lb. Biscuits . . . . .10c
  - Candy . . . . .10c
- 1.00**
- 1.65**

- 1 Can Soup . . . . .15c
  - 1 Chicken . . . . .50c
  - 1 Poultry Spice . . . . .10c
  - 1 Can Tomatoes . . . . .10c
  - Yellow Turnips . . . . .5c
  - Potatoes . . . . .10c
  - Macaroni . . . . .7c
  - Biscuits . . . . .10c
  - 1 Tin Baked Beans . . . . .10c
  - Sweet Oranges . . . . .10c
  - Apples . . . . .10c
  - Mixed Nuts . . . . .10c
  - 1 English Dessert . . . . .15c
  - 1 Glass Pure Jam . . . . .15c
- 1.75**
- 1.87**

Such Xmas Baskets as the above are a few of the many styles we put up. We pack and deliver to any address in the City. Your greeting sent with basket unless otherwise directed.

Do not leave until the last minute to order, as the Basket should be in the hands of recipients in time to prepare.

**SHOP EARLY FOR XMAS GIFTS**

'Phone Nine Hundred	<b>E. F. MASON</b> GROCER	429 George Street
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This advertisement illustrates splendid idea for getting after a new line of Christmas trade. Used last year by a Peterborough, Ont., grocer.

**I**DEAS for increasing sales of Christmas goods are what every dealer is anxious to lay his hands on just now. The accompanying advertisement illustrates one splendid method. This advertisement was run last year prior to Christmas in the newspapers in Peterboro, Ont., where E. F. Mason is a large grocer. Christmas time is of course a time of Christmas gifts. Any advertisement which suggests a gift is read with zest by every one. Moreover a great many people remember the poor at this festive season of the year. This is what Mr. Mason had in mind when he ran this advertisement. He has published four different specific suggestions of Christmas gifts for those who might not be able to buy for themselves baking materials and necessities for the Christmas dinner.

Note the splendid introduction to this advertisement: "There is no present as acceptable and useful, and which at the same time will convey the good cheer to the recipient as the fancy basket of fruits and delicacies or a hamper of provisions." Then follow the suggestions.

This idea of grouping various articles and selling them at one price is a splendid one and could be readily used by many more grocers.

The suggestion tendered by the central portion of the advertisement makes the ad. not only attractive, but it presents a further suggestion. The cut of the dish of fruit is very appropriate. Of course this advertisement was very much larger than the accompanying cut. In fact it covered a space 10 inches by 9 inches in dimension, and could not therefore be overlooked on any newspaper page.

Note also the follow up at the bottom of the advertisement, reading: "Such Xmas baskets as the above are a few of the many styles we put up. We pack and deliver to any address in the city. Your greetings sent with basket unless otherwise directed." This sort of suggestion helps to clinch the sale which the listed goods above had already practically made.

Then there is the admonition: "Do not leave until the last minute to order, as the basket should be in the hands of recipients in time to prepare. Shop early for Christmas gifts."

This is also a timely suggestion, and had the effect of producing results immediately.

The fact that the Mason store sold a great many baskets and hampers of Christmas goods as gifts for the poor is sufficient evidence that this idea is a paying one.



# Cardwriting Made Easy

by R.T.D. Edwards

## LESSON NO. 10

IN lesson No. 9 which appeared in this paper, I demonstrated how to use shading on square faced letters. I did so because the style of shading featured in lesson No. 9 was easier made, and better for the beginner, than the spurred Roman shown in the accompanying Chart No. 10, and described fully in this lesson. In this lesson I will also take up border ruling and corner designs, and also the mixing of shades.

The formation of the Roman alphabet and numerals was gone into and thoroughly explained in lessons 7 and 8 published in previous editions of this paper and by this time you should, if you have been diligent in practice, have no difficulty in making complete show cards with this style of type. The shading on this formation, being more difficult than in lesson No. 9, you should make an extra effort to master it.

There is one thing which should be impressed very thoroughly upon the beginner and that is the all importance of this branch of the show card work. Shading has been in vogue ever since show card writing has been recognized as a trade by itself, and is still just as necessary to

know. There is no way that the plainness can be taken off a show card quicker than by the use of a shade. By its use a plain black and white card can be made to attract the prospective customer, when the plain card would be passed unnoticed. It has the effect of making the black letter stand in relief from the white background.

### THE CHART—UPPER CASE

The shadow on the letter "A" is composed of five complete strokes. Stroke 3 will be found to be the most difficult one. At the finish of this stroke it is necessary to turn the handle of the brush to the left in order to get it to meet the cross bar of the letter squarely.

B's shadow is made with four strokes of the brush. Curve strokes 3 and 4 are made with the same movement.

Shade stroke 1 of C is found on many other letters and needs much practice. This must be made quickly to get a smooth stroke.

Shade stroke 1 of "D" is made more frequently than any other stroke. Note how often it appears through the chart. This should be made often until perfected.





## CANADIAN GROCER

The shade necessary for the "E" and "F" is composed of four strokes for each letter. Stroke 4 is a small one but must be kept parallel with the centre stroke of the letter.

It is absolutely imperative not to allow the shade to touch the letter. The curve finish of stroke 2 of G is made by lifting the brush while turning the curve.

The letter "H" is composed of six shade strokes. Stroke 4 is similar to those on "E" and "F."

The finish of the shade stroke 1 of the letter "J" is made by turning the brush to the left and finishing the stroke off square.

Shade stroke 3 of K you will find the most difficult on this letter. It is necessary to turn the brush to the left, and when lifting it turn downwards to get into the angle of the letter.

The shade of the letter "L" is quite simple as compared with some of the other letters. However, much practice is needed in these strokes especially No. 2.

The letters "M" and "N" are difficult letters to shade. It is the angles on the ends of strokes 3, 4 and 5 which cause the beginner much trouble. On stroke 4 the brush must be drawn down with the full width until the narrow part is reached. The angles are filled in by turning the right hand side of the brush downward. Strokes 3 and 5 start off with a fine stroke and are made the reverse of stroke 4.

The letter "O" shade is simply two quick curved strokes.

The pointed effect of shade stroke 4 of "P" is made by lifting the lower side of the brush first.

Stroke 2 of "Q" unlike that of "O" must be finished square.

Shade strokes 4 of "R" and 1 of "S" need a great deal of attention.

Stroke 2 of "T" is narrower than the rest of this letter. It is made with the side of the brush.

The letter "U" has three shade strokes and they all need much practice.

The "V" and "W" shadows are much the same as those of "M" and "N." The same principle that applies to the latter should be used for the former.

Shade stroke 1 and 5 of "X" should appear as one continuous stroke, as should 4 and 2 of the same letter.

Stroke 4 of the letters "X" and "Y" are to be made the same as stroke 3 of "K."

The peculiar formation of "Z" makes its shading difficult. This letter needs much attention.

### Lower Case.

If you accomplish the shading on the upper case lettering before attempting the lower case work the latter will be easier.

All six strokes of "A" require a lot of practice as do the four strokes of the letter "B."

Strokes 2 and 3 of letter "C" can be made with one stroke of the brush, with practice.

The shade stroke 3 of "D" needs a lot of attention in order to get the curved beginning correctly.

All the shade strokes of "E" have appeared in previous shadows and should now be made easily.

Stroke 4 of "F" should be made many times in order to get the right curve.

"G." The shadow on this letter is all curves. Hours of practice on these alone is not too much. Stroke 3 of the shadow of "H" is often made in two strokes, but for the purpose of getting speed in the work it is best to make it without having to lift the brush.

The shadow on the dots of "I" and "J" may seem small but need to be made correctly.

The shade on the lower case "K" is the same as that on the upper case.

The shade stroke 3 and 5 of "M" and 3 of "N" are made the same as stroke 3 of "H." Just one stroke of the brush.

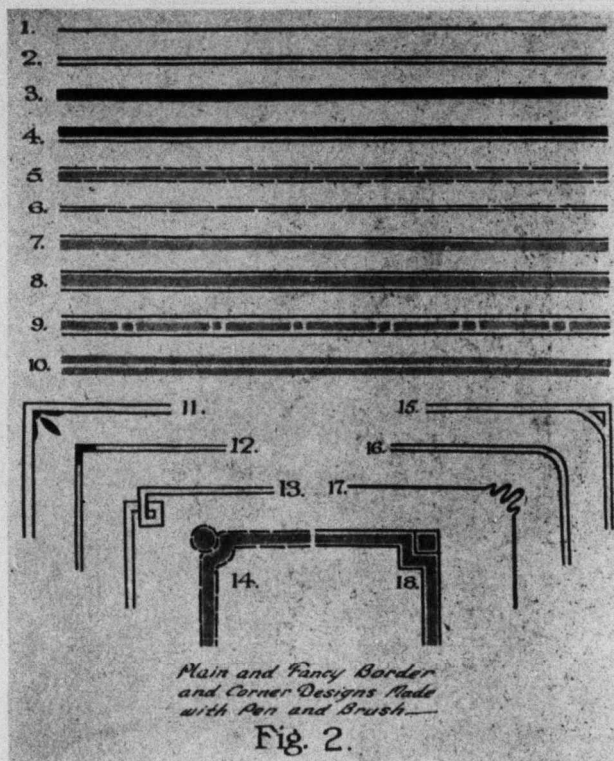


Chart showing various styles of borders and corner pieces

The "O" and "P" shadow is the same foundation as the upper case letter.

Shade stroke 2 of "Q" is of similar formation to that of 3 of the lower case "D."

Stroke 3 of "R" is one that needs frequent practice.

The shade of the "S" is the same as the upper case.

Stroke 2 of letter "T," and 1 of letter "U," are both the same and it is quite important to have them made gracefully. Practice these often.

The V, W, X and Z shadings are all the same as the upper case lettering but don't be afraid to practise them again.

Stroke 4 of the "Y" is the only one in the alphabet, and for this reason it needs a lot of hard practice.

All the lines composed in the shading the figures are used in some way or other in shading the letter so they do not need to be gone into separately. It is enough to say that each time you practise a stroke, no matter how often you have done it before, will do you the world of good both for shading and letter formation because the majority of strokes go hand in hand.

### How to Keep Brushes.

It is impossible to make this class of shading unless you keep the brush flat pointed at all times. There should be no going over the work two or three times. Every stroke should be made with one sweep of the brush.

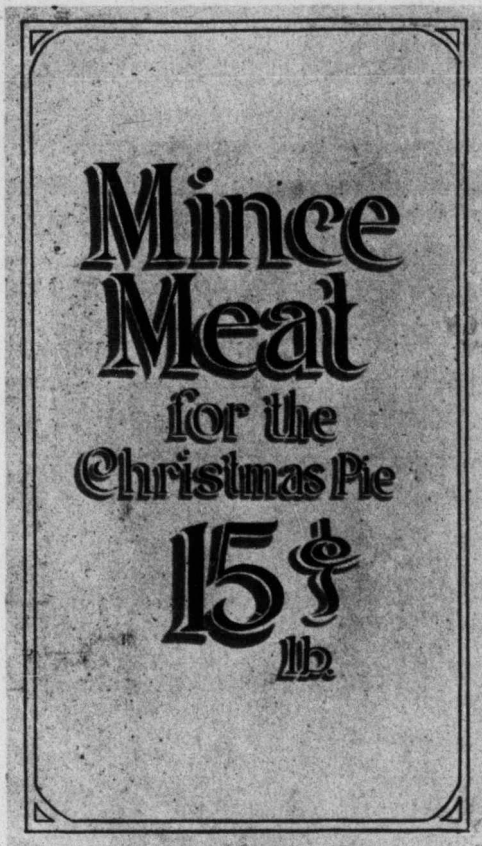
### Shade Mixing

I will name a few shades which are used extensively for shading purposes. These added with the greys taken up in lesson No. 9 will give you a good assortment for some time to come.

Pale green is mixed by putting a small portion from your regular green colors into about 8 or 10 times as much



white. Mix thoroughly and add either pigments until desired shade is reached. Pale green has always been a favorite for shading or line ruling.



Finished card with shading. This is a sample of show card that will help sell goods around Christmas time.

Pale Blue is mixed similar to the green except that the blue is used to color the white. If ultramarine blue is used care must be taken not to add too much as this color is very strong.

Flesh shade is made by mixing a small quantity of yellow and red into a larger quantity of white.

A mixture of a small quantity of yellow in white makes a cream that can be used for lettering or ruling on dark cardboard.

When brown tones are used on a card, a shade mixed from small quantities of red, yellow or black mixed in white. Use white until a light shade of brown is produced.

To get a violet shade mix a small portion of blue and red in a much larger quantity of white. This is an excellent shade for ruling and scrolling on white card.

Mix all these shades thoroughly. A small quantity of each shade should be made and kept moist and covered in a small screw top jar.

#### Border Ruling

Among the many branches of show card work, ruling borders both plain and fancy is one of great importance.

You must learn to do this work quickly and accurately.

Use a ruler about 24 inches in length. It must be absolutely straight. There is a heavy one in use with a heavy brass edge riveted on that is an exceptionally good one for cardwriting purposes. Always mark out the border first with pencil.

When making the border with pen or brush use the edge of the ruler that does not rest on the card. Both sides can be used by turning the ruler over. A smudge is almost sure to result if you attempt to border with the side of the ruler that rests flat upon the surface of the card.

#### Various Styles of Borders

Border No. 1 is made with a stub pen. This is the most used of all borders. No. 2, is double pen border. It is absolutely necessary that the lines run parallel.

No. 3 is made with a No. 6 red sable writer brush. No. 4 is a combination of the pen and brush. No. 5 shows a grey centre with a broken pen line on either side of it. This style is quickly made and is quite effective. Any color can be used for the centre.

No. 6 shows the double broken pen line border.

No. 7 is a pen and brush combination. No. 8 has the pen border on both sides of the shade line.

No. 9 shows a broken centre brush line with the straight pen line on both sides. No. 10 is the double brush line.

Below the border designs are corner pieces which can be used with the borders, as the accompanying card illustrates.

Corner piece No. 11 is made entirely with the pen. The conventional corner design is simply outlined and filled in. This can be used with border No. 2.

No. 12 is even simpler than No. 11. It is also made with the pen and can be used with border No. 2. No. 13 is a little more difficult and must be done more carefully. Similar designs to this were used in the old school drawing books. No. 15 and 16 shows pen corner pieces which can be used with No. 2 border and which are quite simple to execute.

No. 17 is also quite simple to make. It is just as quickly made with a wavy stroke across the corner to join up the two ends of the border lines.

Nos. 14 and 18 show a little more difficult part of the work, but with care can be made accurately. No. 14 can be used in conjunction with border No. 5 and No. 18 with border No. 8.

Other branches of show card writing will be taken up in Lesson No. 11 to appear later in this paper.

#### WHAT IS FAIR COMPETITION?

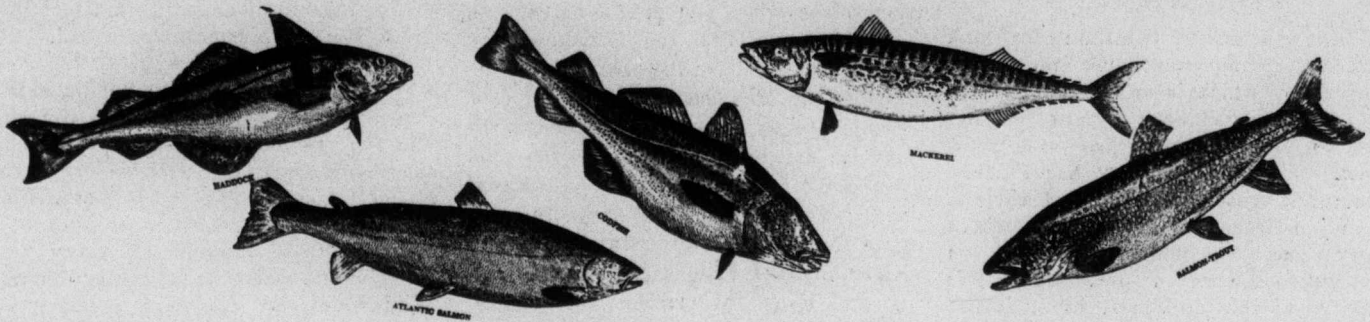
The Honorable Nathan B. Williams, of Washington, D.C., gives the definition of what unfair competition is in the following concise manner: Fair competition in business is that which obtains in the daily endeavor of the business man to succeed by the peaceful and honest use of his skill and industry, to the development of his business without taking or endeavoring to take any undue or secret advantage over competitors. Any method which seeks to accomplish this end which both the law and good conscience makes unlawful is an unfair method of competition, or in other words, the law is violated **WHEN ANY ONE SELLS OR ATTEMPTS TO SELL HIS GOODS REPRESENTING THEM TO BE SOMETHING WHICH THEY ARE NOT.**



# Money in Selling Fish

Some Valuable Suggestions Tendered to Those Who Desire to Extend Their Turnover—Fish Can be Made Appealing to the Eye and is Wholesome as Well as Cheap—A Hint for Displaying This Line.

Written for Canadian Grocer by E. A. HUGHES



**T**HERE is a growing tendency among grocers of the Dominion to include in their store a fish department. It was not ever thus. For a long time a great many grocers considered that fish was a distinct and separate article and should be sold in a distinct and separate store from a grocery store. Indeed, this is still the case to some extent but the trend is towards the inclusion of a fish department in grocery stores. There are many reasons why this should be done, and done with a sure advantage to the grocer.

The first reason is that the average woman who is buying groceries would be glad to buy fish at the same store. Run over your list of customers and pick out two or three women customers that you know. Perhaps you don't handle fish in your store? Let us take it as a supposition that you do not. Don't you think that Mrs. Jones or Mrs. Smith or Mrs. Robinson would be glad to buy their fish at the same store in which they buy their other groceries? Isn't it reasonable to suppose the average woman, when she goes out to buy butter and eggs and jams and brushes and so forth, would be glad to save her steps by walking a couple of yards down the store and getting fish in a department there, rather than walking across the street and down a couple of blocks to a fish store?

## A Department That Pays

Canadian Grocer put this up to a big fish dealer the other day and he agreed. "That, I think, is the greatest argument for the grocers' handling of a fish department. I was a retail grocer myself at one time and at first I did not sell fish. I was advised to install a fish department and I found that it paid so well that I got out of the grocery business altogether and specialized in fish. I should not have done that if I had not seen the trend of the times. There is no doubt that there is now a distinct ten-

dency to eat more and more fish, and the grocer can corral a lot of the business which comes from the tendency by including a fish department in his store."

There is no doubt at all of the trend towards eating fish. Go into any hotel or restaurant now and compare it with the same hotel or restaurant five years ago. Get in conversation with the manager and ask him how much fish his patrons eat. You will be surprised at the percentage increase. There is, in our time, a distinct leaning towards eating of fish because it is an article that one can get all the year around, in some form or other, and that at fairly reasonable and cheap levels.

There is not the fluctuation in the fish market that there is in other markets, say, for instance, in meats. Fish in winter is pretty nearly the same price as fish in summer. True, it is frozen in winter and fresh in summer, but that does not affect the price. If one follows Canadian Grocer's fish market report he will see that while prices may fluctuate to the extent of 1c or ½c in most lines, that is the extent of their vagaries. That is a great reason why people buy so much fish. They know that when they get to the grocery store or the fishmonger, where ever they go to buy it, they will not find the price jumped on them about 4c, but it will be pretty nearly the same, week after week, all the year round.

People are getting away a good deal now from the idea that fish should only be eaten on Friday, and are taking it Monday, Tuesday, Wednesday, Thursday and Saturday as well. Fish is not a dish to be set apart separately for one day in the week. Rather than that it should form an important part in the schedule of menus to be gone through during the week, and it is growingly so in the case of very many families.

It will not take very much in the way

of expense to install a fish department in your store. Of course, you have got to get it going. Probably there will be some little expense attached to that, but soon you will find the department pays for itself. This, at least, is the experience of most men who have tried it, and they ought to know. It is not as if you were setting up a separate store and paying a separate rental. You are only giving up a part of your store to the accommodation of fixtures necessary for fish and paying a man to handle it. Some grocers who have tried the handling of fish claim in a few weeks that it pays for itself. And from then onwards it is distinctly a profit-maker.

A good deal of the success that the grocer is going to get in handling fish is the tempting and dainty display of fish. You want, of course, to have it daintily and appealingly set out. Have a run-way in the window to drain the water from the melted ice, arrange the fish invitingly and ornamentally—oh yes—even fish can be made ornamental—and intersperse a little bit of parsley here and there and green stuff, and you have a mighty good display window. Be very sure that display plays an important part in success. The appeal is very often to the eye and the average housewife coming along to your store will be attracted by some fish she sees there in the window and come right in and buy. the window and come right in and buy it.

Some people would object to handling fish on the ground that it is perishable. So it is, if kept an inordinately long time. But with luck and good management you should dispose of your stock of fish in a few days time at the most. There is, of course, the question of keeping it very clean, as its condition is an important item, but given this, fish will keep a week almost any time of the year. If you were starting in, you obviously wouldn't handle a great lot to begin



with, but you would increase the amount you handle as the trade comes to you. That would mean that you, having grown up from the bottom, as it were, in the way of handling fish, would know exactly how much you could handle and keep clean and nice and make a profit on during the week.

#### Importance of Variety

There is a further point, and we think it is a very important one, and that is the variety which is offered. Most people who buy fish once a week will not care to have the same fish week after week, and those who buy fish twice a week, will most certainly want variety. Canadian Grocer market lists, quoted in every issue, show you exactly what you can buy in the way of fish. All of it is readily saleable and most of it is not difficult to handle. If you want to come

down to details and you are anxious to begin, why not handle, say, halibut and sea salmon. They are pretty safe lines; they are practically boneless and almost without loss. The salmon trout is good, so is whitefish. Lobster is a mighty good thing to sell, particularly if it is attractively displayed, and other lines of smoked and fresh would suggest themselves when you got going.

And bear in mind, too, in fish, quality is not graded according to price. One can get the best fish for 7c, 8c or 9c or 10c or 11c or 12c, as the market price may be, and have the best fish possible. You don't pay so much for one brand of fish which is poor and so many cents more for another brand which is rather better quality. Fish is uniform in quality and it is not graded according to price.

#### Supplies Come Regularly

There is one other point and that is that you will have little difficulty in getting supplies. It is true that now and then there is a tightness in the fish market for one particular kind of fish, such as, for instance, when it is a close season, or when overdue boats are not in, but then again, there are always so many lines to be bought that you are never stuck for something to sell.

These are just a few of the reasons why it would pay you to handle a fish department. Look around and you will find the growing trend—as we noted at the beginning of this article—is for the grocer to handle fish in his store. Fish is going to be more and more sold, as is evident by the amount sold every year to retailers. Fish is a money maker! Why don't you get in on it and make more money?

## Changing Customers to New Location

Montreal Grocer Moved Half a Dozen Blocks Away, and Retained Bulk of His Clientele, as Well as Securing Others—Taking Care of the Telephone Trade—Importance of Selling the Customers as Good Quality as Across the Counter.

*Especially Written for Canadian Grocer*

**R**EMOVING a business half a dozen blocks! That's not made a difficult matter in a country town, but in a residential section of Montreal, it is a different matter. Good corner grocery stores, west of Park Avenue, Montreal, and bounded north and south by Sherbrooke Street and Pine Avenue are not by any means as scarce as hen's teeth. It is doubtful if there are in many places in Canada so many really up-to-date corner groceries as are to be found in this rather select section of the metropolis.

Then, to remove a business half a dozen blocks, does not mean only that the stock-in-trade is carted away, and rehabilitated in the shelves of a store on another corner. It means more than that. When a man has spent twelve strenuous years, as did Wilfrid Brouillet, of Montreal, in establishing a paying business, when he moves to another location he naturally desires to take as many of his best customers along with him as possible.

#### How The Change Was Made.

The above named grocer was faced with this problem last fall. For over a decade he had done business at the corner of Burnside and University Street. An opportunity occurred for him to purchase a store at 176 Milton Street. First, he laid a foundation for the new business by running both stores at once. This gave the opportunity of advising his customers that in a few months he intended to move. It permitted him to

get the stock for his new store in shape.

So when the move was made six months ago, he carried the bulk of his customers with him. That he succeeded in a great measure is proved by the fact that in six months the business at his new store has doubled. Whereas he had two clerks when he opened, he now has six going for all they are worth. Where he had two telephones, he now has four.

#### Makes Telephone An Investment.

Often one finds merchants grumbling at the cost of telephones. Mr. Brouillet gladly pays his telephone bill, for he knows that the phone brings business to his store. It has been mainly through the telephone that he has succeeded in transferring the majority of his customers a distance of several blocks.

This merchant has learned something in connection with telephone business that others require to learn if they hope to retain their long-distance patrons. On this subject, Mr. Brouillet, says:

"You cannot expect to hold telephone business unless you give the right goods at the right prices, just the same as though they were being sold across the counter. There are many merchants, who take advantage of their telephone customers to get rid of some of their inferior goods. For instance, a woman, who orders a box of peaches over the phone, would get several bad ones if buying from some stores. Unless people are given the right goods, the telephone ceases to work, for customers simply

won't trust to the telephone after once being stung. Messages often come this way to me: 'Mr. Brouillet, have you any good peaches today?' If I told her yes, and sent her bad ones, or some that were not first class, I'd run a risk of losing that woman's business. If the fruit in stock is not very nice, I tell the customer candidly, adding that I shall have some fine fruit in the morning."

#### One Eye on Credits.

Being in a residential district, this store does considerable credit business. Mr. Brouillet makes it a point to have every account in the hands of his customers at 9 a.m. on the first day of each month. By doing so he finds that his bills are paid with greater despatch. Many of the checks arrive by the return mail on the same day. He believes that if merchants were more prompt in submitting their statements, there would be less bad accounts.

Mr. Brouillet has carried two mottoes in his store for years, which he believe make an impression on his customers. They are, "Finest Goods at the Lowest Price," and, "Cleanliness Does not Increase the Cost."

Wilfrid Brouillet was for many years a clerk in the store of R. B. Hall, on St. Catherine Street West, before that business was purchased by Gravelle Freres. Later he went into business with a partner at the corner of Aylmer and Berthel Streets, as Thompson & Brouillet, and eventually for himself.



# Features Bacon and Butter

E. J. Quinn, Westmount, P.Q., Also Specializes in Fruits and Vegetables, and Gives His Experience in the Best Way of Handling These Lines—Pointers on Introducing New Lines—Likes to Get Them in Small Packages if Possible



E. J. Quinn, a Westmount, Que., grocer, believes in getting the attention of the customer the moment he enters the store. This illustration shows how the goods in the entrance are arranged to catch the eye.

**S**INCE E. J. Quinn, who in his early days was a clerk in the store of Walter Paul, started in business for himself, he has been specially interested in two departments — provisions and fruit. He says:

"I claim to have made a success of my provision department by paying particular attention to butter and bacon, especially the latter."

His store is in Westmount, Que., and the people of that city, being on the whole fairly wealthy, are naturally fastidious as regards their food. To ensure having bacon that will not offend the taste of such customers, E. J. Quinn is careful how it is handled before coming to the counter to be sliced. To quote him again:

"I have seen much in my time of bacon hanging around in damp refrigerators. In my store it hangs in a current of cold air, and efforts are made to keep it away from dampness."

## Pays More For Fruit

Regarding his methods of handling fruit, he says:

"I buy nothing but the best, and I am quite willing to pay a higher price in order to be able to choose it. It is no use buying inferior goods for a trade like

this in Westmount. No matter what the fruit, or what the cost, I want it good.

"During the apple season, in order to get what I want, I drive throughout the surrounding country, watching the fruit being packed. This assists me in knowing which are the best orchards from which to buy.

"We find that the best way to handle all fruits is in baskets. I believe I was one of the first to put this system into practice here. When baskets are not used, much of the fruit is ruined by customers and clerks handling it."

Speaking of handling vegetables, Mr. Quinn used the following words:

"One of the secrets of this end of the business is having the goods fresh. If fresh stuff is not available here, I don't mind wiring New York and telling them to express me stuff. We often have to do this when stuff is getting scarce in Montreal. Good judgment is necessary in making prices on fruit and vegetables. The market has to be watched carefully, as well as the demand. If the market goes down, prices should be dropped immediately, or your competitors will do it.

"Regarding fruit that has been left over, I think the best thing to do is to put it at the door with a ticket and get

rid of it as soon as possible. The first loss is the best; anyway, we make a fair profit on fruit when it is selling, and can afford to lose a little in cases like this."

## New Lines Sought After and Sold

The specialty end of a business like that of E. J. Quinn has to be carefully watched. The man who is able to introduce new lines quickly gets the business in Westmount. Competition along these lines becomes very keen, however. He instance a case where he introduced chopped olives, for which he had a big sale until others got it. Again, he came across a Swedish milk wafer, on which he had a big run. Then other stores secured it. This usually means that it is sold at a lower figure.

He has found that by introducing specialties, new trade is brought to the store. Women tell their friends "they got it at Quinn's." It is his custom first to buy only small packages of new lines, to find out whether they will sell. When the demand is felt, he can safely go in for the larger packages. It is a fact, he says, that it is difficult to introduce new goods in large packages, people preferring to buy in small quantities when making a test.



# The Why of the Grocery Broker

The Part He Plays in the Marketing of Foodstuffs — As a Specialty Man He Goes to Retailer and Creates Demand for Goods of Manufacturers He Represents — Means More Business for Manufacturer and Wholesaler, and Retailer Extends His Trade.

Written by HUGH S. EAYRS for Canadian Grocer

IN the business cycle there are three of four different cogs. There is the manufacturer, there is the agent, the wholesaler and the retailer. Now and then, in different lines, there is also the importer. We hear a good deal about the retailer who sells to the public and we hear a good deal about the wholesaler who sells to the retailer, but the next cog up is the broker, or commission agent, or grocery broker or manufacturer's agent, or whatever name you like to call him according to what particular line of goods he is in. There seems to be a variety of opinion held by different people on this question of "What is a Broker?"

A great many people imagine a commission agent, a manufacturer's agent, a broker and a grocery broker to be all the same thing. As a matter of fact they are four distinct personalities, as we understand them in common business parlance. It is important that we should get our definition as right as may be possible in order that when we refer to the different terms, any of those just mentioned, we may know exactly who it is that is meant.

## Time Brings Many Changes

We may remember, first of all, that words and phrases change their meaning a good deal as the years go by. The meaning of phrases and words to-day are not necessarily the same meanings as were applied to them a few years ago. To-day a broker may be said to deal almost exclusively in stocks and shares and matters strictly financial. That is a broad interpretation of the term, anyway. A manufacturer's agent is a man who, now-a-days, is understood to deal more in things like dry goods, toys and different articles which are manufactured. He is usually connected, either by a salary arrangement, or by a commission arrangement, with different manufacturers whose lines he sells. Very often he sells more than one and usually he has some sort of retaining fee from all of them. Very often this is in the shape of salary. Sometimes it is just a mere fee for his services as representative for a certain manufacturer and over and above which he is also paid a commission on what he sells. But the main point to get is that a manufacturer's agent now-a-days is understood to handle dry goods and toys, whitewear and that sort of thing. A commission agent

## A CANADIAN GROCER SERVICE

*Customers of retailers in all parts of the country are continually asking about new lines of goods which they have tasted in the homes of friends or have heard of somewhere—or which they used to buy before they came to Canada—and which are not familiar to the grocer. Usually there is some Canadian broker who handles these lines, and if our readers will write us their enquiries, we shall be glad to put them in touch with the proper party. The MacLean Publishing Co.'s organization is such that if the goods are sold in this country, the agent can be determined readily.*

is different again; in these later years, too, he has come to have a different meaning. Most commission agents are men who handle things like fruit and vegetables, and who distinctly buy and sell. That is to say—separate and distinct from the grocery broker—they actually buy the goods first and then sell them afterwards, on a commission basis. Now we come last of all to the grocery broker. The grocery broker is not a merchant in the ordinary sense of the word. That is to say, he does not buy and then re-sell. Rather he is like the manufacturer's agent; he is a representative of a manufacturer or a set of manufacturers and he sells their goods on a commission. He is not in any sense a distinct merchant. That is to say, if some goods which a grocery broker sold you were not up to sample or standards, the grocery broker himself would not be liable, because he is not selling his own goods. The principals whom he represents and whose goods he sells would be liable. It is important that we get this difference between different classes of what are called "middle-men" quite clear.

Almost the whole of the grocery trade from manufacturer to consumer is handled in the first place by grocery brokers. The grocery trade is different, in this sense from, say, the dry goods. In the case of the latter a representative of the wholesaler goes over to England or

elsewhere after goods and looks out the goods for himself. In the case of a wholesale grocery merchant this is not so. No wholesalers send their men out to different parts of the world to pick out goods they want to handle; this is all done by the grocery broker or the principals he represents. It is, of course, done in most cases by cable.

## An Important Cog

The broker is a very important part of the grocery business cycle. Without him we should be in a queer fix. He is responsible for getting to the wholesalers the goods which he sells them from his principals and in these days he has a struggle. For instance, take a grocery broker, who is selling goods in the nature of currants or any other fruits from the near East. He sells those goods at a certain price and the wholesaler awaits their coming to this country. It is up to the broker to see that they get here. The wholesaler does nothing except pay for them and if, as is often the case just at present, the goods are lost en route, either by the ship going down or anything of that sort, unless the contract has so provided, the wholesale grocer who was expecting the goods and who has paid for them, can insist upon them coming to him even though the broker is not able to sell them as advantageously the second time—that is, when he has replaced the goods that have been lost.

## Provides New Trade Channels

One of the important functions of the broker is the introduction of new lines of goods which usually mean good profit margins, and which eventually become staple lines. While, of course, it is impossible to handle all lines that are presented to the retailer, nevertheless the grocer owes it to himself and to his business to be a sympathetic listener to what the specialty man has to say, and co-operate as far as lies within his power, because business is often extended that way—in fact, it is the chief method of the retailer in the extension of his business. This is an era of tremendous strides—an era of specialization—and the men who are playing an important part in the opening up of new channels of trade deserve every consideration. They represent reputable manufacturers in the most cases and because of their proximity to the retail and

(Continued on page 129.)





**TELEPHONE KINKS**

E. J. Quinn, Westmount, P.Q., does a big telephone trade. He claims that a person can get connection, attention, and satisfaction over his phone most quickly. There is a trick in connection with this which looks small, but it is a mighty big factor in certain cases. Beneath his battery of phones on the wall, is a ledge for carrying order books, etc. Attached to this ledge is a rotary pencil sharpener, which is about as handy a thing as one could have in a store where lots of telephoning is done. Pencils are always getting dull at a place like this, and it looks none too well when a clerk has to drop the receiver to get out his pocket knife. With one of these machines, all he has to do is to drop the pencil in, and turn the wheel while he tells Mrs. Jones, for instance, that choice teas have dropped four cents in Calcutta, or that molasses is liable to take another jump any day. These machines can be bought for a dollar and a half.

**ORDER PAD CAN'T SLIP**

Where the telephone is on the counter, there is nothing more annoying than a pad which insists on slipping all over the place while an order is being taken. Bellefeuille & Giroux, Three Rivers, P.Q., have declared war on the slippery pad, by planking a seven-inch high explosive shell on its neck. This keeps the pad quiet. It is not necessary to be as bellicose as this, however; any kind of weight will keep it quiet, and there's no temptation then to talk about the war, or to have everyone in town trying to lift it.

**ALL SLAVES TO HABIT**

There is no greater, more constant, more insistent force in any man's life than the force of innumerable little habits.

We think along the lines worn smooth by habit, as well as act along them.

Not an impression, not an emotion, not an opinion, not a resolution, not an action, is possible to us that is not influenced, colored, and directed by fixed conditions within ourselves—habit.

It is indeed well worth while to carefully consider the host of little habits that hide themselves in the most secret cells of brain and muscle.

None of them is too small to be worth attention.

Bad habits are the little threads with which the weak Lilliputians bound the strong Gulliver in helplessness.

**A CONTEST FOR EVERYBODY**

*On another page of this issue there is an important announcement for grocery clerks—and retailers as well—in respect to the 1915 Christmas Window Dressing Contest of Canadian Grocer. For many years this has been a regular feature of this paper and because of this contest, we have been able to publish some of the finest Christmas windows that have ever been seen anywhere.*

*There are \$20 in prizes connected with it, but that is not altogether the most important phase of it. Our desire and aim is to promote among Canadian grocers and their clerks the art of display and to help all to still further realize the vast selling power of the window properly trimmed. An empty window, as everyone knows, is of no selling value. It is what is put into it and the way it is arranged that counts.*

*So when readers of this page read about our Christmas Contest, it is hoped they will decide at once to come in on it. "A thing of beauty is a joy forever," so when you have your best display arranged for the big festive event, get it photographed and enter it in the contest.*

Good habits are like a well-made harness, enabling us to do our work with less friction and waste of energy.

Habits we cannot avoid. Nor can we escape being controlled by them.

But we have free choice between the habits that are good and helpful and the habits that are bad and harmful.

**ENCYCLOPEDIA**

**EDIBLE WOOD**

Strange as it seems, the idea of deriving food materials from wood is an old one. As far back as in 1816-17, when Europe was visited by famine, the chancellor of Tubingen University, Prof. I. H.

F. Autenrieth, in fact, wrote a pamphlet on the problem ("Handbook of Wood Baking"), though nothing seems to have come of his ambitious plans.

The present war, which lends additional importance to all economical problems, has induced Prof. Haberlandt, Director of the Institute of Vegetable Physiology, at the University of Berlin, to take up the preparation of food and fodder from the wood of German forests. According to a memoir recently submitted to the Berlin Academy of Sciences, this, as it were, constitutes a store-house of building materials for the organism, containing, especially in winter, considerable amounts of sugar, starch, fat and small quantities of albumen. These materials, however, are only found in live wood, sap-wood, and the boughs and branches, whereas the heart-wood of the trunks does not contain any. Moreover, their amount differs considerably according to the different kinds of wood. Soft wood, such as lime trees, birches, pines, are, in winter, nearly free from any starch, while containing considerable quantities of fat; hard woods, on the other hand, contain large amounts of starch, even in winter. According to Haberlandt's personal observations, the wood of these trees is made up of starch tissues to 1-5 to 1-4 of their volume. From the above it is seen that when eating wood large quantities of indigestible ballast are introduced into the organism, from which the digestible matter can only be derived by a thorough grinding process, crushing all the cell walls. The various kinds of woods, of course, are not equally adapted to serve as food or fodder; in the case of oak and willow, the tannin contained in the wood is in the way, and with fir and pine wood, the resin. Maple, poplar, elm, lime tree and birch are those primarily suitable as "food" trees.

Extensive investigation will, of course, be required to ascertain the exact food value of wood. Only optimists may hope ever to have pure wood meal bread adopted on a large scale, while the use of flour mixed with a certain percentage of wood meal would seem to be quite practicable. Moreover, there is every reason to suppose that wood meal will before long play an important part as fodder, provided the grinding expenses bear a favorable ratio to the food value of the product. If so, the wood-working industries will find a most advantageous market for their waste.





**The Secret of Thrift**

Bankers' Home Magazine.

The secret of thrift is not so much economic pressure as we see it in European countries, but plain living. Plain living from choice and not necessity. On every hand our people are solicited to live up to their incomes. There are no traditions such as exist abroad which keep the various classes of the population within certain boundaries. We like to spend as liberally as those who have more to spend. We are ashamed of the inequalities of our incomes and endeavor to disguise them. We are cautious about letting our neighbors know that we are increasing our bank account. And no one but a banker thinks it foolish and improvident if we do not steadily lay something aside. The man who spends it all is too promptly saluted as a "good fellow," when he should be regarded as a bad citizen.

The scale of luxury is pitched too high and it is hard to get down to the key of plain living. We take too much credit for the competition which converts luxuries into necessities. The margin of possible saving is still large among us and the campaign for thrift should receive every possible encouragement.

**What is Price Cutting?**

New York Journal of Commerce.

"Price cutting" is a term rather lightly treated by some people who ought to weigh their words with care, especially trade leaders. For instance, here is a correspondent of The Canadian Grocer, writing of "price cutting on fruit" who says:

"It struck me to-day while going about the city that a strong editorial or article in your publication on price cutting of fruits in the prairie provinces would do a great deal of good. For instance, in Calgary to-day a number of the leading retailers are slaughtering prunes at 65 cents a crate. As a matter of fact there is no reason in the world for this, as they might as well get 80 cents per box as 65 cents. I cannot understand why a retailer will sell off the fruit in this way, as what little profit there is is reduced to a mere pittance by price cutting."

Now is that "price cutting?" To have price cutting there must be some standard from which prices are to be cut and

there is no "price" for fruit, it is constantly fluctuating, both because of the market supply conditions and in accordance with the ideas of the owner as to the adequacy or profits or his cost of doing business. If "price cutting" means selling at less than cost, no end of editorializing will work so sure and certain a cure as the natural ruin that follows such a practice.

But, in the sense "price cutting" is used in the discussion of such things as the fixed price issue on specialties, there is a standard price, more or less determined by the originator of the goods. He says—or perhaps only suggests—that the goods are intended to be sold at a fixed price. Of course, any downward deviation from that is a "cut" and that price has already been set in accordance with a supposedly safe margin. People forming opinions on the fixed price question will do well to distinguish between specialties and unidentified, unbranded products. It makes all the difference in the world on the merits of the contention.

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**Depreciation of German Currency**

London, England, Statist.

Owing to the fact that Germany, as the result of our blockade, went on to a war diet, and so reduced her foreign trade to a minimum, the German exchange is no longer a trustworthy index to the internal currency and credit of Germany. As a Dutch financier put it in a letter we have just received, the only way in which the depreciation of German inconvertible paper is revealed to Germans is in the continuous rise in the level of prices. This, he says, "would be a reliable criterion, if an index number like yours were obtainable from Germany; but this is not possible under present circumstances, as a large number of articles are subject to special price regulations, and it is impossible to determine what their value would be if left to themselves, and if foreign trade in them were free." If luxuries like coffee could be freely imported the exchanges would obviously be effected. If, again, German Government prohibitions were removed, there would be open dealings in gold in Germany, as there were up to November last, and the state of the paper currency would be indicated by a premium on gold.

**Agriculture Department Getting Busy**

The Financial Post of Canada.

One of the high up officials in the Department of Agriculture writes us, referring to some of The Post's comments on national affairs: "Because nothing is being said out loud it does not follow that the Department is not busy on the quiet." The particular occasion of this remark is the announcement within the last few days that the Department of Agriculture has been acting along the lines The Post long ago proposed and has been endeavoring to arrange with the British War Office for a large supply of Canadian dressed and canned meats for British consumption. To this end the second meeting of all the important packers in Canada was held on Wednesday. This was the first time that the packers of Canada had ever been together as a body and they were appreciative of the departmental efforts of the Government in connection with their industry. Offers of the Canadian surplus of meats during the next several months for army and navy purposes primarily, have been made through the Department of Agriculture and through the High Commissioner's Office in London. A year ago in the interests of various classes of Canadian manufacturers, The Post suggested such activity on the part of the Government. Such initiative by Government clearly puts the Canadian manufacturers into a much stronger position in their efforts to place their goods with the British Government. The collective bargaining on the part of the Government makes it a much more attractive proposition to the British Government than individual dealings with a score or more of packers.

And with the backing of the Dominion Government the transaction is very much more likely to be completed satisfactorily than would be the case with individual negotiation. This present course is such an obvious one that it is to be hoped it will be adopted largely by this and other departments at Ottawa with the result that the volume of exports to the Mother Country will be very materially increased during the next year. If the Department succeeds in arranging for war contracts of this kind it would no doubt have a strong reflex influence in Canada upon the live stock industry and consequently upon grain prices which at the present time need such a tonic as this.





# CURRENT NEWS OF WEEK

Canadian Grocer will appreciate items of news from readers for this page.



## Quebec and Maritime Provinces

Arthur Loranger, grocer, Montreal, has registered.

The stock of A. Simard, grocer, Montreal, was recently damaged by fire.

Quintal & Frere, general merchants, have registered at Sherbrooke, Que.

Goyer, Michel & Fils, general merchants, St. Laurent, Que., have registered.

P. Chicoine, general merchant, Acton Vale, Que., has sold to Donat Desautels.

Harry Lipsey has registered in Montreal as a grocer, the style being North-West Grocery Store.

The West End Provision Store, grocers, has been registered in Montreal under name of Hector Leblanc.

T. G. Barnes, of Hampton, N.B., has enlisted for overseas duty, and the business is being disposed of. The eastern trade will wish him a safe return.

Geo. A. Channell, grocer and flour dealer, Stanstead, Que., was burnt out recently; also J. B. Paradis & Fils, general merchants, of the same place.

B. Trudel, tea buyer for Chaput Fils, Montreal, left on Saturday last for a ten-day trip through Ontario.

George S. G. Scovil, ex-M.P.P. for King's County, N.B., died on Sunday, October 24, aged 73 years. He ran a general store in Springfield, N.B., for many years.

The death occurred in Montreal on Tuesday, Oct. 19, of Matthew Hannan, a produce broker, Montreal. He was first a partner in the firm of Chandler and Hannan, and later was senior partner of M. Hannan & Co., and was for nearly sixty years in business.

A number of millers went to Ottawa last week to protest against wheat being placed on the free list. They claimed that their industry would be injured by the export wheat, and that the live stock industry would also be affected through the lack of by-products, such as bran and oats.

T. H. Lightbound, sales manager of St. Lawrence Sugar Refiners, Montreal, has three sons enlisted for overseas service. One is sergeant in the 60th at Valcartier. The other two have joined the N.C.O. class of the 87th Canadian Grenadier Guards. This leaves only one son who belongs to the Victoria Rifles.

The Retail Merchants' Association of Stellarton, N.S., are busy these days arranging for dollar day on November 17th, 18th and 19th. At a recent meeting of the association, B. D. Rogers re-

ported that he had arranged with the Egerton Poultry & Fresh Stock Association, to hold their annual exhibit in Stellarton on the dates above mentioned. It was therefore decided that the dollar day feature be held in conjunction with the Poultry Association Exhibit.

## Ontario

Andrew Grant, grocer, Toronto, has sold to John Beel.

W. J. McCully, grocer, sustained a fire loss recently.

Alex. McDougall, has purchased the general store business of H. J. Scott, Cairngorm, Ont.

J. E. Leniox, of J. C. Moore's grocery, St. Mary's Ont., has joined the 2nd A.M.B., training in London, Ont.

Robert Durst, grocer, Dundas Street, London, Ont., was married recently to Miss Evans of Woodstock, Ont.

L. K. Shourds, evaporated apple manufacturer and nurseryman, Wellington, Ont., sustained a fire loss recently.

E. Stephens, grocer, Ontario street, Stratford, Ont., has joined the 71st Battalion in London, Ont.

Andrew Fead, for many years proprietor of a grocery store in Shelburne, Ont., passed away in Toronto recently.

R. E. Blinn, former grocer on Richmond street, London, Ont., has joined the traveling staff of Langford & Edwards, wholesale fruits, London, Ont.

J. A. Dwyer, Parry Sound, Ont., has sold his East Ward store and general grocery business to J. W. Snellgrove, late of Murillo, Ont., who will continue the business in Mr. Dwyer's old stand.

It is stated that a Canadian branch of a Buffalo refrigerator firm will be located in Hespeler, Ont., within a few weeks. Negotiations that have been pending for some time have resulted in arrangements which will likely be final.

At the last regular monthly meeting of the Retail Grocers' Association, London, Ont., the members decided to put on a night at the new Winter Garden to be known as "Grocers' Night." A committee was named to make the arrangements. After the regular order of business the members enjoyed a "Progressive Euchre." The first prize was won by Harry Hooper, and the second by Geo. H. Ellis. President Eedy presided.

## Western Canada

Dahle & Buckman, general merchants, Atwater, Sask., are succeeded by E. T. Dahle.

Moore Bros., general merchant, Gerald, Sask., have sold to S. W. Thompson.

J. E. Boyle succeeds R. F. Johnstone, grocer, Saskatoon, Sask.

The MacLean Fruit Co., Regina, Sask., is adding groceries.

Bowen & Wek succeeded Bowen & Wilson, general merchants, Bingen, Alta.

G. J. Jupp, general merchant, Fleming, Sask., has sold his stock to R. Lyons.

Stock of the general store of R.E. Broadfoot, Gladstone, Man., has been sold to D. Kopman.

The Lumsden Trading Co., Lumsden, Sask., succeed H. T. Baker Co., general merchants of that town.

The Steen-Copeland Co., general merchants, Dauphin, Man., are changing their name to Ramsay & Copeland.

The Scottish Co-operative Wholesale Society, Limited, of Edinburgh, Glasgow, and Leith, Scotland, is reported to be considering the purchase of a block of land of large dimensions in Central Saskatchewan.

During the winter months a series of general meetings will be held by Winnipeg branch of the Retail Merchants' Association. Speakers who are authorities on various problems of interest to the trade will be secured and questions of interest will be discussed with a view to bettering the conditions of the retailer.

## WESTERN POTATOES FOR THE EAST

Edmonton, Alta., Oct. 28.—Local wholesalers are assembling potatoes from the retail stores and are endeavoring to place the surplus crop in the eastern cities where a shortage exists. Immense supplies of potatoes are reported from every district and hundreds of earloads can be shipped east. Already eastern concerns are ordering as many as half a dozen earloads at a time, and the exodus of western potatoes within the next month is expected to be very heavy.

An Easterner who had bought a farm in California had heard of his neighbor's talent for raising large potatoes, so sent his farm hand over to get a hundred pounds.

"You go back home," answered the talented farmer to the messenger, "and tell your boss that I won't cut a potato for any one."



## Increasing Use of Cartons

Now Being Used for Supplying Milk — Have Been Used Effectively for Shipping Oysters—Customers Insisting More and More on Cleanliness.

By C. B. WALTON

THIS is the age of cleanliness. A prominent Quebec Province grocer announces on a large card in his store that "Cleanliness does not increase the cost of goods." This may be true as far as the dust on shelves and the state of his floor and counter are concerned, but when it comes to the cleanliness being demanded of the grocer to-day in the way of handling his goods, it is foolish to say that the cost is not increased. If the cost of the goods is not increased by cleanliness, then the dealer himself must pay the bill. High-class dealers are usually quite willing to foot this extra cost, realizing that it means more business. It is a fact that is being appreciated more and more, that the householder will choose the clean store every time, other things being equal.

The past few years have seen enormous advances in the direction of more hygienic handling of eatables. Take the case of bread. The large bakers of our metropolitan areas are laying more and more emphasis on the fact that in the handling of dough, human hands play no direct part, even the wrapping of the bread now being done by machinery. If this fact did not appeal to the householder, the large baker would not pay hundreds of dollars emphasizing the fact by advertising in the city newspapers.

Then take the case of milk. This is a line that is almost considered a nuisance by the grocer. The writer was in a store the other day when the 'phone rang. The merchant repeated the order, so that it could be heard. It was for a loaf of bread and a pint of milk. The customer evidently wanted it at once, for the merchant repeated: "Yes, Mrs. Jones, I'll have it up in half an hour." Now, that bread and milk order must have been sold at a clear loss considering delivery, but he considered this was a case that must be put up with if he is to capture the more profitable business.

### Carton for Delivering Milk

There is no article of food about the handling of which customers are more particular than milk. It has been customary for years to supply it in glass bottles, more care being paid to the cleanliness of the cover than to the other receptacle. The handling of milk bottles is not pleasing to the grocer, and a Westmount, Que., grocer has discovered a system of handling milk which does

away with the washing of bottles, and at the same time ensures perfect cleanliness. He is supplying milk in cartons, and is providing these, he says, at a cost of 1½c each. "Are you not running your milk business at a loss?" the writer asked him. He replied: "Yes; but there are a lot of things sold at a loss in the grocery business." His milk is sold at 12c per quart, while other dealers who supply milk in bottles make a charge of 15c, refunding 5c for the bottle. This receptacle is a cylindrical paraffine-coated cardboard vessel, supplied in ½-pints, pints and quarts. A small machine is required to insert the lid, and make it watertight.

This same vessel is being used successfully by the dealer for carrying oysters, which enables him to ship them by rail if necessary without danger of spilling. There are, however, cheaper cartons put up for carrying oysters, which are admirable for shipping short distances, and cost considerably less than those described above.

### Used As An Advertisement

The carton is playing a more important part every year in the fruit and provision business. Besides ensuring cleanliness, it is handy, and gives tone to an establishment. It can also be made of effective use as an advertisement. A merchant, whose fruit business has made rapid advances within the past three or four years, attributes his success to a great extent to the use of cartons. The writer a few weeks ago visited his store on a Thursday evening, when the fruit season was at its height, and preparations were being made to ship goods for the following day. The clerks were busy placing pears and peaches in cartons of various sizes, each being carried in paper. The dealer pointed out how much easier it was to fill an order in a rush when the fruit was packed in this manner. Where a merchant has to ship long distances early in the morning, rapidity in filling orders counts for much. It has also to be taken in consideration that there is less danger of the fruit being injured in transit.

### NEW BRUNSWICK R.M.A. ACTIVITY

St. John, N.B., Oct. 29.—The Retail Merchants' Association for the Province of New Brunswick, is beginning to show greater activity, now that the Summer season is ended. N. C. Cameron, secre-

tary of the Provincial Board, has been holding meetings at different points in the Province, thereby getting in close touch with the different branches of the associations, and also learning their needs and requirements.

A special delinquent debtors' list for the Province of New Brunswick is now being circulated among the members. This list contains over 1,200 names. It is much appreciated by the members, and no doubt will save them from being future victims.

Through the work of the association, the Asepto Manufacturing Company's soap plant is again in operation, manufacturing soap as the "R. M. A." brand; also powder known as the "R.M.A." Soap Powder. Only members of the Grocers' Section of the Retail Merchants' Association will be supplied with these goods. The factory has only been in operation a few weeks, and it is said that already orders for over 500 boxes have been voluntarily sent in.

The reason the secretary gives for undertaking this proposition is that the soap companies have not been giving the retail grocers a square deal, as they are alleged to be selling to the mail order houses at such a price that they can afford to sell it to the consuming public at the price which the retail grocers pay for it, besides delivering it freight paid when shipped in \$10 orders.

Several meetings have been held between the executive of the Wholesale Grocers' Guild, the Grocers' Section of the Retail Merchants' Association and the representative from one of the largest soap companies, but as yet the secretary maintains nothing has been done to better conditions.

The Shredded Wheat Company of Niagara Falls, N.Y., has filed a bill in equity against a wholesale grocery concern, the Ross Food Company, of Batavia, N.Y., and the chief officers of that company, asking the court to restrain the defendants from further making and selling Ross Whole Wheat Biscuit. The bill claims that the Ross Food Company, which manufactures a biscuit similar to Shredded Wheat, is using certain phraseology that is peculiar to Shredded Wheat.

The bill further cites the fact that the three leading officers in the Ross Company were formerly employees of the Shredded Wheat Company, where they became familiar with the production and sales methods and customers.

The specific prayer of the bill asks that the Ross Food Company and its chief officers be enjoined from making, selling and handling whole wheat biscuits like the shredded wheat biscuits.



# Price Comparison Table Back to 1890

## Montreal Basis

October 1st of each year.

	1915.	1914.	1913.	1912.	1911.	1910.	1909.	1905.	1900.	1895.	1890.
Sugar, extra gran., bags.....	\$6.05	\$6.25	\$4.40	\$4.95	\$5.85	\$5.05	\$4.70	\$4.60	\$5.20	\$4.12½	\$6.62½
Butter, creamery prints .....	31-32	28-29	.30½	.30	.26½	.25½	.25½	.23½	.22	.17½	.20
Eggs, selects .....	.30	.30	.31	.29	.28	.27	.24	.22	.17	.12¼	..
Cheese, large .....	.16	16-16½	.14	.14¾	.15½	.12	.10¾	.11¾	.10½	.07¼	.10
Hogs, live, f.o.b. ....	13.50*	8.75-9.00	8.75	8.60	6.75	9.15	8.40	*8.50	*8.00	*5.75	*5.75
Hams, light .....	.20	19-20	.20	.16½	.16½	.16½	.15½	.13½	.12½	.10	.11
Bacon, breakfast .....	.22	19-20	.20	.18	.18	.21	.18	.14	.14	.11	.10
Ham, boiled .....	.28	.29	.30	.26	.25	.27					
Lard, pure, tierces, 375 lbs. net....	.12½	.13¾	.14	.14	.11⅞	.15	.16¼	.10¾	.10½	.10	.09
Lard, comp., ditto .....	.09¾	.10¾	.10½	.10¼	.09¼	.13½	.10½	.06⅞	.07½	.07½	..
Rd. Oats, s'l lots, 90 lbs. in jute....	2.70	3.12-3.50	2.22½	2.50	2.60	2.20	2.50	2.40	1.90	1.95	..
Potatoes, 90 lbs. bag .....	.80	65-75	.85	2.00	1.15	1.00	.75	.75	.75	.40	.60
Oranges, Valencias .....	6.00	3.50	7.00	4.50	4.50	4.00	3.75	5.00	4.50	4.00	5.50
Lemons, Verdelli .....	3.25	3.00-4.00	3.50	4.25	4.25	4.50	4.00	4.50	5.50	8.00	6.50
Beans, Canadian prime, bush.....	3.75	3.60	1.80	3.10	2.55	2.10	1.75	1.60	1.60	1.25	1.65
Peas, 2's group A, doz., ex. fine....	.90	1.40	1.27½	1.75	1.77½	1.75	1.60	1.22½	1.05	1.45	1.35
Can'd Salmon, sockeye, lb. talls, dz..	2.52½	2.52½	1.95	2.87½	2.45	2.05	1.87½	1.55	1.75	1.35	1.45
Raspberries, 2's, red, H.S., doz....	1.95	1.97½	1.92½	2.15	2.02½	1.77½	1.75	1.67½	1.60	2.30	2.50
Cream of tartar, pure, lb. ....	50-60	.50	27-30	25-32	25-32	23-32	25-30	25-30	.28	.22½	..
Rice, Rangoon B, bags, per cwt....	3.90	3.75	3.15	3.90	3.40	3.00	2.95	3.25	3.20	..	..
Manitoba Flour, first patent .....	5.75	6.70	5.40	5.80	5.40	5.80	5.70	4.75	4.70	4.60	6.30
Winter wheat flour, fancy pat. ....	4.80	6.25-6.50	5.00	4.50	4.80	5.45	5.45	4.10	4.25	4.20	5.65
Raisins, Valencias, lb. ....	.14	06-06½	.07½	.07½	.07½	.07	.06¼	.06½	.08¾	.06½	.07½
Currants, fine filiatras .....	.07½	.07½	.06½	.07½	.07¼	.07½	.05¾	.05¾	.12	.06½	.06½

\*Dressed Hogs, live f.o.b. not quoted.

The above table shows at a glance the trend of wholesale markets covering a period of 25 years back. These quotations have been taken from the files of Canadian Grocer and were the prices prevailing on the Montreal market on Oct. 1 of each year named.

A glance at the butter, egg and cheese prices shows little change now from a year ago. But though, at the moment, prices stand pretty well where they did these markets have been more spectacular this year. Hence cheese touched 21½c and stayed up around 20c for two or three months. Eggs have been exported this year, thus reviving an old and valued export trade.

Hogs are much higher. There has been a firmness in pork products all year due to extraordinary conditions of supply and demand.

Sugar was 20 cents lower on Oct. 1 than a year ago. Two months ago it was up at \$6.65, but that was a level due, again, to heavy war demands which, when they let up, partially compelled a downward pace.

The most abnormal increase is in Valencia raisins. The crop has been so small that it was a mere drop in the bucket of demand and the whole raisin market is firmer and higher than a year ago. Flours are lower as a result of prolonged weakness and excellent supply. Rolled oats are lower too, in the same connection.



# Baked Beans, Currants and Prunes Higher

Firmness in Primary Prune and Currant Markets—Advance in Baked Beans—New Bean Crop Slow in Harvesting—Currants Very Firm—Big Demand for Brazil Nuts—Corn Syrup Easier in the Far West.

Office of Publication, Toronto, October 28, 1915.

IT is said by some people who ought to know that the situation in Christmas fruits and nuts may be like that of last year and that history will repeat itself. It will be remembered that last year walnuts and almonds were tied up and many of them did not get to Canada in time for Christmas selling. This may be the case again this year, that is so far as regards first-class walnuts. The market in Canada is fairly well supplied with stuff, but it is only of a secondary quality. The specially good stuff is not in and cable advices seem to indicate that it will not leave France until fairly late in November and may not, owing to the disorganized state of commerce, get to this country in time for Christmas selling. It must be remembered that to reach the consumer by Christmas it ought to reach the wholesaler a considerable time before that. The new prices on shelled walnuts are now out and these are, comparatively speaking, a little lower than last year, but they are all subject to an advance and it may be that by the time we get within two or three weeks of Christmas these prices will be materially advanced. But we shall see.

As we get nearer Christmas it is quite apparent that the situation in Mediterranean fruits is going to be very tight. Grecian currants are stronger and stronger each week and there is an advance either sentimental or actual practically every time a report is made. This, of course, is not surprising, as the mix-up with Greece does not look any more promising now than it did about a month ago, and if Greece gets into the war either way, either on the side of the Allies or on the side of the Central Powers, it would mean a tie-up of products, so far as their getting to this country is concerned. Indeed, already, as we have reported before, there is a general policy put into effect by the Government of commandeering all boats, and this has come at the worst of times, inasmuch as many of these boats are now clogged with shipments for buyers on this side of the Atlantic. The situation gets no easier at all and it would seem to be a wise thing for the retailer to buy his currants—if he can—at the prices he may, because it is highly probable that they will be higher in the future.

There is reported both in Montreal and Toronto a good demand for canned salmon, and the market is very strong. There was, however, no change in prices last week, but the demand will speed up for Christmas. With regard to canned vegetables, the price of baked beans has advanced by 15c, but this is not so much due to the fact that there has been a big demand or a scarcity of supplies or anything like that, but simply because the trade believes that the former prices were previously too low because of shortage and high price of raw material anyway and that an advance was due.

There has been quite a bristling in the flour market this week, and Ontario flour has increased in price to a very material extent. It is said by some flour men that there has been considerable export business this last month or two and that that has affected the domestic supply. It has been thought that domestic orders could not be sufficiently taken care of, and strangely enough, as soon as this was rumored, domestic orders began to come in quicker than ever. This applies too, to a certain extent on Manitoba flour, and both Manitoba's and Ontario's are now selling on a firm market. Consonant with this, the market price on rolled oats is up a trifle in the Toronto market and there is a much better demand for most cereals. On the other hand, however, the market on mill-feeds is down, due to the fact that mills have all been working full time and grinding a lot more than has been called for, with the common result at this time of the year of sending the level down for feed. Therefore bran, shorts and middlings have all suffered a decline of something like \$1 or \$2 per ton.

## Markets in Brief

### QUEBEC MARKETS.

#### FLOUR AND CEREALS—

Bran and shorts decline further.  
Rolled oats market steady.  
Wheat decline checks flour sale.  
New buckwheat flour, \$3.25 bag.

#### PRODUCE AND PROVISIONS—

Cheese market much firmer.  
Live geese up to 12-13c lb.  
Big decline in hog prices.  
Lard quotations remain same.  
Butter market steadier.  
New laid eggs very scarce.

#### FISH AND OYSTERS—

Fresh halibut supply limited.  
Frozen salmon not plentiful.  
Cool weather sells smoked fish.  
Close season for lake trout.  
Oyster business improving.

#### FRUIT AND VEGETABLES—

Potato market a little easier.  
Apple market firms considerably.  
Lemon quotations jump 25c.  
Montreal tomatoes done.  
Cauliflowers are plentiful.  
American onions selling \$1.15 bag.

#### GENERAL GROCERIES—

English sundries getting scarce.  
Spot currants advance ½c again.  
Sultanas jump a cent per lb.  
Apples advance; dates decline.  
Decline expected in new beans.  
Bigger demand for choice molasses.  
Advance in baked bean prices.  
New walnuts will be late.

### ONTARIO MARKETS.

#### FLOUR AND CEREALS—

Better demand all round.  
Export damages domestic business.  
Ontario flour higher.  
Rolled oats advance.  
All feeds down.

#### FISH AND OYSTERS—

No mackerel left.  
No fresh Eastern salmon.  
Frozen stocks starting sale.  
Whitefish scarce and high.

#### PRODUCE AND PROVISIONS—

Beter demand for bacons.  
No change in lard.  
Butter quite firm.  
Eggs slightly easier.  
Cheese firm and high.  
Poultry selling better.

#### FRUIT AND VEGETABLES—

No change in potatoes.  
Cauliflower and sprouts in.  
Oranges firm and high.  
Peaches nearly done.  
Apples advance all round.  
California lemons selling.

#### GENERAL GROCERIES—

Caustic soda up a cent.  
Demand for Brazil nuts.  
Common teas lower again.  
Prunes up a cent.  
Canned pumpkin selling.  
Beans slow in harvesting.

### QUEBEC MARKETS

Montreal, Oct. 27.—Attention is gradually being turned towards the dried fruit and nut markets in anticipation of Christmas trade. Believing that the same difficulty will be experienced this year as was experienced last in securing supplies of new shelled walnuts, dealers all



## CANADIAN GROCER

over the country are making inquiries regarding spot stock. These are being quoted from 33c up; there are some fairly good nuts on the market, and there are some which are not good. The currant situation becomes more acute. A local wholesaler states that the new crop will be a month later in arriving this year; importers are not sure when they will arrive, and some very high prices have been paid. A Toronto broker, it is reported here, sold ten cars of currants of a well-known shipper, but received a cable saying that his principals were not shipping. So that Toronto will be at least ten cars short. This is not the only instance. Quotations on spot stocks have jumped a cent in a week, and it is predicted that retailers will be paying 13c for loose and 15c for packages before Christmas. Sultanias have jumped a cent this week to 16-17c, evaporated apples jumped 1/2c, while Hallowee dates declined 1/2c. Citron peels continue scarce.

The potato market is said to be slightly easier this week, although the retailer appears to be paying as high prices as a week ago. The market is easier in that shipments are more than liberal, the high prices having induced farmers to sell now. Those who had questionable potatoes on hand, that is, potatoes which would show waste in keeping, are disposing of them now.

For one reason or another, there is a scarcity of English grocery sundries, such as mustard, starch, pickles and many other lines. Manufacturers are behind in the filling of orders, and there is a danger of depletion of stocks in many instances. In a general way, prices are advancing. This is probably due to difficulty experienced by manufacturers in securing large supplies from abroad.

The following are some of the minor changes which have taken place: Brandy is advancing right along; the firm who were selling rolled oats at \$2.35 for 90 lbs. last week are now quoting \$2.40; the market is practically cleaned up of French mushrooms; new buckwheat flour has arrived on the market at \$3.25 per bag; No. 1 green cod is quoted at 37/8-4 1/4c, which is a slight reduction; castor oil, pharmaceutical, is quoted 15c lb. by barrel, and less quantities at \$1.80 per gal.—an advance of 30c per gal.

**SUGAR.**—The raw market is still firm, but the Montreal refiners have not seen fit to advance their prices. It is stated that some of the refiners are in favor of an advance, while others are not. In the meantime, after advancing to \$5.15, New York refined jumped further to \$5.25. Usually, refiners reckon a discrepancy of \$1.10 between the two prices, on which basis the price here would be \$6.35; whereas it is \$6.05. The probable reason why the advance has not been made is that the raw market may weaken again with the arrival on the market of

Cuban raws. Some time ago, knowing that this big crop of raws was due on the market, American refiners held off from buying, but were unable to keep it up. They came into the market again, but were compelled to pay higher prices. It is anticipated by some that when the crop does arrive, prices of raw sugar will drop. This is no doubt one of the reasons why Montreal refiners have not followed New York, and raised the price of sugar. One thing is certain, that retailers will not buy heavily until they are sure that the market is going up. Many of the wholesalers bought heavily some time ago when there seemed a possibility of the market advancing. Naturally they would welcome an advance.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	6 05
25 lb. bags	6 15
2 and 5-lb. cartons	6 25
Yellow Sugars—	
No. 3	5 90
No. 1	5 65
Extra Ground Sugars—	
Barrels	6 40
50 lb. boxes	6 50
25 lb. boxes	6 80
Powdered Sugars—	
Barrels	6 20
50 lb. boxes	6 40
25 lb. boxes	6 60
Paris Lump—	
100 lb. boxes	6 65
50 lb. boxes	6 75
25 lb. boxes	6 95
Crystal Diamonds—	
Barrels	6 65
100 lb. boxes	6 75
50 lb. boxes	6 85
25 lb. boxes	7 05
Cartons and half cartons	8 05
Crystal Dominoes, cartons	8 15

**TEA**—There is a good demand for tea from the retail trade of Montreal, both for Ceylon and India blacks and for Japans. Reports received here are to the effect that the third crop of Japan teas, although not of the very best, has been sold out at advances far beyond expectations. There was a slight reaction later, but even now, desirable teas remain scarce.

**DRIED FRUITS**—New California prunes are now in, and the following prices are quoted: 30-40, 12 1/2c; 40-50, 11c; 50-60, 10c; 60-70, 9 1/2c; 70-80, 9c; 80-90, 8 1/2c and 90-100, 8c. Some wholesalers have already sold out their stocks of 40-50 and 60-70, and will no doubt substitute with Oregons. The currant situation becomes more acute. Few importers appear to be receiving them, and prices have gone up sky-high. A local dealer says he expects to see retailers paying 13c for loose and 15c for packages before Christmas. It will be remembered that the Montreal trade advanced their prices on spot currants 1/2c last week. There was a further advance of 1/2c this week, bringing the price of fine Filiatras loose up to 10 1/2c lb.; 1 lb. pkgs. remain at 11 1/2c. A decline occurred in Hallowee dates of 1/2c, bringing the price down to 7 1/2c. Spot Sultanias advanced a cent, and are now offered at 16-17c lb. Evaporated apples also advanced 1/2c, quotations now being 9-9 1/2c. A Montreal house claims that they will have a supply of Valencia raisins shortly, which they will offer to

the trade at 10 1/2c. California figs are being offered in place of Smyrnas, and are said to be giving fair satisfaction. They are put up in bricks of 10 and 16 ozs., and are offered at 9 1/2c and 10-11c, and for layers of 10 lbs. at 10-11c per lb. These prices are for fancy quality, which, it is said, has been withdrawn from the California market and cheaper figs substituted, in which little interest is being taken.

<b>EVAPORATED FRUITS.</b>		Per lb.
Apples, choice winter, 25-lb. boxes	.....	0 09 1/2
Apples, choice winter, 50-lb. boxes	.....	0 09
Apricots	.....	0 13 1/2
Nectarines, choice	.....	0 13 1/2
Peaches, choice	.....	0 10
Pears, choice	.....	0 13 1/2
<b>DRIED FRUITS.</b>		
<b>Candied Peels—</b>		
Citron	.....	0 20
Lemon	.....	0 13 1/2
Orange	.....	0 13 1/2
<b>Currants—</b>		
Filiatras, fine, loose, new	.....	0 10 1/2
Filiatras, packages, new	.....	0 11 1/2
<b>Dates—</b>		
Dromedary, package stock, per pkg.	.....	0 09
Faria, choicest	.....	0 12 1/2
Hallowee, loose	.....	0 07 1/2
Hallowee, 1-lb. pkgs.	.....	0 07 1/2
<b>Figs—</b>		
8 crown, 12-lb. boxes, fancy, layer, lb.	.....	0 12
7 crown, 12-lb. boxes, fancy, layer, lb.	.....	0 12
6 crown, 12-lb. boxes, fancy, layer, lb.	.....	0 11 1/2
1 lb. glove boxes, each	.....	0 17
Cal. bricks, 10 oz.	.....	0 09 1/2
Cal. bricks, 16 oz.	.....	0 10
Cal. layers	.....	0 10
<b>Prunes—</b>		
30 to 40, in 25-lb. boxes, faced	.....	0 12 1/2
40 to 50, in 25-lb. boxes, faced	.....	0 11
50 to 60, in 25-lb. boxes, faced	.....	0 10
60 to 70, in 25-lb. boxes, faced	.....	0 09 1/2
70 to 80, in 25-lb. boxes, faced	.....	0 09
80 to 90, in 25-lb. boxes, faced	.....	0 08 1/2
90 to 100, in 25-lb. boxes, faced	.....	0 08
<b>Raisins—</b>		
Malaga, table box of 22 lbs., 3-crown cluster, \$2.50; 5-crown cluster	.....	3 00
Muscata, loose, 3-crown, lb.	.....	0 09
Sultanias, box	.....	0 16
Cal. seedless, 16 oz.	.....	0 11 1/2
Fancy seeded, 16 oz. pkgs.	.....	0 10 1/2
Choice seeded, 16 oz. pkgs.	.....	0 10

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

**NUTS**—A wholesaler announces the following prices on new shelled walnuts: —Nov. shipment 32c, Dec. 31c, Jan. 30c, and Feb. 28c, being guaranteed strictly sound goods. It must be understood, however, that the above does not mean shipment here in November—more probably shipment from France. An importer states that no shelled walnuts will be shipped from France until Nov. 20, and he doubts whether they will reach this country any earlier than a year ago. In the meantime, the market is fairly well supplied with walnuts, but the quality is not what it ought to be in every case. Quotations vary from 33c up. There is an exceptionally good demand for shelled walnuts from all parts of the Dominion, dealers being anxious to get in supplies of spot stuff now that it seems likely supplies will not be here in time for the Christmas trade. Shelled almonds are scarcer, and bringing higher prices. Several advances have taken place since the early purchase.

Almonds, Tara	.....	0 17 1/2	0 15 1/2
Grenobles, new	.....	0 15	0 16
Marbots, new	.....	0 13 1/2	0 14
Shelled walnuts, new, per lb.	.....	0 33	0 34
Shelled almonds, 25-lb. boxes, per lb.	.....	0 38	0 40
Sicily Almonds	.....	0 14	0 15
Filberts, shelled	.....	0 26	0 28
Pecans, large	.....	0 20	0 21
Brazils, new	.....	0 17	0 18
Peanuts, No. 1, French	.....	0 07	0 08
Peanuts, No. 1, Spanish	.....	0 08 1/2	0 09 1/2

**MOLASSES** — One of the largest Montreal holders expects that by Nov. 15 his stock of fancy molasses will have



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run out. Dealers are now beginning to buy choice more freely. Supply of the latter is fairly good, and may be sufficient to last until the arrival of new crop. The high price of fancy has had the effect of switching the demand over to choice to some extent. Market for fancy continues to be as strong as ever, and is likely to remain so until the new crop comes in.

Barbadoes Molasses—	Price for	
	Island of Montreal.	Choice.
Punchoons .....	0 57	0 48
Barrels .....	0 60	0 51
Half barrels .....	0 62	0 53

For outside territories prices range about 3c lower.  
Carload lots of 20 punchoons or its equivalent in barrels or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—	
Barrels, per lb., 3½c; ¼ bbls., 4c; ¼ bbls. ...	0 04¼
Pails, 6¾ lbs., \$1.95; 25 lbs. ....	1 40
Cases, 2 lb. tins, 2 doz. in case .....	2 65
Cases, 5 lb. tins, 1 doz. in case .....	3 00
Cases, 10 lb. tins, ½ doz. in case .....	2 90
Cases, 20 lb. tins, ¼ doz. in case .....	2 85

Cane Syrups—	
Barrels, lb., 4½c; ¼ bbls. ....	0 05
Cases, 2 lb. tins, 2 doz. in case .....	3 60

**SPICE**—There have been no changes in the spice market during the past week sufficient to affect quotations to the retailer.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins lbs.
Allspice .....	0 16	0 69	0 23
Cassia .....	0 23	0 89	0 29
Cayenne pepper .....	0 23	0 85	0 35
Cloves .....	0 28	1 05	0 35
Cream tartar—60c.			
Ginger, Cochin .....	0 22	0 89	0 29
Ginger, Jamaica .....	0 23	1 00-1 15	0 31
Mace .....	0 80	0 80	1 00
Nutmegs .....	0 40	2 40	0 75
Pepper, black .....	0 22	0 90-1 00	0 29
Pepper, white .....	0 30	1 15-1 20	0 31
Pastry spice .....	0 22	0 95-1 20	0 29
Pickling spice .....	0 14-0 16		
Turmeric .....	0 21-0 23		

Lower prices for pails, boxes or ballers when delivery can be secured.

Cardamon seed, per lb., bulk .....	2 00	2 90
<b>Caraway—</b>		
Canadian .....	0 13	
Dutch .....	0 20	0 22
Cinnamon, China, lb. ....	0 14½	0 16
Mustard seed, bulk .....	0 19	0 23
Celery seed, bulk .....	0 36	0 46
Cayenne chillies .....	0 25	0 25
Shredded coconut, in pails .....	0 15½	0 22
Pimento, whole .....	12-15	

**COFFEE**—While the demand from the retail trade continues fairly good, in the primary market there is nothing happening of any importance.

Coffee—	
Plantation Ceylon .....	0 32 0 34
Java .....	0 35 0 40
Arabian Mocha .....	0 34 0 37
Guatemala .....	0 26 0 28
Mexican .....	0 25 0 28
Maricao .....	0 22 0 24
Jamaica .....	0 22 0 24
Santos .....	0 19 0 22
Rio .....	0 16 0 18
Chico .....	0 14 0 14

**DRIED VEGETABLES**—New crop Ontario beans have arrived on this market, coming with an unexpected rush. The price is still high, but the trade is expecting a decline within a week or so. Sales are being made of three pound pickers to-day on a basis to the retail trade of \$3.50-\$3.60. The drop is not appreciable considering that these are new crop goods, and that offerings are rather heavy. There is a feeling that farmers have been delaying threshing purposely, in order to allow the market to get cleaned up, allowing them free course at big prices. They acted wisely in doing this, as the market was bare, and prices were high. There is a danger that they will overdo it, as may also happen in the case of potatoes. Dealers who have bought one or two ears of new

beans to carry them over, are now waiting until prices are lower; they are likely to be some lower, as offerings are heavy, farmers being anxious to avail themselves of the high quotations. The Government recently announced that the crop of marketable beans would amount to about 594,000 bushels. But for the rains, the crop would probably have amounted to considerably over a million bushels. Whereas dealers are paying \$3.60 for 3 lb. pickers, under normal conditions they would pay \$2.60. There is very little happening in the pea market. Retailers are paying \$2.60 to \$2.75 per bushel. There are no big receipts, but they are sufficient to supply local wants.

Beans—	
Canadian, 3-lb. pickers, per bushel....	3 45 3 60
Yellow eyes, per bushel .....	4 00
Lima, per lb. ....	0 07½ 0 08
Peas, white soup, per bushel .....	2 65 2 75
Peas, split, bag, 95 lbs. ....	5 50
Barley, pot, per bag .....	2 90
Barley, pearl, lb. ....	0 05 0 06

### MONTREAL.

**CANNED GOODS**—No change of any importance is expected for some time in the price of vegetables, probably not until after the holidays, when dealers have worked off the stock which they bought before the rise. In a little while they will be working on goods which cost more, and some of the wholesale houses are in that position already. Whereas the average quotation on tomatoes is 97½c, there are some houses, whose stocks of old goods have run out, who are quoting \$1.10 to the trade.

An advance has taken place in the price of baked beans amounting to 15c per doz. for 3 lb. tins, and a proportionate advance on other lines. The trade believe that baked beans were selling too low anyway, and that an advance would have been inevitable even though the crop had not been a short one.

There is a good demand for salmon, and the market at the coast, especially on good quality sockeye, is very strong. Lobsters have changed little in price of late, and the retailer is paying \$2.00-\$2.25 per doz. for choicest quality halves new pack.

### ONTARIO MARKETS.

Toronto, Oct. 28, 1915.—One manufacturer of caustic soda has put the price up one cent.

This week has shown a marked demand for things which might be said to be connected with Hallowe'en festivities. Canned pumpkins have had a good sale. Nuts are much in demand, and this has given a real impetus to Brazils, which, up to now, have been slow. It looks as though most of the best quality stuff in nuts won't be here this side Christmas, and we may be tied up waiting for it this year as last. Nuts

are getting better all-round demand now than for some time.

Prunes must be in big demand at the coast because the offerings show more big sizes than anything else. All prices on spot stuff are up a cent in this market this week, on a heavy demand. Prunes at present levels are considered an attractive buy.

The tea market these days is ruled, apparently, by the Premier's maxim: "Wait and see." There is a feeling of uncertainty with regard to levels at the London auctions, and the trade is waiting until it can see. Common grades are lower again this week, though good teas are firm and show an advancing tendency, which would argue that there is quantity of tea, but not quality. This makes the really good teas all the dearer. There is a super-abundance just now of all teas, compared to a few months ago, on account of the new crop Indians.

Beans are a spectacular line right now. Last week they were lower by 10c than the week before; now they are up about 65c a bushel. This is chiefly due to a big demand and the fact that the farmer seems too busy to do his harvesting and stocks are low. Prices should be down next week.

General business is fairly good; a little ordinary, perhaps, but solid and going along "as well as can be expected," for which, these days, we should be thankful.

**SUGAR**—The market is steady, and there is no price change. The tone is possibly a shade easier than that of last week following New York, where raws are reported a shade easier. Domestic demand is average, and we are not hearing quite so much about export these days.

<b>Extra Granulated Sugars, Montreal Refined—per 100 lbs.</b>	
100 lb. bags .....	6 11
20 lb. bags .....	6 21
10 lb. bags .....	6 25
2 and 5-lb. cartons .....	6 40
Nova Scotia refined, 100-lb. bags .....	6 01
New Brunswick refined, 100-lb. bags .....	6 11
<b>Extra Ground Sugars—</b>	
Barrels .....	6 51
20 lb. boxes .....	6 69
25 lb. boxes .....	6 81
<b>Powdered Sugars—</b>	
Barrels .....	6 31
25 lb. boxes .....	6 71
<b>Crystal Diamonds—</b>	
Barrels .....	6 76
100 lb. boxes .....	6 86
50 lb. boxes .....	6 96
Cartons (20 to case) .....	7 51
Cartons (50 to case) .....	8 31
Crystal Dominoes, cartons .....	7 81
<b>Paris Lump—</b>	
100 lb. boxes .....	6 86
50 lb. boxes .....	6 96
25 lb. boxes .....	7 16
<b>Yellow Sugars—</b>	
No. 1 .....	5 71
Barrels granulated and yellow may be had at 5c per cwt. above bag prices.	

**TEA**—The London auction of Indians yesterday resulted in a general movement of easier levels for common grades, though good teas were dearer. Readers of Canadian Grocer will see in this state of affairs the one which has existed, more or less, all along for some weeks. In a way, it is natural that if common grades are cheaper, better stuff



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will be dearer; an easing market on common grades infers a quantity of them, and if there is a quantity of common teas, good teas will be scarcer. Quality is debased, very often, when quantity is increased. There is no doubt of the largeness of the quantity of common teas; the crop has been good and stocks have materially increased. Good teas feel an additional impulse, moreover, from a heavy Government contract for supplies to the troops. Fine grades of Assams and Ceylons are demanded for this purpose; not, of course, the very finest teas, but still good quality stuff. If the tendency of common teas to go down becomes more marked and the situation is more settled, purchasing will improve.

**MOLASSES AND SYRUPS.**—This market does not record any declining tendency in corn syrups corresponding to that felt in the West, although demand is but average and the crop of corn was good. Cane syrups continue firm, with an even demand. Molasses is easier; requirements were filled, it would seem, in the buying rush of a month ago, and the trade is only now buying hand-to-mouth again.

<b>Corn Syrups—</b>	
Barrels, per lb., 3½c; ½ bbls., 4c; ¼ bbls. . . . .	0 04½
Falls, 3½ lbs., \$1.95; 2½ lbs. . . . .	1 40
Cases, 2 lb. tins, 2 doz. in case . . . . .	2 55
Cases, 5 lb. tins, 1 doz. in case . . . . .	3 00
Cases, 10 lb. tins, ½ doz. in case . . . . .	2 90
Cases, 20 lb. tins, ¼ doz. in case . . . . .	2 85
<b>Cane Syrups—</b>	
Barrels, lb., 4½c; ½ bbls. . . . .	0 05
Cases, 2 lb. tins, 2 doz. in case . . . . .	3 00
<b>Molasses—</b>	
Fancy, gallon . . . . .	0 80 0 65

**DRIED FRUITS.**—All prices on prunes are now up a full cent from last week, and there is an unabated demand at these new levels. We now quote 30-40's at 12c to 13c, and the rest of the sizes in relation. Prunes are firmer and dearer in the primary markets, as is evidenced by the large sizes predominating on offerings. There has been a big and continuous demand; and then again the crop has not measured up to expectations by a long way. Halloween dates are being called for, but they are not in yet. Persia is an unfortunate supply depot these days. Package dates at 7½c to 9c find good business. We quote Valencias still at 15c to 16c, and the man that has any should be doing good business, because they are all but cleaned up. Both seeded and seedless raisins are quite firm at the same levels that have obtained for some time.

As to currants, they are firm and advancing by every cable. As each advice comes in, it shows an advance of one shilling a week almost in the primary market. Price has gone up 2/-, or 48c in the last two weeks, and there is nothing in sight which would make for any other than a marked advancing tendency. Apricots are firm at recent figures. Business in fruits is speeding up

some. It isn't such a very long way to Christmas now.

<b>Apricots—</b>	
Standard, 25 lb. boxes . . . . .	0 10½ 0 11
Choice, 25 lb. boxes . . . . .	0 12 0 14
Apples, evaporated, per lb. . . . .	0 08 0 08½
<b>Candied Fruits—</b>	
Lemon . . . . .	0 15 0 16
Orange . . . . .	0 15 0 16
Citron . . . . .	0 20 0 23
<b>Currants—</b>	
Filiatras, per lb. . . . .	0 11 0 12
Analas, choicest, per lb. . . . .	0 11½ 0 12½
Patras, per lb. . . . .	0 12 0 13
Vostizas, choice . . . . .	0 14 0 16
Cleaned, ¼ cent more.	
<b>Dates—</b>	
Fards, choicest, 12-lb. boxes . . . . .	0 09½ 0 10
Fards, choicest, 60-lb. boxes . . . . .	0 09 0 09½
Package dates . . . . .	0 07½ 0 09
Hallowees . . . . .	0 07½ 0 07½
<b>Prunes—</b>	
30-40s, California, 25-lb. boxes . . . . .	0 12 0 13
40-50s, 25-lb. boxes . . . . .	0 11 0 12
50-60s, 25-lb. boxes . . . . .	0 12½ 0 13½
60-70s, 50-lb. boxes . . . . .	0 11½ 0 12½
70-80s, 50-lb. boxes . . . . .	0 09½ 0 10½
80-90s, 50-lb. boxes . . . . .	0 09 0 10
90-100s, 50-lb. boxes . . . . .	0 08 0 09
25 lb. boxes, ¼c more.	
<b>Peaches—</b>	
Choice, 50 lb. boxes . . . . .	0 06 0 06½
25 lb. boxes ¼c more.	
<b>Raisins—</b>	
Valencia . . . . .	0 15 0 16
Seeded, fancy, 1 lb. packets . . . . .	0 10½
Seeded, choice, 1 lb. packets . . . . .	0 09½ 0 10½
Seeded, choice, 12 oz. . . . .	0 08
Seedless, 16 oz. packets . . . . .	0 11½ 0 12
Seedless, 12 oz. packets . . . . .	0 10

**NUTS.**—Demand is distinctly good for Halloween specialties, such as Brazils, almonds and walnuts. There has been good buying in Brazils, and price of mediums is up a cent to 15-16c. Walnuts and almonds, both shelled and in shell, show no price change at present. All prices are firm, though.

<b>In Shell—</b>	
Almonds, Tarragona . . . . .	Per lb. 0 17½ 0 18
Brazils, medium, new . . . . .	0 15 0 16
Brazils, large, washed, new . . . . .	0 17 0 18
Chestnuts, peck . . . . .	1 75 2 00
Filberts, Sicily, new . . . . .	0 13 0 14
Peanuts, Jumbos, roasted . . . . .	0 12½ 0 13½
Peanuts, hand-picked, roasted . . . . .	0 11 0 11½
Peanuts, fancy, roasted . . . . .	0 09 0 10
Pecans . . . . .	0 17 0 18
Walnuts, Grenoble . . . . .	0 15 0 16
Walnuts, Bordeaux . . . . .	0 11 0 12
Walnuts Marbois . . . . .	0 13 0 14
<b>Shelled—</b>	
Almonds . . . . .	0 38 0 40
Filberts . . . . .	0 15 0 16
Peanuts . . . . .	0 11 0 11½
Pecans . . . . .	0 55 0 60
Walnuts . . . . .	0 36 0 38

**SPICES.**—This market is quiet again this week. Peppers still remain firm and high, but there is no new feature. Cream of tartar is easier.

	<b>Compound,</b>	<b>Pure,</b>
	<b>per lb.</b>	<b>per lb.</b>
<b>Spices—</b>		
Allspices, ground . . . . .	0 10	0 16
Allspices, whole . . . . .	0 10	0 15
Cassia, whole . . . . .	0 21-0 22	0 22-0 23
Cassia, ground . . . . .	0 14-0 16	0 22-0 23
Cinnamon, Batavia . . . . .	0 27-0 28	0 27-0 28
Cloves, whole . . . . .	0 27-0 28	0 27-0 28
Cloves, ground . . . . .	0 19-0 22	0 28-0 30
Cream of tartar . . . . .	0 48-0 50	0 55-0 65
Curry powder . . . . .	0 30-0 35	0 30-0 35
Ginger, Cochín . . . . .	0 15-0 17	0 15-0 22
Ginger, Jamaica, ground . . . . .	0 15-0 21	0 22-0 23
Ginger, Jamaica, whole . . . . .	0 25-0 26	0 25-0 26
Ginger, African, ground . . . . .	0 14-0 15	0 14-0 15
Mace . . . . .	0 80-1 00	
Nutmegs, brown, 64s, 52s; 80s, 62c; 100s . . . . .		0 30
Nutmegs, ground, bulk, 45c; 1 lb. tins . . . . .		0 30
Pastry spice . . . . .	0 22-0 23	0 22-0 23
Peppers, black, ground . . . . .	0 14-0 18	0 20-0 24
Peppers, black, whole . . . . .	0 20-0 24	0 20-0 24
Peppers, white, ground . . . . .	0 19-0 24	0 34-0 35
Peppers, white, whole . . . . .	0 34-0 35	0 34-0 35
Pickling spice . . . . .	0 15-0 20	0 15-0 20
Turmeric . . . . .	0 18-0 20	

**BEANS.**—This market is providing lots of excitement these days. We lowered our quotations last week on account of supplies coming in more freely. They cannot cope with the demand, however, for the crop is not being harvested quickly enough, and beans this week are mighty hard to get. We now quote a price of \$4 to \$4.25, and the top

figure is not at all out of the way. These levels should be lower next week, however. Blue peas are in good demand, and we quote about \$3 a bushel.

**RICE.**—There is no alteration, either sentimentally or in prices. Rice is in good steady demand. There was a flutter of better buying in Tapioca last week, but this is steady again now.

<b>Rice—</b>	
Rangoon "B," per cwt. . . . .	4 00
Rangoon, per cwt. . . . .	4 00
Rangoon, fancy, per cwt. . . . .	5 00
Patna, fancy . . . . .	0 07½ 0 09
<b>Tapioca—</b>	
Pearl, per lb. . . . .	0 07 0 07½
Seed, per lb. . . . .	0 07 0 07½
Sago, brown, per lb. . . . .	0 07 0 05½

### TORONTO

**CANNED GOODS.**—Good business is going on this week in canned pumpkins, and we quote a price of 90c. Right now is the time when pumpkin pie is especially in favor and Halloween is helping, too. Strawberries and raspberries are both in fair demand, the former in particular. Tomatoes keep up their high price. Export is still proceeding, and there was a better demand from home buyers last week. They had filled up pretty well up to three or four weeks ago, when demand lapsed a trifle, but it is strong again. Corn and peas are both called for, and are firm at our last quoted levels.

<b>Salmon, Sockeye—</b>	
1 lb. talls, cases 4 doz., per doz. . . . .	2 52½
1 lb. flats, cases 4 doz., per doz. . . . .	2 72½
½ flats, cases 8 doz., per doz. . . . .	1 67½
Five cases or more, 2½c doz. less than above.	
Chums, 1-lb. talls . . . . .	0 80
Pinks, 1-lb. talls . . . . .	1 20
Cohoos, 1-lb. talls . . . . .	1 45
Red Springs, 1-lb. talls . . . . .	2 00
Humpback, ½-lb. tins . . . . .	0 60
<b>Canned Vegetables—</b>	
Tomatoes, 3's . . . . .	1 10 1 15
Peas, standard . . . . .	0 95
Early June peas . . . . .	0 95
Extra sifted peas . . . . .	1 45
Corn, 2's, doz. . . . .	0 95
<b>Canned Fruits—</b>	
Strawberries, heavy syrup, doz. . . . .	2 15
Black raspberries, heavy syrup, doz. . . . .	1 35
Pumpkins, doz. . . . .	0 90

### MANITOBA MARKETS

Winnipeg, Oct. 27.—Wheat prices have been on the decline during the past week but receipts are enormous and threshing returns plainly indicate yields that mean an amount for export greatly in excess of all estimates. W. B. Snow, the Chicago expert expects Western Canada to show a yield of 350,000,000 bushels when all is told. Should the farmers get 80 cents per bushel as an average there is plenty of business activity ahead in all lines of trade. Country trade is remarkably active and city business picking up. There will be very few out of employment this winter, and though the city's population has undoubtedly declined there will be less demand for credit than last year. Staple lines of groceries are very steady in price and there are no changes to record this week.

**SUGARS.**—No advance has as yet been recorded here, but sugar in the east is firm.



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	Per cwt. in sack.
<b>Sugar, Eastern—</b>	
Standard granulated	6 65
Extra ground or icing, boxes	7 50
Extra ground or icing, bbls.	7 30
Powdered, boxes	6 70
Powdered, bbls.	6 50
Hard lump (100-lb. case)	7 00
Montreal, yellow, bags	6 25
<b>Sugar, Western Ontario—</b>	
Sacks, per 100 lbs.	6 50
Halves, 50 lbs., per cwt.	7 35
Bales, 20 lbs., per cwt.	7 50
Powdered, 50s	7 05
Powdered, 25s	7 40
Icing, barrels	7 35
Icing, 50s	7 20
Cut loaf, barrels	7 45
Cut loaf, 50s	7 70
Cut loaf, 25s	7 85
<b>Sugar, British Columbia—</b>	
Extra standard granulated	6 50
Bar sugar, bbls.	6 75
Bar sugar, boxes	7 00
Icing sugar, bbls.	6 85
Icing sugar, boxes	6 60
H. P. lumps, 100-lb. cases	7 05
H. P. lumps, 25-lb. boxes	7 70
Yellow, in bags	6 20
<b>Corn Syrup—</b>	
2s, per case 2 doz.	2 75
1s, per case 1 doz.	3 13
10s, per case 1/2 doz.	3 01
20s, per case 1/2 doz.	3 03
<b>B. C. Cane Syrups—</b>	
2-lb. tins, 1 doz. to case, per case	3 75
5-lb. tins, 1 doz. to case, per case	3 50
10-lb. tins, 1/2 doz. to case, per case	3 50
20-lb. tins, 3 tins to case, per case	3 25

(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)

	Per gal.
<b>Molasses—</b>	
Barbadoes	0 53
New Orleans	0 34
<b>Maple Syrups—</b>	
Imperial quarts, case, 2 doz.	6 40
Imperial, 1/2 gal., 1 doz.	5 55
New, pure, 1/2 gal. case	9 30
New, pure, 1/4 gal., quart, case 2 doz.	9 70
New, pure quart bottles, case 2 doz.	9 70
Butter, No. 1 creamery, lb.	0 25

	Per case.
<b>DRIED FRUITS—</b>	
Apples, evaporated, new, 50's	0 08 1/2
Apricots, choice, 25's	0 12
Apricots, choice, 10's	0 12 1/2
<b>Currants—</b>	
Dry clean	0 06 1/2
Washed	0 09
1 lb. package	0 09 1/2
2 lb. package	0 19
Vostizas, bulk	0 12
<b>Dates—</b>	
Hallowee, loose, per lb.	0 09
Hallowee, 1-lb. pkgs.	0 07 1/2
Fard dates, 12-lb. boxes	1 25
<b>Peaches—</b>	
Standard, 25-lb. boxes	0 05 1/2
Choice, 25-lb. boxes	0 07 1/2
Choice, 10-lb. boxes	0 07 1/2
<b>Raisins, Muscatels—</b>	
3 crown, loose, 25's	0 08 1/2
3 crown, loose, 50's	0 09
<b>Raisins, Sultanas—</b>	
Californias, 50's	0 12 1/2
<b>Prunes, in 25-lb. boxes—</b>	
80 to 100	0 06 1/2
80 to 90	0 06 1/2
70 to 80	0 06 1/2
60 to 70	0 07 1/2
50 to 60	0 08 1/2
40 to 50	0 09 1/2
<b>Table Layer Figs—</b>	
7-crown, 3-lb. boxes, per lb.	0 15 1/2
8-crown, 10-lb. boxes, per lb.	0 15
5-crown, 10-lb. boxes, per lb.	0 13 1/2
4-crown, 10-lb. boxes, per lb.	0 15
3-crown, 10-lb. boxes, per lb.	0 12 1/2
Glove boxes, per doz.	1 00
Cooking figs, taps, about 5 lbs., lb.	0 07 1/2
Cooking figs, choice naturals, 25-lb. bags	0 07 1/2

	Per case.
<b>RICE AND TAPIOCA.—</b>	
<b>Rice and Tapioca—</b>	
No. 1 Japan, per lb.	0 08
No. 2 Japan, per lb.	0 04 1/2
Sia, per lb.	0 03 1/2
Patna, per lb.	0 07 1/2
Carolina, per lb.	0 08 1/2
Sago, pearl, lb.	0 06 1/2
Tapioca, pearl	0 06 1/2

	Per bushel.
<b>DRIED VEGETABLES.—</b>	
<b>Beans—</b>	
California, hand-picked, per bushel	4 30
<b>California Lima Beans—</b>	
Bag lots	0 07 1/2
Less than bag lots	0 06 1/2
<b>Barley—</b>	
Pot, per sack, 56 lbs.	3 30
Pearl, per sack, 56 lbs.	4 30
<b>Peas—</b>	
Split peas, sack, 56 lbs.	4 00
Sacks, 40's	3 02
Whole peas, bushel	5 00

	Per bushel.
<b>BRITISH COLUMBIA MARKETS</b>	
By Wire.	
Vancouver, Oct. 28.—Business is brisk. Eggs are strong, fresh being up 2c. On the Island these are up 3c.	

Cheese is firm, being up 1 1/4c. Stiltons are 23c lb. Butter is easy and unchanged. Sugar is strong, and lemons are up 25c case. Currants are now 11c, and very scarce. None are expected till February. Peel is practically cleaned up. Beans are scarce.

PRODUCE AND PROVISIONS.	
Butter, creamery, per lb.	33-34
New Zealand cubes	0 33
New Zealand brick	0 33 1/2
Cheese, per lb., large, 18 1/4c; twins	0 18 1/2
Cheese, Stilton, lb.	0 23
<b>EGGS—</b>	
Local fresh	0 51
Vancouver Island	49-50
Lard, 3's, per case	5 25
Lard, 5's, per case	8 17
Lard, 10's, per case	8 10
Lard, 20's, each	10 80

GENERAL.	
Almonds, shelled, lb.	0 45
Beans, foreign, per lb.	0 05 1/2
Cream of tartar, lb.	80 c
Beans, Lytton	0 06 1/2
Figs, 12-10 oz. packages, per box	0 85
Figs, 50-90 oz. packages, per pkg.	2 25
Cocunut, lb.	12 1/2
Cornmeal, ball case	53 00
Flour, best patent, per bbl.	6 30
Honey, Idaho, 24 lbs.	4 50
Lemons, box	3 75
Potatoes, per ton	14 00
16 00	
3 10	
Onions, lb.	0 01 1/2
Oranges, box	5 00
5 75	
Rice, 50's, sack	1 90
Sugar, standard gran., per cwt.	7 15
Sugar, yellow, per cwt.	6 50
Walnuts, shelled, lb.	0 45
Jams, glass jars, doz.	2 85
Jams, 4-lb. tins, doz.	7 90

CANNED GOODS.	
Apples, gals., 5/case	\$1 65
Beans, 2's	2 20
Corn, standard, per 2 dozen case	2 10
Peas, standard, per 2 dozen case	2 10
Plums, Lombard, 2's, case	1 90
Peaches, 2 1/2's, case	3 80
Strawberries and raspberries, 2's, case	4 80
Tomatoes, standard, per dozen, case	2 40
<b>SALMON.</b>	
Sockeye, 1's, 4 doz. case	\$9 00
Sockeye, 1/2's, 8 doz. case	10 75
Pinks, 1's, 4 doz. case	4 00

DRIED FRUITS.	
Apricots, per lb., 11c; Apples, lb.	10 c
Prunes, 70-80, 25's, lb.	07 c
Currants, per lb., 11c; Raisins, seeded, lb.	09 c
Peaches, per lb.	07 c
White figs, per lb.	06 c

## SASKATCHEWAN MARKETS

Regina, Oct. 28.—Weather fair and warm, and harvesting almost completed. Wholesalers report business looking up. Very few changes in markets this week. Sugar took a recent drop of 2c. Lard is higher, 3's being quoted at \$9.35. Currants are higher than they have been for sometime, being quoted at 13 cents per pound package. Cheese is 17 1/2 for large. Corn syrup has dropped 15 cents per case, the change going into effect last Friday. New prunes are firm. Eggs fresh are still at 40 cents.

Produce and Provisions—	
Butter, creamery, per lb.	0 31
Butter, dairy, No. 1	0 23
Cheese, per lb., large	0 17 1/2
Eggs, new laid	0 40
Eggs, fancy, storage	0 35
Eggs, good, storage	0 30
Lard, 3's, per case	9 35
Lard, 5's, per case	9 30
Lard, 10's, per case	8 30
Lard, 20's, per case	12 10

General—	
Beans, Ontario, per bushel	3 90
Coffee, whole roasted, Rio	0 17 1/2
Cream of tartar, lb.	0 80
Cocunut, lb.	0 45
Cornmeal, ball	2 95
Apricots, per lb.	0 12
Flour, 98's	3 00
Rolled oats, 80's	2 20
Rice, per cwt.	3 90
Onions, 100 lbs.	1 50
Sugar, standard, gran., per cwt.	7 04
Sugar, yellow, per cwt.	6 64
Walnuts, shelled, 41c; almonds	0 41
<b>Canned Goods—</b>	
Apples, gals., case	1 65
Beans	2 25
Corn, standard, per 2 dozen	2 25
Peas, standard, per 2 dozen	2 40
Plums, Lombard	2 10

Peaches	3 10
Raspberries, 94.33; Strawberries	4 17
Tomatoes, standard, per case	2 60
<b>Salmon—</b>	
Sockeye, 1's, 4 doz. case	9 55
Sockeye, 1/2's	12 25
Cohoos, 1's	6 00
Humpbacks, 1's	4 00
<b>Fruits and Vegetables—</b>	
Apples, Washington, bbl.	1 75
Celery	0 10
Cranberries, per bbl.	10 50
Lemons	5 00
Oranges, Valencias	5 75
Potatoes, bushel	0 50
<b>Dried Fruits—</b>	
Currants, per lb.	0 13
Prunes, 70-80, 25's, lb.	0 10 1/2
Evap. apples, 50's, lb.	0 08 1/2

## ALBERTA MARKETS (EDMONTON)

By Wire.

Edmonton, Oct. 28.—In sympathy with advance in all edible oils, compound lard is steadily going higher. Corn syrup declined during the week—17c case, small sizes, and 5c case, large sizes. Owing to difficulty in importing, French olive oil has reached top prices. Same applies to French macaroni, which is quoted 13c package.

Prices continue to advance on corn, peas and tomatoes, while crop reports are far from favorable, and it is probable that higher markets will yet be seen.

There are rumors of damage to the crop of Tarragona almonds, and this may account for prices being sold on such a high basis. A new crop of walnuts are usually quite late in reaching this market. Prices will probably be nearly the same as last season. Sicily filberts are held firm, but as this line, which has been exported in large quantities to Germany and Austria in former years, cannot be shipped to these countries now, there should be lower prices.

There is a little more interest in the tapioca market, and quotations on medium pearl are a shade higher. Holland herring have gone so high that the demand for this merchandise will be seriously curtailed. To-day's quotations on mixed Holland herring is \$1.30 per keg, freight and duty paid.

The cheese market is considerably higher, and quotations show an advance of 2c per pound over level of prices of three weeks ago. The egg market is strong, receipts are light, and the demand is good; but it is expected that prices will go higher. Butter is becoming scarce, and prices are going to be higher. There is, however, a good demand at present prices.

Prices on Valencia raisins have opened so high that many importers have cancelled their orders for early shipment. The raisins for early shipment would have been worth at least \$4 per 28-pound box.

Some manufacturers of vinegar have advanced prices owing to heavy advances in alcohol, and present quotations of such manufacturers are subject to change without notice.

General—	
Beans, Ashcroft, lb.	0 05 1/2
Beans, Japan, per bush.	3 90



## CANADIAN GROCER

Beans, ton	15 00
Coffee, whole roasted, Rio	0 18
Potatoes, per bush	0 25
Rollad oats, 25's, 60's; 40's	1 00
Rollad oats, ball, \$2.15; 30's	1 75
Flour, fancy patents	2 25
Flour, seconds	2 20
Rice, Siam, per cwt.	3 90
Shorts, ton	20 00
Sugar, standard gran., per cwt.	7 45
Sugar, yellow, per cwt.	7 05
Walnuts, shelled, lb.	0 38
<b>Produce and Provisions—</b>	
Cheese, lb.	0 17½
Bacon, lb., 20's; bellies, lb.	0 20½
Butter, creamery, per lb.	0 32
Butter, dairy, No. 1, 25's; No. 2	0 19
Eggs, new laid	0 35
Eggs, No. 2	0 30
Lard, pure, 3's, per case	9 00
Lard, pure, 5's, per case	9 85
Lard, 10's, per case	9 75
Lard, pure, 20's, each	3 25
<b>Canned Goods—</b>	
Corn, standard, per two dozen	2 20
Peas, standard, 2 dozen	2 20
Peas, standard, 2 dozen	2 15
Plums, Lombard	2 25
Peaches	3 25
Strawberries, 34's; raspberries	4 00
Tomatoes, standard, per 2 dozen	2 25
Salmon, sockeye, 4 doz. talls, case, 1s	9 65
Salmon, pinka, case	4 14
Cohoos, 1's, \$5.80; humpbacks, 1's	4 35
Lobster	2 35
<b>Dried Fruits—</b>	
Evaporated apples, 50's	0 10½
Apricots, 25's	0 12
Peaches, 25's	0 07
Pears, 25's	0 13
Prunes, 80-100, 25's, unfaced	0 07½

### ALBERTA MARKETS (CALGARY)

By Wire.

Calgary, Oct. 28.—Cheese is now quoted at 19c. Sugar is firm and another advance is looked for by some. New California Sultanas have arrived, extra fancy being quoted at 15c. New California layer figs are arriving in fine condition. Dairy butter is scarce at 27c per lb. Oranges are high at \$6.50 to \$7. Lemons are up to \$6. Tomatoes, four basket crates are \$1. Corn syrup, 2's and 5's, have been lowered 10c case. City business is quiet, but country trade good.

<b>General—</b>	
Beans, small white Japan, lb.	0 06½
Flour, No. 1 patent, 90's	2 90
Molasses, extra fancy, gal.	0 67
Rollad oats, ball	2 55
Rollad oats, 90's	2 15
Rice, Siam, cwt.	4 00
Potatoes, local, per bush	0 35
Sugar, pure cane, granulated, cwt.	7 45
Shelled walnuts, finest halves, lb.	0 40
Shelled walnuts, broken, lb.	0 30
<b>Produce and Provisions—</b>	
Cheese, new, Ontario, large, per lb.	0 13
Butter, creamery, lb.	0 32
Butter, No. 1, dairy, lb.	0 27
Eggs, select storage, case	0 27
Lard, pure, 3s, per case	9 00
Lard, pure, 5s, per case	9 05
Bacon, smoked backs, per lb.	0 21
Bacon, smoked bellies, per lb.	0 22½
<b>Canned Goods—</b>	
Tomatoes, 3s, standard, case	2 25
Corn, 2s, standard, case	2 25
Peas, 2s, standard, case	2 35
Tomatoes, gala, case	2 00
Apples, gala, Ontario, case	1 75
Strawberries, 2s, Ontario, case	4 90
Raspberries, 2s, Ontario, case	4 90
Lobster, ¼s, per doz.	2 25
Salmon, finest sockeye, talls, 40x1s, per case	10 00
Salmon, pink, talls, 40x1s, per case	4 80
<b>Dried Fruits—</b>	
Evaporated apples, 50s, per lb.	0 09½
Peaches, choice, 25s, per lb.	0 07½
Apricots, choice, 25s, per lb.	0 10
Pears, choice, 25s, per lb.	0 14
Prunes, 80-100	0 07
Sultana raisins, Cal., extra fancy	0 15
<b>Fruits and Vegetables—</b>	
Blackberries	2 00
Blueberries, Ont., basket	2 20
Cantaloupes, case	2 00
Grapefruit, Cal.	5 00
Oranges, case	7 00
Lemons, case	6 00
Peaches, crate	1 00
Tomatoes, 4-basket crates	1 00

### NEW BRUNSWICK MARKETS

By Wire.

St. John, Oct. 28.—There are several changes in markets this week. Some are unsteady, beans being exceptionally firm.

Advices indicate a shortage of good stock, and higher quotations are expected. Crop is reported of poor quality. Hand-picked are now \$4-4.10, and yellow the same. Canned stocks have also advanced to \$3 to \$3.40. Pork is firmer, American being higher at \$26.50 to \$29. Sugar standard is \$6.10 to \$6.15. Rice shows a slight increase to \$4.45 to \$4.50 cwt. Outlook for potatoes is discouraging. Higher prices are prevailing and further advances expected. Dealers look for \$3 soon. They are now selling easily at \$2.25 to \$2.35 per barrel. Butter and eggs are firmer, eggs being 30c to 32c.

<b>Produce and Provisions—</b>	
Bacon, breakfast, per lb.	0 22
Bacon, roll, per lb.	0 17
Beef, corned, 1's	2 90
Pork, American clear, per bbl.	26 50
Butter, dairy, per lb.	0 27
Butter, creamery, per lb.	0 30
Eggs	0 28
Lard, compound, per lb.	0 11½
Lard, pure, per lb.	0 15
Cheese, new	0 15½
<b>Flour and Cereals—</b>	
Cornmeal, gran.	5 75
Cornmeal, ordinary	1 85
Flour, Manitoba, per bbl.	6 50
Flour, Ontario	6 10
Rollad oats, per bbl.	6 00
Potatoes, bbl.	0 90
<b>Fresh Fruits and Vegetables—</b>	
Apples, bbl.	3 50
Lemons, Messina, box	4 80
Oranges, Val., case	4 00
Potatoes, bbls.	2 25
<b>Sugar—</b>	
Standard granulated	6 10
United Empire	6 00
Bright yellow	5 90
No. 1 yellow	5 70
Paris lumps	7 25
Lemons, Messina, box	4 80
Beans, hand-picked, bush	4 00
Beans, yellow eyes, per bush	4 00
Canned pork and beans, per case	3 00
Molasses, Barbadoes, gal.	0 52
Cream of tartar, per lb., bulk	0 55
Currants	0 11
Rice, per cwt.	4 45

### TOO LATE

"James, my lad," said the grocer to his new assistant, "who bought that moldy cheese to-day?"

"Mrs. Brown, sir," was the youth's reply.

"And the stale loaf we could not sell last night?"

"Mrs. Brown, sir."

"Where's that lump of rancid butter that the baker refused?"

"Mrs. Brown bought it cheap, sir," was the answer.

"And the six eggs we could not sell a week since?"

"Mrs. Brown."

"Are you ill, sir?" asked James, as the grocer turned green and groaned.

"No, no; only I'm going to tea at Brown's to-night," replied the unhappy man as he wiped the perspiration from his face and sank into a chair.

It is not generally known that eucalyptus oil will remove grease, including machine oil, from any fabric (no matter how delicate) without injury of any kind.

If silver knives, forks, and spoons are packed in flour when the house is empty, they will keep quite bright and untarnished.

### THE WHY OF THE GROCER BROKER

(Continued from page 118.)

wholesale trades and because of their familiarity with the ground they cover they perform a real service.

Some years ago, for instance, salt pork held almost entire sway in the meat line in the majority of Canadian stores. What have we to-day? There is smoked beef, potted meats in tin and attractive glass, various lines of tongue, tinned sausage, all kinds of cooked specialties, numerous varieties of tinned fish including the recent tuna, and dozens of other comparatively new meat and tinned fish lines that forty and fifty years ago were never heard of. The grocer who stuck to the salt pork, where is he to-day? Out of business! The specialty man has done yeoman work in placing all these goods on the market and made it possible for the retailer with his diminishing profits in the case of many staple lines to come out ahead at the end of the year.

#### Between Principals and Wholesalers

Some wholesalers do a little broking on their own account over the cable wire. Some wholesalers who are in a large enough way of business are getting offers from exporters all the time who live out of the country, and by cabling acceptance they dispense with a broker direct. The majority of wholesalers, however, depend upon brokers to furnish them with particulars of whatever there is offering and they buy from the broker or rather from the principals through the broker. The broker acts as negotiator.

It will be readily seen that the broker is more or less a necessity in the grocery trade. It is just shown that it is impossible for the wholesaler to take trips to wherever the goods are that they want to buy, and see for themselves and choose for themselves. True, the broker does not do this, but he is fully qualified to sell the goods by reason of the fact that he is connected with the sellers through his principals, so that the broker is an important member of the community.

#### A GREAT HELP

*MacLean Publishing Co.*

Dear Sirs:—You had better cancel the CANADIAN GROCER to me this next year as my lease expires shortly, and whether I will go out of the business for a while or not, I don't know, but if I continue in business I will let you know.

I consider the CANADIAN GROCER one of the greatest helps in our business. It would be hard to do without it.

W. J. HAZEL,  
378 Hunter St. West,  
Hamilton, October 1, 1915.





# FRUIT AND VEGETABLES



## Apples Firmer: Pumpkins for Hallowe'en

Most Apples Firm and Higher—Cauliflower and Hothouse Cucumbers Are New Lines—Spanish Onions Higher—Lemons Have Been Advancing—Grapes Are Plentiful—No Change in Potatoes.

### MONTREAL

FRUIT.—The apple market became firmer again this week, and it begins to look as though the trade is realizing that apples are not going to be so plentiful this year. Reports state that big prices are being paid in the Old Country for Canadian apples. Windfall Fameuse are bringing from \$3 to \$4 and both No. 1 Fameuse and McIntosh Reds are bringing \$5.50 to \$6, although dealers are not paying the latter figure willingly; it is predicted that they will, however. Lemons and oranges are somewhat slow just now. Prices on the latter remain the same as for past two or three weeks, Cal. Valencias realizing as high as \$6 per box. Lemons have been advancing, and this week's quotations are 25c higher than last, being \$3.50-\$3.75 for fancy Verdillis. Fancy grape fruit are quoted at \$4.50 by some dealers.

Apples—	
Fameuse, No. 1's	5 50
Alexanders, No. 1's, bbl.	3 00
Wealthy, No. 1's	3 50
Calvert	2 25
McIntosh Reds	1 75
Starks	4 00
Spies	4 50
Ben Davis	3 75
Russets	4 00
Bananas bunches	2 00
Cranberries, bbl.	9 00
Grapefruit, 46-54-64-80-96	3 50
Grapes, blue, 6 qt. baskets	0 18
Grapes, Tokay, crate, 4 baskets	2 25
Lemons—	
Verdillis	3 50
Oranges—	
Valencias, Cal., late 126-250	6 00
Jamaica, 196-201-216	3 50
Porto Rico, 126-150-250-288	3 00
Pineapples, 18-24 and 30-36	3 00
Peaches, preserving basket, 11-qt.	0 40
Peaches, box	1 00
Pears, box	3 25
Plums, table, box 4 baskets	1 75

VEGETABLES.—Some claim that the potato market is easier. Others maintain that the position is just as firm as a week ago. Green Mountains are bringing \$1.15 for 90 lb. bags, and Montreals are not far short of that figure. The demand from the grocery trade is not phenomenal, but as potatoes are a necessity, the every-day demand keeps right up to the mark. Hothouse tomatoes are still bringing 18c per lb., and Chateaugay tomatoes in baskets are selling for 40c and 50c. Montreal tomatoes in boxes are about done. Brussels sprouts, picked, and in small boxes, are bringing 12½c-15c per quart; on stocks they are worth \$1

to \$1.25. Cauliflowers are more plentiful than they were; this is good weather for them, as long as it does not freeze. There are plenty of cucumbers being offered; they are selling slow, which is natural at \$1.50 for Bostons, per dozen. Leeks are plentiful, and bringing 10-15c bunch. Strictly good Montreal head lettuce brings 50-60c doz., but there are not many left. Boston head is quoted \$1.40-\$1.50 doz. Good curly lettuce is \$1 per box; it is hothouse stuff, but there are lower quotations than this. American onions are being brought into sell at \$1.15 per bag.

Beets, bag	0 50	0 75
Beans, wax, N.Y., per basket	3 00	3 00
Beans, green, N.Y., per basket	0 15	0 15
Brussels sprouts, qt.	0 25	0 35
Cabbage, Montreal, per doz.	0 25	0 35
Cabbage, red, doz.	0 40	0 75
Carrots, bag	0 50	0 75
Cauliflower, Canadian, doz.	0 75	1 50
Celery, Montreal, doz.	0 25	0 50
Cucumbers, fancy, Boston, doz.	1 50	0 50
Cucumbers, Montreal, basket	0 50	0 50
Egg plant, N.Y., doz.	1 75	0 10
Leeks, bunch	0 10	0 30
Head lettuce, Montreal, doz.	0 50	0 50
Head lettuce, Boston, box	1 40	1 50
Curly lettuce, 3 doz.	0 60	0 75
Onions—		
Montreal, 75 lbs., bag	1 15	1 00
Parsnips, bag	0 50	1 00
Parsley, Canadian, doz. bunches	0 15	0 15
Peppers, 18 each basket	0 40	0 80
Potatoes—		
Montreal, new, bag	1 00	1 00
New Brunswick, bag	1 15	1 15
Sweet, hamper	1 40	1 50
Radishes, doz.	0 50	0 50
Spinach, Canadian, box	0 50	1 00
Turnips, bag	0 15	0 15
Tomatoes, hothouse, lb.	1 40	0 80
Tomatoes, Chateaugay, basket	0 40	0 80
Pumpkins, doz.	1 00	1 00
Squash, doz.	0 50	1 00
Vegetable marrows, doz.	0 40	0 50
Watercress, Canadian, doz.	0 30	0 30

### TORONTO

FRUIT.—There is a general advance now in apples and it looks as if this will continue. A good portion of the crop has struck the rot that was discussed recently, and there is a big demand for what is saleable. We quote 40 cents for a basket; some are cheaper but not as good. Bananas are slightly higher on a big demand. Grapefruit is easier as it becomes more plentiful, and we have dropped price this week by half a dollar. Grapes have been coming in very freely and general tendency is downward for domestic stuff. California lemons are worth from \$4 to \$4.25 with a good demand. Peaches are pretty well cleaned up now; few are coming in and general

tendency is higher again. Pears are in the same case; we now quote \$3 to \$4. Pumpkins are plentiful for Hallowe'en, selling at 50c to \$1 per doz. General business is better again.

Apples, new, bbl.	2 50	4 50
Apples, 11-qt. basket	0 20	0 40
Apples, McIntosh Reds, basket	0 75	0 80
Apples, crab	0 40	0 50
Bananas, per bunch	1 50	1 90
Coconuts, sack	4 50	5 00
Cranberries, bbl.	8 75	9 00
Grapefruit—		
Jamaica, case	4 75	5 00
Grapes, Tokay, case	1 65	2 00
Grapes, Emperor, keg	4 50	4 60
Grapes, Can., blue	0 15	0 17
Can. 6-qt. basket	0 20	0 25
Oranges—		
California, Valencias	5 00	5 75
Jamaica, case	3 75	4 00
Lemons, new, box	4 00	4 25
Limes, per 100	1 50	1 50
Peaches, Can., 11-qt.	0 40	0 80
Peaches, Can., 6-qt.	0 30	0 50
Pears—		
California, Bartlett, box	3 00	4 00
Canadian, 11 qt. basket	0 50	0 70
Plums, Canadian, large basket	0 20	0 35
Pumpkins, doz.	0 50	1 00
Quinces, 11-qt. basket	0 50	0 60

VEGETABLES.—Cabbage is a very slow sale, though price is moderate enough. There is still a little corn around, but it isn't of very good quality and demand is not sharp at all. Tomatoes are selling well at prices about the same as those which applied last week. Cauliflower is now on the market and we quote 35 to 40 cents, with only a fair demand as yet. Celery is a trifle easier; little call is felt. Brussels sprouts at 10 to 15c are just begging to get the trade. Spanish onions are slightly easier. Marrow and squash are about through, now. Red peppers are higher; the scarcity is chiefly responsible. Hothouse cucumbers have now taken the place of outdoor stuff, and these are getting a good demand at reasonable levels. Potatoes show little change; the firm feeling still remains.

Beets, Canadian, bag	0 60	0 75
Cabbage, new, doz.	0 30	0 40
Carrots, new, basket	0 25	0 25
Cauliflower, 11 qts.	0 35	0 40
Celery, doz.	0 15	0 25
Cucumbers—		
Hothouse, doz.	1 75	2 50
Egg plant	0 20	0 30
Onions—		
Can., 75-lb. sack	1 00	1 15
Spanish, case	3 75	4 00
Green peppers, basket	0 25	0 35
Peppers, red	0 50	0 60
Potatoes, Ontario, new, bag	1 25	1 35
Potatoes, N.B., Delawares	1 25	1 40
Parsnips, 11 qt.	0 25	0 30
Sprouts, qt.	0 10	0 15
Tomatoes, Canadian, 11 qt.	0 30	0 40
Turnips, 11-qt. basket	0 30	0 35

(Continued on page 133.)





# FISH AND OYSTERS



## Carloads of Halibut Coming East

Frozen Stuff Short in Montreal—General Scarcity of Salmon — Toronto Reports Advance in Price of Some Fresh Fish Lines—Whitefish Very Scarce—Oyster Trade Doing Well—Frozen Business Now Getting Into Its Stride

### MONTREAL

FISH.—The fish trade, in a general way, is improving. The demand is certainly as good as could be expected, but stocks available being large comparatively, prices do not advance according to expectations. The supply of fresh halibut this week is very limited, but ample quantity of frozen will be used as a substitute. There are a good many cars now in transit of frozen halibut coming from the coast. Some lots have been sold for delivery at a price ranging from 9 to 10 cents per lb., according to size. Frozen salmon is not so plentiful as was at first expected. The good demand for canning purposes has shortened the supply intended for the frozen market, and it would not be surprising if the price went up materially before long. Offerings to-day are at 9½ to 10c for round, and 10 to 10½c for dressed. Fresh fish from the East is scarce, but prospects are for better supplies from now on. Cool weather has given impetus to the sale of smoked fish. Haddies, kippers, bloaters and filets are in better demand. The same applies to the sale of bulk and shell oysters, which are improving right along. November and December are the oyster months, both in bulk and in shell, and judging from appearances, the trade expects better demand than last season. This is close season for lake trout, and will be until Nov. 1.

### TORONTO

FISH AND OYSTERS.—This is just the between seasons time in the fish business and orders flag a little as the frozen stocks begin to come in and we see the last of the fresh. The past week has, therefore, been quieter in the fish market. There is now no Eastern salmon, fresh, in this market at all. Western stuff is selling and the demand coupled with the shortage of stocks has sent the price up a couple of cents, to 20 to 22 cents. Steak cod is selling well at 8 cents. Mackerel is altogether off. Whitefish is scarcer than ever. There was some special Lake Erie whitefish came

down the other day and dealers are getting 15 cents for this. General price, however, is 14 cents. There is a big demand, far bigger than are the stocks to satisfy it. Frozen halibut is now getting the bulk of the business and we quote 10 to 12 cents. Fresh stuff sells here and there but frozen, in this line, is getting most call. Oysters move well, and the demand looks—if it keeps up—as if this season will be the best yet.

### SMOKED FISH.

	Montreal	Toronto
Haddies, per lb., new cured.....	.07½-.08	.09
Haddies, 15-lb. and 35-lb. boxes, lb.	.07½-.08	.09½-.10
Haddies, fillets, per lb.	.10	.12
Haddies, Niobe, boneless, per lb.	.09	.....
Herring, Ciacoes, baskets	1.50	.....
St. John bloaters, 100 in box	1.10	1.25
Yarmouth bloaters, 60 in a box	1.20	1.25
Smoked herrings, medium, box	.15	.....
Smoked boneless herrings, 10-lb. box	1.40	.....
Kipperd herrings, selected, 60 in box	1.30	1.50
Smoked salmon, per lb.	.20	15-17
Smoked halibut	.10	.10

### FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Red, steel heads, per lb.	.13	.13
Red, sockeyes, per lb.	.12	11-12
Red, Cohoes, per lb.	.12	.....
Red Cohoes or silvers, per lb.	.08½-.09	.12
Pale qualla, dressed, per lb.	.07-.07½	.08
Halibut, white western, large and medium, per lb.	.10	10-12
Halibut, eastern, chicken, per lb.	.10	.12
Mackerel, bloater, per lb.	.07½-.08	.12
Haddock, medium and large, lb.	.04½-.05	.06
Market codfish, per lb.	.03½	.....
Steak codfish, per lb.	.05½-.06	.08
Canadian soles, per lb.	.06	.....
Blue fish, per lb.	.15-16	.12
Smelts	.09	.12
Herrings, per 100 count	2.00	3.00
Round pike	.06	.....
Grass pike	.06½	.....
Swordfish, lb.	.09	.....

### DRIED AND PREPARED FISH.

Dried Haddock	6 00	
Dried codfish, medium and small, 100 lbs.	7 00	
Dried hake, medium and large, 100 lbs.	5 50	
Dried pollock, medium and large, 100 lbs.	5 00	
Dressed or skinless codfish, 100-lb. case.	7 00	8 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 08	6 10
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes	0 12	0 12
Boneless codfish, in 2-lb. and 3-lb. boxes.	0 15	0 15
do same	1 80	1 80
Boneless codfish in 2-lb. and 3-lb. boxes	0 15	0 15

### BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal.	1 75	1 75
Standard, bulk, gal.	1 50	.....
Selects, per gal., solid meat	1 95	.....
Best clams, imp. gallon	1 50	.....
Best scallops, imp. gallon	2 00	2 25
Best prawns, imp. gallon	2 25	.....
Best shrimps, imp. gallon	2 00	.....
Sealed, best standards, pt. cans, each	0 40	0 40
Sealed, best select, quart cans, each	0 50	0 75

### CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Cape Cod shell oysters, per lb.	9 00	1 50
Canadian cultivated oysters, bbl.	10 00	10 00
Clams, per bbl.	7 00	8 00
Malinesque, bbl.	8 00	9 00
Live lobsters, medium and large, lb.	0 35	0 45
Little necks, per 100	1 25	1 50

### FRESH SEA FISH.

	Montreal	Toronto
Halibut	12-13	12-14
Haddock, fancy, express, lb.	5½-6	8
Mackerel, medium, each	14-15	.....

Steak, cod, fancy, express, lb.	5½-6	6
Herrings, each	3	3
Flounders	5	9
Salmon, Western	14-15	20-22
Salmon, Eastern	14-15	.....

### FRESH LAKE FISH.

Carp, lb.	0 09	.....
Pike, lb.	0 08	0 07
Perch, lb.	0 06	0 07
Suckers, lb.	0 05	0 03
Whitefish, lb.	0 13	0 14
Herrings, per 100	3 00	3 00
Lake trout	0 11	0 12
Dressed bullheads	0 12	.....
Eels, lb.	0 08	0 08
Dore	0 10½-11	0 13

### FROZEN LAKE AND RIVER.

Whitefish, large, per lb.	.08½-.09	.07-.08
Whitefish, small tubees, lb.	.06½-.06	.06
Lake trout, large and medium, lb.	.09	.10
Dore, dress or round, lb.	.08	.09-13
Pike, dressed and headless, lb.	.06-.06½	.07
Pike, round, per lb.	.05½-.06	.06-.07

### PICKLED FISH.

Salmon, Labrador, tierces, 300 lbs.	20 00	.....
Salmon, Labrador, bbls., 200 lbs.	14 00	.....
Salmon, Labrador, half bbls., 100 lbs.	7 00	.....
Salmon, B.C., bbls.	12 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lbs.	12 00	.....
Sea trout, Labrador, bbls., 200 lbs.	12 00	.....
Sea trout, Labrador, half bbls., 200 lbs.	6 50	6 50
Mackerel, N.S., bbls., 200 lbs.	12 00	.....
Mackerel, N.S., half bbls., 100 lbs.	7 00	.....
Mackerel, N.S., pails, 20 lbs.	1 75	2 00
Herrings, Labrador, bbls.	6 00	6 25
Herrings, Labrador, half bbls.	3 25	3 50
Lake trout, 100-lb. kegs	6 00	6 00
Quebec sardines, bbls.	6 00	.....
Quebec sardines, half bbls.	3 50	.....
Tongues and sound, per lb.	0 07½	.....
Scotch herrings, imported, half bbls.	9 00	.....
Holland herrings, im'td milkers, hf bbls	8 50	.....
Holland herrings, im'td milkers, kegs.	0 35	85-1 00
Holland herrings, mixed, half bbls.	7 50	.....
Holland herrings, mixed, kegs	0 85	70-0 95
Lochfyne herrings, box	1 35	.....
Turbot, bbl.	12 00	.....
Green cod, No. 1, bbl.	8 00	10 00
Green cod, No. 2, bbls.	6 00	8 50

### WINNIPEG

FISH AND POULTRY.—Fresh salmon is down 2 cents per lb. being now quoted at 12 cents. More liberal supplies of poultry are to hand and fowl, chickens and turkeys are all about one cent lower. Trade in poultry is quiet. Wild ducks usually plentiful at this time are scarce.

Fresh salmon	6 12
Fresh halibut	0 09
Pickrel	0 07½
Steak cod, per pound	0 07½
Lake Winnipeg whitefish	0 09
Finnan haddie	0 08½
Kippers, per box	1 75
Lake trout, per lb.	0 11
Bloaters, per box	1 50
Salt mackerel, 20-lb. kit	2 75
Smoked goldeyes, dozen	0 50
Oysters, gallon	2 50
Oysters, 3-gallon tins	7 00

### Poultry—

Live—	
Fowl	0 10
Roasters	0 09
Chickens	0 15
Turkeys	0 14
Ducks	0 10
Ducklings	0 12
Geese	0 10





# PRODUCE AND PROVISIONS



## Better Demand for Bacons

Slight Decline in Hog Market—Butter Firm and High—Export Demand Not Quite as Strong—Cheese Situation Strong—Firm and Higher Poultry Market

### MONTREAL

PROVISIONS.—The most important change for many weeks took place last week, when a decline occurred in the hog market. Quotations in Chicago on Oct. 15, were 8.40, and on Oct. 22 were 7.15. The former of these figures was the highest reached for many weeks. Quotations in Toronto hog prices show a similar decline—Oct. 15, 9.90, and Oct. 22, 9.40, a decline of fifty cents. Pure lard continues high in price, as stocks are light, and the market will not be lower until stocks accumulate. Compound lard is high, due to the higher price being paid for cotton seed oil. All lines of pork products are firm, and there is a fair trade. The above drop in hogs is attributed to heavy receipts.

<b>Hams—</b>	
Small, per lb. ....	0 20
Medium, per lb. ....	0 19
Large, per lb. ....	0 18
<b>Bacon—</b>	
Plain, bone in ....	0 24
Boneless ....	0 25
Peameal ....	0 25
<b>Bacon—</b>	
Breakfast, per lb. ....	0 22
Roll ....	0 17
Shoulders, bone in ....	0 15
Shoulders, boneless ....	0 18
<b>Cooked Meats—</b>	
Hams, boiled, per lb. ....	0 25
Hams, roast, per lb. ....	0 31
Shoulders, boiled ....	0 25
Shoulders, roasted ....	0 25
<b>Dry Salt Meats—</b>	
Long clear bacon, 50-70 lbs. ....	0 15 1/4
Long clear bacon, 80-100 lbs. ....	0 14 1/4
Flanks, bone in, not smoked ....	0 15 1/4
<b>Barrelled Pork—</b>	
Heavy short cut mess ....	Per bbl. 25 00
Heavy short cut clear ....	25 00
Clear fat backs ....	27 00
Clear pork ....	27 00
<b>Lard, Pure—</b>	
Tierces, 350 lbs. net ....	0 14 1/4
Tubs, 50 lbs. net ....	0 15 1/4
Boxes, 50 lbs., net ....	0 14 1/4
Pails, wood, 20 lbs. gross ....	0 15
Pails, tin, 20 lbs. gross ....	0 15
Cases, 10 lbs. tins, 60 in case ....	0 15 1/4
Cases, 5 and 5-lb. tins, 60 in case ....	0 15 1/4
Bricks, 1 lb., each ....	0 17
<b>Lard, Compound—</b>	
Tierces, 375 lbs., net ....	0 11
Tubs, 50 lbs., net ....	0 11 1/4
Boxes, 50 lbs., net ....	0 11 1/4
Pails, wood, 20 lbs. net ....	0 11 1/4
Pails, tin, 20 lbs. net ....	0 11 1/4
Cases, 10-lb. tins, 60 in case ....	0 12 1/4
Cases, 5 and 5-lb. tins, 60 in case ....	0 12 1/4
Bricks, 1 lb., each ....	0 13 1/4
<b>Hogs—</b>	
Dressed, abattoir killed ....	13 75 14 00

**BUTTER.**—The market remains steady at the higher prices. The British market is reported easier, and it is a question whether exports will continue as large as they were last month. The make throughout the Middle West is reported very light, and dealers here confidently expect they will require some

eastern butter to see them through the fall and winter. Dairy butter is in good demand, but the quantity offered is not large.

<b>Butter—</b>	
Finest creamery ....	0 34
Dairy prints ....	0 28
Dairy solids ....	0 28
Separator prints ....	0 28
Bakers ....	0 21

**CHEESE.**—The market has a strong upward tendency, prices paid at country boards being a cent or more higher than those of the week previous. The strength in this market is attributed to the fact that the Government has been placing orders for cheese in this country. English buyers, however, were not disposed to respond to the higher prices, and the amount of export business done last week was not so big.

<b>Cheese—</b>	
Old make ....	0 18
Stilton ....	0 17 0 18
New make ....	0 17 0 17 1/2

**EGGS.**—Deliveries from storage are fairly large. Receipts of new laids from the country continue light. So the consumption of storage eggs will be heavier from now on. Prices are a shade higher than they were a year ago, and the trade generally predicts higher prices.

<b>Eggs, case lots—</b>	
New laid, stamped ....	0 42
Selects ....	0 33
No. 1's ....	0 29
No. 2's ....	0 25

**HONEY.**—Inquiries for prices received during the past week have been very numerous, indicating that there is lots of honey held in producers' hands. Prices this year are so low it is expected there will be a good market for the entire supply.

<b>Honey—</b>	
Buckwheat, tins ....	0 08
Strained clover, 90-lb tins ....	0 10 1/4
Strained clover, in 10-lb. tins ....	0 11
Strained clover, in 5-lb. tins ....	0 11 1/4
Comb honey, No. 1, doz. ....	2 40
Comb honey, No. 2, doz. ....	2 00

**POULTRY.**—Dressed turkeys are now being quoted at 23c; they are improving in quality every day, and the demand should improve as the weather grows colder. The price of live geese has gone up to 12-13c, as they are now coming in in good condition. Milk fed chicken are in good demand, but still the supply is very light. Live ducks are a cent higher, as the supply is off. Business in poultry is inclined to be a little quiet.

<b>Poultry—</b>	
<b>Frozen stock—</b>	
Fowl, small ....	0 12 0 13
Turkeys, fancy ....	0 25
Ducks ....	0 14 0 17
Geese ....	0 12 0 15
Pigeons, pair ....	0 30 0 35
<b>Fresh stock—</b>	
Turkeys ....	0 23
Fowl, dressed ....	0 18 0 19
Roasting chicken, milkfed, 3-3 1/2 lbs. ....	0 21 0 23
Roasting chicken, ordinary ....	0 18 0 20
Spring broilers, dressed, pair ....	0 75 1 00
Squabs, Canadian, pair ....	0 40
Squabs, Philadelphia, pair ....	0 70
<b>Live stock—</b>	
Fowl, 5 lbs. and over ....	0 17 0 18
Fowl, small ....	0 12 0 13
Turkeys ....	0 19 0 20
Ducks ....	0 15
Geese ....	0 12 0 13
Chicken ....	0 13 0 14

### Receipts in Montreal

	<b>Butter,</b>	<b>Cheese,</b>	<b>Eggs,</b>
	<b>Boxes</b>	<b>Boxes</b>	<b>Cases</b>
Week ending Oct. 23, 1915....	11,911	56,369	9,892
Week ending Oct. 24, 1914....	6,535	48,446	6,233

N.B.—Receipts at Montreal include not only local, but shipments from all points in Ontario and American points.

### TORONTO

**PROVISION.**—Long clear bacon is firmer and a trifle higher. We quote now, 13 1/2 to 13 3/4; in cases it runs to 14 cents. Bacons and backs are all firmer, but show no appreciation in price at this writing. There is a better demand for these though, as the winter weather approaches; cold snaps, such as we had last week, lead to bacon-buying and knock off the call for cooked meats. Lard is unchanged but firm. Hogs are somewhat easier.

<b>Hams—</b>	
Light, per lb. ....	0 18 0 18 1/4
Medium, per lb. ....	0 18 1/4 0 19
Large, per lb. ....	0 14 1/4 0 15
<b>Backs—</b>	
Plain, per lb. ....	0 23 0 24
Boneless, per lb. ....	0 25 0 26
Pea meal, per lb. ....	0 25 0 27
<b>Bacon—</b>	
Breakfast, per lb. ....	0 20 0 23
Roll, per lb. ....	0 14 0 15
Shoulders, per lb. ....	0 14 0 15
Pickled meats—1c less than smoked.	
<b>Dry Salt Meats—</b>	
Long clear bacon, light ....	0 13 1/4 0 13 1/4
<b>Cooked Meats—</b>	
Hams, boiled, per lb. ....	0 25 0 26
Hams, roast, per lb. ....	0 26 0 27
Shoulders, boiled, per lb. ....	0 24 0 25
Shoulders, roast, per lb. ....	0 24 0 25
<b>Barrelled Pork—</b>	
Heavy mess pork, per bbl. ....	25 00 26 00
Short cut, per bbl. ....	25 00 27 00
<b>Lard, Pure—</b>	
Tierces, 400 lbs., per lb. ....	0 12 1/4 0 12 1/4
Tubs, 50 lbs., per lb. ....	0 12 1/4 0 13
Pails ....	0 13 0 13 1/4
Tins 3 and 5 lbs., per lb. ....	0 13 0 13 1/4
Bricks, 1 lb., per lb. ....	0 13 0 13 1/4
<b>Lard, Compound—</b>	
Tierces, 400 lbs., per lb. ....	0 10 0 10 1/4
Tubs, 50 lbs., per lb. ....	0 11 0 11 1/4
Pails, 20 lbs., per lb. ....	0 11 1/4 0 12 1/4
<b>Hogs—</b>	
Dressed, abattoir killed ....	13 75 14 00



CANADIAN GROCER

**BUTTER.**—Once more a slight appreciation is shown and we quote a cent higher on dairy and creamery alike. Quality is better this week. Dairy stocks are coming in more freely, but the tendency of the market is upwards if anything and better supplies are not likely to alter this. Export has let up a little the last few days: Britain, apparently, is better supplied.

**CHEESE.**—There is no appreciable change in prices this week, but the upward trend is still marked. British buying is the big factor and shows no sign of easing, although it might if prices went out of sight, as some predict. Domestic demand is strong and supplies, with a big export demand, are none too big. It is said this week that they are short on cheese out West, and if so, this will be another strengthening factor.

**EGGS.**—There is a slightly easier tendency apparent at the moment, but this seems to be on account of a temporary lessened demand. It is not, however, to be regarded as a permanent condition. Everything points the other way. Deliveries of new laids are short and storage stocks are being rapidly drawn upon both here and over the border, so that higher levels are to be expected.

**POULTRY.**—There is a general firmness apparent in most lines. Ducklings are up a cent, with a good demand, and we now quote 11 to 12 cents. Turkeys, too, are firmer at this time and they may now be considered as on their way to the high levels they hit up for Christmas.

**HONEY.**—There is no appreciable change in this market.

**Winnipeg Produce and Provisions.**—Eggs are firm with diminishing receipts, and an advance of 1 cent per dozen. Butter is also firm. Lard shows an advance of 3/4 cents per lb., and all lines of cured meats are firmer. There is good demand for cured meats especially from the country.

<b>Butter—</b>		
Creamery prints, fresh made	0 32	0 33
Separator dairy, choice	0 29	0 31
Dairy prints, choice, lb.	0 26	0 28
Dairy solids, lb.	0 23	0 25
Bakers'	0 22	0 23
<b>Cheese—</b>		
Large, per lb.	0 16 1/2	0 17
Twins, per lb.	0 17	0 17 1/2
<b>Eggs—</b>		
Specials (in cartons), doz.	0 36	0 38
No. 1s (straight new laids)	0 32	0 33
No. 1, straight storage	0 29	0 30
No. 2	0 24	0 25
<b>Poultry—</b>		
	Live.	Dressed.
Old fowl, pound	0 11-0 00	0 15-0 16
Spring broilers	0 15-0 16	0 18-0 20
Old turkeys	0 13-0 17	0 17-0 23
Ducklings	0 11-0 12	0 17-0 18
Turkeys	0 00-0 00	0 21-0 22
<b>Hams—</b>		
Light, per lb.	0 18	0 19
Medium, per lb.	0 17	0 18
Large, per lb.	0 14	0 15
Backs, clear, per lb.	0 21	0 22
<b>Bacon—</b>		
Breakfast, per lb.	0 17	0 18
Shoulders, per lb.	0 12	0 13

<b>Dry Salt Meats—</b>		
Long clear bacon, light	0 19	
<b>Cooked Meats—</b>		
Hams, boiled, per lb.	0 28	0 27
Shoulders, boiled, per lb.	0 22	0 23
<b>Barrelled Pork—</b>		
Heavy pork, per bbl.	20 00	
<b>Lard—</b>		
Tierces	0 15 1/2	
Pails	2 77	
Cases, 5s	8 47	
Cases, 3s	8 56	

<b>BUTTER.—</b>		
<b>Butter—</b>		
Creamery	0 30	0 32
Best dairy	0 19	0 25
Cooking	0 12	0 15
<b>EGGS.—</b>		
<b>Eggs—</b>		
No. 1 fresh	0 27	
Straight receipts	0 23	
<b>CHEESE.—</b>		
<b>Cheese—</b>		
New, large	0 17	
New, twins	0 17 1/2	

Tracing Bad Eggs

A LARGE Montreal grocer, who buys his eggs from a number of shippers in the country, has a system whereby, when a customer complains of the quality of the eggs, he places the onus on the shipper. To effect this, each carton of eggs is stamped with the number

SHIPPER	No.
Jones	1
Smith	2
Robinson	3
Jackson	4
Richardson	5
Young	6
Wilson	7

of the shipper. A list of shippers' names and corresponding numbers is kept in a prominent place in the store, so that when a customer phones a complaint to the store, she is asked to give the number of the carton. This tells at once to whom the complaint should be forwarded. The quality of the eggs is also stamped plainly on the carton. If they are selects, the word "selects" is stamped plainly on the box. The accompanying illustration shows the type of card being used to trace the name of shipper.

THE CROP OF CABBAGE, UP TO DATE

The crop of cabbage, up to date, is larger than we've ever seen, But, then, it will not be so great When kids get through on Hallowe'en. —Youngstown Telegram.

The crop of cabbage, up to date, is large without a doubt, But then it will not be so great When we have made our sauerkraut. —Portsmouth Times.

The crop of cabbage, up to date, Has thrown last year's in the shade, But 'twill be used to the last crate When Pittsburgh's got her stogies made. —Houston Post.

The crop of cabbage, up to date, Biggest we ever saw But it will be utilized When mother makes the slaw. —Commercial Appeal.

The crop of cabbage, up to date, May aptly be described as "some," One head we'll miss as sure as fate When Doctor Dumba sails for home. Hopkinsville (Ky.) New Era.

The crop of cabbage, up to date, Is a hummer so they state; But when Ohio cuts her kraut There'll not be enough to brag about. —Canner and Dried Fruit Packer.

This crop of cabbage may be great. The flavor may be sweet and nice. But what I'm wond'ring, up to date, Is more along the line of price. —Canadian Grocer Scribe.

FRUITS AND VEGETABLES (Continued from page 130.)

**WINNIPEG FRUITS AND VEGETABLES.**—Heavy shipments of potatoes have led to a decline of 5 cents per bushel both in loads and car lots. Outside of this there is no change of importance to note. Rhubarb is off the market and imported cucumbers higher in price are taking the place of local stuff.

<b>Fresh Fruits—</b>		
Ontario apples, bbls.	4 00	5 00
Ontario grapes, per basket		0 27
Ontario pears, per basket	0 40	0 40
Tokay grapes, case		2 50
Valencia orange, case	6 00	6 75
California lemons	5 00	5 50
Cocoanuts, dozen		1 00
Plums, case	0 75	1 10
Bananas, bunches	2 00	3 00
Cranberries, Cape Cod, bbl.		11 00

<b>VEGETABLES.—</b>		
<b>Vegetables—</b>		
Beets, per lb.		0 00 1/2
Mint, per dozen		0 20
Radishes, per dozen		0 10
Onions, per dozen		0 10
Cabbage, per lb.		0 00 1/2
Parsley, dozen		0 15
Peppers, per basket		0 75
Mushrooms		0 25
Carrots, per pound		0 01
Head lettuce, dozen		0 40
Cucumbers, per dozen		0 75
Calliflower, per dozen		1 50
Garlic, lb.		0 25
Potatoes, bushel	0 55	0 50
Turnips, bushel		0 40





# FLOUR AND CEREALS



## Flour Firmer: Feeds Lower

Toronto Reports Advance in Ontario Flour—Export Demand Has Caused Some Neglect of Domestic—Consequently Firmness is Apparent—All Feeds Lower With Poor Demand—Rolled Oats Slightly Stronger

### MONTREAL

FLOUR.—There was no change in the situation last week. Shortly after the strengthening of the wheat market had had its effect on buying there came an opposite influence, so that the advance in Manitobas which was thought possible, did not materialize. The feature of the market is a good demand for winter wheat flour for export, and some important sales have been made. Offerings from Ontario millers are much smaller than they usually are at this period of the year, but supplies appear to be ample for requirements.

Manitoba Wheat Flour—	Per bbl. of 2 bags	
First patents	.....	5 85
Second patents	.....	5 35
Strong bakers	.....	5 15
Flour in cotton sacks, 10 cents per barrel more.		
Winter Wheat Flour—	Car Small	
	lots.	lots.
Fancy patents	5 45	5 70
90 per cent., in wood	4 90	5 00
90 per cent., in bags	.....	2 30

CEREALS.—When the oat market strengthened last week, there was a corresponding firming up in the market for rolled oats, and higher prices were expected. The market, however, was somewhat disturbed here by a wholesale house who offered bulk oats to the trade at a price practically as low as that being quoted by the mills themselves.

Cornmeal—	Per 90-lb. sack	
Gold dust	.....	2 50
Unbolted	.....	2 15
Rolled Oats—	90's in jute.	
Small lots	.....	2 40
25 bags or more	.....	2 30
Packages, case	.....	3 90
Rolled oats in cotton sacks, 5 cents more.		
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.		
Rolled Wheat—	100-lb. bbls.	
Small lots	.....	4 00
Hominy, per 90-lb. sack	.....	2 75
Corn flour, bag	.....	2 70
Rye flour, bag	.....	2 80
Barley, pot	.....	2 90

FEEDS.—A further decline occurred last week in both bran and shorts, the former dropping to \$21, and the latter to \$24. There is a fairly good demand for all lines, and the market is fairly steady.

Mill Feeds—	Per ton	
Bran	.....	21 00
Shorts	.....	24 00
Middlings	.....	28 00
Wheat meal	.....	29 00
Feed flour, bag	.....	1 87 1/2
Mixed chops, ton	.....	31 00
Crushed oats, ton	.....	37 00
Barley, pot, 90 lbs.	.....	2 85
Oats, chops, ton	.....	32 00
Barley chop, ton	.....	31 00

Feed oats, cleaned, Manitoba, bush.....	0 53
Feed wheat, bag .....	1 70

### TORONTO

FLOUR.—The demand for flour, of all varieties, from the home market has been getting stronger and stronger, and there is now a real firmness in quoted levels. The reason seems to be that export has boomed and export orders have taken care of flour somewhat to the neglect of domestic demand. For instance, one recent order in New York called for a million bags and there have been many big export orders filled of late. This has interfered with domestic business to a certain extent, which, curiously enough, has stimulated it materially. All figures are firm. Manitobas at \$5.75 is strong, and an advance may occur. Ontario winter wheat flour is up and we now quote \$4.80, which is a marked advance on recent levels. One reason for this is the scarcity; farmers are busy in other ways and are not delivering. Coupled with this the bigger demand means the firmer market.

Manitoba Wheat Flour—	Small Car	
	lots.	lots.
	per bbl.	per bbl.
First patents	5 85	5 75
Second patents	5 65	5 25
Strong bakers	5 25	5 05
Flour in cotton sacks, 20c per bbl. more.		
Ontario winter wheat flour 90 per cent. (Board of Trade quotation) car lots..	5 00	4 80

CEREALS. — Consequent upon the firmness felt in rolled oats, reported last week, the market has advanced slightly, and we now quote \$2.50. This may be shaded. We hear of some selling at ten cents lower than this and the market has no great strength at this writing. Other cereals pursue the even tenor of their way, with no feature, and no price change.

Barley, pearl, 90 lbs.	.....	5 00
Buckwheat grits, 90 lbs.	.....	4 15
Corn flour, 90 lbs.	.....	2 95
Cornmeal, yellow, 90 lbs.	.....	2 40
Graham flour, 90 lbs.	.....	2 50
Hominy, granulated, 90 lbs.	.....	3 00
Hominy, pearl, 90 lbs.	.....	3 00
Oatmeal, standard, 90 lbs.	.....	2 75
Oatmeal, granulated, 90 lbs.	.....	2 75
Peas, Canadian, boiling, bush.	.....	2 45
Peas, split, 90 lbs.	.....	5 00
Rolled oats, 90-lb. bags	.....	2 40
Rolled wheat, 100-lb. bbl.	.....	3 10
Rye flour, 90 lbs.	.....	2 80
Whole wheat flour, 90 lbs.	.....	2 50
Wheatlets, 90 lbs.	.....	2 95

FEEDS.—Bran, shorts and middlings all suffered a decline this week. There is

no strength to the market and the demand is poor. We now quote a decline of two dollars on our last levels.

Mill Feeds—	Mixed cars, per ton	
Bran	.....	30 00
Shorts	.....	22 00
Middlings	.....	24 00
Feed flour, per bag	.....	1 50
Oats—		
No. 3, Ontario, outside points	.....	0 35

### WINNIPEG

FLOUR AND CEREALS.—The flour trade is somewhat unsettled as wheat has had wide fluctuations during the past two weeks. Both export and domestic trade are dull. Cornmeal has declined 15 cents per sack.

Flour—		
Best patents	.....	5 90
Bakers	.....	5 30
Clears	.....	4 60
XXXX	.....	3 50
Rolled oats, 80 lbs.	.....	2 20
Oatmeal, standard and granulated, 90 lbs.	.....	2 70
Cornmeal	.....	2 25

### THE FRUIT JAR TRADE

Now that the fruit season is pretty well over, it is interesting to observe that owing to low price of certain fruits, as, for instance, peaches, the demand for preserving jars has been unusually large. More sugar has been sold for this purpose, too, than for many years past. Business in jars will require watching in coming years if the grocer is going to capture this trade. It has been noticed that dealers in other lines are very anxious to have it, as evidenced by the large displays of jars seen in front of their stores all over the country, especially in rural districts.

Sheldon says: "Service is the bugle call to high endeavor. It is the most potent word that man has ever coined—service. Study what it means and you will think so, too. Certain ingredients are cause. Tea and coffee are effect. Service is cause. Money is effect. In final analysis all business is service, and, remember well the grand truth that he profits most who serves best, be that an individual or an institution."



CANADIAN GROCER

# ROSE HAM AND BACON



Every good housewife  
knows them by the  
name on the rind

—knows them by the continued consumer publicity we have carried on.

Whether you have calls for Rose Brand, or just ham and bacon, your patrons will appreciate and recognize your efforts to please them by supplying the brand well known to them—the brand whose reputation sets an unbeatable standard

Rose Brand ham and bacon are English-cured, which ensures products that are of tender, juicy texture, yet crisp and appetizing.

Our service, backed by our centrally-located distribution points, is your guarantee of satisfactory delivery.

*Place a trial order to-day.*

**MATTHEWS - BLACKWELL, LIMITED**

TORONTO  
WINNIPEG

MONTREAL  
SYDNEY, C.B.

HULL

PETERBORO  
FORT WILLIAM

BRANTFORD  
SUDBURY



# Produced from Canada's Finest Wheat

*Made in Canada*

The great question of how to market Canada's 1915 wheat can be partially solved by pushing the sale of

**L'Etoile Macaroni**  
(Star)

**Hirondelle Macaroni**  
(Swallow)

They are made from the finest Canadian Manitoba Hard Wheat, produced by experts with the best facilities possible in our well-equipped and most modern factory.

Order your stock now, display and push it this Fall and ensure satisfactory business for yourself, and an economical food for your patrons.

*Order from your wholesale.*

**C. H. Catelli, Limited**  
MONTREAL

AGENTS

Tees & Persse, Limited, Winnipeg  
C. C. Mann, Toronto

## QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS \$56  
PER INCH PER YEAR

### BAKING POWDER.

Size.	ROYAL BAKING POWDER.	
	Less than 10 case lots Per doz.	Bbl. lots or 10 cases and over Per doz.
Dime	\$ .95	\$ .90
4-oz.	1.40	1.35
6-oz.	1.95	1.90
Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs. .... 3 00		
Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs. .... 3 00		
Breakfast Food, 2 doz. to case, weight 85 lbs. .... 4 00		
King's Food, 2 doz. to case, weight 95 lbs. .... 5 00		
Wheat Kernels, 2 doz. to case, weight 65 lbs. .... 3 75		
Barley Crisps, 3 doz. to case, weight 50 lbs. .... 3 00		
Flaked Rice, 3 doz. to case, weight 50 lbs. .... 3 00		
Flaked Peas, 3 doz. to case, weight 50 lbs. .... 3 00		

### DOMINION CANNERS, LIMITED.

Aylmer Pure Jams, 16 oz. Jars	
	Per doz.
Strawberry, 1914 pack.....	\$2 20
Raspberry, red, heavy syrup	2 10
Black currant .....	2 10
Red currant .....	2 10
Peaches .....	2 10
Pear, Bart. ....	2 10
Aylmer Pure Jellies.	
Red Currant .....	2 10
Black Currant .....	2 10
Crabapple .....	1 45
Raspberry and red currant	2 10
Raspberry and gooseberry..	2 10
Plum Jam .....	1 85
Green Gage plum stoneless.	1 85
Gooseberry .....	1 85
Grape .....	1 85
Aylmer Marmalade	
Orange Jelly .....	1 60
Lemon .....	1 60
Pineapple .....	1 90
Ginger .....	2 25
Aylmer Pure Preserves—Bulk	
	5 lbs. 7 lbs.
Strawberry .....	0 72 1 00
Black currant .....	0 65 0 85
Raspberry .....	0 65 0 85
Aylmer 14's and 30's per lb.	
8-oz.	2.55 2.50
12-oz.	3.85 3.75
16-oz.	4.90 4.80
2 1/4-lb.	11.00 11.35
3-lb.	13.00 13.35
5-lb.	22.35 21.00

Barrels—When packed in barrels one per cent. discount will be allowed.

### 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.

100 books and over, each 0 03 1/2  
500 books to 1,000 books 0 03  
For numbering cover and each coupon, extra per book, 1/2 cent.

### CEREALS.

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c. Tins, 4 doz. to case, weight 10 lbs. ....	\$ 0 40
4 oz. Tins, 4 doz. to case, weight 20 lbs. ....	0 65
6 oz. Tins, 4 doz. to case, weight 25 lbs. ....	0 90
8 oz. Tins, 4 doz. to case, weight 35 lbs. ....	1 30
12 oz. Tins, 4 doz. to case, weight 45 lbs. ....	1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs. ....	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs. ....	5 00
5 lb. Tins, 1 doz. to case, weight 80 lbs. ....	9 50

### WHITE SWAN

Biscuit Flour (Self-rising) 2 doz. to case, weight 70 lbs. .... \$3 00

### COCOA AND CHOCOLATE.

#### THE COWAN CO., LTD.

Cocoa—  
Perfection, 1-lb. tins, doz. 4 50  
Perfection, 1/2-lb. tins, doz. 2 40  
Perfection, 1/4-lb. tins, doz. 1 25  
Perfection, 10c size, doz. 0 90  
Perfection, 5-lb. tins, per lb. 0 37  
Soluble bulk, No. 1, lb. 0 21  
Soluble bulk, No. 2, lb. 0 19  
London Pearl, per lb. 0 22  
Special quotations for Cocoa in barrels, kegs, etc.

#### (Unsweetened Chocolate).

Supreme chocolate, 1/2's, 12-lb. boxes, per lb. .... 0 33  
Perfection chocolate, 20c size, 2 doz. in box, doz. 1 80  
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz. .... 6 90  
Sweet Chocolate—Per lb.  
Queen's Dessert, 1/4's and 1/2's, 12-lb. boxes ..... 0 40  
Queen's Dessert, 3's, 12-lb. boxes ..... 0 40  
Vanilla, 1/4-lb., 6 and 12-lb. boxes ..... 0 36  
Diamond, 8's, 6 and 12-lb. boxes ..... 0 29  
Diamond 6's and 7's, 6 and 12-lb. boxes ..... 0 26  
Diamond, 1/4's, 6 and 12-lb. boxes ..... 0 27

#### Icings for Cake—

Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in 1/2-lb. packages, 2 and 4 doz. in box, per doz. .... 1 00

#### Chocolate Confections. Per lb.

Maple buds, 5-lb. boxes.... 0 38  
Milk medallions, 5-lb. boxes 0 38  
Chocolate wafers, No. 1, 5-lb. boxes ..... 0 32  
Chocolate wafers, No. 2, 5-lb. boxes ..... 0 27





## *The Big, Good Laundry Soap*

AMONG the complete line of soap products which Procter & Gamble are making in the new factories at Hamilton, Canada, Gold Soap is designed to be the leader of yellow soaps just as Ivory is the leader of white soaps.

There has been an immediate demand for Gold Soap wherever introduced. It already enjoys a very large sale. Its extra large size and its superior cleansing value have made it appeal instantly to housekeepers.

If it is your aim to stock products which give your customers the most value and satisfaction you need Gold Soap at once. It is a revelation in quantity and quality.

*The Procter & Gamble Distributing Co.*

OF CANADA, LTD.

HAMILTON, CANADA

Send for Gold Soap advertising matter for your local use.

Other Procter & Gamble products being made at Hamilton, Canada, include Ivory Soap, Palm G., The White Naptha Soap, Sapsa, Pearlina and Crisco.



We have just unloaded a car of  
**Extra Fancy Emperor Grapes**  
DIRECT FROM CALIFORNIA

These grapes are the finest grown and are put up in kegs, same style as Malagas. 32 lbs. of grapes to the keg.

Let us put away 25 kegs of these for you for future selling.

They will keep well and open up at Xmas in first-class shape.

We will give you a very close price on 25 kegs. Ask us to quote.

We also have a large assortment of

**Extra Fancy Malaga Grapes**

Call around and pick out the line you like best.

"THE HOUSE OF QUALITY"

**HUGH WALKER & SON**

ESTABLISHED 1861

GUELPH

and

NORTH BAY

**H A M S**

Take note of the difference between the price of Hams and the price of Bacon.

Tell your customers about it and let them profit in the lower cost of good living.

You will do them good and increase your sales.

Ask for "Star" Brand.

**F. W. Fearman Co., Limited**

HAMILTON

ESTABLISHED 1854

Nonparell wafers, No. 1, 5-lb. boxes	0 32
Nonparell wafers, No. 2, 5-lb. boxes	0 27
Chocolate ginger, 5-lb. boxes	0 33
Milk chocolate wafers, 5-lb. boxes	0 38
Coffee drops, 5-lb. boxes	0 38
Lunch bars, 5-lb. boxes	0 38
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 90
Nut milk chocolate, 1/2's, 6-lb. boxes, lb.	0 36
Nut milk chocolate, 1/2's, 6-lb. boxes, lb.	0 38
Nut milk chocolate, 5c bars, 24 bars, per box	0 90
Almond nut bars, 24 bars, per box	0 90

JOHN P. MOTT & CO'S.  
Miss N. Estabrook, St. John, N. B.; J. A. Taylor, Montreal, P.Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Perasse, Calgary, Alta.; Russell, Johnson, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

10c size (for cooking)	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Breakfast cocoa, 1/2's and 1/4's	0 36
No. 1 chocolate	0 30
Navy chocolate, 1/2's	0 26
Vanilla sticks, per gr.	1 00
Diamond chocolate, 1/2's	0 24
Plain choice chocolate liquors	20 30
Sweet chocolate coatings	0 20

CONDENSED AND EVAPORATED MILK.  
BORDEN MILK CO., LTD.  
East of Fort William, Ont.

Preserved	Per case
Eagle Brand, each, 4 doz.	\$6 25
Reindeer Brand, each, 4 doz.	6 25
Silver Cow Brand, each 4 doz.	5 75
Gold Seal Brand, each, 4 doz.	5 00
Mayflower Brand, each, 4 doz.	5 00
Purity Brand, each, 4 doz.	5 00
Challenge Brand, each, 4 doz.	4 85
Clover Brand, each, 4 doz.	4 85

Evaporated (Unsweetened)—  
St. Charles Brand, small each 4 doz. 2 00  
Peerless Brand, small, each 4 doz. 2 00  
St. Charles Brand, Family, each 4 doz. 3 90  
Peerless Brand, Family, each 4 doz. 3 90  
Jersey Brand, Family, each 4 doz. 3 90  
St. Charles Brand, tall, each 4 doz. 4 50  
Peerless Brand, tall, each 4 doz. 4 50  
Jersey Brand, tall, each 4 doz. 4 50  
St. Charles Brand, Hotel, each, 2 doz. 4 25  
Peerless Brand, Hotel, each, 2 doz. 4 25  
Jersey Brand, Hotel, each, 2 doz. 4 25  
St. Charles Brand, gallons, each, 1/2 doz. 4 75  
"Reindeer" Coffee and Milk, "large" each, 2 doz. 4 80  
"Reindeer" Coffee and Milk, "small" each, 4 doz. 5 50  
"Regal" Coffee and Milk, each, 2 doz. 4 50  
"Reindeer" Cocoa and Milk, each, 2 doz. 4 80

COFFEE.  
WHITE SWAN SPICES AND CEREALS, LTD.  
WHITE SWAN.

1 lb. tins, 4 doz. to case, weight 80 lbs.	0 36
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 22

Add one-half cent per pound to the above.  
ENGLISH BREAKFAST COFFEE.  
1/2 lb. tins, 2 doz. to case, weight 22 lbs. 0 22

1 lb. tins, 2 doz. to case, weight 40 lbs.	0 20
--	------

MOJA.  
1/2 lb. tins, 2 doz. to case, weight 22 lbs. 0 32  
1 lb. tins, 2 doz. to case, weight 40 lbs. 0 36  
2 lb. tins, 1 doz. to case, weight 40 lbs. 0 36

PRESENTATION COFFEE.  
A Handsome Tumbler in Each Tin.  
1 lb. tins, 2 doz. to case, per lb. 0 27  
Shipping weight, 50 lbs per case

MINTO BROS.  
MELAGAMA COFFEE.  
Ret. Whol.  
30c 1s, 1/2s, B. or G... 0 25  
40c 1s, 1/2s, B. or G... 0 32  
45c 1s, 1/2s, B. or G... 0 34  
50c 1s, 1/2s, B. or G... 0 37  
Tumbler coffee 0 25  
Teas packed in 30, 60, 100 lb. caddies. Coffees packed in 30, 50 lb. caddies. Freight paid on tea 60 lbs. or over; freight paid on coffee 50 lbs. or over.

MINTO COFFEE (Bulk.)  
M. Bean or Gr. 0 35  
I. Bean or Gr. 0 35  
N. Bean or Gr. 0 35  
T. Bean or Gr. 0 35  
O. Bean or Gr. 0 25  
Spec. Grd. Compound 0 25  
Packed in 25 and 50-lb tins.

FLAVORING EXTRACTS.  
WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.  
1 oz. bottles, per doz., weight 3 lbs. \$ 1 05  
2 oz. bottles, per doz., weight 4 lbs. 2 00  
2 1/2 oz. bottles, per doz., weight 6 lbs. 2 30  
4 oz. bottles, per doz., weight 7 lbs. 3 50  
8 oz. bottles, per doz., weight 14 lbs. 6 50  
16 oz. bottles, per doz., weight 23 lbs. 12 00  
32 oz. bottles, per doz., weight 40 lbs. 22 00  
Bulk, per gallon, weight 16 lbs. 10 00

CRESCENT MFG. CO.  
CRESCENT MAPLEINE.  
Special Delivered Price for Canada.  
Per 6 oz.  
1/2-oz. (4 doz. case), weight 9 lbs., retail each 15c. \$1 35  
1 oz. (4 doz. case), weight 14 lbs., retail each 30c. 2 50  
2 oz. (3 doz. case), weight 15 lbs., retail each 50c. 4 25  
4 oz. (2 doz. case), weight 17 lbs., retail each 90c. 7 00  
8 oz. (1 doz. case), weight 17 lbs., retail each \$1.00. 13 25  
Pint (1 doz. case), weight 29 lbs., retail each \$3. 24 50  
Quart (1 doz. case), weight 53 lbs., retail each \$5.50. 45 00  
Half gallons, each, retail each \$10. 7 50  
Gallons, each, retail each \$18. 14 50

GELATINE.  
Knox Plain Sparkling Gelatine (2-qt. size), per doz. 1 30  
Knox Acidulated Gelatine (Lemon flavor), (2-qt. size), per doz. 1 30  
Cox's Instant Powdered Gelatine (2-qt. size), per doz. 1 10

W. CLARK, LIMITED, MONTREAL.  
Compressed Corned Beef, 1/2s, \$1.50; 1s, \$2.90; 2s, \$5.50; 6s, \$18; 14s, \$37.  
Roast Beef, 1/2s, \$1.50; 1s, \$2.90; 2s, \$5.50; 6s, \$18.  
Bollied Beef, 1s, \$2.90; 2s, \$5.50; 6s, \$18.  
Jellied Veals, 1/2s, \$1.50; 1s, \$2.75; 2s, \$4.50; 6s, \$18.  
Corned Beef Hash, 1/2s, \$1.50; 1s, \$2.50; 2s, \$4.25.  
Beefsteak and Onions, 1/2s, \$1.50; 1s, \$2.90; 2s, \$5.  
Cambridge Sausage, 1s, \$2.40; 2s, \$4.  
Boneless Pigs' Feet, 1/2s, \$1.50; 1s, \$2.25; 2s, \$4.25.  
Lamb's Tongues, 1/2s, \$1.90.  
Sliced Smoked Beef tins, 1/2s, \$1.65; 1s, \$2.65; 4s, \$12.50.



***"We Are Fishing for Your Business"***

# Fish and Oysters

## EVERY DAY IN THE YEAR

We are producers as well as handlers and therefore can ensure best quality and freshest stock.

We can supply the most select oysters, bulk and shell; Malpeques, Cape Cods and blue points. Absolutely no water, ice, or other liquid is added, thus giving full weight of oysters.

Our Dominion-wide distribution guarantees stock being always fresh and pure. Our delivery service is such as to positively assure the retailer of a clean, fresh supply of fish always being on hand.

Our plant, the most modern and up-to-date fish warehouse in Canada, is equipped with all that goes to produce the "Quality" fish foods that create and maintain bigger business for the dealer.

Our stock is always complete, comprising oysters, haddies, kippers, fillets, bloaters and prepared fish of every variety. This stock contains nothing but the very choicest pick of the best catches in one of the finest fishing grounds on the Continent.

Get in touch with us if you appreciate quality goods and our unbeatable delivery service. Five long distance telephones are at your service.

**Call us up to-day.**

# Leonard Brothers

20-26 Youville Square - MONTREAL

**Branches:**

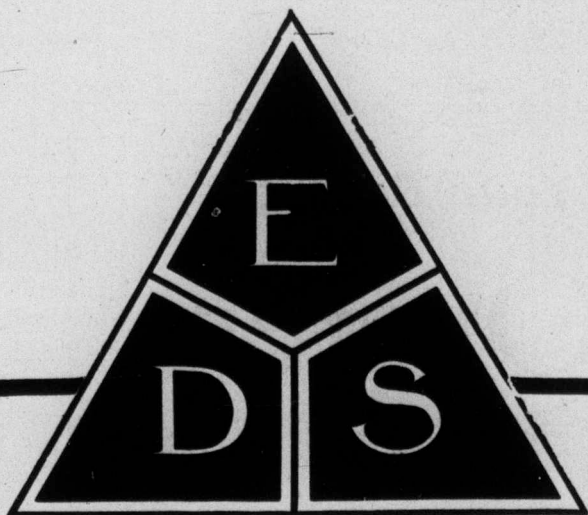
ST. JOHN, N.B.

WEST PORT, N.S.

GRAND RIVER

GASPE, QUE.





## And Now for Jams

Our 1915 pack is complete and ready for the trade. The E. D. S. high standard is, as ever, in evidence and the values make for big 1915-16 business.

The E. D. S. standard calls for the best that money, experience and unequalled fruit-growing facilities can command.

It is Canadian-made Jam, made from the famous Winona small fruits in our most modern, sanitary factory by expert Canadian operators and under strict supervision.

**E. D. S. Jams, Jellies, etc., are the Acme of Purity.**



Order now and reap the benefit of E.D.S. popularity and our extensive advertising.

Made only by

**E. D. Smith & Son, Limited**  
WINONA, ONTARIO

6-lb. toy trunks, lock and key, 6-lb. toy drum; with drumsticks, 8 in case ... .08 1/4  
Kegs, extra large crystals, 100 lbs. .... .07 1/4  
Canadian Electric Starch—  
Boxes, containing 40 fancy pkgs., per case ..... 3 00  
Celluloid Starches—  
Boxes containing 45 cartons, per case ..... 3 60  
Culinary Starches—  
Challenge Prepared Corn—  
1-lb. pkts., boxes of 40 lbs. .06 1/2  
Brantford Prepared Corn—  
1-lb. pkts., boxes of 40 lbs. .07 1/4  
"Crystal Maize" Corn Starch—  
1-lb. pkts., boxes of 40 lbs. .07 1/4  
(20-lb. boxes 1/4c higher than 40's)

**COW BRAND BAKING SODA**

In boxes only.

Packed as follows:

5c packages (96) ..... \$ 3 20  
1 lb. packages (60) ..... 3 20  
1/2 lb. packages (120) ..... 3 40  
1 lb. 30 } Packages, Mixed 3 30  
1/2 lb. 60 }

**SYRUP.**

**THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.**

2-lb. tins, 2 doz. in case...\$2 65  
5-lb. tins, 1 doz. in case... 3 00  
10-lb. tins, 1/2 doz. in case... 2 90  
20-lb. tins, 1/4 doz. in case... 2 85  
Barrels, 700 lbs. .... 3 1/2  
Half barrels, 350 lbs..... 4  
Quarter barrels, 175 lbs.... 4 1/4  
Pails, 38 1/2 lbs. .... 1 95  
Pails, 25 lbs. each ..... 1 40  
3 lb. Perfect Seal Jar, 1 doz. in case ..... 2 40

**LILY WHITE CORN SYRUP.**

2-lb. tins, 2 doz. in case... 3 00  
5-lb. tins, 1 doz. in case... 3 35  
10-lb. tins, 1/2 doz. in case.. 3 25  
20-lb. tins, 1/4 doz. in case.. 3 20  
(5, 10 and 20-lb. tins have wire handles.)

**ST. LAWRENCE SUGAR REFINING CO.**

Crystal Diamond Brand Cane Syrup.

2-lb. tins, 2 doz. in case..\$3 60  
Barrels ..... 0 04 1/2  
1/2 barrels ..... 0 05

**CANNED HADDIES. "THISTLE" BRAND.**

A. P. TIPPET & CO., Agents.  
Cases, 4 doz. each, flats, per case .....\$5 40  
Cases, 4 doz. each, ovals, per case ..... 5 40

**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.

**BEAVER BRAND CORN AND MAPLE SYRUP.**

Quart tins (wine measure), 2 doz. in case, per case ... 4 70

**SAUCES**

H. P.

H. P. Sauce— Per doz.  
Cases of 3 dozen ..... 2 25  
H. P. Pickles—  
Cases of 2 doz. pints..... 3 35  
Cases of 3 doz. 1/2 pints.. 2 25

**STOVE POLISH.**

**JAMES DOME BLACK LEAD.**

2a size, gross ..... 2 50  
6a size, gross ..... 2 40

**NUGGET POLISHES.**

Polish, Black and Tan ..... 0 85  
Metal Outfits, Black and Tan 3 65  
Card Outfits, Black and Tan 3 25  
Creams and White Cleanser 1 10

**TEAS.**

**THE SALADA TEA CO.**

East of Winnipeg.

Whole-sale. R't'l  
Brown Label, 1s and 1/2s .33 40  
Blue Label, 1s, 1/2s, 3/4s .40 .50  
Red Label, 1s and 1/2s .44 .60  
Gold Label, 1/2s ..... .54 .70

**ORANGE MARMALADE.**

"BANNER BRAND" PURE FRUIT PRODUCTS.

**JAMS AND JELLIES.**

2's .....\$2 15  
4's ..... 0 35  
5's ..... 0 42  
7's ..... 0 60  
30's, wood ..... 0 65  
12-oz. glass jar ..... 1 15  
Tumbler, glass ..... 0 95

**MARMALADE.**

2's, per doz. ....\$2 30  
4's, per pail ..... 0 40  
5's, per pail ..... 0 45  
7's, per pail ..... 0 65  
30's, wood, lb. .... 0 65 1/2  
12-oz. glass jar, doz. .... 1 20  
Tumbler, glass, doz. .... 1 00

Prices subject to change without notice.

**MINTO BROS., Limited, Toronto.**

**PRICE LIST**

**MELAGAMA TEA.**

Retail. Whole.  
40c 1s, 1/2s, B.M.G. & J. 0 33°  
10c pkgs., B.M.G. & J., each ..... 0 08 1/4°  
5c pkgs., B.M.G. & J., each ..... 0 04 1/4°  
50c 1s, 1/2s, 3/4s, B.M.G. & J. .... 0 38°  
60c 1s, 1/2s, 3/4s, B.M.G. & J. .... 0 42  
80c 1/2s only, R. or M.. 0 55  
1 00 1/2s only, B. or M.. 0 70

**MINTO TEA.**

40c 1s, 1/2s, B. Mxd., G. & J. .... 0 33°  
50c 1s, 1/2s, B. Mxd., G. & J. .... 0 40°

\*Denotes price changes.

**YEAST.**

White Swan Yeast Cakes, per case, 3 doz. 5c pkgs.... 1 20

**IMPERIAL TOBACCO CO. OF CANADA, LIMITED.**

**EMPIRE BRANCH.**

Black Watch, 8s, butts 9 lbs. ....\$0 60  
Bobs, 6s and 12s, 12 and 6 lbs. .... 0 40  
Currency Bars, 12s, 1/2 butts, 12 lbs., boxes 6 lbs. .... 0 40  
Currency, 6s, 1/2 butts, 9 lbs. 0 40  
Stag Bars, 6 1/2s, butts, 11 lbs., boxes, 6 1/2 lbs. .... 0 40  
Walnut Bars, 8 1/2s, boxes 7 lbs. .... 0 64  
Pay Roll, thick bars, 9 1/2s, 6 lb. boxes ..... 0 60  
Pay Roll, thin bars, 9 1/2s, 5 lb. boxes ..... 0 65  
Pay Roll, plug, 8 1/2s, 12 and 7 lb. caddies ..... 0 65  
Shamrock, plug, 7 1/2s, 1/2 butts, 12 lbs., boxes 6 lbs. 0 57  
Empire, 7s and 14s, caddies 15 lbs., 1/2 caddies, 6 lbs.. 0 50  
Great West, pouches, 9s .... 0 72  
Forest and Stream, tins, 11s, 2 lb. cartons ..... 0 80  
Forest and Stream, 1/2s, 1/2s, and 1-lb. tins ..... 0 80  
Forest and Stream, 1-lb. glass humidors ..... 1 00



*To the Wholesale Trade Only:*

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# WEST INDIA COMPANY LIMITED

St. Nicholas Bldg. - - Montreal

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

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

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

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

**SUGARS    MOLASSES    CATTLE FOOD**  
**PIMENTO    GINGER    NUTMEGS**  
**COCOA    COFFEE**  
**COCOANUTS, Etc., Etc.**

We also beg to call attention to our *EUROPEAN DEPARTMENT*, which is in close touch through our Liverpool house, with all English, Continental and Asiatic markets. We can usually quote attractive prices on the following:

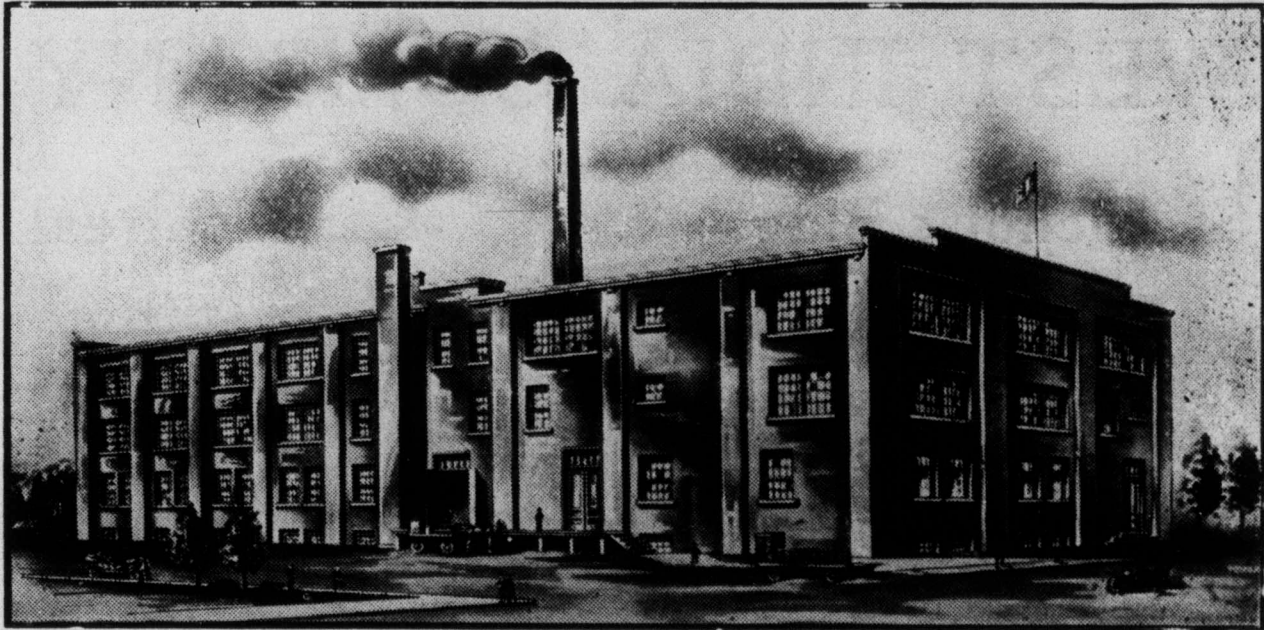
RICE, SAGO, TAPIOCA, PEPPER, CINNAMON and other Spices, WALNUTS, PEANUTS and all nuts for Confectionery purposes, and grocery specialties of all kinds.

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



## OUR NEW FACTORY

The Largest and Best-Equipped Computing Scale  
Factory in the British Empire



### Where Brantford Scales and Brantford Slicers Are Made

The satisfaction our products have given, and the phenomenal demand among Canadian retailers for an efficient Canadian made machine, has made this up-to-date factory a necessity as well as a possibility.

The Grocer and Butcher of to-day is an entirely different man to the Grocer and Butcher of forty years ago. HE REALIZES the necessity of up-to-date Computing Scales, because they save him time and make him money. HE REALIZES that BRANTFORD SCALES are specially designed for Canadian Merchants, and are being used by the brightest and most up-to-date concerns. HE REALIZES the importance of spending his money in Canada, which means more money for Canadian mechanics and more money for Canadian merchants.

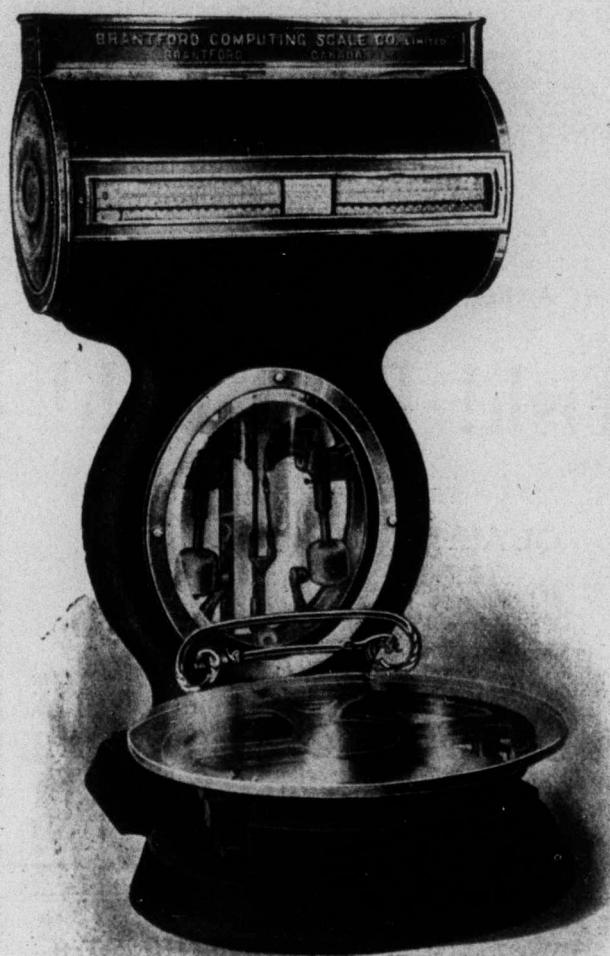
**THE ROBERT SIMPSON COMPANY'S NEW MEAT AND PROVISION DEPARTMENT** is shown in this issue on Pages 98, 99 and 100. This department is entirely equipped with BRANTFORD SCALES and SLICERS. **THEY HAVE BEEN LOOKING FOR THE BEST. THEY GOT IT.** We would be glad to furnish you with the names of hundreds of satisfied customers.

WRITE US.

**The Brantford Computing Scale Co., Limited**

**BRANTFORD - - - CANADA**





**THE BRANTFORD  
Double Pendulum Cylinder Scale**

**AGATE BEARING**

Does away with all your past troubles in Scales of this type.

Has many advantages—so many that we haven't the space to tell you here. Write us.

We have all sizes of Fan Scales for all purposes from 2 to 40 lbs.

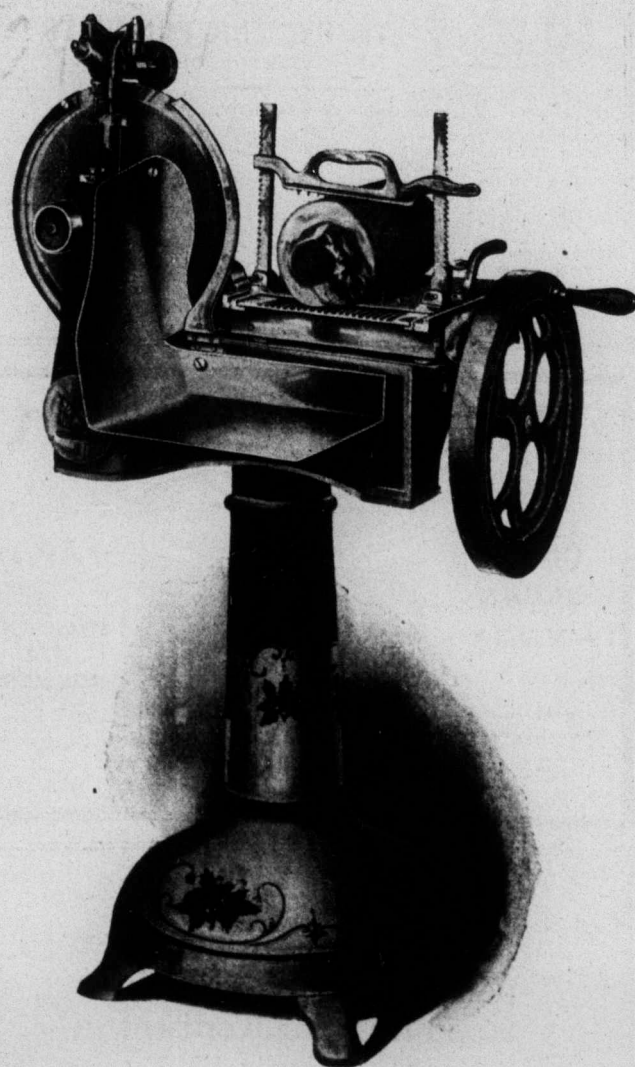
**THE BRANTFORD SLICER**

Increases your sales and prevents waste.

Brings new customers and holds the old ones.

Cuts all cooked meats and bacon to the last slice.

Write us for our illustrated catalogue in colors.



**The Brantford Computing Scale Co., Limited**

**BRANTFORD - - - CANADA**



## New Profits for You

You can add a new source of profit to your business by selling

# Sani-Flush

**Cleans Water-Closet Bowls**

Something every one of your customers living in a home with plumbing equipment needs. Magazines reaching nearly four hundred thousand homes in Canada are making your trade familiar with this preparation. Nothing else compares with it for cleaning vitreous china toilet bowls and keeping them sanitary and odorless.



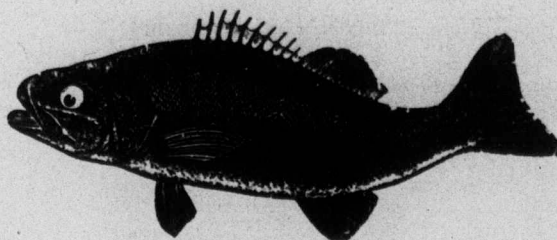
By writing us that you have Sani-Flush for sale, you get special selling assistance.

**The HYGIENIC PRODUCTS CO.**  
CANTON, OHIO, U.S.A.

**Grocery Jobbers who sell Sani-Flush:**

**Ontario**  
John Sloan & Co., Berlin.  
Geo. Watt & Son, Ltd., Brantford.  
Gilmour & Co., Brockville.  
Macpherson, Glasco & Co., Hamilton.  
Edward Adams & Co., Ltd., London.  
The F. J. Castle Co., Ltd., Ottawa.  
Perkins, Ince & Co., Peterboro.  
T. Kenny & Co., Ltd., Sarnia.  
W. H. Gillard & Co., Sault Ste. Marie.  
Perkins, Ince & Co., Toronto.

Eby-Blain, Ltd., Toronto.  
J. F. Smyth Co., Windsor.  
**Manitoba**  
The Codville Co., Ltd., Brandon.  
The Codville Co., Ltd., Winnipeg.  
The G. McLean Co., Winnipeg.  
**Saskatchewan**  
A. Macdonald Co., Saskatoon.  
**Alberta**  
Bevillon Wholesale, Ltd., Edmonton.  
**British Columbia**  
The Hudson's Bay Co., Vancouver.



Port Arthur, Ont.

47 William St.,  
Montreal, Que.

# Fish! Fish! Fish!

NOW is the time to see about your supply of **SALTED** and **FROZEN LAKE HERRINGS**.

**QUALITY UNSURPASSED**

Can supply any quantity. Special prices in car lots.

Experienced handlers and producers of fresh, frozen, salted and cured fish.

Do not delay, but write for prices at once.

**J. Bowman & Co., 26 1/2 Duncan St.**

Wholesale { Fish  
Dealers

**Toronto, Ont.**

## BLACK JACK

**QUICK  
CLEAN  
HANDY**

1/2-lb. tin—  
3 doz. in case



**TRY IT**

**SOLD BY  
ALL  
JOBBER**

Advertising is an insurance policy against forgetfulness. Stopping an advertisement to save money is like stopping a clock to save time.—it compels people to think of you—Galveston News.

## 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, Limited, Montreal; Dunn-Hortop, Limited, Toronto; Hamblin & Brereton, Limited, Winnipeg, Man.; A. N. Cowdry & Co., Vancouver, B.C.; T. A. MacNab & Co., St. John's, Newfoundland.



# SAFE INVESTMENTS

We firmly believe that at to-day's prices dried fruits are good buying. We have stocked heavily in anticipation of higher prices, but we have quoted, and still quote, interesting prices for future or spot stock on:

<b>Prunes:</b>	<b>30/40 to 70/80</b>	-	-	<b>25 lb. boxes</b>
"	<b>80/90 to 90/100</b>	-	-	<b>50 &amp; 25 lb. boxes</b>
<b>Peaches:</b>	<b>Slabs</b>	-	-	<b>50 lb. boxes</b>
"	<b>Choice</b>	-	-	<b>50 &amp; 25 lb. boxes</b>
"	<b>Fancy</b>	-	-	<b>25 lb. boxes</b>
<b>Raisins:</b>	<b>Choice Seeded</b>	-	-	<b>12 &amp; 16 oz. cartons</b>
"	<b>Fancy</b>	-	-	<b>16 oz. cartons</b>
"	<b>Seedless</b>	-	-	<b>10 &amp; 16 oz. cartons</b>
"	<b>2, 3 &amp; 4 cr. Muscatels in</b>	-	-	<b>25 &amp; 50 lb. boxes</b>
"	<b>Greek Valencias</b>	-	-	<b>30 &amp; 60 lb. boxes</b>
"	<b>California Valencias</b>	-	-	<b>50 lb. boxes</b>
<b>Apricots:</b>	<b>Choice</b>	-	-	<b>50 &amp; 25 lb. boxes</b>
"	<b>Fancy</b>	-	-	<b>25 lb. boxes</b>
<b>California Figs</b>		-	-	<b>50 lb. boxes</b>
"	"	-	-	<b>10 lb. boxes</b>

## SALMON

**Golden Link Brand, fancy quality Sockeyes** - - - **\$9.00 a case**

We could not buy to-day ourselves under our quotations.

**Awatto Brand, extra quality, Northern Pinks** - - - **\$4.25 a case**

A good retailer at 2 tins for 25c.

**FREIGHT PAID ON 5 CASES OR MORE, ONTARIO AND QUEBEC**

Phone or wire your requirements at our expense

# S. J. MAJOR, LIMITED

ESTABLISHED 1879

**Wholesale Grocers and Wine Merchants** - - **OTTAWA, CANADA**



**SOUPS! SOUPS! SOUPS!**

**MERCHANTS!**

**WHOLESALEERS!**

**JOBBER!**

**AND MANUFACTURERS' AGENTS!**

Are demanding "MADE-IN-CANADA" Goods

**"CANADA SOUPS"**

Makes  
5  
Bowls  
for  
5  
Cents



Packed in Powdered Form in Attractive and Convenient Cartons

**MADE IN CANADA**

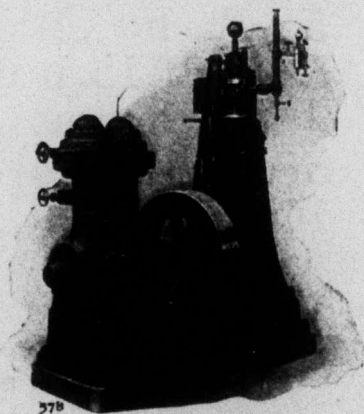
**BY CANADIAN LABOR**

**AND CANADIAN MONEY**

**Bigger Profits! and a Bigger Seller!**

**WE SOLICIT YOUR ENQUIRY**

**CANADA FOODS LIMITED - TORONTO**



**"YORK"  
ICE MACHINES**

of above design, cool the new  
**ROBERT SIMPSON CO. MARKET**  
described in this issue.

Installed by  
**Canadian Ice Machine Co.**

Limited  
82 Chestnut St., TORONTO  
Branches: MONTREAL, WINNIPEG

**CONCORD  
NORWEGIAN SARDINES**

will bring satisfaction and profit to every Grocer handling them, because they are highest quality goods, backed by a guarantee appearing on each tin.

Only the finest, freshly-caught autumn fish, and the purest olive oil are used, all hard, tough fish being rejected. 24 to 28 fish go to a tin, and they are mild cured and not too much smoked.

The demand for these high-class sardines is steadily increasing, appreciation of their quality being thereby shown.



Are you handling  
**CONCORD?** Order  
from your wholesaler  
**TO-DAY.**

**LIST OF AGENTS:**

R. S. McIndoe, Toronto.      Watson & Truesdale, Winnipeg.  
A. H. Brittain & Co., Montreal.      W. A. Simonds, St. John, N.S.  
H. C. Janlon, Vancouver, B.C.



---

# Right Goods When You Want Them

The Service  
That  
Counts

Glance  
Over This  
List For  
Immediate  
Needs

**CALIFORNIA FIGS**—Bricks and layers.

**CALIFORNIA and OREGON PRUNES** — All sizes, 25 lbs., faced.

**CALIFORNIA SEEDED RAISINS**—Choice No. 16.

**CALIFORNIA EVAPORATED FRUITS** — Apricots and Peaches.

**CALIFORNIA LOOSE MUSCATELS**—3-crown, 50 lbs.

**CALIFORNIA LOOSE SULPHUR-BLEACHED SULTANAS.**

**CALIFORNIA CHOICE LIMA BEANS** in bags.

**PRIMUS BRAND PAR EXCELLENCE.**

Canned Fruits and Vegetables — Very finest quality.

**CURRENTS, VALENCIAS, RAISINS, NUTS, SEEDLESS RAISINS** to arrive.

**LARGEST ASSORTMENT.**

**CORRECT PRICES. PROMPT SERVICE.**

**WE HAVE THE GOODS—GET OUR PRICES.**

## L. Chaput, Fils & Cie, Limitée

—WHOLESALE GROCERS AND IMPORTERS—

2, 4, 6, 8, 12 & 15 DeBresoles St. MONTREAL

—Established in 1842—



Quart Jar



Holds 3 pounds

## “CROWN BRAND” in GLASS JARS Ready to Ship

Yes, we have caught up with the demand and have a supply on hand, ready for immediate shipment.

But don't wait—order through your wholesaler at once—and make sure of getting all the jars you need.

Grocers everywhere are delighted with this new package. It pleases their trade and pays a good profit.

Order through your Wholesaler.

**The Canada Starch Co., Limited**  
MONTREAL

## Scout Brand Sardines



Packed in the most sanitary and up-to-date factory in the world, by the Lane-Libby Fisheries Company, at St. Andrews, New Brunswick. Roll-top key opening tins, paper wrapped, to retail at 5c per tin.

The package and the price are so attractive that the goods only have to be displayed in order to make sales. The quality is far superior to anything ever offered in the way of a domestic sardine.

The attractive package attracts customers; the price appeals to them and the quality assures you a repeat business. Get started; place your order with your wholesale house now.



Prepare for the in-  
creased call for

# **JAPAN TEA**

---

which will result from the national advertising campaign to be launched immediately through the columns of the big national papers.

Stock up now with this wholesome, pure tea from the Isle of Japan.

ORDER FROM YOUR WHOLESALER



# Get In On This Christmas Window Contest

This year *Canadian Grocer* will have as usual 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.

## Selling Power, Attractiveness and Originality

will be the basis of judgment. Windows must be trimmed with Christmas goods.

Photographs must be mailed before December 31. See that photographer gets good picture and give description of the window. Get photograph about 10" x 7" in dimensions.

## The Prizes

Towns and Cities over 10,000 Population				Centres under 10,000 Population			
1st Prize	-	-	\$5.00	1st Prize	-	-	\$5.00
2nd "	-	-	3.00	2nd "	-	-	3.00
3rd "	-	-	2.00	3rd "	-	-	2.00

We want to see as many grocers and clerks in this contest as possible. Make it the largest and best in the history of these competitions.

Address:

**THE EDITOR, CANADIAN GROCER**

143-153 University Avenue  
TORONTO





PURE  
CANE  
SUGAR

*—every grain a unit  
of the greatest ■ ■  
possible sweetening  
power ■ ■ ■ ■ ■*

The fine high-grade quality of **Dominion Crystal** Sugar is emphasized by the fact that it has the greatest possible sweetening power of any sugar on the market to-day.

It is ideal sugar for all kinds of preserving, cooking and table purposes.

You can recommend **Dominion Crystal** to your best trade with full confidence in its superiority and its repeat business-getting qualities.

**Stock up with Dominion Crystal.  
Order to-day.**

**Dominion Sugar Co., Ltd.**

WALLACEBURG and BERLIN

**DOMINION  
CRYSTAL**



# MAPLE SYRUP

Our complete list will be found on this page. Preserve for future use. Trade supplied through jobbers only; shipped prepaid to all points in Canada east of Saint Ste. Marie. We are installed in new 4-storey steel and concrete factory. Equipment, prices and service unequalled on the continent. We are at your disposal.



OTTAWA



PARIS



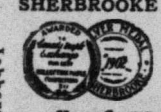
OTTAWA



OTTAWA



OTTAWA



SHERBROOKE

Small's Maple Cream Chocolates bid fair to become world famous.—"Ottawa Evening Journal."

We had some of your Maple Sugar when in Toronto, we thought it fine.—Wm. Ranch, M.D., Secretary Board of Medical Examiners, Johnstown, Pa., U.S.A.

Your Syrup is superior to anything I have seen on the market. H. Mockford, Charlmond Road, London, Eng.

## Small's Maple Confections MAPLE CHOCOLATE CREAM

59	40—Cream Bars in Carton	16	21.80	22.40	110	
60	2 Doz 5c box in carton,	16	12.90	13.40	80	
61	1 Doz. 10c. "	"	16	15.00	15.50	80
62	1/2 Doz. 25c. "	"	16	16.90	17.40	80
63	1/4 Doz. \$1.00 "	"	16	21.25	21.75	80
64	1/2 Doz. 3 1/2 lb "	"	16	16.00	16.50	80

### Small's Maple Butter Taffy

65	2 Doz. 5c. box in carton,	16	12.90	13.40	80	
66	1 Doz. 10c. "	"	16	15.00	15.50	80
67	1/2 Doz. 25c. "	"	16	16.90	17.40	80
68	1/4 Doz. \$1.00 "	"	16	21.25	21.75	80
69	1/2 Doz. 3 1/2 lb "	"	16	16.00	16.50	80

### Small's Maple Butter Puffs

70	1 Doz. 5c. box in carton,	16	6.30	6.70	70	
71	1/2 Doz. 10c. "	"	16	7.35	7.75	70
72	1/4 Doz. 25c. "	"	16	8.30	8.70	70
74	1/2 Doz. \$1.00 "	"	16	10.60	11.00	70

### Small's Maple Corn Puffs

75	1/2 Doz. 5c. box in carton,	16	3.10	3.35	55	
76	1/4 Doz. 10c. "	"	16	2.10	2.35	50
77	1/2 Doz. 25c. "	"	16	2.65	2.90	50
78	1/2 Doz. \$1.00 "	"	4	2.50	2.75	50

### Small's Maple Chocolates (Assorted)

79	2 Doz. 5c. box in carton,	16	13.00	13.40	80	
80	1 Doz. 10c. "	"	16	15.10	15.50	80
81	1/2 Doz. 25c. "	"	16	17.00	17.40	80
82	1/4 Doz. \$1.00 "	"	16	21.35	21.75	80
83	1/2 Doz. 3 1/2 lb "	"	16	16.10	16.50	80

### Small's Bordeaux Chocolates

84	1/2 Doz. 5 lb. box in carton,	16	20.90	21.50	110
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### Small's Lily-White Chocolates

85	1/2 Doz. 5 lb. box in carton	16	15.40	16.00	110
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### Small's Chocolate Burnt Almonds

86	1/2 Doz. 5 lb. box in carton	16	31.00	31.50	110
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Small's Maple Chocolates and Specialties are unique in that they are in a distinct class, they are delicious and of high standard of workmanship. Small's Lily White Chocolates are also No. 1 high grade hand dipped cream, and hard centres, coated with pure chocolate, guaranteed to withstand 95 degrees of heat. In 16 varieties as follows:  
Mint Strawberry Peach Molasses Chips  
Orange Cherry Raspberry Cocoa Balls  
Vanilla Wintergreen Coffee Lemon Jelly  
Pineapple Pears Rose Old Fashion

No coloring used.  
NOTICE: All cartons under No. 73 to 86 are of same size therefore may be assorted in case. 16 to case.

### Pure Maple Sugar (Tested and Marked)

29	72—5c. Patties in case	2.40	2.50	22
30	90—5c. Blocks in case	3.00	3.15	25
31	48—10c. Blocks in case	3.35	3.50	30
32	5—5 lb. Blocks in case	3.50	4.65	30
33	50—5 lb. Blocks in bbl.	3.65	35.00	275

### Powdered Maple Sugar "Granulo"

For Porridge, Berries, etc.

34	12—Tins 16 oz.	2.30	2.40	20
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### Maple Butter "Creamo"

For Cake Icing or Sauce

35	24—Tins 16 oz.	4.10	4.30	35
36	24—Tins 16 oz. Sugar Butter	3.20	3.40	35

### Small's Pure Bee Honey

37	24—1 lb. Jars White Clover	5.25	5.50	50
38	24—1/2 lb " "	4.50	4.70	40

### Small's Pure Barbadoes Molasses

"Child's Friend" Table

40	24—1/8s Glass 16 oz.	2.45	2.70	57
41	12—1/4s Glass 32 oz.	2.20	2.40	53
42	2—2 1/2s Gal. Tins 65 lbs.	4.00	4.40	72

### "Cook's Friend" Cooking

44	24—1/8s Tins 20 oz.	1.70	1.90	40
45	24—1/4s Tins 40 oz.	2.55	2.95	75
46	12—1/2s Tins 80 oz.	2.50	2.90	75
47	6—1s Tins 10 lbs.	2.40	2.80	72
47	2—2 1/2s Gal. Tins 65 lbs.	2.70	3.10	72

### Cream Hearts and Buttons

50	9 lbs. in cartons 2 cartons in case	2.35	2.50	23
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### Pulled Taffy "Smacks"

53	1/2 doz. 3 lb. box in cartons 16 in case	5.50	5.70	75	
54	40—Nut Bars in Carton	16	21.81	22.40	110

All SMALL'S Syrup is packed in hermetically sealed bottles and sanitary screw top tins. CANADA'S BEST is made from choice mild flavor sample gathered from all parts of Quebec, and at some expense is analytically tested prior to packing, each tin and bottle is sealed with Government form of warranty. SELECTED white untested, is made from rich samples of sugar, and we recommend it as giving exceptional satisfaction to those who demand a pronounced rich sample. STANDARD is all the name signifies and without exception has given universal satisfaction for years. SWEET HOME is a sweet heavy syrup appreciated by certain trade. All brands are labelled in conformity to the Pure Food Laws of Canada including Act No. 99 going into effect January 1st, 1915. SMALL'S PURE MAPLE SYRUP is made from choice rich grade of Quebec Maple, analytically tested before moulding, warranty is imprinted on the bottom of each case, 2 cartons in case. CHILD'S FRIEND is a fancy molasses and meets a long felt household want. COOK'S FRIEND is high grade cooking.

## SMALLS PURE MAPLE & TABLE SYRUPS CANADA'S BEST

Tested and Marked PURE MAPLE SYRUP

Case No.		Trade Price Our Factory	Price Freight paid to all RR points in Canada, east of Saint Ste. Marie	Shipping Weights
1	24—1/8s Glass 16 oz.	3.60	3.90	57
2	12—1/4s Glass 32 oz.	3.10	3.35	53
3	24—1/8s Tins 20 oz.	3.80	4.05	40
4	24—1/4s Tins 40 oz.	7.35	7.75	75
5	12—1/2s Tins 80 oz.	7.30	7.70	75
6	6—1s Tins 10 lbs.	6.85	7.25	72
7	2—2 1/2s Tins 65 lbs.	6.50	6.90	72

## SELECTED Marked Pure Sugar Syrup

8	24—1/8s Glass 16 oz.	3.10	3.35	57
9	12—1/4s Glass 32 oz.	2.55	2.90	53
10	24—1/8s Tins 20 oz.	3.20	3.45	40
11	24—1/4s Tins 40 oz.	5.90	6.30	75
12	12—1/2s Tins 80 oz.	5.80	6.20	75
13	6—1s Tins 10 lbs.	5.50	5.90	72
14	2—2 1/2s Tins 65 lbs.	5.30	5.70	72

## STANDARD Marked Pure Table Syrup

15	24—1/8s Glass 16 oz.	2.60	2.85	57
16	12—1/4s Glass 32 oz.	2.15	2.40	53
17	24—1/8s Tins 20 oz.	2.70	2.95	40
18	24—1/4s Tins 40 oz.	4.40	4.80	75
19	12—1/2s Tins 80 oz.	4.90	5.30	75
20	6—1s Tins 10 lbs.	4.70	5.10	72
21	2—2 1/2s Tins 65 lbs.	4.70	5.10	72

## SWEET HOME BRAND Marked Pure Table Syrup

22	24—1/8s Glass 16 oz.	2.25	2.50	57
23	12—1/4s Glass 32 oz.	1.90	2.15	53
24	24—1/8s Tins 20 oz.	2.55	2.80	40
25	24—1/4s Tins 40 oz.	4.35	4.70	75
26	12—1/2s Tins 80 oz.	4.30	4.70	75
27	6—1s Tins 10 lbs.	4.00	4.40	72
28	2—2 1/2 Tins 65 lbs.	4.05	4.45	72

NOTICE—All goods on List 28 are shipped in strong wood cases, our responsibility ceases on receipt from carriers.

Metal strapped for exporting 5c. per case extra.



OTTAWA



WOLVERHAMPTON



LONDON



GLASGOW



OTTAWA



SHERBROOKE

Canada Maple Exchange Limited, Head Office, 22 and 24 Vallee St., Montreal, Canada

Jobbers supplied from factory, also through our brokers: Nicholson & Bain, Winnipeg; Regina, Saskatchewan; Edmonton, Calgary, Lethbridge and Vancouver; T. N. Dupe & Son, N.Y.; and Manchester, Eng.; Arkell & Douglas, Inc., N.Y.; and Johannesburg, S.A.



# Your chance for larger profits lies in *Bulk Teas*

—and it's more than a fighting chance too, for bulk teas cost less than packaged, and by careful handling can be made to produce actual net profits far in excess. Then there's an added advantage in creating an individuality for your tea department — associating your name with expert tea blending and better quality.

We select cup quality in the

## Finest Black Teas CEYLONS AND INDIANS

Our new season **JAPANS** are now all in store, and the values we are offering are doubling our sales the past three months.

We will suit your trade and help you build a tea name for yourself.

Prompt and careful attention given to all mail enquiries for samples and price.

**KEARNEY BROS., LIMITED**

WHOLESALE TEA AND COFFEE MERCHANTS

33 St. Peter Street, Montreal

ESTABLISHED 1874



## IN THE INTERESTS OF CURRANT BUYERS

All Currants packed and exported from Greece by the undersigned are selected and packed under the personal supervision of P. G. MACRIS, whose entire business career has been spent in the Currant industry, and whose experience, judgment and skill are absolutely unique. As a guarantee that the quality of each grade packed by our firm is unquestionably the finest to be obtained during the season from the district of growth, every case will, hereafter, be stencilled—

### MACRIS CURRANTS

In Canada, and all other markets of the world, this stamp on the case will be the buyer's safeguard that the Currants are uniformly true to name, uniformly the best quality of its grade and uniformly packed and cleaned under scrupulously sanitary conditions.

### GALANOPULOS AND MACRIS

SUCCESSORS TO W. MEYER & COMPANY

Packers of the highest grade Currants from every district in Greece.

PATRAS, GREECE



CANADIAN GROCER



Little  
Miss  
"MAIDEN"  
CANADA

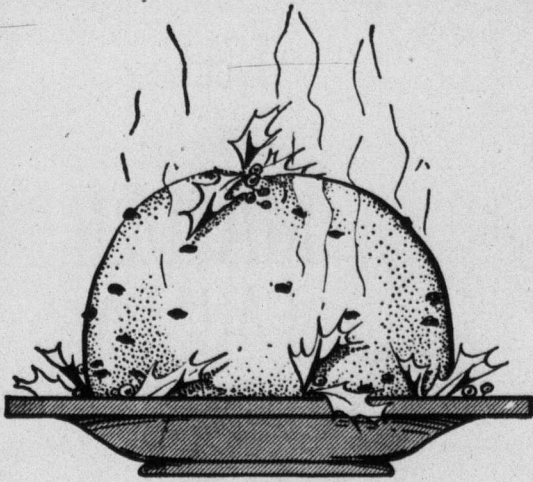
Registered

—Take the time to look into

**COWAN'S**  
*Perfection*  
**COCOA**

—You will find it to be unexcelled.

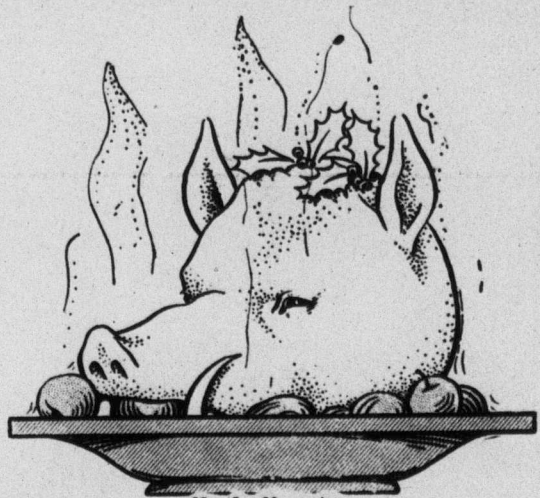




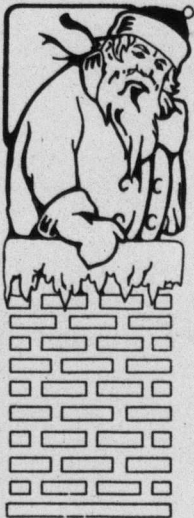
No. 1—60 cents.



No. 2—40 cents.



No. 3—00 cents.



No. 4—50 cents.



No. 5—60 cents.



No. 6—40 cents.

## These Cuts For Sale

CHRISTMAS Advertising will be made more attractive and resultful by using one or more of the illustrations on this page.

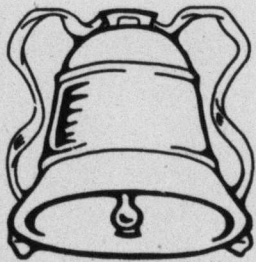
Electros will be forwarded carefully wrapped, postpaid, on receipt of price noted below each illustration.

If you order all the cuts shown on this page, it means an investment of only \$5.40—and you own the cuts for use in future years. Remit price with order. Order by number.

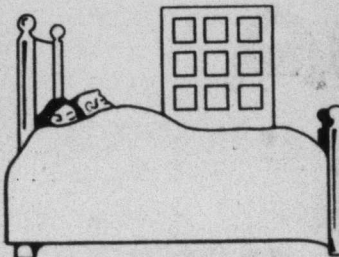
**CANADIAN GROCER, 143 University Ave., Toronto**



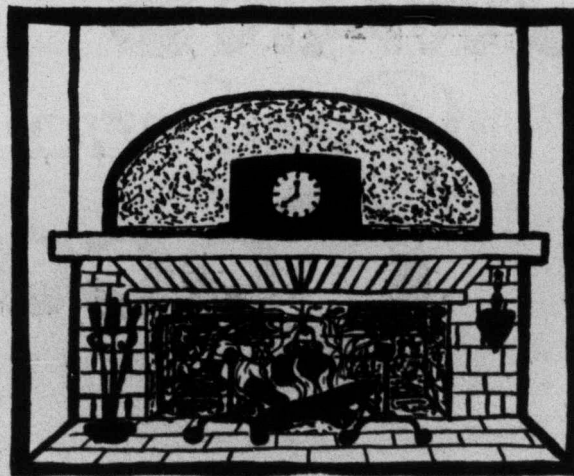
No. 8—40 cents.



No. 7—40 cents.



No. 9—40 cents.



No. 10—60 cents.



No. 11—50 cents.



Costs More—Worth It

The consumer of flour asks for PURITY in spite of its higher price because she knows it is a superior product.

Why not cash in on this knowledge?

**PURITY FLOUR**

More Bread and Better Bread

WESTERN CANADA FLOUR MILLS CO., LIMITED

Millers to the People

29

**Tin Cans**

Plain or Decorated

**Fibre Cans**

All Fibre or with Metal Ends

Two Completely Equipped  
Factories Well Located to  
Serve the Canadian Trade

**AMERICAN CAN COMPANY**

MONTREAL .: HAMILTON





# FOR CANADIANS IN THE FIGHTING LINE

Messrs. James Pascall, Ltd., the Manufacturers, have made special arrangements to send direct to Canadians serving at the Front

## SPECIAL PARCELS OF CANDIES

on which they will pay the postage without any extra charge. The following are suitable for posting, and every article is handy for the pocket:

### Tell every customer this—

“Here is your chance to do something practical for your friends at the Front. It means a lot to the men in the trenches. They will enjoy the change from service rations—in fact they are writing home every day expressing their delight at receiving Pascall’s Chocolates and Candies.”

### Tell them that—and you will get the order

Forward it to our agents and the parcel will be sent from England. If you are not already running this Scheme, send to our representative for circulars and full particulars.

#### SPECIAL \$1.25 PARCEL

##### contains:

Solid Block of Vanilla Chocolate. Large Tin each of Acid Drops, Mint Bulls’ Eyes, British Toffee and Pine Lozenges.

#### SPECIAL TWO DOLLAR PARCEL

##### contains:

Solid Blocks of Milk and Vanilla Chocolate. Large Tin each of Acid Drops, Mixed Fruit Drops, British Toffee, Broadway Toffee. Also Pine Lozenges and Freshettes.

#### SPECIAL FIVE DOLLAR PARCEL contains:

1-lb. and ½-lb. Solid Cakes each of Milk and Vanilla Chocolate. 2 Large Tins each of British Toffee, Broadway Toffee, and Acid Drops. 1 Large Tin each of Mixed Fruit Drops and Lime Juice Drops. Also Mint Bulls’ Eyes, Pine Lozenges and Freshettes.

Ask to see them at the Store. Pascall’s pay the Postage.

**PASCALL’S**  
LONDON, ENGLAND

REPRESENTATIVES FOR CANADA  
C. H. Cole, 33 Front Street East, Toronto, and 501 Read Bldg., Montreal; Angevine & McLaughlin, St. John, N.B., and Truro, N.S.; W. H. Escott Co., Ltd., 181-183 Bannatyne Avenue, Winnipeg; H. A. Lound & Co., 515 Hamilton St., Vancouver; R. G. Ash & Co., St. John’s, Newfoundland.

To the Customer  
of Particular  
Tastes



## CROTHERS’ FANCY BISCUITS

have an irresistible appeal. Crisp, mouth-melting morsels of dainty deliciousness, they fully meet her exacting idea of what a really good biscuit should be.

Suggest to her the Meadow Cream Sodas, “Graham Wafer” or the “Arrow-root” and you’ve added another steady and enthusiastic customer to your list.

Crothers’ Biscuits open up with the same crispness as when they came from our ovens. We will gladly send you a trial shipment. Write us to-day, sure.

**The W. J. Crothers Co., Limited - - Kingston**



# Buyers' Guide

**CHIVER'S**  
**JAMS—JELLIES—MARMALADE**  
 Are guaranteed absolutely pure and of the highest quality.  
 Send us your orders.  
 Agents:  
**Frank L. Benedict & Co., Montreal**

**2500 to 3000**  
 Bushels of Potatoes for sale at 40 cents per bushel, sacked, F.O.B. Edmonton.  
 Rates to all parts in Ontario, 60 cents per 100 pounds. Smallest car. 45,000 pounds.  
**A. M. TARRABAIN & BRO.,**  
 9943-5 Whyte Ave. E., Edmonton, Alta.

## CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

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.

### FOR SALE

**FOR SALE—ONE SAVAGE TEA BLENDER,** self dumper, very latest, six-chest capacity. Apply **Ralph W. Humphries,** Masonic Building, Guelph, Ont.

**FOR SALE—A GOING GENERAL MER-**chandise business on easy terms to right applicant. Proprietor has enlisted. Apply **T. G. Barnes,** Hampton, N.B. (29-5)

### WANTED

**GENTLEMAN—SCOTCH—AGE 35, 15 YEARS'** experience West general business, desires position travelling salesman, grocery, confectionery or specialty house. Box 116, Canadian Grocer.

**AGENTS WANTED THROUGHOUT CANADA** for line of confectionery. Those who can carry stock preferred. **Mason's, Limited,** 533 King West, Toronto.

**WANTED—FIRST-CLASS BUTCHER AND** grocery fixtures, second-hand; spot cash. **P. Harvey & Co.,** Windsor, Ont.

**WANTED—HIGH-GRADE MEN TO CALL** on grocery trade in connection with Star Egg Carriers and Trays. Nationally advertised and used by more than 50% of the grocers of the country. Exceptional opportunity for high-grade men with real selling ability. See our ad. this issue. For particulars write **Star Egg Carrier & Tray Mfg. Co.,** Rochester, N.Y.

**GROCERY BUSINESS IN LIVE TOWN OR** city—turnover from \$12,000 to \$25,000. Would purchase property if suitable. **H. E. Henry,** 13½ Lyman Street, St. Catharines, Ont.

### MISCELLANEOUS

**WAREHOUSE AND FACTORY HEATING** systems. **Taylor-Forbes Company, Limited.** Supplied by the trade throughout Canada. (tf)

**BUCKWHEAT FLOUR GUARANTEED** pure and unsurpassed by any mill in the province. **T. H. Squire,** Queensboro, Ont., solicits your orders.

**CASH FOR WASTE PAPER—YOU WILL** receive the highest price if you use a **Climax Steel "Fireproof" Baler.** Full particulars. **Climax Baler Co.,** Hamilton, Ont.

**EVERY MERCHANT WHO SEEKS MAXI-** mum efficiency should ask himself whether a **Gipe-Hazard Cash Carrier,** as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers? If so, send for our new catalogue **J. Gipe-Hazard Store Service Co., Limited,** 97 Ontario St., Toronto.

We are buyers of evaporated and farmers' dried apples. Prices and tags on application.

**O. E. Robinson & Co.**

Ingersoll Ontario

## EGG FILLERS

Our capacity is three times the total filler requirements of Canada

**PROMPT DELIVERIES**

by us are therefore certain.

**THE TRENT MFG. CO., LIMITED**  
 TRENTON, ONTARIO, CANADA

## ASSIGNEES AGENTS LIMITED

154 Simcoe Street TORONTO  
 COLLECTIONS ASSIGNMENTS

Book-debts are monies in the other man's pocket. Use our special collection service—charges moderate, no collection, no charge. Phone Adelaide 919.

Write us for New Price List of  
**WINDSOR SALT**

**TORONTO SALT WORKS**  
 TORONTO, ONT. **GEO. J. CLIFF, Manager**

## FOR SALE

Fancy Creamery Butter, Selected Eggs, Fancy Dressed Poultry. Grocer Orders our Specialty.

**Mann, Laurie & Co.**

Phone 1577. London, Ont.

## "The Utmost in Lemons" Placido Costa & Co.

**MESSINA BRANCH AT CATANIA**  
 Agents for Canada Wanted

## Coffee, Its History, Classification and Description

By **Joseph M. Walsh**

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include:

Cultivation and Preparation.  
 Commercial Classification and Description.  
 Adulteration and Detection.  
 Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

**\$2.00**

It Will Pay You to Send at Once.

**McLean Publishing Co.**

Technical Book Department

143-153 University Avenue, Toronto.

**BROOMS** Get Our **PRICES** **BROOMS**  
 American Broom Works  
 St. Bazile de Portneuf, P.Q.





## WE STAND BEHIND OUR ADVERTISING



We advertise what we sell, and we sell what we advertise. In other words, we practise what we preach. "The best quality for the price" is our rule.

Take for instance our "VICTORIA" Canadian Canned Goods. These products are always of the same fine quality under a most attractive label.

The goods *are there*, therefore they will satisfy your customers. The label stands out among all others, and will consequently help you in your sales.

Every tin fully guaranteed.—*That's the kind of goods you must have on your shelves.*

### VICTORIA ASSORTMENT

Tomatoes

Corn

Peas

Refugee Beans

Wax Beans

**SALMON**

Choice Red Sockeye  
1s tall

**SARDINES**

Imported in pure  
Olive Oil

Strawberries

Raspberries

Peaches

Plums

Pears

A sample on request



**LAPORTE, MARTIN, LIMITÉE**

584 St. Paul St. West

Montreal





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**Do You  
Know  
About  
the  
Laporte  
Martin, Ltée  
Service?**

**F**ORTY-five years ago we decided that good service was the secret of success, and since then our business policy has ever been shaped with this end in view—to give our customers satisfaction—that genuine lasting satisfaction that can only be given by honestly selling honest goods.

The individual interest in our patrons and the service given them has made the customer of early days our customer to-day. Did our goods not possess the quality, for which the house of Laporte Martin has become famous, we could not hope to hold this splendid record. Dealers know they are taking no chances on any of our lines, while the attractive manner in which our goods are put up tends to make attractive displays and sales easy.

Our methods and our service are sure to interest you.

Our Sales Promotion Department has been of immense service to dealers everywhere. It will benefit you also.

Learn about our service by requesting samples and quotations, or better still, by sending us a trial order.

**Laporte, Martin, Limitée**  
Wholesale Grocers

584 St. Paul St. West, Montreal





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## PROFITS

There are 16 ounces to a pound. If you give more you rob yourself, if you give less you rob the customer.

Can you actually measure out one hundred 4-oz. packages from a twenty-five pound pail? You're a marvel if you can. In actually selling you do not—you either cheat yourself or your customer, because every time you give overweight you give the customer the profit on the sale, and every time you give underweight you create a suspicious customer.

It pays to be accurate, and an ounce here and an ounce there are such trifles that they do not seem to matter, but it is just these odd ounces that make the difference between success and failure.

It costs more to turn out package goods. We have to pay for and stock labels, cartons, cases, etc., and if you can make more selling bulk goods and give your customers a "Square Deal" at the same time, we should be able to do the same thing. But, we know we can build up a better and bigger business by selling packages, because WE ARE DOING IT.

In considering whether you should or should not handle packages, the most important thing to bear in mind is "Profit." Packages give you an absolutely sure "Profit," and the consumer gets what she pays for—no more, no less. There is no guess-work—no spilling and no spoiling when the packages bear the cut of the WHITE SWAN and the Government Warranty for your protection and the consumer's guarantee as to purity.

The package saves your time and your money, is a labor-saving device and a silent salesman—bulk goods are neither.

We can put the packages up cheaper than you can, because we have the equipment for so doing. We stand the loss in overweight and WHITE SWAN Labels make an attractive display on your shelves. There is no question but that packages create repeat orders, because when a customer buys a package, she knows she got what she paid for, and got it in a sanitary container, and you know the value in having customers impressed with the fact that you are "on the level" and give a "Square Deal."

**You pay for every ounce you buy—get paid for every ounce you sell.**

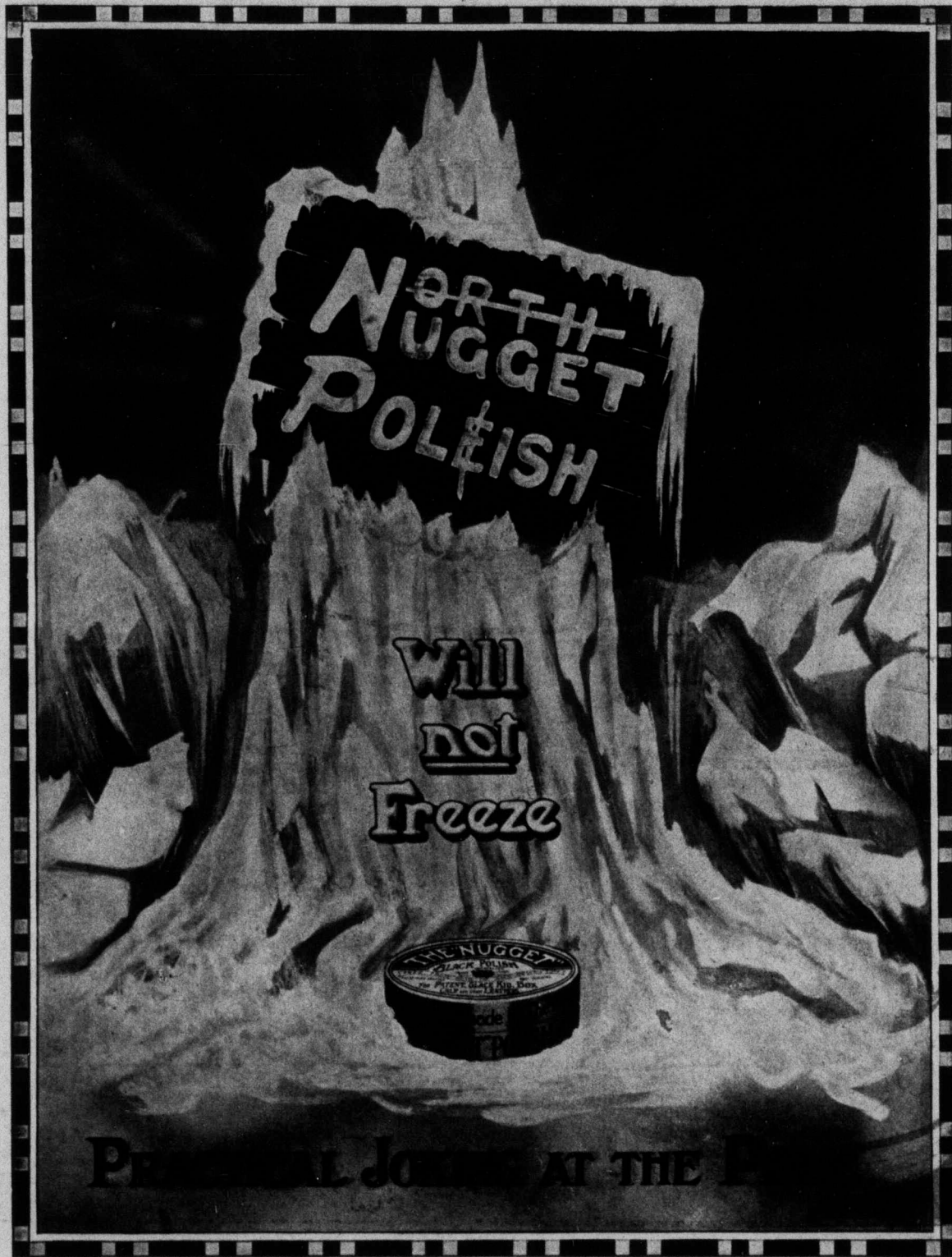
*We know our goods and want none but satisfied customers. Your money back if any White Swan goods are found unsatisfactory in any way.*

---

**White Swan Spices and Cereals, Limited**  
TORONTO, CANADA



CANADIAN GROCER



THE NUGGET POLISH COMPANY, LIMITED

9, 11 and 13 DAVENPORT ROAD

TORONTO

ONTARIO



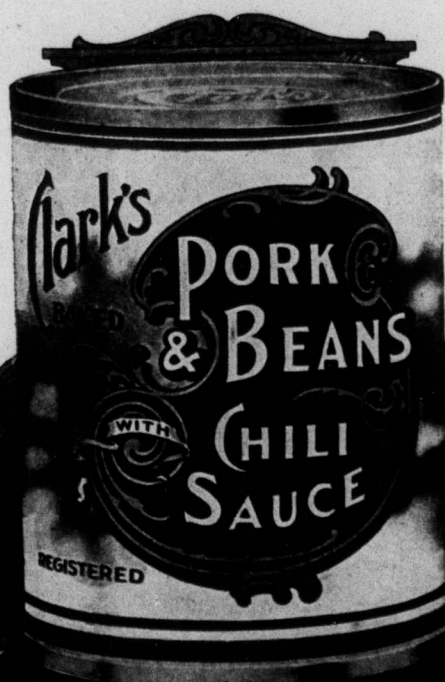
CANADIAN GROCER

# W. CLARK, Limited

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Canada's  
Product



Canada's  
Labor



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Montreal - Canada