ANNUAL SPRING NUMBER

# CANADIAN GROCER

Member of The Associated Business Papers---Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

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## DOMINION CRYSTAL

### *The Only Sugar that is Canadian from the Ground Up*

MORE than 12,000 Canadian merchants are selling this sugar — recommending it to their customers because of its Quality and because of its Canadian origin. Are you one of the 12,000?

In recommending it, you aid in the effort to make Canada more nearly self-supporting—every pound of it you sell means further encouragement to Canada's sugar-beet industry.

*We do import the finest of raw cane sugar and refine it—but our pride is in the product we make from Canadian sugar beets.*

OUR advertising—appearing in a large number of the leading newspapers—is telling to thousands of Canadian women the interesting story of Canadian sugar beets and how we make from them the finest of sugar. This advertising makes it easy for you to sell "Dominion Crystal Sugar"

**DOMINION SUGAR COMPANY LIMITED**

**Head Office: Chatham, Ontario.**

**Refineries at Wallaceburg, Chatham, Kitchener.**

THE GROCERY STORE
as Headquarters for House Cleaning Supplies

There is a big business to be done every Spring in house-cleaning supplies. Do not let that trade get away from you. Cater for it, by selling the lines women specially need at this time of the year. One such line consists of the O-Cedar Products—O-Cedar Polish and the O-Cedar Polish Mop. There is a steady, all-year demand for these; but the sale of them is at high-tide in the Spring; for few women, nowadays, would consider their house-cleaning efforts complete without liberal use of O-Cedar Polish for the cleaning and polishing of their furniture, pianos and floors.

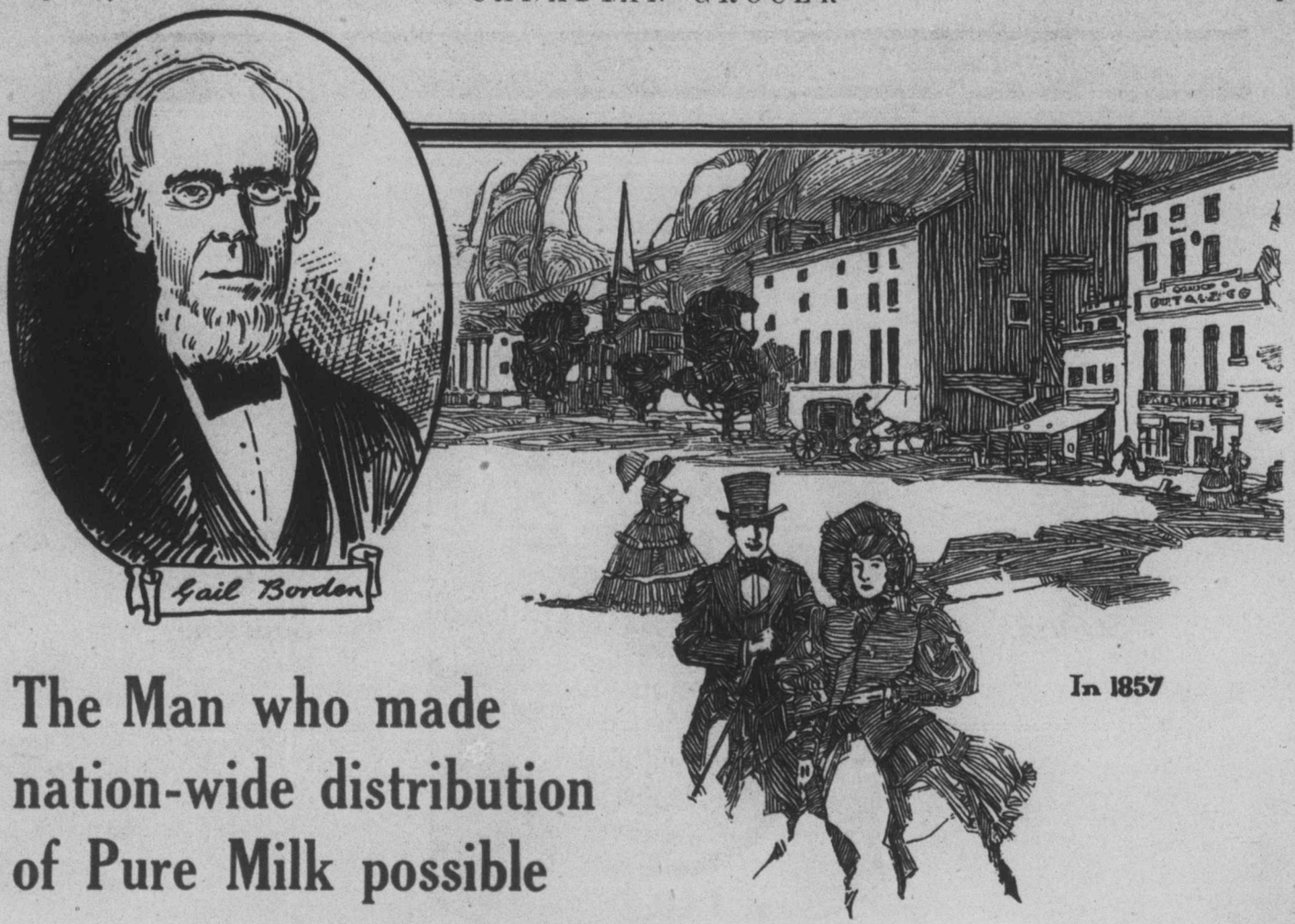
See to your stock of O-Cedar Products. Put a display of them in your window and feature them in your store. Use our beautiful signs and cards to link up your business with our extensive advertising campaign, and so direct the O-Cedar demand to YOUR store.

Get your share of the big O-Cedar business. The sales come "quick and easy"—the margin of profit is good—there is no depreciation—O-Cedar is sold everywhere at the price marked on package.

Order from your Jobber.

THE CHANNELL CHEMICAL COMPANY, LIMITED
TORONTO

Published every Friday. Yearly subscription price, $3.00. Entered as second-class matter at Post Office, Ottawa, and as second-class matter, July 5, 1912, at the Post Office at Buffalo, under the Act of March 3rd, 1879.




# The Man who made nation-wide distribution of Pure Milk possible

It is Sixty-two years now since Gail Borden, the Father of Pure Milk, first proved the practicability of his theory regarding the nation-wide distribution of pure milk.

His aim—his life-work—was to secure pure milk, preserve it in all its purity and have it reach the consumer in the same pure state.

The quality basis established then has never been deviated from. And to-day the care and attention given to every part of their manufacture guarantees the goodness of every Milk Product bearing the name of

The Original and Leading Brand Since 1857

## Borden's

Always have a stock of Borden's on hand. And remind your customers of the fact with daily displays. There's a Borden Milk Product for every purpose.

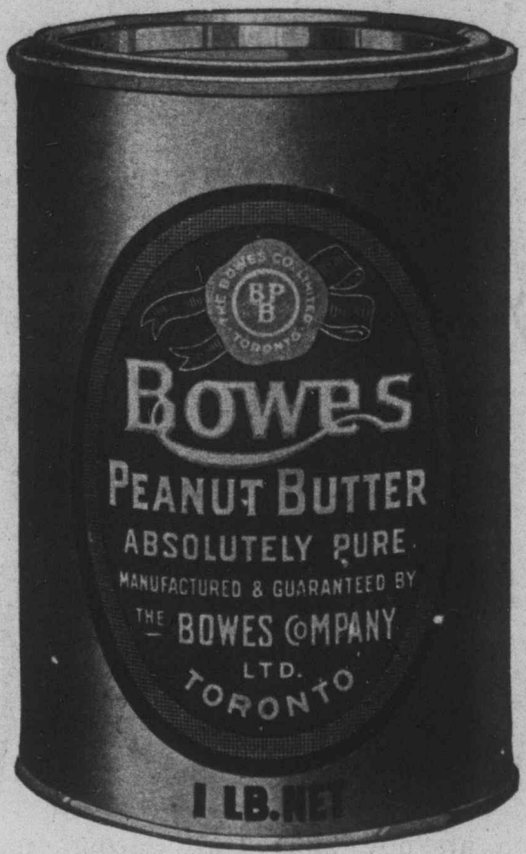
In Four Sizes—
Small, Family, Tall and Hotel

## Borden Milk Co., Limited

*"Leaders of Quality"*

MONTREAL VANCOUVER

*The Package Is Striking*




*The Product Is Supreme*

# You Should Sell It

Not merely because we say so, but because it's to your own advantage to sell Bowes' Peanut Butter. In every way it is an ideal item of merchandise; well known, well liked and therefore capable, not only of selling quickly, but of inducing repeat orders. In addition, it allows you a good margin of profit.

## Your Jobber Will Gladly Supply You

**HERE'S A REAL INTRODUCTORY OFFER**

**Good until May 15th and on initial orders only.**

**One Gross Free, to jobbers, with each ten gross.**

One Dozen Free, to dealers, with each case containing one gross. This free dozen to dealers will be taken care of by the jobber—out of his free gross. In this way, selling to ten dealers, the jobber will still have two dozen (net) free.

Figure it out with the price list. Dealers get $1.80 absolutely free — making their profit total $8.40 or 56 per cent., besides the usual trade discount allowed by the jobber.

We make this offer to save time in introducing Majic Dye Soap Flakes. The money that we save in salesmen's time, we give to you.

Display Carton (1-3 gross), in assorted colors .....$ 5.00

One gross (three display cartons and free dozen) ... 15.00

# Jobbers! Dealers!

## Will You Be Prepared to Meet This Demand?

HERE'S a new product—quick turnover, big profits, repeat sales, requires little space. The market is ready now. This house is backing it.

That means a real quality product. It means a big advertising campaign—in all the big newspapers—from the Echo and Herald in Halifax out to the Colonist in Victoria. In addition, full pages will appear in the big U.S. women's magazines with Canadian readers.

## MAJIC *Dye Soap* FLAKES

Just as flake soap became so popular over the old-fashioned cake soap, so will this new perfected home dye overshadow all home dyes.

Women have been waiting for this safe, clean, efficient dye—the only dye in existence that really dyes silk, wool, cotton and linen without boiling. Without streak or spot. And cleanses at the same time. In the 15 standard textile colors. Retails at 15c.

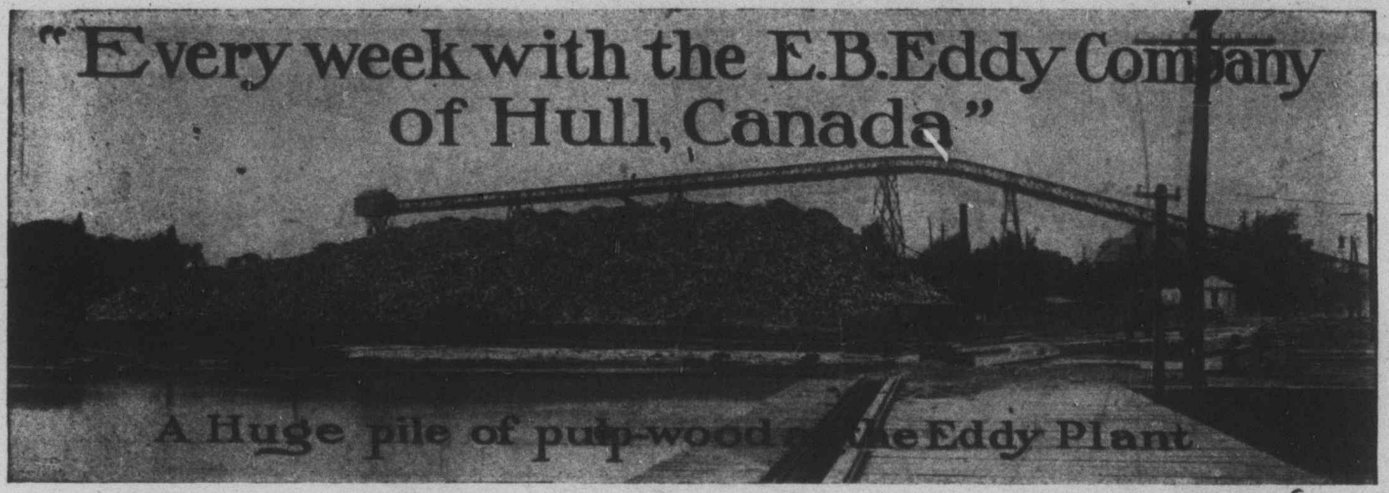
Advertising contracts are made. Any day it may be appearing in your town. That means **easy selling!**

There's **big** profit in this line. Extra profit in the FREE DEAL on initial orders. Order now —get literature and advertising schedule.

## W. G. Patrick & Co., Limited

*Canadian Distributors*

**Montreal** **Toronto** **Winnipeg**



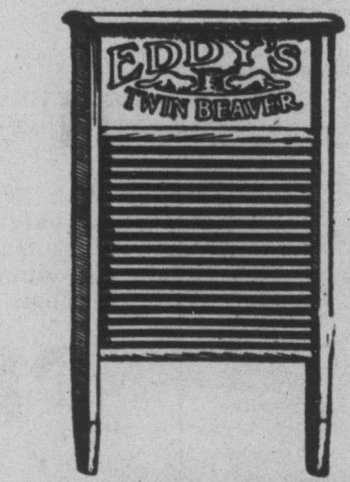

**Story for Week Dated April 25, 1919** **Being No. 31 in the Series**

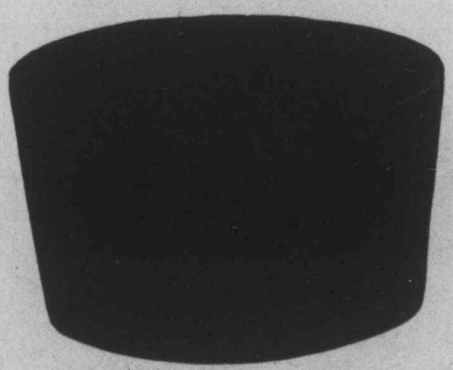
# PURITY OF EDDY COMPANY PULP IS WELL WORTH WORKING FOR

WHEN in the course of a visit to the E. B. Eddy Company's great manufacturing plant at Hull, you see the many purposes to which wood pulp is applied in the manufacture of papers and indurated ware, you realize that the essential purity of the pulp is something well worth the endless care taken to ensure it. For Eddy Company paper bags are used by retail grocers throughout Canada to contain foodstuffs, and E. B. Eddy Company wrapping papers pack the most delicate eatables, while on many a farm the milk is carried and the butter stored in E. B. Eddy Company indurated ware pails and tubs. The basis of these useful Eddy Company products is wood pulp, and the snow white purity of Eddy Company sulphite pulp is certainly reassuring and refreshing to retailer of food and the consumer, his customer, alike.

After the many screenings and washings of which you have read, the sulphite pulp is ready to arrive at the "wet machine" which makes it into the form of great thick blanket-like sheets which can be handled, or stored, or even exported. In the wet state these heavy blankets of pulp are not more than 38 per cent. pulp. The rest is water which makes them heavy to handle. But there is a reason for the wetness, since every time you dry wood pulp you weaken the strength of its fibres. For shipment, however, it is necessary to dry the pulp, and this is done by passing the thick blankets of it through a series of smooth rollers heated from within by steam. This turns the pulp out in a form very familiar to many retailers, namely, as sheathing which is used for covering the walls of buildings to make them retain heat better in cold climates.

## EDDY'S
## Indurated Fibreware



*Also makers of Toilet Papers, Towels and Serviettes of the same high standard of value.*

# Fifty Years with the E. B. Eddy Company of Hull, Canada

## The E. B. Eddy Company's Plant at Hull as it Looked Fifty Years Ago

IN the illustration above, you see what the E. B. Eddy plant at Hull looked like fifty years ago. The large building in the centre of the view bears a sign over the doorway with the name E. B. Eddy. It was there that the founder of this great Canadian firm first exercised his surpassing gifts as a buyer, a seller, and a chooser of men to help him.

Some of the men E. B. Eddy picked out to help him develop his great undertaking as far back as fifty years ago, are still with the Eddy Company. George Millen is one of them, president of the firm to-day. He remembers the various little buildings in which Mr. Eddy made the beginnings of his mighty industry—the match business that has grown from ten small cases to an output of seventy million matches per day.

Eddy's Silent 5 Matches

A good idea of the growth of the Eddy plant is gained from a glance at the illustration below. It shows only a portion of the present-day Eddy plant. Far to the extreme right of the picture is situated the mechanical pulp mill of which you have read, and away to the left, but three-quarters of a mile distant, is situated the sulphite pulp mill. In the near foreground to the right is the prettily wooded park space with fountain and flower beds gifted by Mr. Eddy to the City of Hull, and from this park to the river side is a fairly long walk through an area crowded with massive factory buildings all busily engaged in turning out the Eddy products, paper, matches, pulp, indurated ware, washboards, wrapping papers, paper bags.

The power house and great generators of electric energy are situated behind the big factory seen in the centre-right of the picture. There are millions of dollars' worth of wonderful machinery in the buildings illustrated below, and every wheel is turning to good purpose every working day in the year. Centrally in the picture, a little to the left, is situated the office building which houses the executives who insist on the excellence of every product that bears the E. B. Eddy brand, and keep true to the square dealing business principles laid down long ago by E. B. Eddy himself when he began making matches, traveling forth with horse and wagon to sell them, from his little rented mill at Hull not only fifty but over sixty years ago.

Part of the E. B. Eddy Company's Plant at Hull to-day, showing the Offices, a few of the Factory Buildings, and a glimpse of the Park

# Sumore

## *Salted*

## ALMONDS, FILBERTS, PEANUTS

5 ct. Packages—

Salted Spanish, 30 packages to box, 5 boxes to case - - - - - - - Per Box, $1.10

Blanched Fancy, Whole, 36 packages to box, 5 boxes to case - - - - - Per Box, $1.25

Bulk—

Salted Spanish, 10 lbs. to box - Per Box, $2.50

Salted Fancy Splits, Blanched - Per Box, $3.30

Salted Fancy, Whole, Blanched - Per Box, $3.80

All 5 Boxes to Case.

10 ct. Packages—

Finest Salted Almonds, 24 packages to box, 5 to case - - - - - - - Per Box, $1.80

Finest Salted Filberts, 24 packages to box, 5 boxes to case - - - - - Per Box, $1.80

Terms Delivered. All Weights are Net.

KEEP STOCK IN A COOL PLACE.

***Glassine Bags Free***

## Montreal Nut and Brokerage Co.

**30-32 Jurors Street - Montreal, P.Q.**

## It's Sound Business to put Your Selling Efforts Behind Repeaters Like

# Royal Salad Dressing

## AND

# Royal Mayonnaise

Spring and Summer is *the Big Salad Time.*

Nowadays, more than *ever before,* people are eating *Salads* as substitutes for *Costly Meats.*

Feature the *Two Royals* with your Spring Fruits and Vegetables, in your window, on the counter, etc.

You can *Guarantee the Quality* to your most particular trade.

## THE
# Horton-Cato Manufacturing Co.
## WINDSOR, CANADA

# She Can Safely Wash It With

## - the popular cleanser that does not injure the daintiest, filmiest fabric

A SOAP that will cleanse her dainty, filmy waists, collars, etc., without injuring the fabric in the slightest—a soap that she can use to similar advantage for the bath or the household scrubbing—a soap that does its work quickly and thoroughly and with a minimum of labor—that is what you give her in every package of Wonderful Soap.

Mark the striking red label. A few packages like that displayed on your counter will keep your cash register ringing.

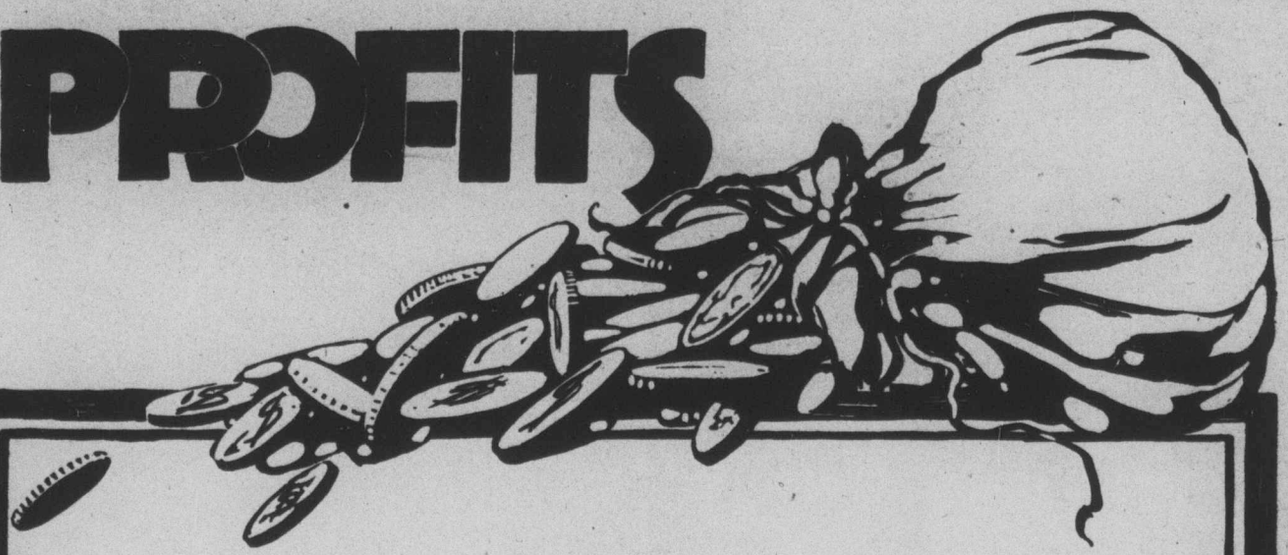
Another excellent line is *Crystal Soap Chips*. It also cleanses delicate fabrics without spoiling them.

**You should be selling both of these regularly.**
**They're good profit boosters.**

## Guelph Soap Company

Guelph - Ontario

# PROFITS



TAKE a polish like "Nugget" that everybody knows. When a person comes in to buy shoe polish he or she will take "Nugget" without question. No "sales argument" on your part, no "selling cost," just taking a profit. And this happens many times a day and many times with each person. Accumulative sales—that's what makes "Nugget" so profitable.

Your profit is secure on "Nugget." There is but ONE price to ALL retailers.

BLACK, TAN, TONEY RED, DARK BROWN

**The Nugget Polish Co., Limited**

**Toronto**

# "Good-bye, Old Coffee Pot"

**Tell your customers that they can say good-bye to their coffee pots. Sell them famous Barrington Hall Coffee in the new, instant form. Pure, delicious, high-grade coffee made in the cup by adding water.**

**Every month we are telling your customers about Soluble Barrington Hall Coffee in millions of magazines and newspapers. Attractive displays will be furnished to grocers, so that you can take advantage of this advertising.**

**Send your order in to-day! Cases containing 144 Standard tins, $3.25 per doz., retails at 35c each.**

## Hamblin-Brereton, Ltd.

**Canadian Distributors**

**TORONTO WINNIPEG CALGARY VANCOUVER**

# A Remarkable Growth

UNBALANCED conditions during the War tested the utility of many lines carried by the merchant. Among these was Baking Powder. Egg-O Baking Powder proved its absolute utility.

With heavy war flours, a good Baking Powder was essential. For this very reason the women folk investigated and discriminated between Baking Powders and selected the Combination Baking Powder as the most sure and efficient.

Egg-O Baking Powder is a Combination Powder, and that it stood the test is amply demonstrated by the fact that our sales in Ontario during 1918 were over twenty-one times greater than the sales in 1915. This should convince all merchants of the advantage of stocking up with Egg-O Baking Powder.

***Egg-O is carried in stock by all jobbers***

BUY W·S·S WAR-SAVINGS STAMPS

**Egg-O Baking Powder Co.**

**LIMITED**

**HAMILTON - ONTARIO**

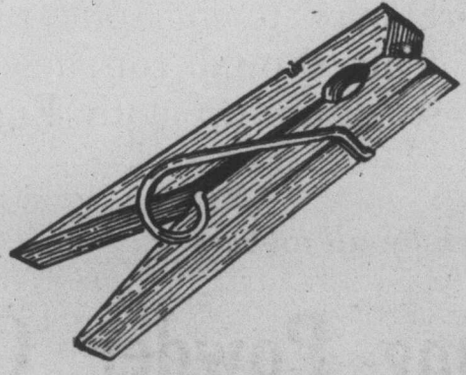
# These Clothes Pins are made to stay on the line

Housewives everywhere are asking for our Clothes Pins because they find them thoroughly reliable.

These Clothes Pins stay on the line, and being made of the best wood they are remarkably free from splitting.

Keep a stock of Megantic Clothes Pins handy and when your customer asks you for a supply you can feel assured you are handing her real good pins that will satisfy her thoroughly.

We can also supply you with an excellent range of *Brooms, Cheese Boxes, Fruit Boxes.* Ask our agent nearest your store.



AGENTS: Boivin & Grenier, Quebec; Delorme Frere, Montreal; J. Hunter White, St. John, N.B.; H. D. Marshall, Ottawa; Harry Horne Co., Toronto; Tomlinson & O'Brien, Winnipeg; Oppenheimer Bros., Vancouver; McFarlane & Field, Hamilton, Canada.

## Megantic Broom Mfg. Co. Ltd.

*Manufacturers of Brooms, Clothes Pins, etc.*

MEGANTIC, QUE.

# Fish Foods

## With the Smack of the Sea In Them

From the depths of the Atlantic come these delightful little sea foods to the counters and shelves of the Canadian grocery trade, later to be included in the order of every good housewife who appreciates quality at its very best.

When you open up a case of Connors Bros.' **Brunswick Brand** you can rest assured that every can in that case is filled with as toothsome and well-flavored a sea food as careful selection and scientific processing can produce. And when you offer a customer a can of **Brunswick Brand Sea Foods**, you know that its quality is certain to satisfy her and to bring her back for more. You know the various lines, do you not? Check off here any particular ones you are short of:

- ¼ Oil Sardines
- ¼ Mustard Sardines
- Finnan Haddies (Round tins)
- Kippered Herring
- Herring in Tomato Sauce
- Clams

## Connors Bros., Limited

### BLACKS HARBOR, N.B.

TRADE MARK

*A Guarantee of Goodness*

**Ask us to quote you on**

# SCHNEIDER'S

**PURE MEAT**

# SAUSAGE

This is an exceptionally good line for your Cooked Meats Counter.

There are Twelve Varieties, but every one is a first quality product. You'll find it good business to feature a really high-class Sausage like Schneider's.

There is no waste whatever—nothing but quality, profit and customer satisfaction.

Country Style Sausage—Mild Cure Smoked Meats.

## J. M. Schneider & Sons, Limited

KITCHENER ∴ ONTARIO

*Drop us a card for Sausage and Smoked Meat quotations.*
*Satisfaction guaranteed on all mail orders.*

CANS

Made of

**TINPLATE**

**BLACKPLATE**

**FIBRE**

**FIBRE BODIES**
**With Metal Ends**

CANS

**All kinds of containers for all sorts of products**

—

# AMERICAN CAN COMPANY

**Montreal, P.Q.** **Winnipeg, Man.** **Hamilton, Ont.** **Toronto, Ont.** **Niagara Falls, Ont.**

# BAINES CHOCOLATES

## Twenty Flavors

DELICIOUS CREAMY CENTERS

## "Canada's Best" Pure Maple Sugar and Syrup

The brand which leaves behind the lingering smack of Maple. Is made from the select MAPLE SAP of the EASTERN FOREST.

## WHOLESALER: Build up your Syrup Sales with BAINES reputation.

**In our products "PURITY and QUALITY" are combined, a factor which produces repeat sales automatically.**

## BAINES NUT BARS CREAM BARS CREAM CAKES ENGLISH HARDBOILED CANDY

Baines

LIMITED

344 DELORIMIER AVE. -:- MONTREAL

*Western Representative:* A. W. BARNUM, Winnipeg & Vancouver

# There's profit in filling "a demand"

The demand for

**Lea & Perrins Sauce**

*The Original Worcestershire*

**is constant, steady and profitable**

It is the aim of all dealers to build up a solid reputation and increasing trade. That is sound and profitable merchandising practice. No product will do more to increase the prestige of your store than "LEA & PERRINS'" SAUCE.

THIS sauce, the genuine LEA & PERRINS'—the best known sauce in the world—sells constantly. Its users are growing every day. It will provide you with a constant source of profit day in, day out—and never a complaint or disappointment. Don't be content to fill the demand—make a sale of Lea & Perrins' every day. It will pay you because your customers will come back for Lea & Perrins' constantly. We are educating all your customers by means of national advertising.

Therefore keep Lea & Perrins' to the fore. Make it an attractive display.

***Selling Agents:***

| | |
|---|---|
| *In Province of Quebec, City of Ottawa and Maritime Provinces.* | W. H. Dunn Limited, of Montreal. |
| *In Ontario* | R. S. McIndoe, of Toronto. |
| *In Manitoba and Saskatchewan* | H. P. Pennock & Co., Ltd., of Winnipeg. |
| *In Alberta* | W. L. McKenzie & Co., Ltd., Calgary and Edmonton. |
| *In British Columbia* | F. G. Evans Co., Limited, Vancouver. |

who will gladly co-operate with you.

## LEA & PERRINS

**HAROLD SEDDON, Canadian Representative**

**137 McGILL STREET, MONTREAL**

*Established 1872*

# Fifty Years Experience qualifies us to serve you

## MAPLE LEAF BRANDS ARE STANDARD

The retailer wants a house of reputation, experience and stocks. We have all these

***Ask Our Customers***

There will be no doubts if we have your business.

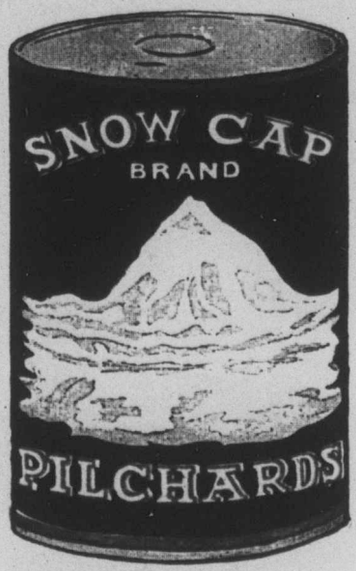
# T. Kenny & Company, Limited

SARNIA AND CHATHAM

**SARNIA: Phones 5-85** **CHATHAM: Phones 154-155**

# In The World of Canned Fish There Is No Better Value Than

# SNOW CAP PILCHARDS




*Packed in 1 lb. Talls and 1-2 lb. Flats*
*Sold by Your Jobber*

Pilchards are full-grown Sardines and all the deliciousness associated with the toothsome Sardine is delightfully evident in every morsel of "Snow Cap."

Processed and Packed under conditions that absolutely guarantee their goodness and sold at a price that makes them as economical as they are delicious "Snow Cap" Pilchards are much in demand wherever introduced.

The housewife who is looking for something out-of-the-ordinary in a delicious quality sea food will find her ideal fully met in "Snow Cap" Pilchards.

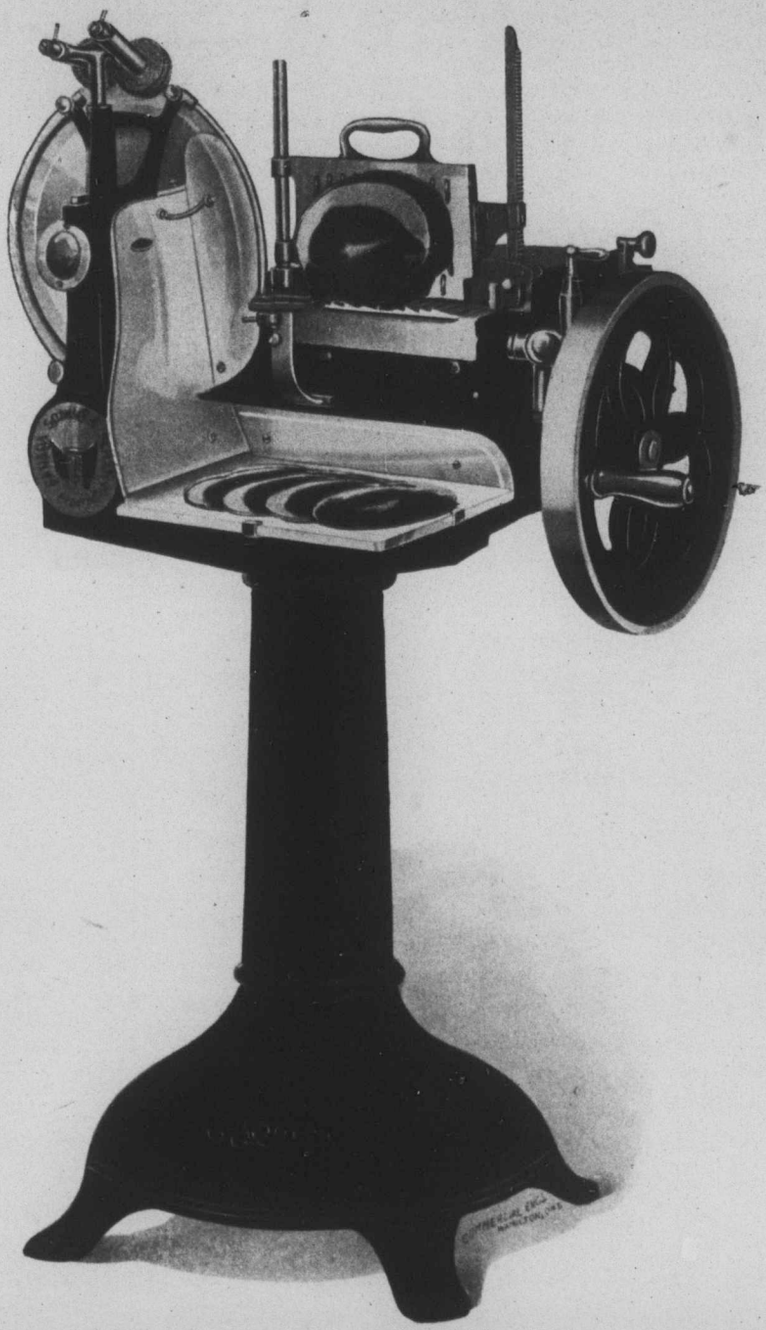
## The Nootka Packing Co., Ltd.

**NOOTKA, B.C.**

**DODWELL & CO., LIMITED, VANCOUVER**

***Exclusive Distributors***

# THE TORONTO SLICER



## The Only Reliable Canadian Made Meat Slicer

Has all the latest attachments.

The Clutch which holds the meat to the last slice.

A device for removing the rind.

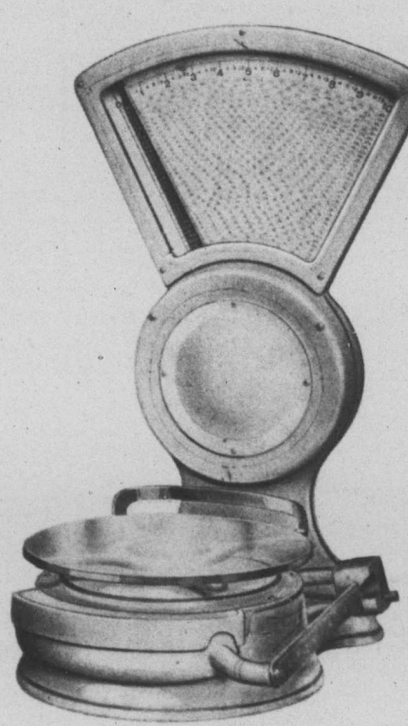
Special automatic Ball Bearing Sharpener.

All the exposed parts are of solid nickel.

**NEVER WEARS OFF**
**NEVER TARNISHES**
**BALL BEARING**
**WICK OILING**

Will be like new when others are in the scrap.

***IT'S MADE TO LAST***



## The Toronto Scale

Full Agate Bearing and many features not found in other scales.

All the working parts are inclosed which prevents the accumulation of dust and insures long life and accuracy.

We have one to suit your business.

***WRITE US***

## THE CANADA SCALE & SLICER CO., LIMITED

**TORONTO OFFICE: 482 COLLEGE ST.** **THOS. FERGUSON, Sales Mgr.**

# Telephone or Wire Your Requirements to Major

## *The Old Reliable Firm*

We pay special attention to all mail orders and our stock is always comprehensive enough to meet your needs. Our buying capacities are unsurpassed and we possess every facility for warehousing and prompt shipping.

Since 1879, when our firm was founded, we have consistently maintained the policy of Liberal, Courteous Service to every Customer.

The future for the Canadian Grocery Trade is exceedingly promising. Our country has the resources and the energy to forge ahead and when the Peace Settlement is finally ratified and the world gets right down to business again we can anticipate a period of unusual progress in Canada.

We are fully prepared for this expansion, and can promise our patrons near and far even better than usual service.

**40 Years *of* Honest Liberal Service**

***Write or wire and we will send you all particulars***

## S. J. Major, Limited

WHOLESALE GROCERS

**Ottawa - - - Canada**

*Founded in 1879*

# The Soap That's Known Everywhere and Preferred Wherever Known

Palmolive Soap is sold to your customers before you even display it. They know Palmolive. Most of them use it now—it's the most popular soap on the market—and they'll buy it at your store. They'll include it in their regular grocery orders once they know you're stocking it.

*And Palmolive is a good profit-maker.*

## The Palmolive Company of Canada, Limited

TORONTO

# For Your Candy Counter

# NOBILITY CONFECTIONERY

## "Peerless," "Elgin" and "Nobility" Chocolates

### Delicious, toothsome Candies that win approval wherever sold

An extensive range of bulk lines also for those customers who prefer to buy chocolates in this manner.

You can order any of these lines through your wholesaler.

## NOBILITY CHOCOLATES, LIMITED

St. Thomas, Ontario

*Selling Agents:*

## Maclure and Langley, Limited

MONTREAL TORONTO WINNIPEG

# There's Quality Here To Back Your Recommendation

The sound selected fruit and the pure cane sugar used in the making of

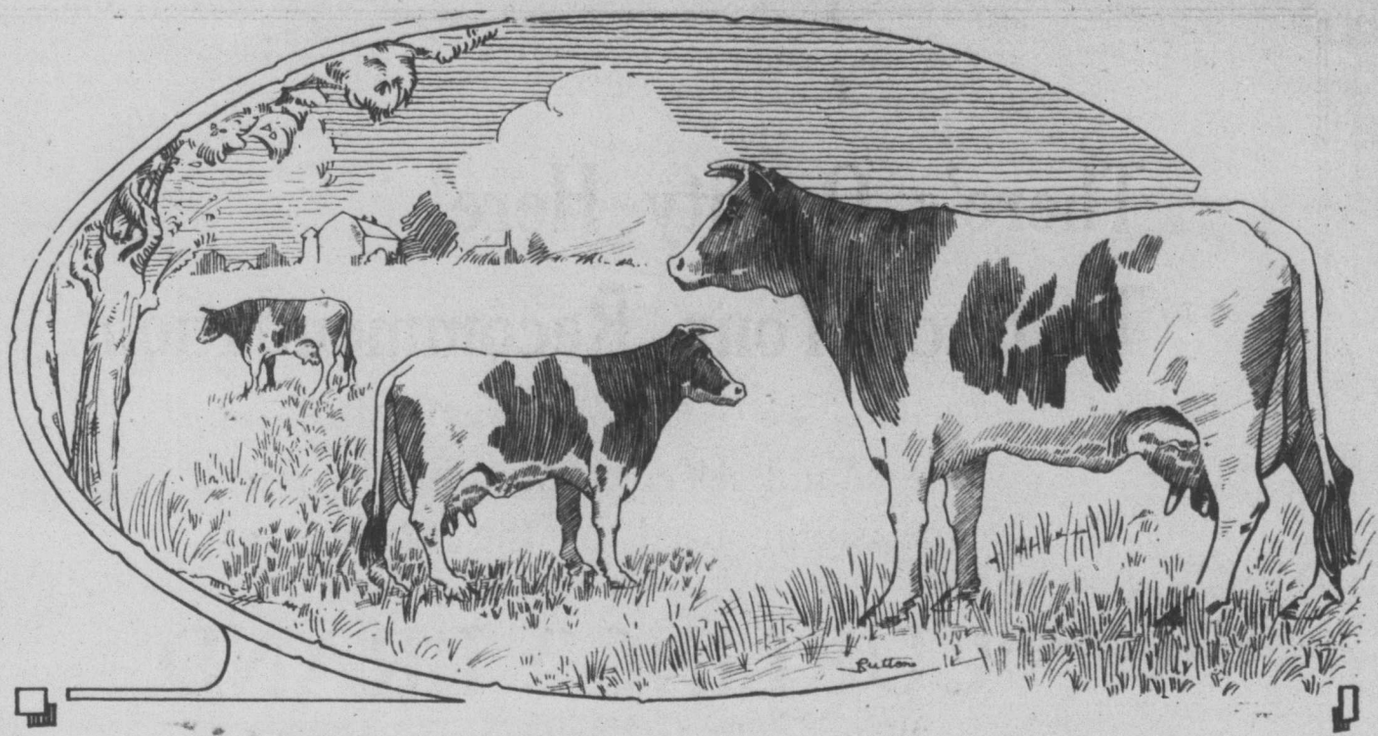
## "CURLING" BRAND SEVILLE ORANGE MARMALADE

as well as the clean, sanitary methods employed in every part of its manufacture is a guarantee to both you and your customer of a really high-grade marmalade.

**St. Williams Fruit Preservers, Limited**
SIMCOE AND ST. WILLIAMS, ONT.

*REPRESENTATIVES:*

**Maclure & Langley, Limited**
Montreal TORONTO Winnipeg



# Healthy Cows produce the Milk That's Used In MALCOLM MILK PRODUCTS

The farmers in the St. George, Ont., district justly pride themselves on the quality of the stock they raise, so that we are fortunately located indeed for the production of really high-class milk products.

**MALCOLM'S MADE-IN-CANADA MILK PRODUCTS** ARE NOT ONLY MADE IN CANADA, BUT ARE MADE WITH CANADIAN CAPITAL: ALL PROFITS REMAIN IN CANADA TO BUILD UP CANADIAN INDUSTRY.

GUARANTEED EQUAL TO ANY IMPORTED OR DOMESTIC BRANDS SOLD IN CANADA TO-DAY.

Malcolm Milk Products "take" well wherever sold. And our prices are such as will enable you to realize a handsome profit on every can you sell.

Our goods are put up attractively so as to make neat display—the productive display that really matters.

Ask your jobber to quote you and remember—**we pay freight on 5-case lots or over up to 50c per 100 lbs.**

## The Malcolm Condensing Co., Limited

ST. GEORGE, ONTARIO

Prepared in Copper Kettles Boiled in Silver Pans

Packed in Gold Lined Pails and Glass Jars

THE MOST MODERN AND UP-TO-DATE FRUIT PRESERVING FACTORY IN CANADA

# WAGSTAFFE'S

NEW SEASON'S 1919

## CELEBRATED SEVILLE Orange Marmalade

Now Ready for Delivery

Containing all the essential oils that give such a piquant zest to a Real Orange Marmalade.

*Order from Your Wholesale Grocer*

# WAGSTAFFE, LIMITED

**Pure Fruit Preservers**

HAMILTON CANADA

# Queen Quality Pickles

## Made by men who know how to make Pickles that are "different."

It will pay you to sell Queen Quality Pickles. Nowadays more and more people are taking their custom to the stores that carry the best, and Queen Quality Pickles are just the kind of goods that will satisfy the most critical quality-seeker.

Queen Quality Pickles are made from the very choicest selected stock, prepared with fine flavored vinegar and high grade spices. They are made under ideal conditions by men who know how.

If your jobber hasn't got Queen Quality Pickles in stock write us.

## Taylor & Pringle Co., Ltd.

**Manufacturers**

**OWEN SOUND**

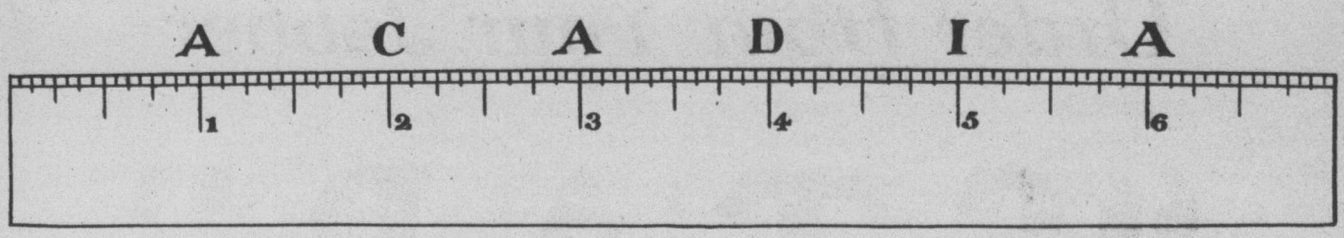
**Distributors:** **MacLaren Imperial Cheese Co., Limited, Toronto**
**E. Cutmore, Brantford** **Fearman Bros., Hamilton** **Maclure & Langley, Winnipeg.**

*Order from Your Jobber*

# "STAR" BRAND

COTTON
CLOTHES LINES,
ROPE AND
WRAPPING
TWINES

*Manufactured in Canada*




ROYAL ACADIA SUGAR

# —A GOOD RULE—

ROYAL ACADIA SUGAR

## is to let

## THE ACADIA SUGAR REFINING COMPANY LIMITED

## Supply You With Your Sugar Wants

### put up in convenient packages

***xxx Granulated In***

Bbls. and Bags.
Half Bbls.
10 lbs. and 20 lbs. Bags
2 lbs. and 5 lbs. Cartons

***Yellows***

No. 1 Yellow in Bbls. and Bags.
No. 2 Yellow in Bbls. and Bags
No. 3 Yellow in Bbls. and Bags

***Cut Loaf In***

Bbls. and Half Bbls.
25 lbs. and 50 lbs. Boxes

***Icing In***

Bbls. and Half Bbls.
25 lbs. and 50 lbs. Boxes
1 lb. Cartons, 20 to case
1 lb. Cartons, 50 to case

# Everybody's Favorite

## Make it your big Summer Seller

When Old Sol begins to chase the mercury up to the century mark there comes an increased call for a thirst-quenching invigorating beverage like Marsh's Grape Juice.

And it will require very little suasion on your part to make Marsh's a regular item in the weekly grocery order.

One sip of its delicious Concord goodness will captivate. People who buy it once will buy it regularly, and there's a good wide profit for you on every bottle you sell.

**Stock Marsh's Grape Juice then and keep it well displayed. Back every sale with your strongest recommendation.**

## The Marsh Grape Juice Co.

**NIAGARA FALLS, ONT.**

*Distributors*

The MacLaren Imperial Cheese Co., Limited, Toronto.
Rose & Laflamme, Limited, Montreal.

# "Just try this, Mrs. Smith. It's 'MAROMA,' the new appetizer, and I know you'll like it."

To know when you hand it over your counter that its goodness will surely please, to feel that it will more than live up to your recommendation—that is the confidence you are justified in having when you sell a customer a jar of

# MAROMA

## The New and Different Appetizer

If you have ever sold the famous *Blue Seal* Products you will know what a family of fast sellers *Maroma* comes from. After a trial you will want to have it in stock right along.

*Maroma* is dandy for fish and all kinds of grilled meats. One part *Maroma* and three parts cream on evaporated milk produces the finest mayonnaise dressing on the market at half the cost of all prepared salad dressings.

Send for that trial supply.

**E. W. Jeffress, Ltd.**

**WALKERVILLE ONTARIO**

# This $150,000 Cow Sells LIQUID VENEER Is She Helping You?

## *Read These Facts*

1st —Dealers who are displaying the Liquid Veneer Cow are **increasing their Liquid Veneer business.**

2nd—More people than ever before are buying Liquid Veneer because this Cow has aroused their curiosity and interest in Liquid Veneer.

3rd—Everybody wants to know what this World-Champion Cow has to do with Liquid Veneer.

4th —The big Liquid Veneer Cow Contest we are conducting and advertising this spring is something that actually brings flocks of people into your store, when you feature the contest in your window.

5th —**You** can make your BIG PROFIT on Liquid Veneer this spring, nearly 70% on your investment, more **easily** and **quickly** than ever before by using the free advertising matter we will provide you.

## Here's the Question! Are YOU Going to Make This The Biggest Liquid Veneer Year You Ever Had?

***If so, start now. Send the coupon.***

**Buffalo Specialty Company**
**346 Ellicott St., Buffalo, N.Y.**
**Bridgeburg, Canada**

COUPON

**Buffalo Specialty Company**
**346 Ellicott St.,**
**Buffalo, N.Y.**

Please send me full particulars about the Liquid Veneer Cow, including free Advertising Matter which I agree to use.

NAME .....

ADDRESS .....

TOWN .....

## Barnes Grape Juice

**Barnes' Grape Juice is made from selected Concord grapes and has that rich, tempting "redness" — that suggestion of cool, refreshing goodness which makes sales.**

**Put the bottles where your customers will see them.**

# Suggest a bottle or two of

# BARNES GRAPE JUICE

# with every Summer order

Selling an invigorating, refreshing and healthful Summer beverage like Barnes' Grape Juice will prove a big source of profit for you when the mercury begins to climb.

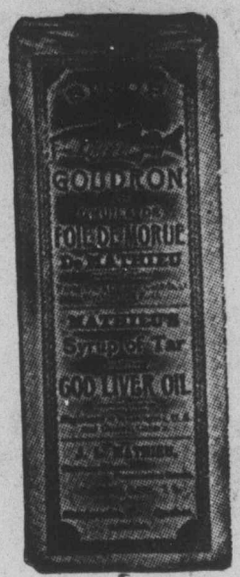
Every drop in every bottle of Barnes' Grape Juice is a pure, wholesome, delicious Concord. It hits the "spot." It "goes across" in a way that guarantees regular sales and the whole-hearted confidence of the consumer.

**The**

## Ontario Grape Growing & Wine Mfg. Co.

**ST. CATHARINES, ONT.**

# Here Are Two Dandy Remedies




Break up a cold quickly

## Mathieu's

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

**Not a cure-all but a dandy remedy for Headache, Neuralgia and kindred complaints.**

With the coming of Spring few escape the need of a remedy for Colds, Grippe and Pneumonia.

In Mathieu's Syrup of Tar and Cod Liver Oil you have a remedy that has won wide reputation.

Wherever displayed it has a ready sale, and its effective, curative powers win for you a permanent patronage.

Mathieu's Nervine Powders bring equal results, and their reliability is common knowledge.

Fever Pains, Headache and Neuralgia that accompany or follow colds are quickly removed by Mathieu's Nervine Powders, which act speedily and are perfectly safe.

The virtue of these remedies gives you an opportunity to serve your customers in a way that will be greatly appreciated. Let us send you a trial order of these two staple remedies.

# J. L. Mathieu Company

**SHERBROOKE ∴ QUEBEC**

# Two Good Ones

## That Every Customer Will Buy

# Holbrooks

Imported

# WORCESTERSHIRE SAUCE

and

# ROSE'S LIME JUICE

are two lines of proven excellence that every dealer can feature to good advantage.

Holbrooks Sauce appeals to the discerning taste because of its piquancy and its delicious "zest." It always repeats.

Rose's Lime Juice was a favorite half a century ago, and it still retains the favor of those who appreciate a healthful and invigorating beverage. Particularly suitable for Summer displays.

Send along a trial order for the two and don't forget that we supply **Imported Malt Vinegar, Tarragon Vinegar, Capers, Currie Powder, Custard Powder, all flavour; Egg Substitute, Ground Rice, Rice Flour, Potato Flour, Health Salts, and Bath Brick Powder.**

# Holbrooks Limited

## Toronto and Vancouver

## Help Drive the Check Crooks Away From the Grocery Business

Illustration is one-half actual size of machine

Finished in brushed bronze effect with black and nickel trimming

# $10.00

## *Safeguards Your Bank Account!*

The Dimunette Check Protector is made by the oldest concern of its kind in the world. It brings for the first time "Standard Protection" within the purse of all. By "Standard Protection" is meant that process which shreds the paper and impregnates the fibre with acid-proof ink. *Standard Protection has never failed.*

## SUPPOSE ONE OF YOUR CHECKS WAS RAISED TODAY

If you knew just who was going to cash every check you issued, you wouldn't need to protect any check.

But you *DON'T KNOW* into whose hands your next check will pass before it is cashed.

Suppose, for instance, one of your checks was raised to-day—from eight dollars to eighty; from six dollars to six hundred.

Unless it has "effectual protection" your check will be cashed by the bank. How are *you* going to prove that it was not your fault?

You may never have had one of your checks raised by an unscrupulous check crook. Perhaps you never will.

But unless you use standard protection — you can *never be sure.*

Don't imperil your bank account, your good name, your future, by neglecting your duty.

The jobbers in the grocery trade are alive to the situation. They know that on this continent alone last year crooks "got away with" over $20,000,000. They are co-operating to provide every merchant with "standard protection" at the lowest possible cost.

Talk with the first jobber's representative who calls. Let him show you the Dimunette Check Protector. This simple, sturdy approved device costs only $10.00. Its use defies the wiles and skill of any check crook.

If your bank acount is worth $10.00 you need this *legal* check protector —and you need it right away.

If your jobber can't supply you, write us at once.

**DIMUNETTE**
**CHECK PROTECTOR**
*For Personal and Business Use*

# W. G. PATRICK & CO., Limited

*Canadian Distributors for Defiance Check Writer Corporation*

**MONTREAL TORONTO WINNIPEG**

# Stuart's Jams

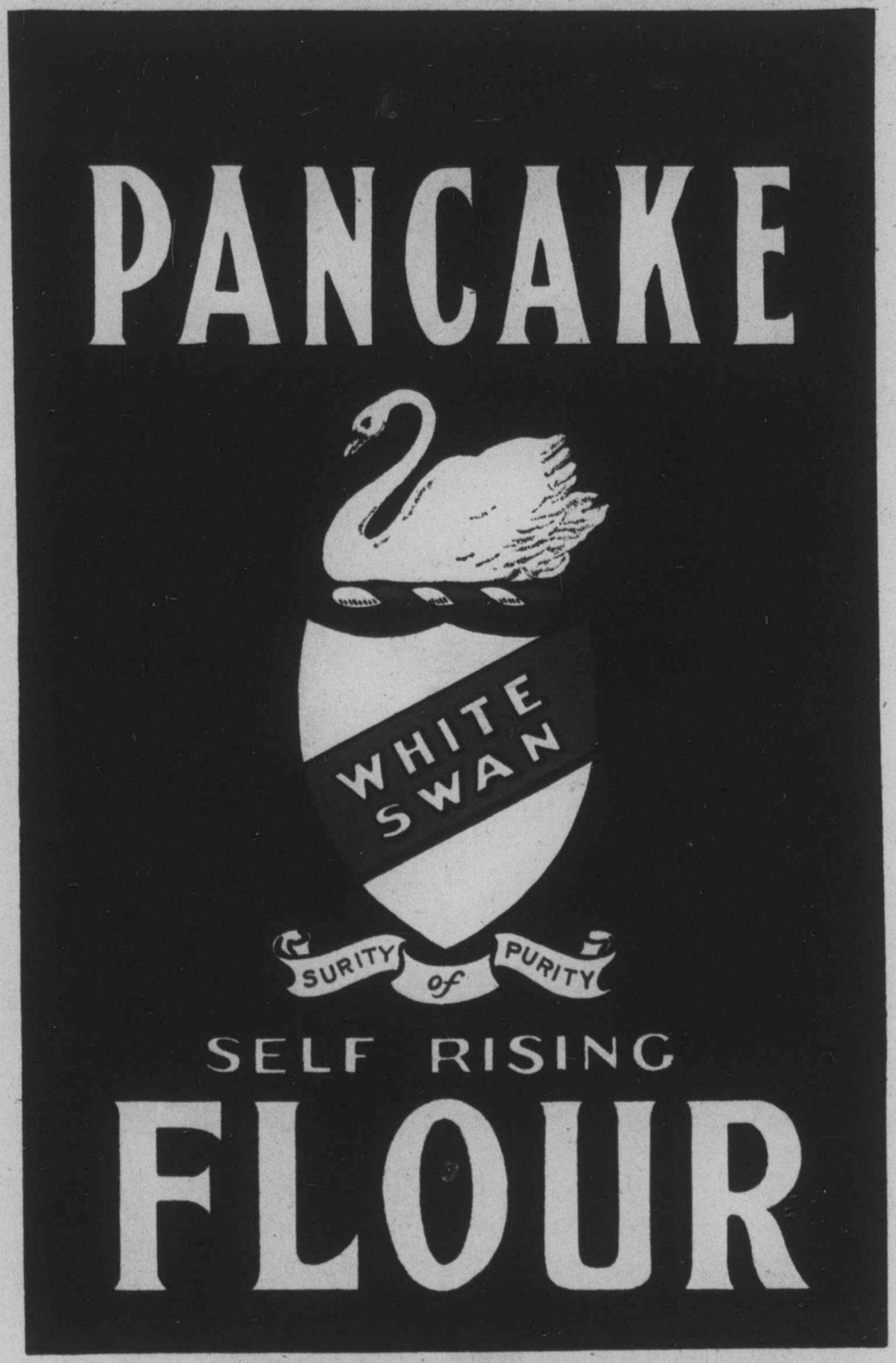
## Make Better Jam Sales

WE know that you will appreciate the trade winning qualities of Stuart's. Stuart Quality and Stuart Purity will captivate the taste of the critical jam user.

If you are not now selling Stuart's, make a start this season. And remember that the Stuart Label guarantees the jam to be all that your customer would like it to be.

**STUART LIMITED**

**SARNIA, ONT.**




# The Flour that simplifies the making *of* Good Pancakes

Pancakes — Muffins — Gems — "just like mother used to make" — t o o t hsome, delicious and altogether delightful! It's such a simple matter when she uses **White Swan** (Self - Rising) P a n - cake Flour.

Ready for instant use the moment she opens the package. Nothing to add but water.

Put this package on your counter and increase y o u r sales. Your jobber can fill your order for any White Swan line, including

**Wheat Kernels, Wheat Flakes, Self-Rising Biscuit Flour, Diet Flour, Spices, Extracts, Baking Powder, Jelly Powders, Coffees, etc.**

***For Sale At All First-Class Grocers.***

## White Swan Spices & Cereals

**Limited**

**156 Pearl St.** **Toronto**

# Genuine Consumer Satisfaction

## Every Can of NO-VARY Pure Foods

by its purity, delicious flavor and unexcelled quality, creates consumer good-will for the grocer who sells it.

Join to-day the thousands of Canadian grocers who turn the prestige and sales-creating, consumer-satisfaction power of **NO-VARY** quality groceries to their own profit.

Stock the complete **NO-VARY** line. The goodness of one **NO-VARY** food product sells others. Combined, their attraction is irresistible. Order dependable **NO-VARY PURE FOODS** now from the distributor nearest you.

**DISTRIBUTORS:**

**Brandon Grocery Co., Ltd., Brandon, Man.**
**Camrose Grocery Co., Ltd., Camrose, Alta.**
**Medicine Hat Grocery Co., Ltd., Medicine Hat, Alta.**
**Moose Grocery Co., Ltd., Moose Jaw, Sask.**
**MacLean Grocery Co., Ltd., Regina, Sask.**
**Red Deer Grocery Co., Ltd., Red Deer, Alta.**
**Swift Current Grocery Co., Ltd., Swift Current, Sask.**
**Simington Co., Ltd., Calgary, Alta.**
**Weyburn Grocery Co., Ltd., Weyburn, Sask.**

## No-Vary Products Co., Limited
### WINNIPEG

# Classified Directory of Store Equipment Advertisers

**Abattoir Doors**
John Hillock & Co., Toronto.

**Automatic Computing Scales**
International Business Systems, Ltd. (Dayton Scales), Toronto.

**Broom Racks**
Walter Woods & Co., Hamilton, Ont.

**Butter Dishes**
H. P. Eckardt & Co., Toronto.
Oval Wood Dish Co., Tupper Lake, N.Y.
Walter Woods & Co., Hamilton, Ont.

**Bone Cutters**
The W. A. Freeman Co., Ltd., Hamilton, Ont.

**Butcher and Grocer Clothing**
The W. A. Freeman Co., Ltd., Hamilton, Ont.

**Butter Tubs**
Walter Woods & Co., Hamilton, Ont.

**Butter Paper**
Walter Woods & Co., Hamilton, Ont.

**Butter Cooler, Dry Air**
The W. A. Freeman Co., Ltd., Hamilton, Ont.

**Cafeteria Equipment**
John Hillock & Co., Toronto.

**Cake Cases**
Walker Bin & Store Fixture Co., Kitchener, Ont.

**Candy and Cigar Show Cases**
Walker Bin & Store Fixture Co., Kitchener, Ont.

**Cash Carriers**
Gipe-Hazard Store Service Co., Ltd., Toronto, Ont.

**Cheese Cutters, Computing**
Computing Cheese Cutter Co., Windsor, Ont.

**Coffee Mills**
The W. A. Freeman Co., Ltd., Hamilton, Ont.
Hobart Mfg. Co., Toronto.

**Cold Storage Counters**
John Hillock & Co., Toronto.

**Cold Storage Doors**
John Hillock & Co., Toronto.

**Cold Storage Insulations**
John Hillock & Co., Toronto.

**Computing Scales**
Brantford Computing Scale Co., Brantford, Ont.
Canada Scale & Slicer Co., Bowmanville, Ont.
International Business Machines, Ltd., Toronto.

**Cordage**
Walter Woods & Co., Hamilton, Ont.

**Counter Refrigerators**
Walter Woods & Co., Hamilton, Ont.

**Counters**
John Hillock & Co., Toronto.

**Curb Pumps for Oil and Gasoline**
S. F. Bowser & Co., Inc., Toronto and Fort Wayne, Ind.

**Delicatessen, Cafe and Grocers' Cooler**
The W. A. Freeman Co., Ltd., Hamilton, Ont.

**Dishes, Butter, Lard, Etc.**
Oval Wood Dish Co., Tupper Lake N.Y. Canadian agents, Victoria Paper & Twine Co., Toronto.

**Display Stand and Mist Stand**
The W. A. Freeman Co., Ltd., Hamilton, Ont.

**Display Counters**
Jno. Hillock & Co., Toronto.
Walker Bin & Store Fixture Co., Kitchener, Ont.

**Egg Carriers**
Walter Woods & Co., Hamilton, Ont.

**Egg Case Fillers**
Millar Bros., Montreal.
Trent Mfg. Co., Trenton, Ont.

**Egg Carton Fillers**
Trent Mfg. Co., Trenton, Ont.
Millar Bros., Montreal.

**Egg Case Cushion Fillers**
Trent Mfg. Co., Trenton, Ont.

**Egg Case Corrugated Flats**
Trent Mfg. Co., Trenton, Ont.
Millar Bros., Montreal.

**Filling Station Equipment**
S. F. Bowser & Co., Inc., Toronto and Fort Wayne, Ind.

**Fish and Poultry Box Refrigerators**
The W. A. Freeman Co., Ltd., Hamilton, Ont.

**Fish Counters**
John Hillock & Co., Toronto.

**Fruit and Vegetable Stands and Counters**
Walker Bin & Store Fixture Co., Kitchener, Ont.

**Gasoline Meters**
S. F. Bowser & Co., Inc., Toronto.

**Gasoline Pumps, Self-Measuring**
S. F. Bowser & Co., Inc., Toronto.

**Gasoline Tanks**
S. F. Bowser & Co., Inc., Toronto.

**General Store Fixtures**
Walker Bin & Store Fixture Co., Kitchener, Ont.

**Hand Pumps, Oil and Gasoline**
S. F. Bowser & Co., Inc., Toronto.

**Insulations**
Jno. Hillock & Co., Toronto.

**Ice Cream Cabinets**
The W. A. Freeman Co., Ltd., Hamilton, Ont.

**Ice Machines**
The W. A. Freeman Co., Ltd., Hamilton, Ont.

**Kerosene Pumps, Self-Measuring**
S. F. Bowser & Co., Inc., Toronto.

**Kerosene Tanks**
S. F. Bowser & Co., Inc., Toronto.

**Lunch Room Equipment**
Jno. Hillock & Co., Toronto.

**Lubricating Oil Storage Systems**

**Meat Grinders**
The W. A. Freeman Co., Ltd., Hamilton, Ont.
Walter Woods & Co., Hamilton, Ont.

**Meat Blocks**
W. A. Freeman Co., Ltd., Hamilton, Ont.

**Meat Market Equipment**
John Hillock & Co., Toronto.

**Meat Slicers**
Brantford Computing Scale Co., Brantford, Ont.
Canada Scale & Slicer Co., Bowmanville, Ont.
Hobart Mfg. Co., Toronto.
The W. A. Freeman Co., Ltd., Hamilton, Ont.
International Business Machines, Ltd., Toronto.

**McCaskey Systems**
McCaskey Systems, Ltd., Toronto, Ont.

**Motor Trucks**
Ford Motor Co., Ford City, Ont.

**Office Panellings**
Walker Bin & Store Fixture Co., Kitchener, Ont.

**Oil Meters**
S. F. Bowser & Co., Inc., Toronto.

**Oil and Gasoline Storage and Distributing System (Portable)**
S. F. Bowser & Co., Inc., Fort Wayne, Ind.

**Oil and Gasoline Self-Measuring Pumps**
S. F. Bowser & Co., Inc., Fort Wayne, Ind.

**Oil Filtering and Circulating Outfits**
S. F. Bowser & Co., Inc., Toronto.

**Oil Tanks**
S. F. Bowser & Co., Inc., Toronto.

**Paper**
E. B. Eddy Co., Hull, Que.
Walter Woods & Co., Hamilton, Ont.

**Paper Balers**
H. P. Eckardt & Co., Toronto.
Walter Woods & Co., Hamilton, Ont.

**Paint Oil Storage and Handling Systems**
S. F. Bowser & Co., Inc., Toronto.

**Paper Bags**
E. B. Eddy Co., Hull, Que.

**Patented Bin, Counters and Fixtures**
Walker Bin & Store Fixture Co., Kitchener, Ont.

**Plain Panel Counters**
Walker Bin & Store Fixture Co., Kitchener, Ont.

**Pumps, Hand and Power, for Oil and Gasoline**
S. F. Bowser & Co., Inc., Toronto.

**Pumps for Molasses**
Walter Woods & Co., Hamilton, Ont.

**Pumps for Vinegar**
Walter Woods & Co., Hamilton, Ont.

**Refrigerators**
Eureka Refrigerator Co., Owen Sound, Ont.
The W. A. Freeman Co., Ltd., Hamilton, Ont.
John Hillock & Co., Toronto.
Walter Woods & Co., Hamilton, Ont.

**Refrigerator Counters**
The W. A. Freeman Co., Ltd., Hamilton, Ont.
Walker Bin & Store Fixture Co., Kitchener, Ont.
John Hillock & Co., Toronto.

**Refrigeration Systems**
The W. A. Freeman Co., Ltd., Hamilton, Ont.

**Restaurant and Cafeteria Equipment**
John Hillock & Co., Toronto.

**Self-Measuring Pumps for Oil and Gasoline**
S. F. Bowser & Co., Inc., Toronto.

**Show Cases**
John Hillock & Co., Toronto.
Walker Bin & Store Fixture Co., Kitchener, Ont.
Walter Woods & Co., Hamilton, Ont.

**Slicing Machines**
Brantford Computing Scale Co., Brantford, Ont.
Canada Scale & Slicer Co., Bowmanville, Ont.
Hobart Mfg. Co., Toronto.

**Sectional Wall Cases**
Walker Bin & Store Fixture Co., Kitchener, Ont.

**Tanks for Oil and Gasoline, Kerosene**
S. F. Bowser & Co., Inc., Toronto.

**Tanks for Underground Storage**
S. F. Bowser & Co., Inc., Toronto.

**Tables**
Walker Bin & Store Fixture Co., Kitchener, Ont.

**Time Clocks**
International Business Machines, Ltd., Toronto.

**Twine**
Walter Woods & Co., Hamilton, Ont.

**Underground Tanks**
S. F. Bowser & Co., Inc., Toronto.

**Vinegar Measures**
Walter Woods & Co., Hamilton, Ont.

**Wall Case Shelving (Open)**
Walker Bin & Store Fixture Co., Kitchener, Ont.

**Wrapping Paper**
Walter Woods & Co., Hamilton, Ont.

**Wheel Tanks for Lubricating Oil and Gasoline**
S. F. Bowser & Co., Inc., Toronto.

**Walker Bin Display Counters**
Walker Bin & Store Fixture Co., Kitchener, Ont.

THE DISH THAT CARRIES DISTINCTION

**How much food sticks to the wrapping or dish you use?**

**How much food soaks into the dish or wrapping?**

**Are you bending every effort to save food distributed through your hands?**

**If you are conscientiously trying to co-operate with food conservation measures, you not only apply good methods to purchase and storage of foods, but get it into the hands of your customer without waste or contamination.**

**And in that case the Riteshape dish will interest you. The Riteshape dish is made from hard maple; it will not soak up the juices and oils of its contents.**

**The Riteshape carries the food from your store to the home without loss or damage.**

**Your customer can take ALL the food she bought out of a Riteshape dish.**

*Ask Your Jobber or*

**The Oval Wood Dish Co., Inc.**
*Manufacturers*
TUPPER LAKE, N. Y.

**Victoria Paper & Twine Co.**
*Distributors*
TORONTO, MONTREAL, HALIFAX

# The Moment of Opportunity *for* Retail Merchants

THE next few years will mark a tremendous change in the business of retailing.

Here and there out of the mass of small businesses, big retail establishments will spring up.

Every community will see some few stores rise rapidly above Ordinary Success to Big Success.

Opportunity is knocking now at every merchant's door.

For, to-day, the handicap that once set a limit to a store's expansion no longer exists. The trading area, which is the area to which goods may be delivered profitably, has been greatly extended.

The store in the centre of the town can serve customers on the outskirts. The east-end store can deliver goods in the west end.

The whole community is laid open to competition. And in this fair field the live merchant must win.

Railway Transportation revolutionized trade. It made Big Business possible. By opening up distant markets, by moving goods rapidly at comparatively low cost, Railway Transportation built up big central successes.

Motor Transportation, now reduced to a low-cost basis, will produce, in local trading, results similar to those effected in national markets by Railroad Transportation.

As men everywhere grasp this idea, as they seize the opportunity for business growth that now presents itself, the retail business will be operated on a higher, more efficient plane. The public will be better served. Larger and more varied stocks will be offered for sale. Better and bigger stores will appear.

The Ford One-Ton Truck makes available this opportunity. It is motor transportation at low cost—low first cost, low maintenance cost, low operating cost.

A large investment in equipment is not needed. Every business that is paying cartage bills or maintaining a delivery system can employ Ford Trucks economically.

A small outlay will motorize your deliveries and open to you the opportunity for business expansion.

## Complete Ford Trucks in Two Standard Body Types Now Ready for Immediate Delivery

The Ford Truck Chassis is being used with hundreds of special body types in every line of business. But, ordinary hauling and delivery work can be best adapted to two standard types—the Stake Body and the Express Body.

These two body types are kept in stock by Ford Dealers and Ford Branches, ready for immediate delivery. They insure the maximum efficiency from the Ford Truck. They give the buyer of a Ford Truck the recognized benefits of Ford production.

Both types have the Enclosed Cab with the two-way windshield which gives the driver proper protection from the weather. This Cab—a Ford feature—is warm in winter and cool in summer. It may be ordered with or without doors as desired.

## See These Complete Trucks

No question affecting the future of your business is quite as important as this question of motor deliveries. Can you afford to evade it? Will you wait until your competitors force it on you as a defensive measure?

Seize the opportunity to enlarge your field of business. Consult the Ford Dealer. Let him solve your delivery problem. Act. To-day.

**Ford One-Ton Truck (Chassis Only) $750.00 f. o. b. Ford, Ont**

Freight charge to London, $15.00; Toronto, $17.00; Montreal, $22.00; St. John, $31.00; Winnipeg, $47.00; Regina, $63.00; Saskatoon, $66.00; Calgary, $77.00; Vancouver, $93.00.

*For either Stake or Express Body, in lead coat with cab but without doors*

$128.50 .....F.O.B. Ford
$133.00 .....F.O.B. London
$134.00 .....F.O.B. Toronto
$135.00 .....F.O.B. Montreal
$137.00 .....F.O.B. St. John

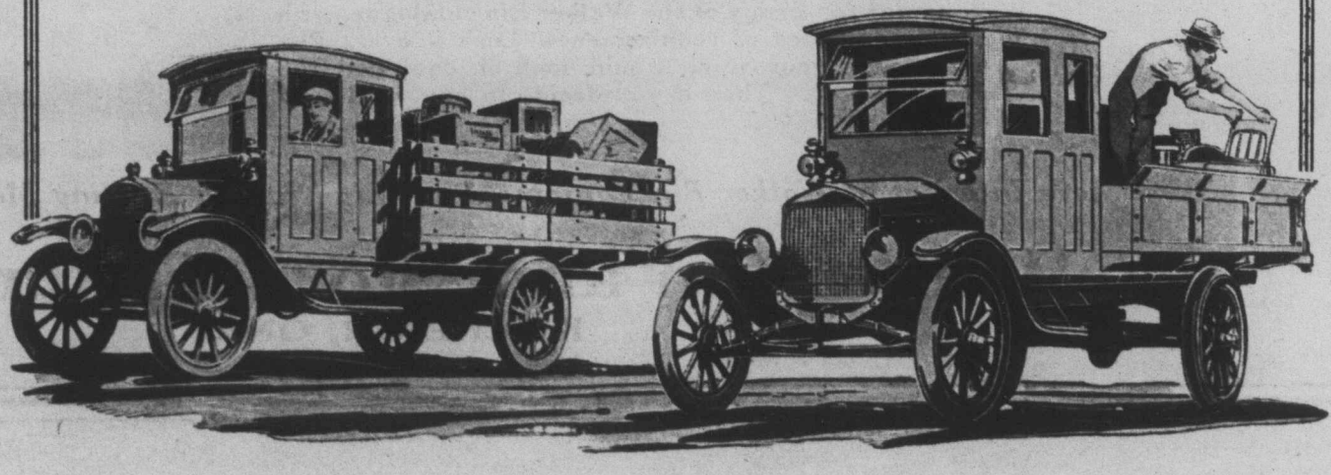
Ford

*For either Stake or Express Body, in lead coat with cab but without doors*

$140.00.....F.O.B. Winnipeg
$143.00.....F.O.B. Regina
$143.00.....F.O.B. Saskatoon
$147.00.....F.O.B. Calgary
$151.00.. ....F.O.B. Vancouver

If painted job desired, add $4.00 to above prices. If doors desired on cab, add $6.00 to above prices.

**Ford Motor Company of Canada, Limited, Ford, Ontario**



# Let's Talk Store,

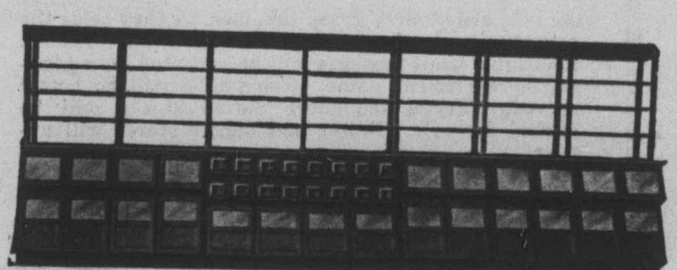
## Consider

Modern equipment is just as important to the well-being and success of that store of yours as a good main-spring is to the accuracy of the watch in your pocket.

If the main-spring is faulty then surely

**NO. 24—SALESMAN**

Quartered Oak or Mahogany finish in stock, 4', 6' and 8' long. High grade, medium price.



**COMBINATION X SECTIONAL WALL CASE**

with varied size Patent Bins. All sections interchangeable, can be changed in length, moved about or taken down by any man or his clerks. Cost no more than display front counters, and while bins have same capacity as counter, you have shelving above gratis for canned, bottled and package goods. Making in large lots reduces the price in comparison with counters.

**Write to-day for a copy of the Walker Bin catalogue, with floor plan and idea of requirements. Look it over. Picture the way your store would look if equipped the Walker Bin way. Then if you decide to buy we'll send you quotations.**

*See Store Interiors of Walker Bin Equipment in this issue on Reading Matter*

# The Walker Bin and Store Fixture

**KITCHENER, ONT.**

# About Your Mr. Dealer

## the Facts

it is illogical to expect the watch to keep correct time.

But it is no more illogical than to expect your business to "keep time"—to progress—to expand—if the main-spring—the store equipment is 50 years out of date.

Don't think that because these cobweb-collecting lumber shelves and counters answered the purpose in the days when George Brown and Sir John McDonald were shaping the political destiny of Canada that these antique relics of by-gone days are all sufficient for to-day's success.

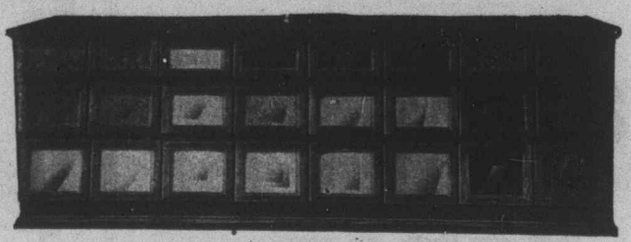
Not a bit of it. Time-saving, labor-saving, money-making equipment such as Walker Bin offers you is the tonic that your business needs right now. Clear away the lumber fixtures once and for all. Have a general store cleaning this Spring and sweep these poor apologies away with the other rubbish.

**Write us anyway. You won't obligate yourself in the least.**

***Pages***

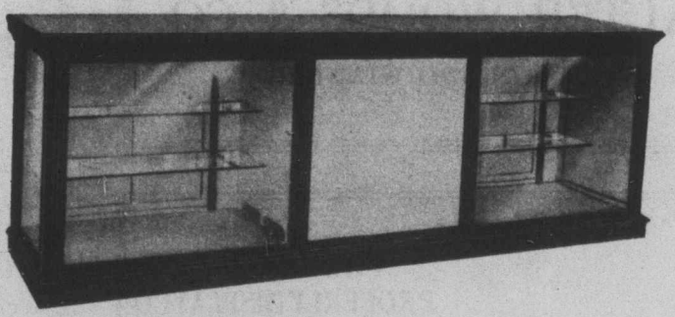
**Co., Ltd.**

## *Showing You Three Pieces of Equipment for the Modern Store*



**NO. 3 UNIVERSAL COUNTER**

Three rows of bevel displays in line of vision. The glass in top row 4" x 10"; middle row 6" x 10"; lower 8" x 10", giving assorted displays of small capacity, affording a maximum display with minimum stock. Three different-sized bins in rear.



**NO. 9—REFRIGERATOR COUNTER**

Best medium-priced Counter made in Canada. 9' and 11' lengths. Glass display or marble top.

**COUNTER NO. 7**

Plain Panel Counter, 37" high, 26" wide top. A cheap counter, well made and sightly in any department or retail trade. Rear equipment as required. Bins for nails, groceries, etc., or shelves.

***Whatever your equipment problem may be put it up to us. Let's get together on it NOW.***

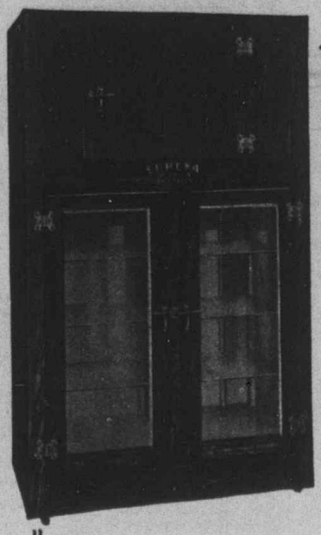
*We have*

# Safe Pack Waterproof Paper

***Shippers should know about it***

**WALTER WOODS & CO.**

**HAMILTON AND WINNIPEG**



**EUREKA**

**REFRIGERATORS**

are
Made in Canada
by
Canadian Workmen

Guaranteed to give
Satisfaction

Eureka Principle
Cold Dry Air Circulation

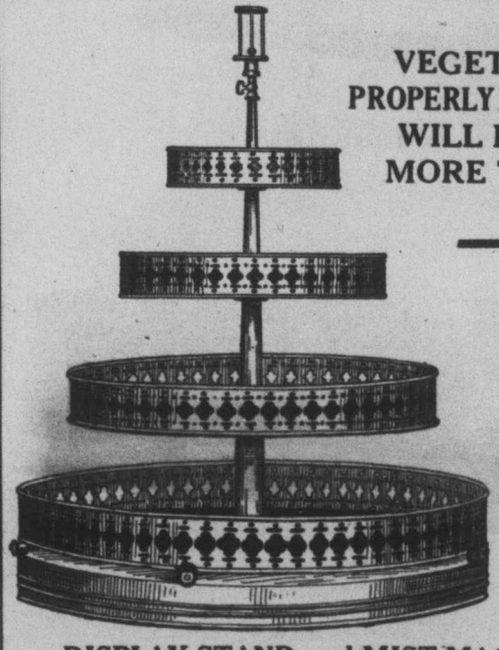
***PATENTED 1886, 1900, 1910, 1914, 1917.***

Absolutely Reliable

Built to last a Lifetime

Write for our New Catalog

**Eureka Refrigerator Co., Limited**
**Head Office: Owen Sound**
**Branches: Toronto, Hamilton, Montreal**



**VEGETABLES PROPERLY DISPLAYED WILL BRING MORE TRADE**

Illustrated Catalogue on Request

**DISPLAY STAND and MIST MACHINE**

**Keeps Vegetables Always Fresh and Inviting**

Designed to meet the requirements of retailers of Green Vegetables and Fruits, and to minimize the loss of such goods by keeping them FRESH and CRISP by the use of a very small amount of moisture.

Makes an attractive display of green garden truck in good, fresh, crisp condition. The fine cloud of MIST floating over the goods suggests cleanliness and coolness.

**THE W.A. FREEMAN COMPANY, LIMITED**
**HAMILTON - ONTARIO**

**Branches at TORONTO MONTREAL WINNIPEG**

**The CANADIAN Open**

# Now is the time you will really appreciate it.

If you have been wise and installed that **"Canadian Cheese Cutter"** on your counter you need not worry about possible loss of profit from slow service during a rush.

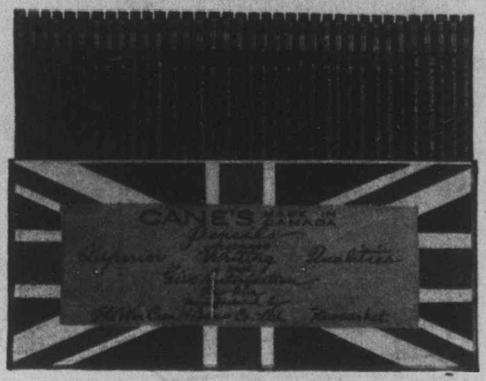
You can absolutely rely on its accuracy and quick-cutting qualities, which will enable you to satisfactorily handle any extra rush business.

"The Canadian" cuts clean and quick in 5c, 10c, 15c and 20c slices, or by weight in ¼, ½ and one pound cuts.

No up-to-date dealer can afford to be without the "Canadian." Only $15.00.

**The Computing Cheese Cutter Co.**
**WINDSOR, ONT.**

# An Important Cane Product That Will Put Money In Your Cash Drawer




**Cane's Pencils** are put up in nice counter stands, as here illustrated. Half of the contents stick up in a way that suggest sales and keeps the pencils going strong. They are a Made-in-Canada product and are giving splendid satisfaction wherever used.

Put **Cane's Pencils** on your counter, where school children and their mothers can see them. The display will be sure to sell.

**The Wm. Cane & Sons Co. Newmarket, Ontario**

# VOL-PEEK 15¢

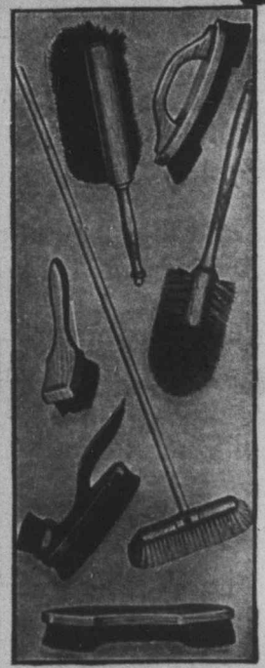
Vol-Peek stops leaks in all kinds of kitchen utensils, such as Pots, Pans, Tinware, Graniteware, Copper, Aluminum, etc. Note the absence of tools. Can be applied by the finger. A feature that induces the housewife to purchase. Vol-Peek is being advertised all over Canada. Every home needs it. Our attractive display stands suggest sales on sight. Write for it to-day. Contains 24 packages, $2.25, 60% profit.

At your jobbers or direct.

**H. NAGLE & CO., Box 2024, MONTREAL**

(Owning and operating Vol-Peek Mfg. Co.)

# KEYSTONE



## HOUSEHOLD BRUSHES

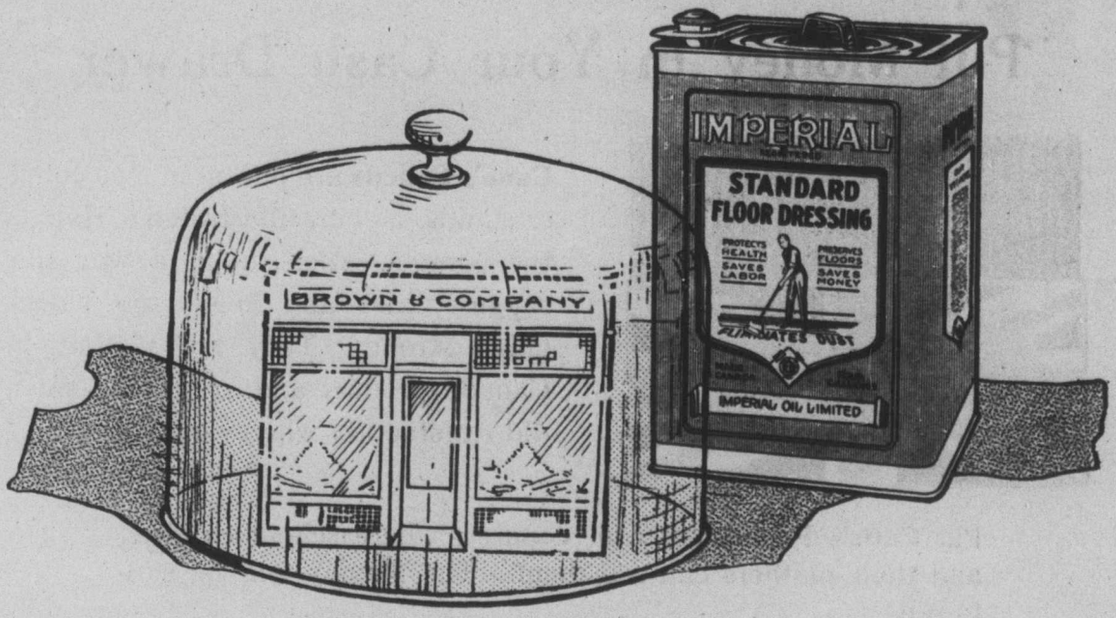
There is a "Keystone" Household Brush for every conceivable use. The purpose of the brushes vary, but the quality is the same—"Keystone" quality that insures long and satisfactory service. When you sell "Keystone" Brushes repeat orders are a certainty.

**For prices, etc., write**

**Stevens-Hepner Co.**
Limited
**Port Elgin, Ont.**

Get prices and information about the "Nugget" Broom and the rest of the famous Keystone Brand Brooms and Brushes.

**STEVENS-HEPNER CO., Limited**
PORT ELGIN, ONTARIO




# Insure Your Reputation for Spotless Cleanliness

Any store draws trade when it has a reputation for fresh, bright stock and clean floors. Customers are attracted by clean stock as much as by any other feature of store service.

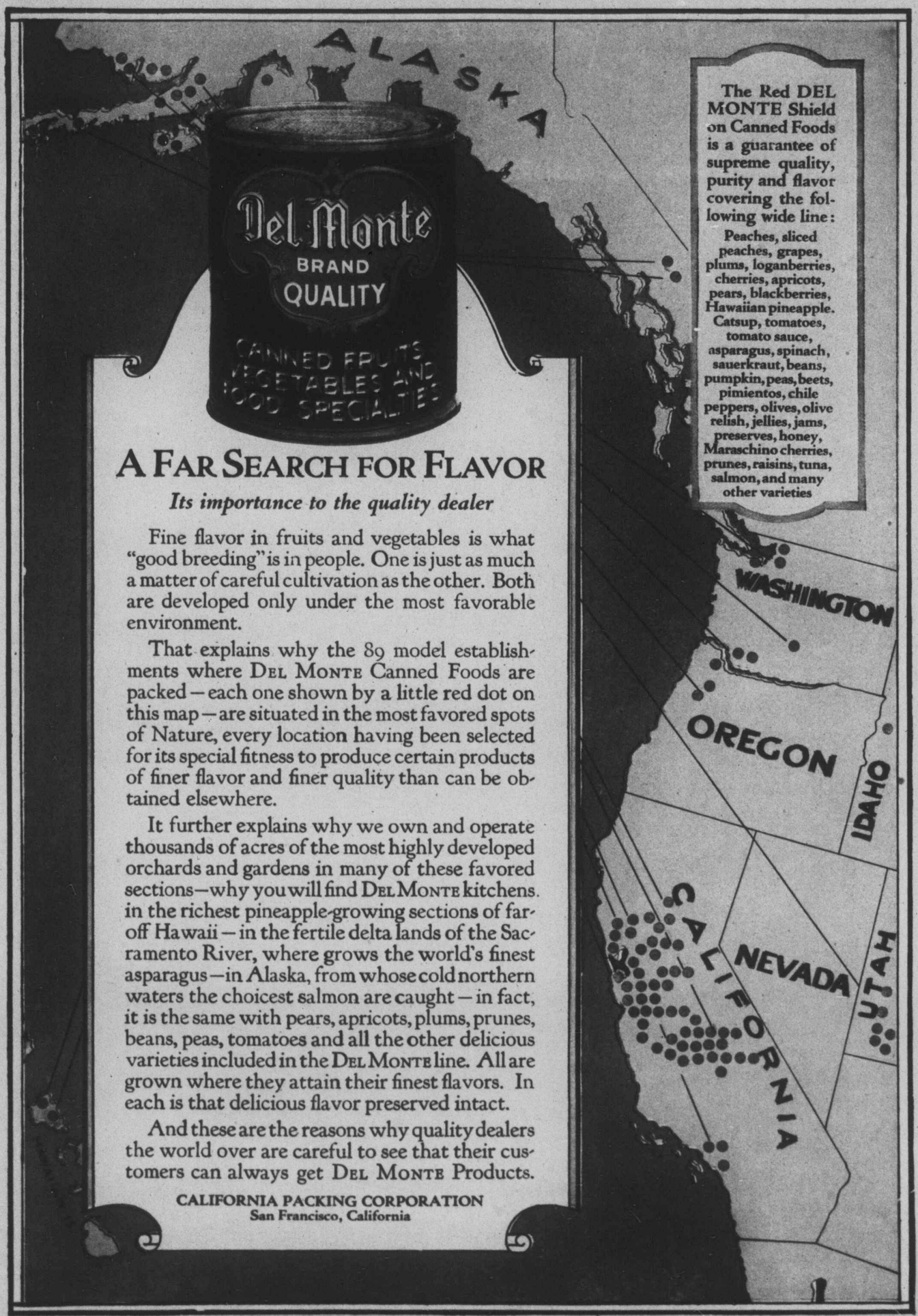
## STANDARD Floor Dressing

the non-evaporating, sanitary wood-***preservative*** thoroughly cleans the surface of wood, linoleum and oil-cloth. It also ***effectively prevents dust from rising.***

Imperial Standard Floor Dressing holds the dust so that it can be collected and removed from the store.

One gallon is sufficient to cover 500 to 700 square feet of floor space and last for several months. It is easily and quickly applied with an ordinary sprayer. Get a supply and apply it to your floors and shelves—ask the Imperial Oil man when he calls or ask our nearest branch.

**IMPERIAL OIL LIMITED**
**BRANCHES IN ALL CITIES**




The Red DEL MONTE Shield on Canned Foods is a guarantee of supreme quality, purity and flavor covering the following wide line:

Peaches, sliced peaches, grapes, plums, loganberries, cherries, apricots, pears, blackberries, Hawaiian pineapple. Catsup, tomatoes, tomato sauce, asparagus, spinach, sauerkraut, beans, pumpkin, peas, beets, pimientos, chile peppers, olives, olive relish, jellies, jams, preserves, honey, Maraschino cherries, prunes, raisins, tuna, salmon, and many other varieties

# A FAR SEARCH FOR FLAVOR

*Its importance to the quality dealer*

Fine flavor in fruits and vegetables is what "good breeding" is in people. One is just as much a matter of careful cultivation as the other. Both are developed only under the most favorable environment.

That explains why the 89 model establishments where DEL MONTE Canned Foods are packed—each one shown by a little red dot on this map—are situated in the most favored spots of Nature, every location having been selected for its special fitness to produce certain products of finer flavor and finer quality than can be obtained elsewhere.

It further explains why we own and operate thousands of acres of the most highly developed orchards and gardens in many of these favored sections—why you will find DEL MONTE kitchens in the richest pineapple-growing sections of far-off Hawaii—in the fertile delta lands of the Sacramento River, where grows the world's finest asparagus—in Alaska, from whose cold northern waters the choicest salmon are caught—in fact, it is the same with pears, apricots, plums, prunes, beans, peas, tomatoes and all the other delicious varieties included in the DEL MONTE line. All are grown where they attain their finest flavors. In each is that delicious flavor preserved intact.

And these are the reasons why quality dealers the world over are careful to see that their customers can always get DEL MONTE Products.

**CALIFORNIA PACKING CORPORATION**
**San Francisco, California**

# Characterized by Superior Flavor

## Gosse-Millerds'

# OCEAN PRODUCTS

**Every tin contains a Sea Food of highest Quality.**

**Processing and packing perfected through years of experience.**

Into every can bearing the Gosse-Millerd label goes as high a quality fish as the Pacific Ocean contains. The pick of the season's catches processed and put up in a way that guarantees customer satisfaction.

**Order a Supply.**

## Gosse-Millerd Packing Co., Limited

### 597 Hastings St., Vancouver

**Brokers: Donald H. Bain & Co. - Head Office: Winnipeg**

# Three Sellers From Vancouver

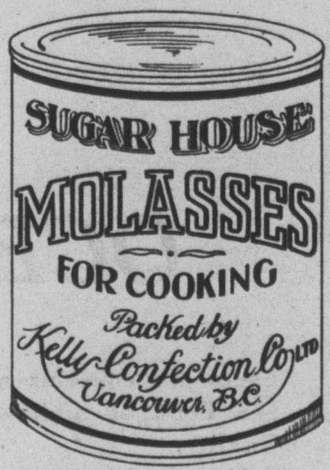
## WAFFLE TABLE SYRUP

Just as good as pure Maple Syrup and costs 100% less. Economical and wholesome.

## SUGAR HOUSE MOLASSES and BLACK STRAP BRAND MOLASSES

British Products packed in the most modern plant in Canada. You'll need a good stock of these two when once your trade "gets wise" to their real merits.

Any of the agents listed below can fill your orders on these lines promptly and satisfactorily.



*Packed by*

*Kelly Confection Co LTD.*

*Vancouver, B.C.*

***Distributing Agents :***

**MASON & HICKEY, Winnipeg, Brandon, Regina, Saskatoon.**

**TEES & PERSSE, Calgary, Edmonton.**

# King-Beach Pure Jams and Marmalade

Combining supreme deliciousness with unstinted purity and goodness,

**KING-BEACH**
**Pure Jams and Marmalade**

offer the dealer a selling proposition with unusual possibilities.

To buy "K-B" Jams once is to buy them regularly. And there's a reasonable margin on every sale.

Look for the "K-B" on every label.

CANADIAN FOOD CONTROL

*Canada Food Board License No. 14-116*

## The King-Beach Mfg. Co., Ltd.
MISSION CITY, B.C.

SELLING AGENTS

## MASON AND HICKEY
Winnipeg, Regina, Saskatoon, Calgary, Edmonton, Lethbridge, Brandon, Vancouver.

# BUYERS OF TEA

Buyers of tea are requested to send their enquiries to J. W. BERRY who will give same his personal and careful attention.

J. W. BERRY is in close touch with every tea market and the economic conditions of buying best suited to each case.

This is a very good time to place your orders, as the laid down price is very much lower owing to the heavy drop in ocean freights (this was to be expected). This amounts to just about 9 cents per lb., that is, a cubic ton of tea of 800 lbs. now costs $30 a ton; six months ago it was $100 a ton, a difference of $70 a ton. Here is the reason why tea can now be imported at a much lower rate.

**J. W. BERRY promises to give all buyers of bulk tea who will place their import business in his hands a fair and a square deal.**

**Office, 33 Bank of Hamilton Building, VANCOUVER**
**Warehouse, 349 Railway Street**

**Bankers, Bank of Nova Scotia**

# Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.

**We are offering the best value in Rice on the Canadian market to-day.**

# DESICCATED COCOANUT

We import direct from our own mills at Colombo, Ceylon, and stand behind the quality of our goods. The prices we quote are rock-bottom. Let us quote you on your next requirements.

**Our agents are:**

Tees & Persse, Ltd., Winnipeg, Fort William, Regina, Saskatoon, Moose Jaw; Tees & Persse of Alberta, Ltd., Calgary, Edmonton, Newton A. Hill, Toronto, Ont.; E. T. Sturdee, St. John, N.B.; R. F. Cream & Co., Ltd., Quebec, Que.; J. W. Gorham & Co., Halifax, N.S.; C. T. Nelson, Victoria, B.C.

## Dodwell & Co., Ltd.

*Importers & Exporters*

VANCOUVER

**Your Customers Will Like**

**ALBATROSS**
**BRAND**

## PILCHARD

It is a wholesome and delicious Sea Food and with the prevailing big demand for fish dealers will find **Albatross Brand Pilchards** a quick-mover and a good money-maker, too.

**Clayoquot-Sound Canning Co., Ltd.**
J. L. BECKWITH, Agent
**VICTORIA - B.C.**

# O'LOANE, KIELY & CO., LIMITED

***Head Office:*** **VANCOUVER, CANADA**

***Associate Offices:*** **SEATTLE and SAN FRANCISCO**

**EXPORT AND IMPORT MERCHANTS AND COMMISSION AGENTS. DISTRIBUTORS TO WHOLESALERS AND MANUFACTURERS.**

Having Selling Agents in all Wholesale Cities in Canada and in many of the Principal Cities in the United States of America.

## WE SOLICIT RELIABLE ACCOUNTS

**25 Years' Experience in Wholesale Grocery and Kindred Lines**

## DOMESTIC AND EXPORT SPECIALTIES

Canned and Cured Fish, including Canned Salmon, Pilchards, Herring, Sardines, Clams, Fish Paste, Whale Meat, Salt Herring, Pilchards and Salmon in Barrels. Canned Fruits and Vegetables; Dried Fruits and Vegetables; Jams, Jellies, Preserves; Canned Milk, Cocoanut, Apples, Potatoes and Onions; Dried Peas, Beans, Rice.

## IMPORT SPECIALTIES

Food Products of all kinds—Beans, Peas, Maize, Seeds, Rice, Tapioca, Products; Sago, Cocoanut, Pepper, Cassia, Ginger, Chillies, Spice of all kinds; Egg Products, Starch, Sulphur, Matches, Peanuts, Walnuts, Jams, Fruit Pulp, Honey, Dried Fruits, Currants, Onions. Meat Works By-Products—Lard, Tallow, Grease, Sausage Casings, Hides, Skins, Pelts, Canned Meats, Wool, Copra, Cocoanut Oil, Soya Bean Oil, Rape Seed Oil, China Wood Oil, Fish Oil, Linseed Oil, Castor Oil, Cotton Seed Oil, Peanut Oil, Jute, Hemp, Gunnies, Stock Foods, Linseed Cake and other Cakes and Meals, Rubber, Tin.

***Buying Agents for all Canadian and American Products***

***Consignments Foreign Produce reliably handled on Commission Basis***

Proprietors and Exclusive Selling Agents of the following Canned Fish:

O.K. Brand Sockeye Salmon
Victory Brand Red Spring Salmon
Pacific Chief Brand Pink Salmon
Equality Brand Chum Salmon
Sweepstakes Brand Cohoes Salmon
PILCHARDS—HERRING—CLAMS

**REFERENCE:**
**Dominion Bank of Canada**

**Cable Address:**
**"BRITSALMON"**
**All Commercial Codes**

# If You Need Oriental Produce You Should Get Our Prices

Our buying power and the wide field that we cover enable us to quote you very advantageously.

**IMPORTS**

Wholesale Grocers

Wholesale Druggists

**Attention! BUYERS for—**

Biscuit and Confectionery Mfrs.

Wholesale Coffee and Spice

Pepper—Ginger—Cloves—Nutmegs—Cassia
Sago—Tapioca—Cocoa Beans—Egg Albumen—Isinglass—Senna
—Rattans—
Quinine—Camphor—Alum—Eucalyptol
Peanuts - Salmon

**EXPORTS** **MANUFACTURERS**

We have an established organization of years' standing to take care of your product in CHINA and JAPAN. If you are interested in the Oriental Field—write for particulars.

## R. G. Bedlington & Co., Ltd., Vancouver

Importers BROKERS Exporters

Established 1905

*We are open to negotiate for a high class live manufacturer's line.*

# *Are You Represented in the British Columbia Territory?*

# Oppenheimer Bros., Ltd.

## 134 Abbott Street, Vancouver, B.C.

*Branch Offices:*

## Victoria and Prince Rupert

### Selling Agents for Food Products

Sixteen years' successful experience, and representing only the best concerns in their respective lines.

DIRECT IMPORTER

OF

# BEANS, RICE, PEANUTS

And other Oriental Products

Communicate with us before you buy

Established 1883

## S. TAMURA

Head Office KOBE

Tamura Bldg.,

VANCOUVER, B.C.

*EVERY FACILITY TO*

## SELL, STORE, DISTRIBUTE AND FORWARD

**Your Products in this Territory**

42,000 feet floor space
Wharfage
Trackage
Customs clearances attended to

We represent a number of reliable manufacturers—sell their products and distribute their cars.

WHY NOT YOURS?

## J. L. TORRY & CO., LTD.

1176-1180 HOMER ST. BROKERAGE, STORAGE, DISTRIBUTION VANCOUVER British Columbia

# A Palatable Tonic Wine

Made from extract of beef and carefully selected Port Wine.

## Dr. Chiron's Invalid Tonic

is as palatable and as exhilarating as the wines of former days. The only difference is the percentage of alcohol.

A clean, wholesome, blood-enriching home beverage that you can honestly recommend.

The Wholesale Grocery Trade handles it.

## BROTMAN BROS., Manufacturers

WINNIPEG

# Wantmore
## PEAUNT BUTTER
The Finest Spread for Bread

A delicious line. Made from selected hand-picked, blanched peanuts.
Healthful, nutritious and palatable.
Physicians recommend it for children.
When you sell a customer one can of WANTMORE Peanut Butter you will sell her many more.
Its goodness will keep it repeating and you make a good profit on every sale.
Ask your jobber for it, or write direct to us

## R. L. Fowler & Co., Ltd.

Manufacturers

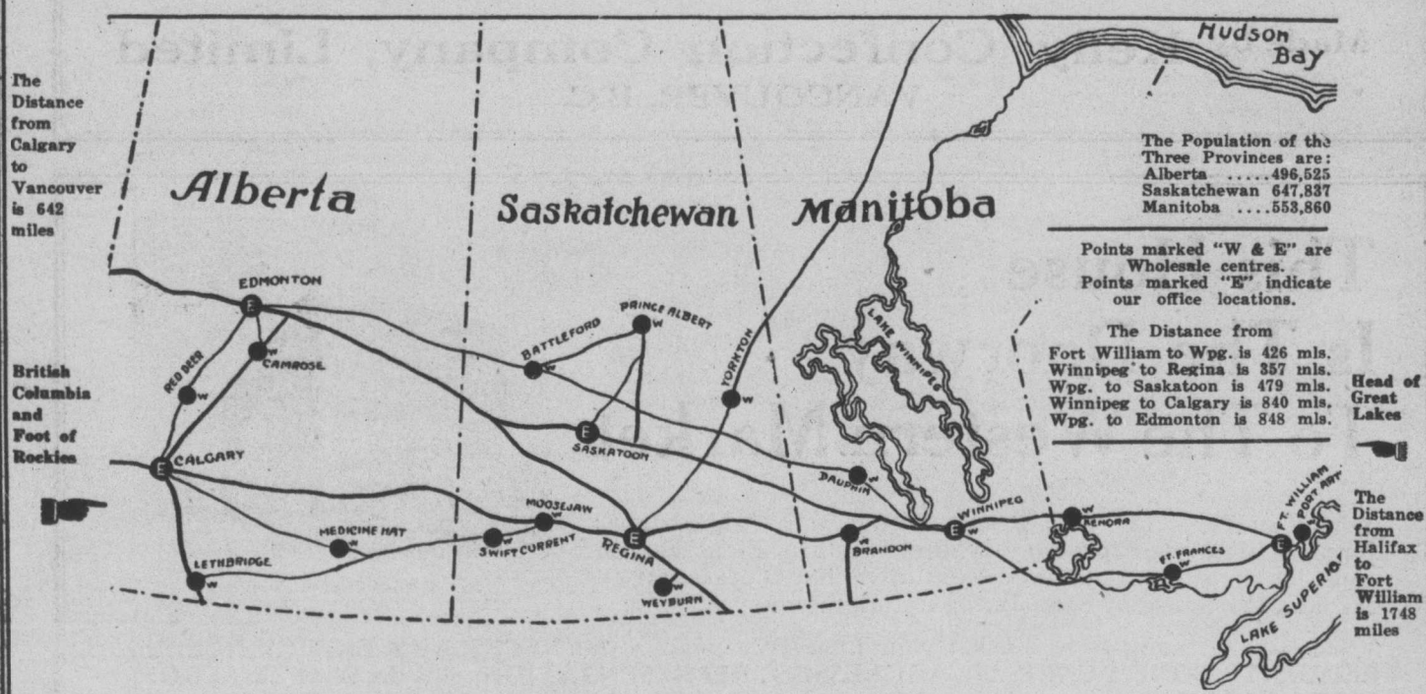
CALGARY SASKATOON REGINA

License No. 15-241

## Mr. Merchant:

When you are finished with this paper pass it on to your clerks. It will help them to help you, which means increased business.

# We Cover This Field




Do you want to sell your product in this rich territory? Do you want to have it introduced under the right auspices and pushed with all the vigor and resource that a wonderful selling organization can put behind it?

That's the kind of representation we offer you. We have six big houses covering this territory and are ready to give your product aggressive and intelligent representation provided, of course, it doesn't clash with the lines we are now carrying.

**Drop us a card and tell us about your line and we'll give you all particulars by return mail.**

## W. H. Escott Co., Ltd.

***Manufacturers' Agents and Wholesale Grocery Brokers***

**WINNIPEG, FORT WILLIAM, REGINA, SASKATOON, CALGARY, EDMONTON**

# NUTRO PEANUT BUTTER

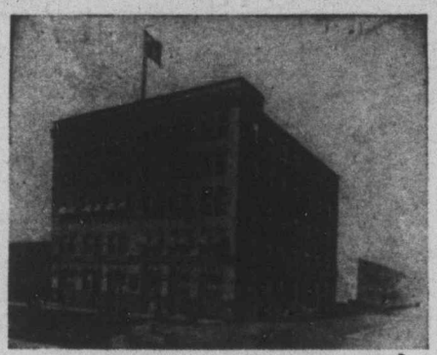
**"The Best Spread There is for Bread."**

A delicious and wholesome peanut butter that will please the most critical taste. In 1, 5, 15 and 55-lb. tins.

Agents for Ontario and Quebec: C. Morris & Co., C.P.R. Building, Toronto. For distribution in Manitoba, Saskatchewan, Alberta and B.C., apply to Manufacturers.

**Made by Kelly Confection Company, Limited**
**VANCOUVER, B.C.**

# This House Is The Doorway To The Western Market



Our Head Office at Winnipeg

You Manufacturers who desire to put the right driving force behind your product in the Western Field should consider the success-making possibilities that representation through the house of Scott-Bathgate offers you.

We have the facilities to market your line. We possess the **NECESSARY EXPERIENCE,** the **REQUISITE CONFIDENCE,** the **AGGRESSIVE REPRESENTATION, and the AMPLE ACCOMMODATION** that make for success.

A staff of live-wire salesmen constantly in touch with the Trade—some of them doing retail work exclusively—is a guarantee of good results.

If you are the least bit interested in the Western field you should write us for full particulars of our Service.

We sell **Christie's Biscuits** and **Robertson's Confectionery** direct to the Trade.

## Scott-Bathgate Co., Limited

**GROCERY BROKERS AND COMMISSION MERCHANTS**
**149 NOTRE DAME AVE. E., WINNIPEG**

**ORDER HOT HOUSE**
## TOMATOES---CUCUMBERS

**TO ARRIVE DAILY BY FAST EXPRESS**

**The season is short, but a profitable one to retailer; write or wire for date of shipment naming your daily requirement.**

**B. C. FARMERS' EXCHANGE**
**131 WATER ST. VANCOUVER**

# RICE

Wholesale houses are respectfully requested to enquire for prices on carloads of Siam and Japan Rice. Telegraphic messages sent "collect" will be accepted.

**S. LOWRIE**
**825 Powell St. Vancouver, B.C.**

# Mason & Hickey

## *MANUFACTURERS' AGENTS*

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

Arbuckle Bros., New York.
Green Coffees.

The Borden Milk Co., Ltd., Montreal.
Evaporated and Condensed Milk.

Borden Canning Co., New Westminster, B.C.
Canned Goods.

California Packing Corp., San Francisco.
**Griffin & Skelly Co. Division**
**Canned and Dried Fruits**
**C. F. C. A. Division**
**Del Monte Canned Fruits and Vegetables, Catsup, Dried Fruits, Raisins, etc.**

Canada Nut Co., Ltd., Vancouver.
Squirrel Brand Peanut Butter.

Canada Starch Co., Ltd., Montreal and Brantford.
Starch, Syrup and Glucose.

Creamette Co., Minneapolis.
Macaroni, Vermicelli, Spaghetti, Creamettes, etc.

Crescent Mfg. Co., Seattle.
Mapleine.

Crown Broom Works, Ltd., Vancouver.
Brooms, Woodenware.

The Dominion Sugar Co., Ltd., Wallaceburg, Chatham, Kitchener.
Sugar.

Essex Canning & Preserving Company, Ltd., Essex, Ont.
Canned Goods.

Federico Garret & Co., Malaga, Spain.
Olive Oil.

Foster & Holtermann, Ltd., Brantford.
Honey.

Gorman, Eckert & Co., Ltd., London, Ont.
Olives, Spices and Extracts.

Harper-Presnail Cigar Co., Ltd., Hamilton
Cigars.

Ingersoll Packing Co., Ltd., Ingersoll, Ont.
Cheese and Smoked Meats.

W. K. Kellogg Cereal Co., Toronto nad Battle Creek.
Dominion Corn Flakes, Krumbles, Rice Flakes, etc.

Kelly Confection Co., Ltd., Vancouver.
Molasses.

King Beach Mfg. Co., Ltd., Mission City, B.C.
Jams and Jellies.

W. S. Loggie Co., Ltd., Chatham, N.B.
Lobsters, Codfish and Blueberries.

Manford Schier, Dunnville.
Evaporated Apples.

National Licorice Co., Montreal.
Licorice.

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

Procter & Gamble Distributing Co. of Canada, Ltd., Hamilton, Ont.
Crisco, Soaps, Soap Powders, Oils and Flakewhite.

William Rogers & Co., Denia, Spain.
Valencia Raisins.

W. A. Taylor Conf. & Mfg. Co., Ltd., Winnipeg.
Horse Radish and Relishes.

Thorntin & Co., Malaga, Spain.
Malaga Raisins.

J. H. Wethey, Ltd., St. Catharines.
Mincemeat, Jams and Jellies.

# Mason & Hickey

**287 STANLEY STREET** **WINNIPEG, CANADA**

# To Manufacturers and Packers

It is your duty to secure the most efficient sales and distributing organization possible.

We owe it as a duty to you and ourselves to give it. Years of experience in the West enables us to render manufacturers valuable service and guidance in placing their goods both economically and efficiently.

It is not our policy to make extravagant promises but we can give you a service that brings results.

**Our staff of detail men who solicit business from the retail trade, and our entire selling, shipping and storing organization are at your service. PLEASE WRITE US.**

## Watson & Truesdale

**Wholesale Grocery Brokers**

**Regina Saskatoon WINNIPEG Calgary Edmonton**

## A Long Stride

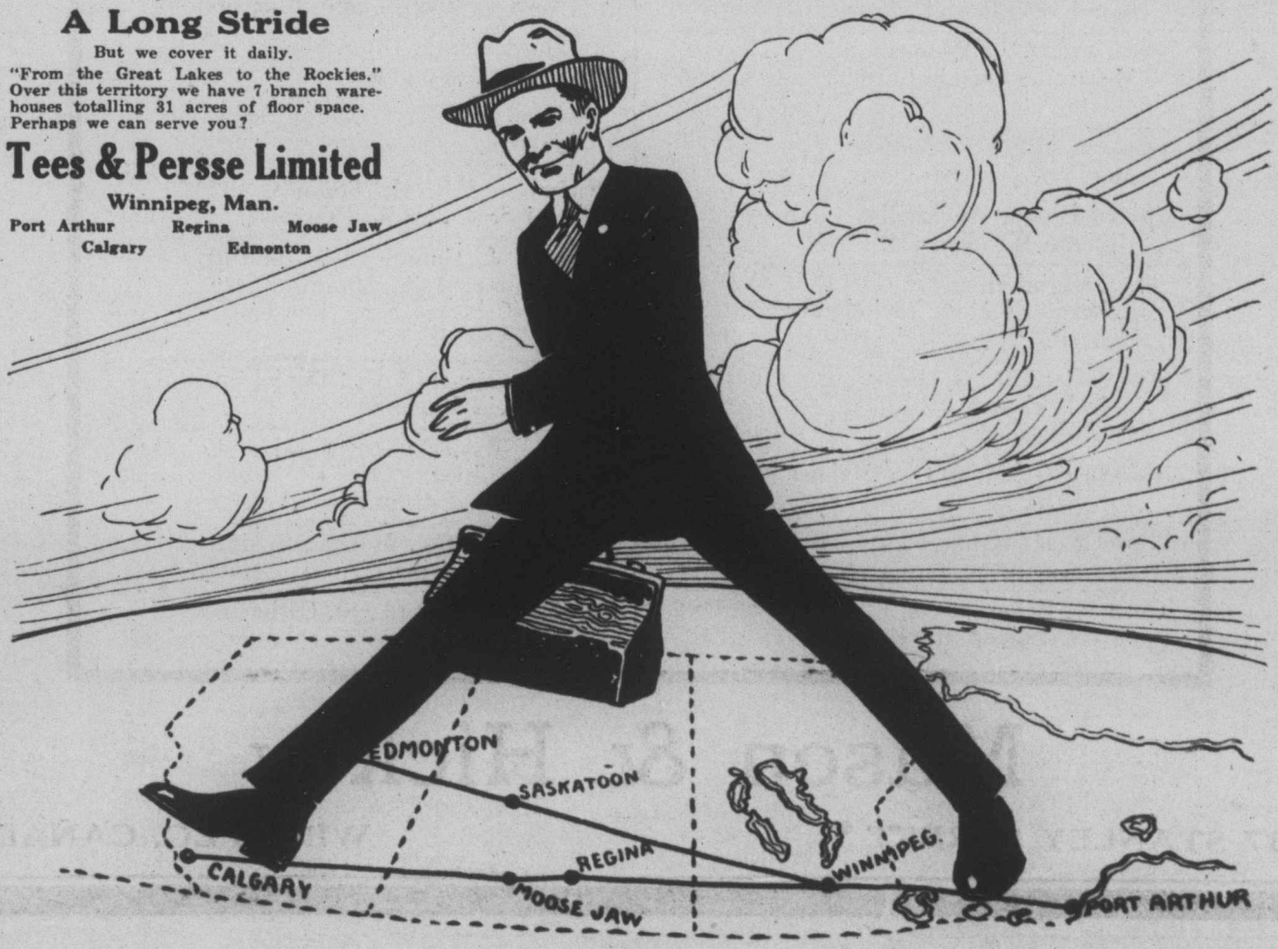
But we cover it daily.

"From the Great Lakes to the Rockies." Over this territory we have 7 branch warehouses totalling 31 acres of floor space. Perhaps we can serve you?

## Tees & Persse Limited

**Winnipeg, Man.**

**Port Arthur Regina Moose Jaw Calgary Edmonton**



MANITOBA

# POTATOES

FOR SALE IN CAR LOADS

We have an abundance at very attractive prices.

*TELEGRAPH, TELEPHONE OR WRITE*

*Phones:* Ft. Rouge 4131.
" " 524.

**LAING BROS.**

471 McMILLAN AVE.

WINNIPEG



ADVERTISING to be successful does not necessarily have to produce a basketful of inquiries every day.

The best advertising is the kind that leaves an indelible, ineffaceable impression of the goods advertised on the minds of the greatest possible number of probable buyers, present and future.

NORTH-WEST BISCUIT CO.,
LIMITED 46

# Dealer Assistance

These are two of the advertisements that are appearing in over 280 newspapers and magazines in Canada. They are popularizing the

## Striped Package

Retailers will appreciate a ready demand for this excellent line of biscuits. Write us for full particulars.

## The North-West Biscuit Co.

LIMITED

EDMONTON, ALBERTA

REGINA SASKATOON CALGARY VANCOUVER

# Sells Right Because Made Right

People who buy Excelsior Macaroni once will buy it again. Good Macaroni offers the comsumer sound economical food value and the prevailing high cost of food stuffs is creating a strong demand for

## EXCELSIOR CREAM MACARONI

Made in a clean modern Factory situated in the heart of the wheat district

**That's why Excelsior Cream Macaroni is so tasty and so good. Our location gives us the choice of the very best wheat for macaroni making and our manufacturing methods bring out all the sweet, natural flavor of the wheat.**

**We make Excelsior Cream Long and Cream Cut Macaroni, Cream Spaghetti, Cream Vermicelli, Playing Cards, Soup Stars and Alphabets.**

## Excelsior Macaroni Products Company

### WINNIPEG, MAN.

***Exclusive Representative:***

## DONALD H. BAIN COMPANY

**WINNIPEG SASKATOON REGINA CALGARY EDMONTON VANCOUVER**
**ALSO LONDON, ENGLAND**

# DONALD H. BAIN CO.

*Wholesale Grocery Commission Agents*

A SALES force of competent men.

Ample capital--and the reliability that goes with it.

A record of results——and the prestige that follows it.

An energetic, result-getting organization——with satisfied clients to prove it.

Are all at your disposal if WE represent you.

Every branch a business in itself, directed by capable, experienced managers.

All varieties of Food Products.

If you want results, get in touch with us.

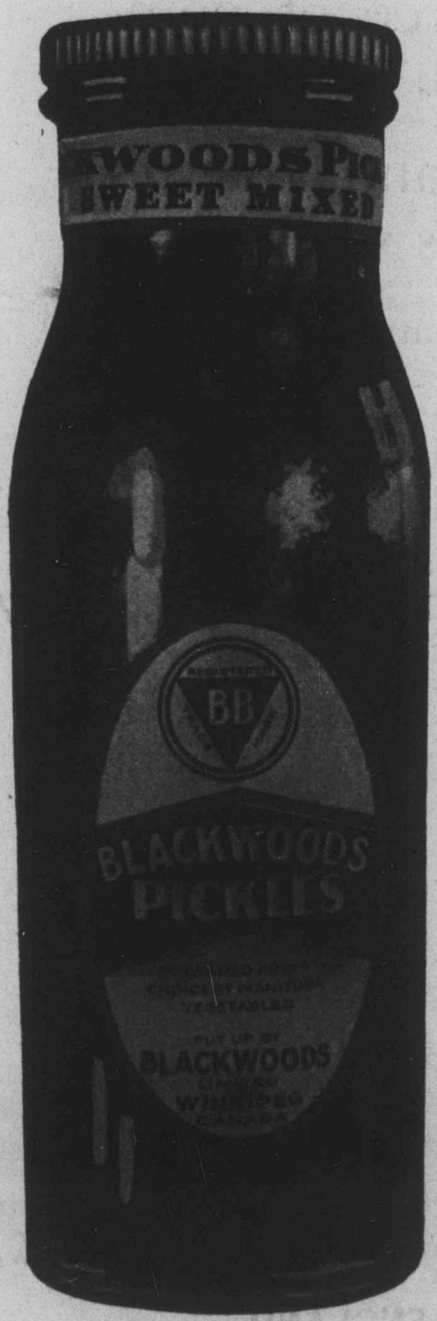
**Note the strategic location of our Offices—**

**WINNIPEG** MANITOBA
**EDMONTON** ALBERTA
**CALGARY** ALBERTA
**REGINA** SASKATCHEWAN
**VANCOUVER** BRITISH COLUMBIA
**SASKATOON** SASKATCHEWAN

Also **LONDON, ENGLAND**
60 CHEAPSIDE, E.C.

# BLACKWOO

## *Sold by All Good*




**East India Pickles**
**Blackwoods Pickles**
**English Picalilli**
**Egyptian Beet Relish**

THE highest grade vegetables —in the best of vinegar— spiced to perfection and bottled attractively are the *B.B.* lines.

Nothing but the best passes our inspectors—you'll make steady customers by selling "Blackwoods."

Our retail distribution is backed by a strong advertising and sampling campaign, so by keeping a stock of Blackwoods products on hand you have a steady market. Have you had a trial of the famous "BB" pickle products? Write us for details.

# BLACKWOO

**WINNIPEG** *"Here Since*

# DS PICKLES

## *Wholesale Houses*

**Raspberry Vinegar**
**Blackwoods White Onions**
**Maltbru Temperance Drinks**
**B.B Sauce**

The "BB" line of products include, Baking Powder, Extracts, Sauces, Pickles, Vinegar, Liqueurs, Fountain Syrups, Temperance Drinks and Tea.

Take one of our temperance drinks for instance—Maltbru—this delicious, sparkling, thirst-quenching beverage is an ideal drink after a hot, sultry, summer day, and people are now ordering it by the case, to have on ice for immediate use. You can corner an excellent trade and make a good profit by putting in a stock of Maltbru.

# DS LIMITED

*1876"* **MANITOBA**

# DA COSTA & CO'S.

## BARBADOES EXTRA FANCY

# MOLASSES

Owing to the fixed high price for Sugar, the price for Molasses will again be high this year and it is, therefore, very necessary that you should buy the brand which you know will give you entire satisfaction.

Tell your wholesaler you must have **DA COSTA'S,** the brand of proved quality, noted for its purity and delightful flavor. The price is no higher than other brands.

*TO THE WHOLESALE TRADE ONLY*

# WEST INDIA COMPANY, LIMITED

CORISTINE BUILDING, MONTREAL

We wish to call your attention to the fact that we are not only importers of

## WEST INDIAN PRODUCE

such as

## RAW SUGARS, MOLASSES, SPICES, COCOA, COFFEE, COCOANUTS, ETC.

but are also large importers of

## EUROPEAN AND EAST INDIAN GOODS

Connections disturbed by the war have now been renewed and it will be to your interest to get prices on such lines as NUTS (all kinds), CURRANTS, RICE, SAGO, TAPIOCA, ETC. We solicit your enquiries.

J. R. GENEST
Vice-President

J. EDGAR M. GENEST
Managing Director

# We Want Agencies

A. L. GENEST
President

# Manufacturers—Look—Here

**LET US REPRESENT YOU IN THE PROVINCE OF QUEBEC OUR TRAVELLERS COVER THE TERRITORY THOROUGHLY**

**We require agencies for the following products:**

**Canned Vegetables, Fruits, Fish, etc. Also Jams of all kinds, Preserved Fruits, Flour, Cereals and Food Products.**

**Big demand for the above lines in Quebec Province. If you are interested in marketing your goods in this Province, get in touch with us immediately.**

**REFERENCES: ROYAL BANK OF CANADA**

*English and French Manufacturers of Foodstuffs—Now is your opportunity to get on the Canadian market.*

## GENEST, GENEST, LIMITED

**BOARD OF TRADE BLDG. MONTREAL, QUEBEC**

# Manufacturers

WE WANT AGENCIES FOR

## FOOD PRODUCTS

FOR THE PROVINCE OF QUEBEC

18 YEARS EXPERIENCE

*Bankers* - ROYAL BANK

*Write us for information*

## NAP. MORRISSETTE

18 JACQUES CARTIER SQUARE

MONTREAL

*Cable Address:* SABROCO, Armsby Code.

## SAINSBURY BROS.

CALIFORNIA FOOD PRODUCTS

**Canadian Representatives:**

California Prune & Apricot Growers, Inc.
California Walnut Growers Association.
California Bean Growers.
California Lima Bean Growers.
Pratt-Low Preserving Co.
North Ontario Packing Co., Los Angeles, Cal.

*OFFICES:*

TORONTO
516 Board of Trade Bldg.

WINNIPEG
510 Confederation Life Bldg.

MONTREAL
116 St. Nicholas Bldg.

SAN JOSE, CAL.
24 Poplar Street.

## JOHN E TURTON

**IMPORTER and EXPORTER**
**COMMISSION MERCHANT**

Member of Wholesale Merchandise Brokers Association of Montreal

PHONE MAIN 2628

Board of Trade Building
Montreal, Canada

*Representing:*

Austin, Nichols & Co., Inc. - - New York
Food Products
Manufacturers of the famous Sunbeam Brand.

Delta Trading Co., Inc. - - - - New York and London
Teas.

The Geo. F. Wiemann Co. - - - New York
Coffees.

Adolph Goldmark & Sons, Inc. - New York
Peas, Beans and Sardines.

Charles Gulden, Inc., New York
Mustard and Olives.

O'Loane, Kiely & Co., Limited - Vancouver
Oriental Products—Canned Salmon.

Sanitaris Co., Limited - - - - Arnprior, Ont.
Mineral Water, Ginger Ale.

Quebec Preserving Co., Limited - Quebec
Jams, Etc.

Geo. Mollison & Sons - - - - Aberdeen, Scotland
Potted Meats.

New Selphosa Salt Co., Limited - London, Eng.
Package Salt.

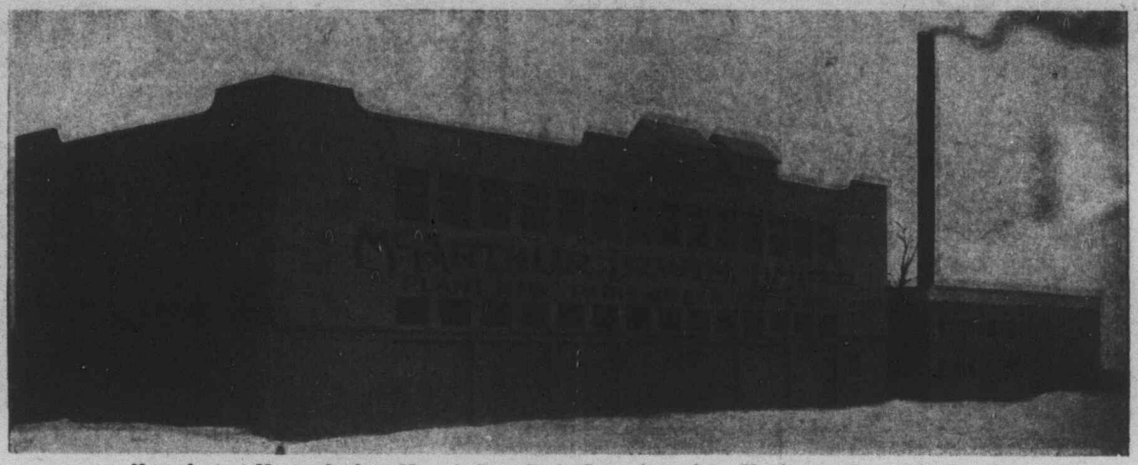
Mutum Packing Co., Limited - - London, Eng.
Cake Flour.

Tooth's Extract of Meat Co. - - London, Eng.
"Verox" Fluid Beef, "Verox" Soups.

Devon & Co. - - London, Eng.
Ground Pepper and Ginger.

White, Cottell & Co., London, Eng.
Malt Vinegar, Worcester Sauce.

Quotations and samples on request.



New plant at Montreal where Munro's Pure Paris Green is made. The largest factory in Canada devoted exclusively to the manufacture of Paris Green.

# Knocks 'em Cold

## Munro's Pure Paris Green, the Potato Bug's Deadliest Foe

There's no spray poison like Munro's Pure Paris Green for putting the quietus on the destructive potato bug. It's such a fine, light powder that it sprays evenly on the foliage and gets *all* the bugs.

Every person who grows potatoes knows what Paris Green will do and all regard it as the most effective and satisfactory poison. It is the easiest to sell because it's simply a case of handing the most growers what they need most.

Line up for big sales by stocking the best Paris Green—Munro's. Put up in convenient packages. Over Government standard for strength.

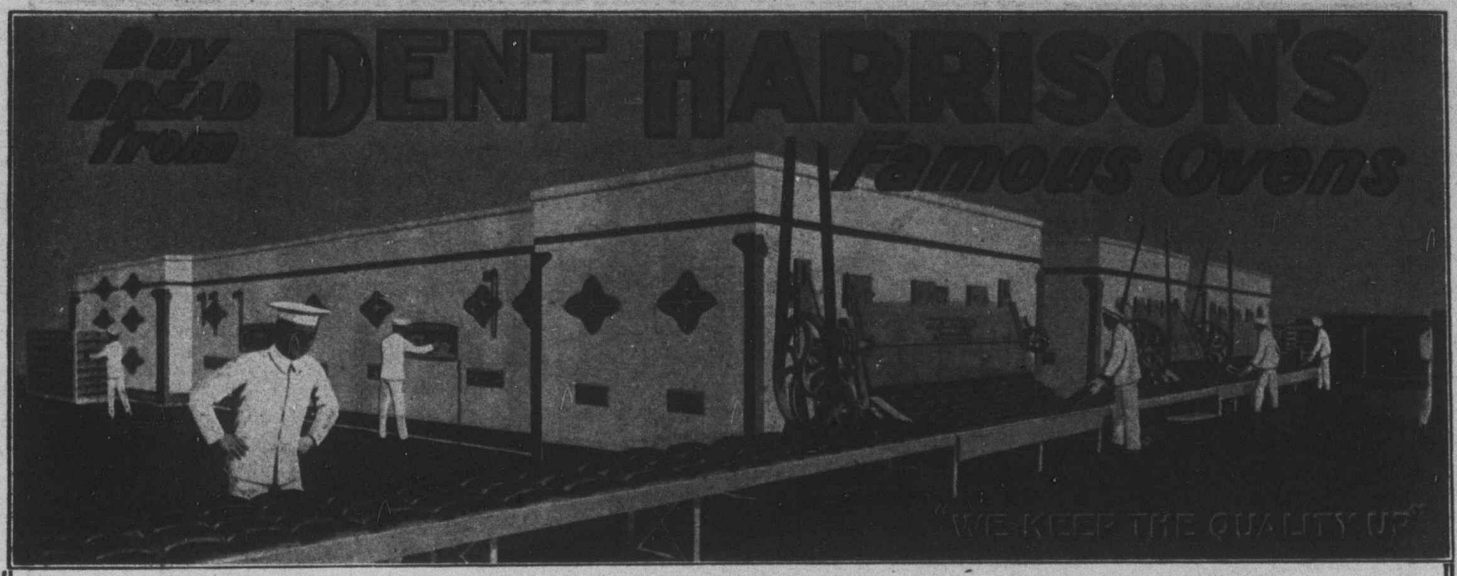
Take our advice and order your season's stock *now*.

*Order direct from the manufacturers.*

**McARTHUR, IRWIN, LIMITED**

**MONTREAL**

**Established 1842**




## Showing How Our Bread is Baked

# GROCERS

We have the most up-to-date Bakery in Canada.

And the quality of our Bread will bring you many

# NEW CUSTOMERS

Why not be the first GROCER in your town to handle this delicious **BREAD?**

The Bread is packed in Cartons of 2, 3, 4 dozen sizes.

We can ship every day within a radius of 300 miles.

It shows you a nice profit and will help increase business.

***Send us a trial order. Write, 'phone or wire for quotations.***

# Dent Harrison, Westmount, P. Q.

# Grocers

## you can now buy

## Champagne de Pomme

**Nutritious Healthy Easy to Take**

Put up in pint bottles like Champagne. Can supply in splits also. Suitable for Parties, Banquets, etc.

Packed 4 doz. to the case.

This is a delicious beverage if placed on ice 15 minutes before using.

Order from your wholesaler, or write direct to

*CIE CANADIEN D'IMPORTATIONS*

**A Delicious Beverage**

*Distributors*

**P. Daoust**

**140 St. Catherine St. E.**

**MONTREAL**

**Don't be a Camel. Drink Champagne de Pomme**

# RICE FLOUR

*Healthy and Nourishing*

This product, when blended with other flour, makes whiter bread and better bread. You will be surprised at the difference it makes.

*Wholesome and Nutritious*

*Use anywhere from 10% to 20% Rice Flour.*

**Mount Royal Milling and Mfg. Co., Limited**

*Agents:* **D. W. Ross Co., Montreal**

*Mills at* **Montreal and Victoria, B.C.**

You back a certainty when you recommend

**CHAMBERLAIN'S FAMILY REMEDIES**

Chamberlain Remedies have a reputation for their curative properties and they live up to it. So that when you hand one of the Chamberlain lines to a customer you can depend upon it that she will be benefited by it, and her confidence in your integrity and good judgment will be increased immensely.

Get the Chamberlain Price List and see what lines you could carry to advantage.

**Chamberlain Medicine Co., Limited**

**TORONTO**

The Shape draws attention
The Quality holds it!

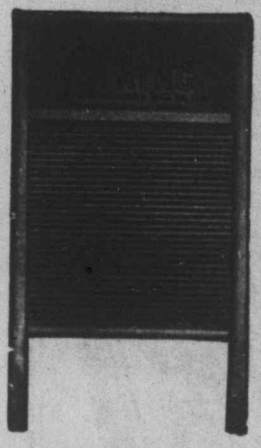
There's NOTHING "ordinary" about A.B.C.
As an attention-getter, it's in a class by itself.
As a repeater, it's a winner from the start.

Such an easy name and such outstanding quality to remember—such a "different" shape and package to easily recognize—no wonder A.B.C. sales are climbing every day!

A·B·C
CHEWING GUM

is the smoothest made (because it's strained, then steel-rolled)—and its flavor, appearance, and delicate perfume invite discriminating trade. Let A.B.C. help build your business—Order today!

*Made in Canada by*
THE CANADIAN CHICLE CO., LIMITED
PETERBORO, ONT.
Sales Agents: HAROLD F. RITCHIE & CO., LIMITED, TORONTO

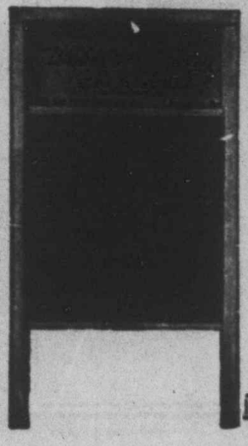


*Here's a line that knows no season*

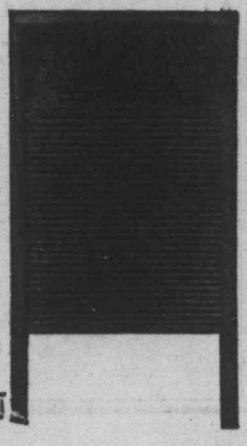
Washboards are always saleable, and

# CANE'S WASHBOARDS

are the reliable, well-made kind that will give the housewife long, satisfactory service. A little display in a corner of your store would profit you well.



The "Original Solid Globe" and "Improved Globe" are made of zinc; "Western King" of best grade enamel plate, and feathered, crimped glass is used in our "Diamond King."



**The Wm. Cane & Sons Company**
**LIMITED**
**NEWMARKET, ONTARIO**

# Get Your Jobber To Ship You One Of These Show Cases

Put it on your counter and watch it rake in the small change for you every day. Measuring 19 x 9 inches, this Silent Salesman is an attention-getter—a good-looking little fixture with a glass top and polished hardwood finish.

10 boxes Assorted Mintees, Wintees, Cintees and Clovees and this business-getting Show Case costs you $6.75. The sales will net you $10.00, which means a nice little profit of $3.25 on your outlay and the case besides.

Enjoyed by all. A demand has been created and it will be a pleasure to sell these neat, compact, 5c pocket packages of

**"MINTEES"** **"WINTEES"**
**"CINTEES"** **"CLOVEES"**

Cut the coupon and mail to your jobber to-day.

Ship to .....
.....
with my next order No. 8 Mintee Show Case and 10 Boxes Assorted Mintees, Wintees, Cintees and Clovees for $6.75.
Package

## O-Pee-Chee Gum Co.

Limited

LONDON CANADA

# Carnation Milk

## *"from Contented Cows"*

## "ORDER FROM YOUR GROCER"

is the selling slogan in all our advertisements.

Every Carnation Milk advertisement carries an important message to the women of Canada.

*—that they can use Carnation Milk in every way they now use ordinary milk.*

*—that it is safer, purer, more economical, more convenient, BETTER than ordinary milk.*

Thousands already know—thousands more will know—that they can buy a week's or a month's supply of milk *when they order their groceries.*

*SELL IT BY THE CASE*

The quicker you get your stock of Carnation Milk on hand and displayed in your store, the sooner will you become the milkman for all your customers, the more profit you will make. Carnation advertising is sending new milk customers to the grocery stores of Canada. Your jobber has Carnation Milk or can get it for you.

Our Aylmer office will send you free a copy of our illustrated newspaper, "Carnation News" if you write for it.

MADE IN CANADA BY

**Carnation Milk Products Co., Limited**

**Aylmer, Ont.**

**Seattle and Chicago, U.S.A.**

***Condenseries at Aylmer and Springfield, Ont.***

**Canada Food Board Licenses 14-96 and 19-47**

***REMEMBER---YOUR JOBBER HAS CARNATION MILK***

There is a suggestion of quality in the name

# PURITY FLOUR

(Government Standard)

that appeals to a woman and makes it easy to sell her this well-known brand of flour.

And after she tries a sack, the superior quality of PURITY FLOUR will make a repeat sale easier than the first sale.

Grocers who buy one lot of PURITY FLOUR are also easily sold a second lot because they find it gives such satisfaction to their customers.

*"More Bread and Better Bread, and Better Pastry"*

## Western Canada Flour Mills Co., Limited

**Head Office: TORONTO, ONTARIO**

**Branches at Winnipeg, Calgary, Brandon, Edmonton, Vancouver, New Westminster, Victoria, Nanaimo, Prince Rupert, Nelson, Rossland, Goderich, Ottawa, Montreal, St. John, N.B.**

# EFFICIENCY

THIS is the "one word" we've been studying for quite a while, and if results account for anything, certainly consider we have about grabbed our diploma (especially in this particular department), having found it necessary to enlarge our present spacious plant to accommodate the ever-increasing business, due to unceasing efforts of our "Purchasing and Shipping Departments" in catering to our trade, in the most able and efficient manner, resultant of many years' experience, and will now be in a position to extend to our many friends the advantage of our increased buying and selling facilities, assuring at all times expert attention and good service.

If you are not on our weekly quotation list, kindly write us and we will gladly place you on, and in the meantime would appreciate your mailing, wiring or phoning your requirements, for which we thank you.

## McBRIDE BROTHERS

**TORONTO**

*"Wholesale Fruits"*

# Fifty Subscriptions from One Firm

THE International Business Machines Company, of which Mr. Frank E. Mutton is vice-president and general manager, subscribed to 10 copies of THE FINANCIAL POST some months ago—these copies to go to their travelling salesmen. Now this company has increased the number of these subscriptions to 50 because the results of the experimental subscriptions have proved so satisfactory.

FRANK E. MUTTON

Mr. Mutton explained that the object of putting THE POST in the hands of the men of his company was to keep them intelligently acquainted with general business conditions in Canada. He said he knew no better paper than THE POST for the purpose. It would seem that his men have responded fully to effort made to keep them well informed about Canadian business affairs—so much so that the management have added 40 other men to the original 10 to receive THE POST.

**When Mr. Mutton was with the National Cash Register Company as its Canadian manager, he was the king of all managers in the matter of sales records. In this position he achieved a big reputation built on solid achievements. He learned salesmanship in a school where competition was of the hottest kind, and where the competitors were brilliant men. Giving Mr. Mutton full credit for superior personal qualities and energy of the most ardent kind, it is taking nothing away from him when it is said that not a little of his success was due to his intimate and sympathetic knowledge of the other man's business. And he taught the men associated with him as salesmen to know the point of view and requirements of the men they called on to sell machines to.**

**As vice-president and general manager of the International Business Machines Company, Mr. Mutton is putting into operation an idea used by him in past days with brilliant results—he is causing his salesmen to know the business and requirements of their prospective customers. To establish points of contact swiftly and surely is one of the open secrets of successful selling.**

In the case of your solicitations of customers and desired customers, it is excellent strategy to have your salesmen so well informed about business conditions generally, and about the interests of the men they canvass, that they will be able almost instantly to relate their proposals to the interests of the buyer. When a salesman shows himself intimate with the interests or business or objectives of the man whose order he wants, he is immensely strengthened as a salesman, and his percentage of successful canvasses goes steadily up.

Our definite suggestion to you is: Subscribe to THE POST yourself, and learn from its pages how your salesmen or executives can draw power from this newspaper. Then, having acquired the sought-for knowledge, subscribe to THE POST for each man in your service who can profit you by knowing what is in THE POST each week. If Frank Mutton and other prominent executives are making a success of THE POST as a salesman's aid, it is reasonable to suppose that other managers of salesmen and executives can likewise employ THE POST as a producing agent. And so we ask you to sign and forward the coupon below.

- - - -

# The Harvesting of the Canadian Maple Product

is now in full swing. Weather conditions, etc., however, indicate that the crop is going to be a small one. If this proves true, there will be little change, if any, in prices. Therefore, if you have certain customers who will demand a little of this exclusive product, just order what you want and no more, from time to time from your jobbers. Pay the price and insist on **Small's Brands**, the world standard for the past 80 years. **Small's Maple Syrups** are labelled and stamped plainly "Maple Syrup," on every individual package as well as the case. **Small's Maple Sugar** is marked plainly on every block, case and wrapper with the words 'Maple Sugar.' You assume no responsibility for any trouble with the Revenue Department in handling these goods.

**Small's Limited - Montreal**

# KING GEORGE'S NAVY

CHEWING TOBACCO

## Is Always a Dependable Repeater

First sales of King George's Navy are always the beginning of regular "repeats." The quality of this delicious chew, coupled with the aggressive consumer advertising consistently maintained keeps the dealer's stock moving rapidly.

Ask your wholesaler to ship you.

Rock City Tobacco Co., Ltd.

# GAZELLE BRAND

## is ever the favorite

**Hudon, Hebert & Cie, Limited**
**Montreal**

# WILSON FEARED THE BRITISH

THE American President crossed the Atlantic in the first place with the idea in his mind that his ideals would be thoroughly in accord with those of the French statesmen; but he was rather afraid of a conflict with the British delegates. He found in reality that his plan for peace terms was as far removed from the French plan as the two poles. Then he crossed to London and was surprised to find that the ideas of the two Anglo-Saxon powers were identical.

This situation, according to J. W. Dafoe in the May issue of MACLEAN'S MAGAZINE, explains much that has developed at Versailles. Further, it contains the promise of a close *rapprochement* between the two great English-speaking democracies for all time to come.

Mr. Dafoe has contributed a remarkably interesting article to this number of MACLEAN'S, lifting the curtain on many of the puzzling situations that have arisen overseas. As the editor of the Manitoba *Free Press*, he is the dean of Canadian newspapermen; as the representative of the department of Public Information on the Canadian Mission to the Peace Conference, he was in a special position to learn what was transpiring. He tells of the really big part that Canada has played in the Proceedings and points out that Canada's status as a nation was firmly established in the eyes of the world when she was allowed separate representation.

## A Dozen Other Features---Nationally Important

This May issue is full of articles of unusual significance for Canadian readers.

"SOLVING THE PROBLEM OF THE ARCTIC"
—By Vilhjalmur Stefansson

The second instalment of his remarkable story of the four years of exploration that he undertook for the Canadian Government in the region of the "Pole of Inaccessibility"—a harder place to reach than the North Pole.

"ORGANIZING FOR PEACE"
—By George Pearson

An article of the Great War Veterans' Association by a well-known author-soldier.

"THE CANADIANS IN SIBERIA"
—By Capt. W. E. Dunham

A graphic story of what our forces did in combatting the Bolsheviki, by an officer who has just returned.

"SAFE IN THE SADDLE"
—By J. K. Munro

A review of affairs at Ottawa in which the opinion is expressed that Union Government for the time being is safely entrenched.

### The National Idea

The articles in this issue of MACLEAN'S reflect the national idea—Canada's part in the Peace Conference, the political situation at Ottawa, the exclusive report of Stefansson's national explorations, the national organization of our returned men, the work of our forces in Siberia. The reader of MACLEAN'S gets a broad idea of what Canada as a whole is doing. The value of this issue— and of all issues —is very great, therefore, from an educational standpoint.
MACLEAN'S is the one magazine that should be selected for young Canadians to read.

Four capital stories by famous authors—W. A. Fraser, Lloyd Osborne, Frederic S. Isham and C. W. Stephens.

## The Review of Reviews

An unusually fine array of articles is given in this department, selected from the best in magazines and periodicals the world over. Some of the titles are:

Planned to Destroy British Fleet.
How Mackensen Was Caught.
Events of War Foretold by Stars.
What is Life Like Beyond the Grave?
A High-born Bolshevik.
The New Life in Dry America.
Germans Were Ready to Capitulate.
Japan's New Foreign Policy.
The Many Kings of Jerusalem.
Is British Foreign Office Against League?
Ambassador Tells Story of Peace Ship.
Hindenburg—After the Armistice.

*Over 65,000 Canadian Families Buy*

# MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"

*MAY ISSUE* *Now On Sale At All News Dealers*

**20c PER COPY. $2.00 PER YEAR**

Dealers who have not been handling MACLEAN'S should secure copies at once from their nearest wholesaler.

If there are no newsdealers in your town, or if your newsdealers cannot supply you, send 20 cents for a sample copy or $2.00 for a whole year's subscription to MACLEAN'S MAGAZINE, 143-153 University Avenue, Toronto, Canada.

# We can give you Quality and Quick Service on the following:

## CREAM OF TARTAR

10 cwt. casks, crystal—300-lb. bbls. powdered.

## CREAM OF TARTAR SUBSTITUTE

300-lb. bbls., powdered.

## TARTARIC ACID

224-lb. bbls., crystal or powdered.

## CITRIC ACID

112-lb. kegs, crystals or powdered.

## CASTOR OIL

4 cwt. bbls. or cases of two tins, 40 lbs. each (80 lbs. per case).

## GLYCERINE

10 cwt. drums—5 cwt. drums—2 tin cases (56 lbs. each)—1 tin cases (56 lbs. each).

## BORAX

Crystal or powdered, 300-lb. bbls.

## BLUE VITRIOL

450-lb. casks, crystals.

METALS · CHEMICALS · GLASS
B&S·H
Established 1790

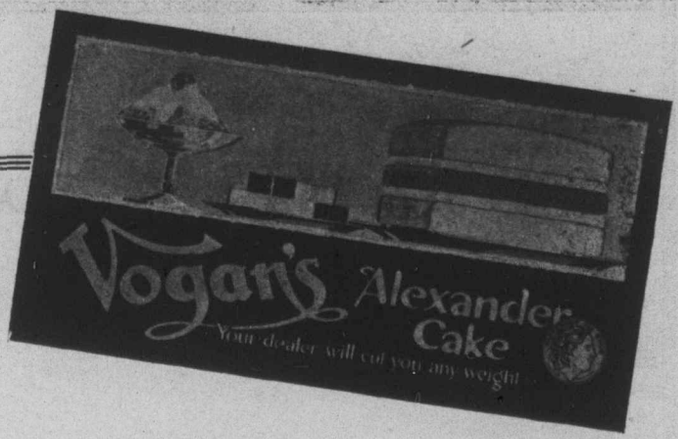
A record of close upon 130 years is an excellent assurance that we can serve you satisfactorily.

# B. & S. H. Thompson & Co., Ltd.

MONTREAL

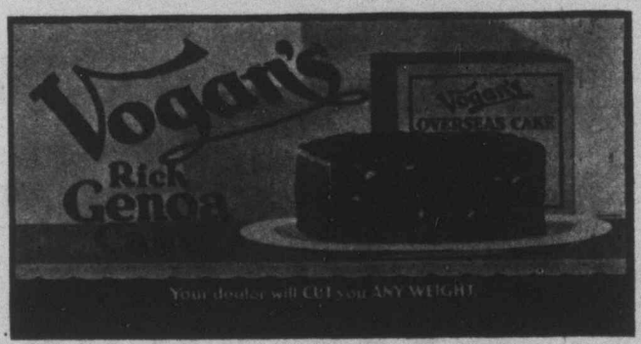
ESTABLISHED 1790

Branches at TORONTO, WINNIPEG and NEW GLASGOW, N.S.




# Good Profit For You On These Lines

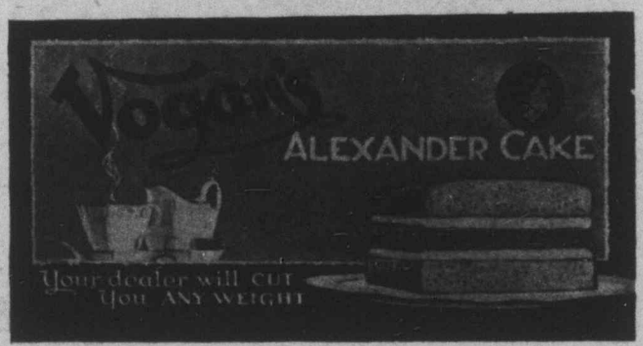
It will not require much persuasion on your part to start the demand for Vogan's Cakes. Their rich, tempting appearance creates the desire to buy, and a suggestion from you will be sufficient in most cases.




**VOGAN'S ALEXANDER CAKE**
**VOGAN'S GENOA CAKE**
**VOGAN'S FRUIT CAKE**

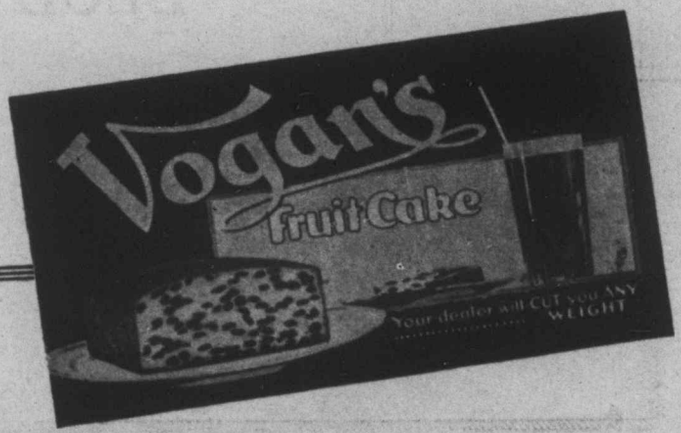
—These are the names of the three big sellers. The illustrations show you the attractive street car advertising which is being read every day by the housewife.

Try the Vogan Lines on your Cake counter.




Vogan's **Limited**

TORONTO



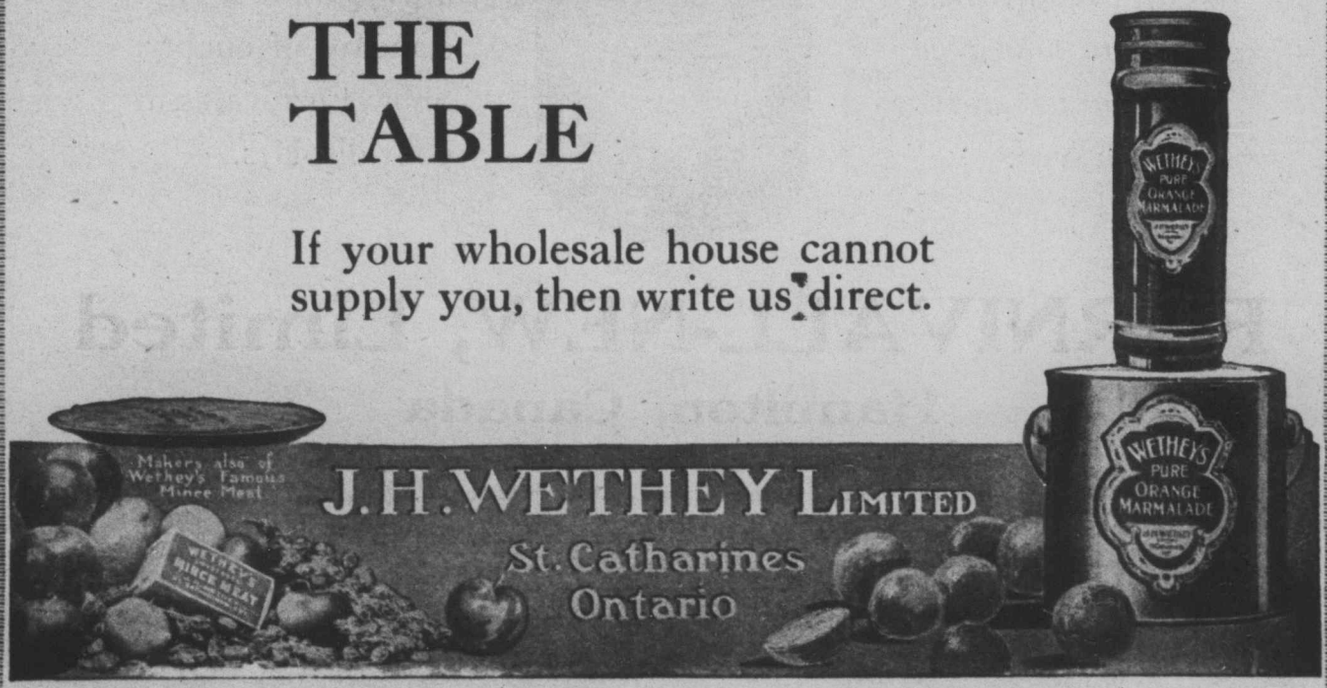
# Every Wethey Product is a Leader

## Mince Meats
## Pure Jams
## Pure Orange Marmalade

Each line has reached the top of the ladder of quality, and to-day

# THE WETHEY LABEL PERFECTS THE TABLE

If your wholesale house cannot supply you, then write us direct.



# Furnivall's

## Genuine Seville Orange

# Marmalade

A feature of the marmalade situation this season is the limited supply of Seville oranges available. However, we have secured sufficient for our requirements and are *now ready to fill orders as they are received.*

The deliciousness of Furnivall's Marmalades makes it a sure winner in every home where people appreciate a marmalade that is uniformly good and always up to a high standard of quality. Show Furnivall's in your displays.

## FURNIVALL-NEW, Limited

### Hamilton, Canada

**Agents—The City of Ottawa, Quebec and the Lower Provinces:**
**Messrs. Geo. Hodge & Son, Ltd., Montreal, Que.**

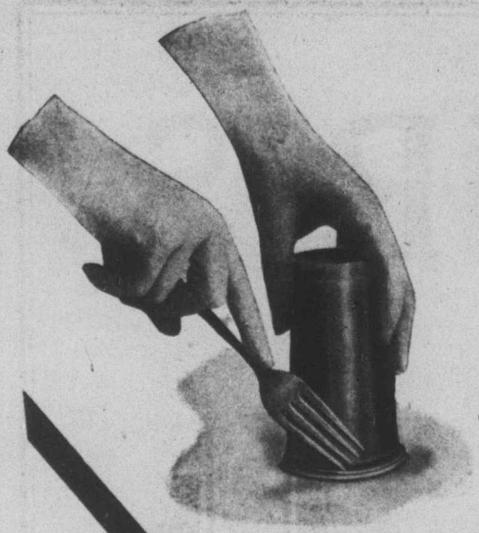
**Cape Breton: O. N. Mann, Sydney, N.S.**

**Ontario: MacLaren Imperial Cheese Co., Ltd., Toronto, Ont.**

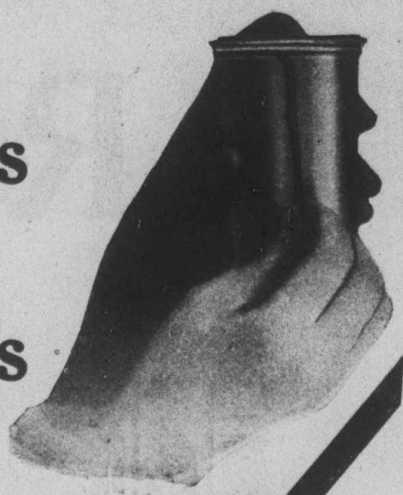
**Manitoba: H. L. Perry Co., Winnipeg, Man.**

**Hamilton: J. T. Price & Co.**

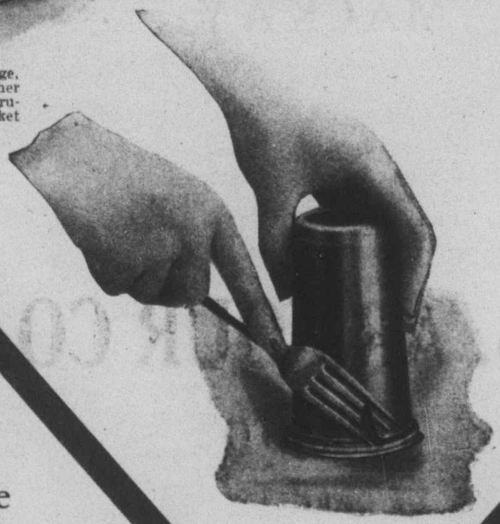
# A Few Pointers On Anchor Caps



Invert the package, force a fork or other sharp-pointed instrument through the gasket



turn the package right side up again, grasp the loose end and pull out entire gasket.



—pry up an end—

Notwithstanding the fact that it is the tightest and most secure seal on the market the Anchor Cap may be quickly and easily removed by the consumer as shown by the illustrations on this page.

The Anchor Cap is easily the most economical, safest and best closure available for any package. Dealers should remember that Anchor Cap sealed goods strike the eye in a most pleasing way and promote quick sales.

Goods properly processed and sealed under Anchor Caps will retain their full flavor and freshness for years.

*Our descriptive booklet will tell you about Anchor Caps in detail.*
*Write for a free copy.*

**Anchor Cap and Closure Corporation of Canada, Ltd.**

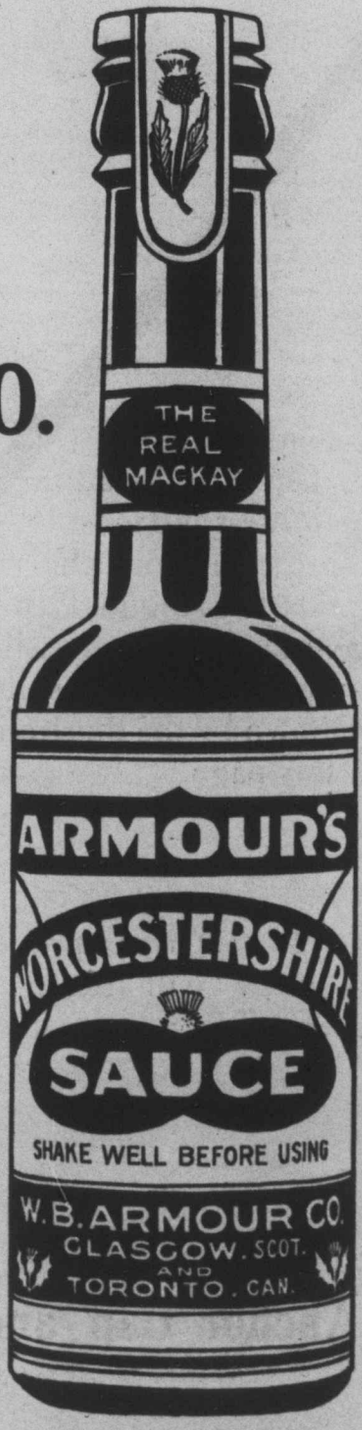
**50 Dovercourt Road, Toronto**

# ARMOUR'S

THE REAL MACKAY

## W. B. ARMOUR CO.

TORONTO
and
GLASGOW, SCOTLAND




*Sales Agents*

**Maclure & Langley Limited**

TORONTO

Montreal Winnipeg

# Here's a List *of* Live ones that we can supply you with

Just read over the names and note how well you know them all. Wouldn't it be good business to keep a stock of these products always on hand?

**"Kkovah" Products.**
**St. Williams Jams.**
**Curling Marmalade.**
**Nobility Confectionery.**
**Rockland Chocolate (Quebec and Maritime Provinces).**
**Cooker Brand Petit Pois Peas.**
**Hyslop's Blended Jams.**
**Jeyes' Disinfectant Fluids.**
**Armour's Coffee Essence.**
**Armour's Worcester Sauce.**
**Consolidated Wafer Co.'s Ice Cream, Cones and Wafers.**
**Pastilles and Gums.**

**Tear out this page and paste it in your order book for future use.**

## Maclure & Langley

Limited

TORONTO

MONTREAL WINNIPEG

Bottled
Coca-Cola
TRADE MARK REGISTERED

Everybody likes this *Delicious* and *Refreshing* drink. Everybody buys it. And it's up to you to get your share of the demand by stocking Coca-Cola and suggesting it to every customer—by the bottle or by the case.

Once you start selling it you'll be just as big a Coca-Cola booster as the hundreds of other grocers who are cashing in on Coca-Cola popularity and publicity.

And the demand is ready—waiting for you to connect up.

Will you have it when they call?

THE COCA-COLA CO.
TORONTO AND WINNIPEG

7T B

Will you have it when they call?

# Have You Read What the Canadian Government Says of ROLA "QUALITY" EGG POWDER?

**There's a full report in Bulletin 413 and it tells how ROLA was the only brand out of 144 samples analyzed that contained any egg whatever.**

**Pure, wholesome, nutritious.**

**A 25c tin will do the work of 2 dozen eggs, giving the consumer the equivalent of eggs at 12½c per dozen.**

**Packed one dozen in attractive Display Cartons.**

**A profitable and quick seller, reflecting satisfaction on those who handle it.**

**Don't overlook Egg Powder with your very next order from YOUR WHOLESALER, and be sure to specify**

## ROLA "QUALITY" EGG POWDER

**Canadian Selling Agents**

## ROSE & LAFLAMME, LIMITED

MONTREAL. : : : : TORONTO

## There's An Ever-Increasing Demand for

# "BETTY" CONDENSED MILK

"BETTY" Milk is as pure and fresh as the flowers in springtime. The most scrupulous cleanliness is observed right from milking time to the sealing of tins.

"BETTY" Milk is sweetened with the best quality of granulated sugar and for camping, summer homes, and household cooking purposes it is unequalled. It is regularly used also as an Infant Food.

You should feature "BETTY" Milk in your store because it sells at sight and never fails to satisfy. Be ready for the big sales that will be possible for all dealers who sell "BETTY" Condensed Milk. Ask our traveller or write us about our sales-creating plans on "BETTY" BRAND Condensed Milk.

*Write Our Nearest Office*

**WHOLESALE DISTRIBUTORS :**

## MacLaren Imperial Cheese Co., Ltd.

**Toronto** **Montreal**

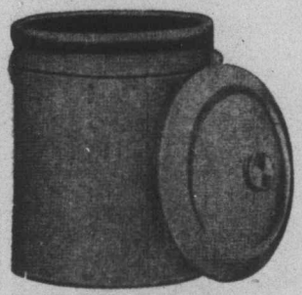
# THE TORONTO POTTERY CO. LIMITED

# Today—Tomorrow—Every Day There's a Demand for These Stone Jars

They afford the housewife a means of combating the prohibitive winter prices on Butter, Eggs, Vegetables, etc., by offering her a simple sanitary means of "putting down" ample supplies of these products while prices are normal.

We offer a complete line and we want to sell through you. Write for illustrated list showing Butter Crocks, Preserve Jars, Mixing Bowls, Fruit Jars, Self-Sealing Jars, etc. Priced to give you a decent profit.

We send with each order a bundle of folders on "How You Can Help to Solve the Food Problem." They will aid you in selling Stoneware.



**Tall Butter Jars**
With or Without Covers

**Churns**
With Stone Covers
Dashers included

**Meat Tubs**
Dark Glazed Inside

**Preserve Jars**
With Stone Covers

**Black Tops**
Tested Shoulder Jugs

**French Pots**
Black or White Glazed

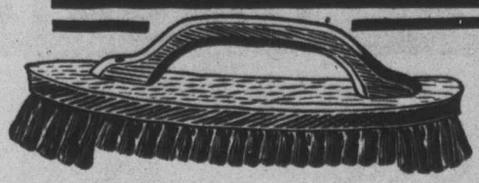
## The Toronto Pottery Co., Limited

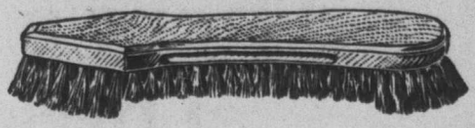
617-618 DOMINION BANK BUILDING

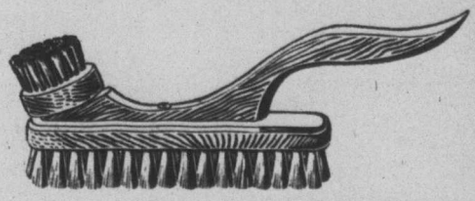
KING AND YONGE STS., - - - TORONTO

**Largest Distributors of Clay Products in Canada**

# The Great Season for Sales







Here's the Housecleaning Season—and people wanting brooms and brushes.
How's your stock? Are you well supplied with Simms' Better Brushes and with Simms' Brooms that do not shed their stock?

In the battle against dirt and dust,

## Simms' Better Brushes

## —*the Housewives' Best Weapons*

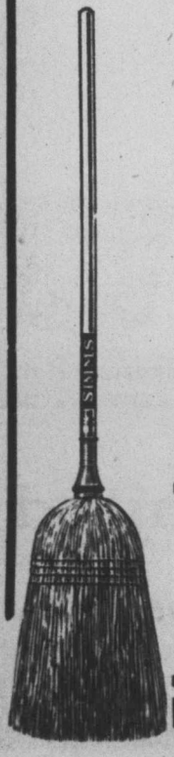
—give better and longer service than any other brushes and brooms on the market.

See that you have Simms' Set-in-Rubber Paint Brushes—the bristles never come out.

Sell them Simms'—and you will sow a great harvest—for every Simms' Brush or Broom sold grows other hundred sales.

Made in one of the largest Brush and Broom Factories in the world —by people in the business for half-a-century — with machinery manufactured especially for the work.

Send for price lists and information *to-day* — and get the bulk of the housecleaning trade.

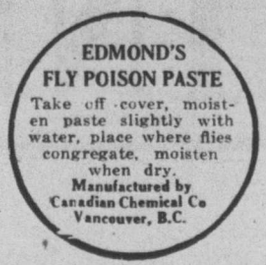


## T. S. SIMMS & CO., LIMITED

*Head Office: St. John, N. B.*

**Branches: Montreal Toronto London**

# *Very Seasonable!*




**A 25c non-slop, non-sticky Fly Exterminator. Kept moist, it LASTS A SEASON.**

**On attractive counter-display cards. $1.75 per doz. delivered.**

MOSQUITOS ABHOR IT—LASTING —it doesn't evaporate.

**Sells readily at half a dollar. Costs you, in attractive display box of 3 doz. 1-oz. bottles, $4.25 per doz. delivered.**

**EDMOND'S MOSQUITO BANISHER**

Manufactured by Canadian Chemical Co., Vancouver, B.C.

**EDMOND'S NON-TARNISH SILVER CLEANSER**

Non-acid. Manufactured by Canadian Chemical Co., Vancouver, B.C.

**A labour-saver for your customers. Non-acid, it doesn't tarnish.**

**$1.80 per doz. pints delivered.**

**A metal polishing powder. No stain or tarnish can withstand it. A sure repeater. Per case of three doz. cartons, $5.40 delivered.**

**EDMOND'S ELECTRIC POLISH**

(A powder). Manufactured by Canadian Chemical Co., Vancouver, B.C.

Registered

**Canada Chemical Company Products Conduce to Contented Customers.**

The fumes from "GOBLIN"

## DESTROY SOOT

**At $1.40 per dozen delivered, this fast seller shows you a good profit.**

**Try out a shipment.**

**CANADIAN CHEMICAL COMPANY**

**369 Cordova St. W., VANCOUVER, B.C.**

# EVANGELINE

A drive through the Annapolis Valley, especially at "apple blossom" time, is one of the most delightful trips in Canada. Commencing at Windsor at the head of the Basin of Minas, and running almost without a break to Digby, on the shores of the Bay of Fundy, one travels through practically one vast orchard.

Those who have taken this trip may have wondered why, especially in some sections like Annapolis, Wolfville, etc., there should be apple orchards planted at least 100 years ago. At that time there was practically no export trade in apples, and the scattered population of "Acadie" would certainly not have required such a considerable quantity for domestic use. From old French literature we know that cyder and wine making were carried on in France as far back as the 13th century; indeed, it was the French monks who originally introduced the art of cyder and cyder vinegar making into England. It is evident therefore that the Acadians were the pioneers of this industry in Nova Scotia. Readers of Longfellow's beautifully pathetic poem "Evangeline" will remember the several references to the orchards, as below:

*Under the open sky, in the odorous air of the orchard,*
*Stript of its golden fruit, was spread the feast of betrothal,*
*There in the shade of the porch were the priest and the notary seated,*
*There good Benedict sat, and sturdy Basil the blacksmith.*
*Not far withdrawn from these, by the cyder-press and the beehives,*
*Michael the fiddler was placed, with the gayest of hearts and of waistcoats.*

Longfellow's "Evangeline."

Bridgetown is situated in the heart of the Annapolis Valley, the "Land of Evangeline," and is the manufacturing centre of "Land of Evangeline" Brand apple cyder and cyder vinegar, which are now famous throughout Canada.

Until recent years proper attention had not been given to this industry and the Nova Scotia cyder had not obtained much popularity except in the rural districts. The necessary experience, enabling us to manufacture a thoroughly reliable cyder of the finest possible quality, could only be obtained by going to the home of the cyder industries in the "old country." We were fortunate enough to be able to amalgamate ourselves with the largest and most important English firm, Whiteways, of Devonshire and London, who have been making cyder for 300 years. All our work is carried on under their supervision. Their experience has shown us how to instal the most up-to-date and scientific machinery for the various processes of pressing, refining and bottling cyder and generating vinegar.

The apple has always been recognized as the most healthful of fruits. An old saying is:

"Eat an apple going to bed
Will make the doctor beg his bread."

Nova Scotia grows the finest flavored apples in the world and "Land of Evangeline" cyder retains all the excellent qualities of the fruit.

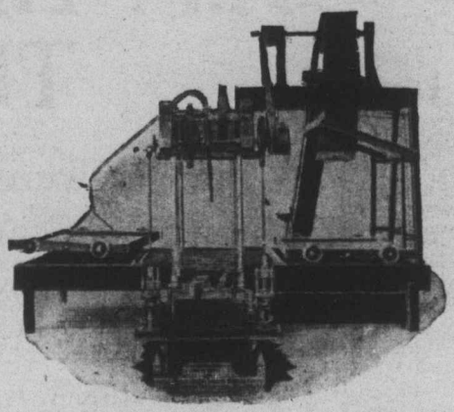
Pure apple cyder is one of the most healthful and refreshing beverages, and our present system of manufacture enables us to send it out in such condition that it will remain sweet and clear at any season of the year and will not ferment and become alcoholic. The latter is an extremely important point on account of the recent liquor legislation by the Dominion Government, which stops the sale of all beverages containing more than 2% alcohol. Perhaps the greatest feature in our cyder is that it is **Absolutely Reliable as to Alcoholic Strength.**

## ANNAPOLIS VALLEY CYDER CO.,

LIMITED

# APPLE CYDER

A picture of an old cyder-press used in Devonshire, England, in the 16th century.



An illustration of one of our modern hydraulic cyder-presses. This exerts a pressure of 300 tons and has a capacity of 12,000 gallons per day.

## SWEET—CLEAR—RELIABLE

***The most refreshing and healthful non-intoxicating beverage on the market.***

**In Barrels from 10 to 40 gallons.**

**In Crown Pint Bottles.**

## BRIDGETOWN - NOVA SCOTIA

# The Fancy Grocery Tr

## These Pre-War Day Lines

## H.P. The One and Only Thick Sauce

While we were able to keep you going during the war, we can now supply the demand in full, as we are receiving carload shipments regularly. Our Spring Advertising Campaign is now on, and we ask your co-operation in keeping H.P. to the front, where it belongs.

## Your Favorite

## Brand: Crossed Fish Sardines

We offer you, subject to being unsold, two carloads of Crossed Fish Sardines now en route, due in Toronto-Winnipeg early in May. The price is right. Examine your stocks and cover now.

# W. G. PATRICK & CO., LIMITED

***Importers and Distributors***

**Toronto Montreal Winnipeg New York**

# ade Should Welcome of Quality Now Arriving

## Yacht Club Salad Dressing

This is the season for Salad Dressing, and we can now supply all sizes. Let us quote you on a direct shipment on an F.O.B. factory basis. Write us to-day.

## Garton's Custard Powder

Our first car in four years has just arrived, and our many friends can again offer their trade this well-known Cream Custard. All sizes in stock. Send us your inquiry.

## Baker's Canned Cocoanut

The Cocoanut with a tin shell.

Fresh Cocoanut packed in its own rich milk. Saves shortening and adds flavor.

This is proving a wonderful seller. Let us send you a trial order.

# W. G. PATRICK & CO., LIMITED

***Importers and Distributors***

**Toronto Montreal Winnipeg New York**

# British Merchants Incorporated, Ltd.

37 Eastcheap, London, E.C. 3

Telegraphic Address--"Strikingly, London"

Offices at Liverpool, Manchester and Glasgow

Becker, Shillan & Co.
James Methven, Son & Co., Ltd.
J. H. Ironmonger, Ltd.

## EXPORT -- IMPORT

CEREALS

CANNED and DRIED FRUITS

Glace and Crystallized Fruits and Cherries

Cocoa Powder, Cocoa Butter and Cocoa Beans

HONEY FATTY ACIDS

## Drugs, Chemicals and Pharmaceutical Products

*WE INVITE OFFERS TO BUY AND OFFERS TO SELL*

*By Appointment to H.M. King George V.*

# From War to Peace

The war restrictions on the shipment of Biscuits having been removed,

# Huntley & Palmers Biscuits

are once again being sent to all parts of the world. They are of the same standard of

## Unrivalled Quality

as in the past, and to prevent disappointment, the public should place their orders at once with their usual suppliers.

**HUNTLEY & PALMERS LTD.**
**Biscuit Manufacturers**
**READING & LONDON**
**ENGLAND**

# JAMS
# MARMALADES
# PEELS

## John Gray & Co., Ltd., Glasgow

**Established over a Century**

**Cable: Lamberton, Glasgow.**
**Codes: A.B.C. 4th and 5th Editions.**

# CONFECTIONERY
# MARZIPAN
# CHOCOLATE

*Agents*
**Wm. H. Dunn, Limited, Montreal**
**Maritime Provinces and Western Canada**
**Lind Brokerage Co., Ltd., Toronto**

MONSIEUR A. ESCOFFIER, the world-renowned Chef-de-Cuisine of the CARLTON HOTEL, LONDON, has prepared, specially for export to CANADA, a selection of his most exquisite Chef-d'oeuvres —SAUCES, SOUPS, PICKLES and CHUTNEYS— which have made his name supreme in culinary art amongst Royalty and discriminating epicures. Sauce Robert is one of them.

## SOME CERTAIN PROFIT EARNERS:

**For Fish:** Escoffier Sauce Diable.

**For Fish and Meats:** Escoffier Derby Sauce.

**For all Viands:** Escoffier Sauce Robert.
Escoffier Pickles.
Escoffier Chutney.
Escoffier Tomato Chutney.

**For Sweets:** Escoffier Sauce Melba.

# ESCOFFIER LIMITED, 6 Ridgmount St., London, Eng.

**A.B.C. Code, 5th Edition.**

# PATTINSON'S BANANA FRUIT FOODS LIMITED

**17 Port Royal Street, Kingstone, Jamaica, B.W.I. and Anerley, London, Eng.**

Telegrams: Opt Jamaica, Opt London. Code A.B.C., 5th Edition.

FOR THE BEST COLONIAL PRODUCE

**Jamaica, Cuba, Haiti, San Domingo.**

| Growers: | Manufacturers: | Sole Agents: |
|---|---|---|
| Annato Seed | Annato Paste and Powder | Cuba and Haiti Honey and Bees Wax |
| Bananas | Banana Dried | |
| Cocoa | Banana ripe, Evaporated | |
| Coffee | Banana Flour | |
| Cockernuts | Oil of Orange | Jamaica Honey and Bees Wax |
| Ginger Roots | Oil of Neroli | |
| Chillies | Oil of Pimento | |
| Capsicum | Candied Peels | |
| Guava Fruit | Preserved Ginger | Lignum Vitæ Wood — 6 inches to 9 inches diameter for shipbuilders. 3 inch for aircraft. |
| Citrus Fruits | Pine Apple in Syrup | |
| Nutmegs | Citrate of Lime | |
| Pimento | Cassam Starch | |
| Pine Apples | Guava Jelly & Marmalade | |
| Sugar Cane | Sugar and Rum | |
| Sarsaparilla | | |

Depots: London, Paris, New York, Italy, Russia, Holland, Belgium, Cuba, Haiti

**For Baking Powder, Blanc Mange and Custard Powders, Fruit Jellies, Pure Banana Flour, etc. Anerley, London, S.E. 20, Eng.**

# Custard that compels custom

It is the fresh, delicate, creamy "home-made" flavour of Freemans Devonshire Custard that has made it so popular in the British Isles.

Oversea Troops from the Dominion who have returned home are bringing with them many links with the Old Country, one of which is a desire to taste again its delicate and unrivalled purity.

It will pay you well to display

**FREEMANS DEVONSHIRE CUSTARD**

in your store—it is such a ready seller and a very profitable line to stock, also it will enable you to push your canned and bottled fruits to great advantage.

Freeman's Devonshire Custard owes its unrivalled purity and flavour to the ideal conditions of cleanliness under which it is manufactured.

Write for trade terms and particulars to the WATFORD MFG., Co., Ltd. Delectaland, Watford, England.

Freemans FOOD PRODUCTS Watford

462



# OCEAN BLUE

## In Squares and Bags.

EVERY woman takes a pride in having spotlessly white household linen. OCEAN BLUE gives the best results in the easiest way.

Give **all** your customers the opportunity of testing it, and you will soon need to

**Order more from your Wholesaler.**

**HARGREAVES (CANADA) Limited**

The Gray Building, 24 and 26, Wellington Street, W., Toronto

Western Agents: For Manitoba, Saskatchewan and Alberta: W. L. Mackenzie & Co., Ltd., Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon: Creeden & Avery, Rooms 5 and 6, Jones Block, 407 Hastings Street West, Vancouver, B.C.

*Established 1849*

# White-Cottell's Malt Vinegar

Is the Vinegar to build up a profitable, increasing and permanent trade.

Its delicious flavour and aroma distinguish it from all others.

It is equally good for pickling, salads, and table use.

It is guaranteed full strength, and ample warranty is given protecting you and your customers.

It is an ideal Export Vinegar, as it keeps well under all climatic conditions.

In short, it is the Vinegar which will pay you best to handle.

*Write to-day for Samples and Quotations*

**WHITE-COTTELL & CO.**
**CAMBERWELL, LONDON**

*Agent:*
***W. Y. COLCLOUGH***
*53 Silver Birch Avenue*
*Toronto*

*The Power Behind the Dough--*

# "BITARTOL"

**Finest Cream of Tartar Substitute --- The Best by Test. 100% Acidity**

Guaranteed to comply with the Local Government Board Recommendation.

**SUPPLIES IMMEDIATELY AVAILABLE.**

# "TRIBAS"

**Cream of Tartar Substitute**
Guaranteed to pass the Food and Drugs Act.

A fine white powder easily mixed with BI-CARBONATE of SODA and FLOUR. It produces an even aeration, so essential in the art of good baking.

# "TRIANGLE"

**Acid Calcium Phosphate**
**100% Acidity**

Guaranteed to comply with the Local Government Board Requirements.

**PRESCOTT & CO.**
**Rutland Mills, Hulme**
**MANCHESTER**

## It grows—and grows—and grows—does the demand for H.P. SAUCE

Be ready to meet it—be progressive—be wide-awake. If you don't supply H.P., **"the other fellow"** will; probably he'll soon be supplying a good many other things, too, for once she knows the goodness of H.P. SAUCE, she's more than ever certain to take care she gets it again.

***The moral is very simple—and very sound***

W. G. Patrick & Co., Ltd., Toronto, Montreal, etc.
R. B. Seeton & Co., Halifax, N.S.
The Midland Vinegar Co., Ltd., Birmingham, Eng.

# H.P. SAUCE

## FINEST CRYSTAL GELATINES

Powdered and Sheet

**FINE LEAF GELATINE**

***British Manufacture***

# GELATINE

**OURY, MILLAR & CO.**
9 Mincing Lane, London, E.C., Eng.

*SOLE AGENTS FOR CANADA*

**F. S. Jarvis & Co.**
18 TORONTO ST., - TORONTO

## EVERY DOG OWNER

throughout the World

Knows

# SPRATT'S

## DOG CAKES

and

## PUPPY BISCUITS

**Will you cater for those in your town?**

***Ask your jobber for them or write for samples and prices to***

**SPRATT'S PATENT LIMITED**
Congress Street, NEWARK, New Jersey, U.S.A.
or
24-25 Fenchurch Street, London, England.

# TEA LEAD

*(Best Incorrodible)*

**Buy "PRIDE OF THE ISLAND" Brand**

as extensively used for years past by most of the leading packers of Tea in Canada.

**Island Lead Mills, Ltd.**

Tel. Address: "Laminated," London. LIMEHOUSE
A.B.C. Codes used, 4th & 5th Editions. LONDON, E., England.

Canadian Agents: HUGH LAMBE & CO., TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

## OAKEY'S "WELLINGTON" KNIFE POLISH

The original and only reliable preparation for Cleaning and Polishing Cutlery, etc.

**John Oakey & Sons, Ltd.**
Manufacturers of Emery Cloth, Black Lead, Glass Paper, &c.

LONDON, S.E., ENGLAND

AGENT:
Geo. B. Jenkinson, 78 Wellington Street North, Hamilton, Ontario.

# DISTIL

**BRAND**

## Coffee and Chicory Essence

## THE BRAND with the *Real* Coffee Flavor

Owing to the withdrawal of war restrictions, supplies are now available in increasing quantities.

***Correspondence invited***

**PROPRIETORS:**

**The Distil Manufacturing Co., Ltd.**

**LONDON, Eng.**

## REPRODUCTION of SPECIALITIES

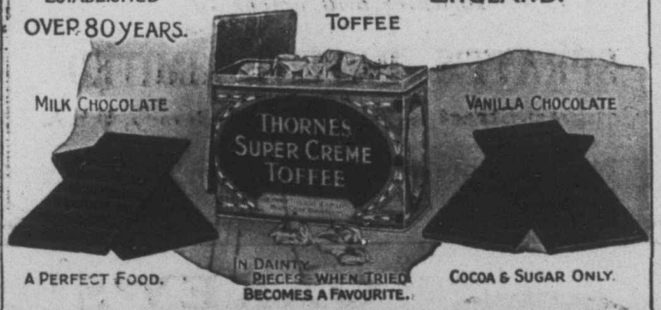
MANUFACTURED BY

## HENRY THORNE & Co LTD

LEEDS

ENGLAND.

ESTABLISHED OVER 80 YEARS.



## Supply All Colors

## Make More Sales

**Carry the Complete Line**

# Sunset Soap Dyes

Twenty-two standard colors, including Black, Navy Blue and other dark colors. Sunset colors are fast and only one simple operation is necessary to clean thoroughly and dye all fabrics.

Sunset is a Real Dye, honestly and extensively advertised, and sure to please your best trade: all colors can be supplied immediately. The spring and summer demand will be heavy—due to the high cost of clothing of every sort. Be prepared—order a gross packed in an attractive counter display and let it make sales for you. Sunset selling at 15c pays you more profit than any other dye.

## North American Dye Corporation

*New Corporate Name of* SUNSET SOAP DYE CO.

**Mount Vernon, N.Y.** **Toronto, Canada**

***Sales Representatives for U.S. and Canada:***

**Harold F. Ritchie & Company, Ltd.**

NEW YORK TORONTO

# "Quality" Brand

# Cereals

**Rolled Oats** (Packages and Bulk)

**Oatmeal** (Any Cut)

**Split Peas** (Yellow)

**Pot Barley** **Pearl Barley** **Brose Meal**

**Gluten** **Flax** **Farina** **Wheatlets**

**Their Superior Quality Keeps Them Moving**

# Flour

**Hard**
"Rainbow" "Our Chief"
"Hercules" "White Dove"

**Winter**
"Gold Seal"

**Blended**
"Star"
"McLeod's Special"

**For Domestic and Export Trade**

## CANADIAN CEREAL AND FLOUR MILLS CO., LTD.

MILLERS AND GRAIN DEALERS

**Head Office: STRATFORD, CANADA**

**Four Mills** **Quick Shipment**

# Field & Co.

**(Fruit Merchants) Ltd.**

**40-41-42, KING WILLIAM ST.**
**LONDON, E.C. 4, ENGLAND**

Cables: "Loudly, London"
Codes (Private): A.B.C. 4th and 5th Editions, Western Union and Bentleys.

***Direct Shippers***

Portuguese Sardines, French Sardines, Norwegian Brisling, Sild, Herrings, &c; Dried Fruits, Currants, Dates, Raisins, Evaporated Fruits; Almonds and Nuts of all kinds; Shelled and Prepared Almonds; Almonlike (substitute for Prepared Almonds); Shelled Walnuts and Kernels; Spices, Rices, Tapiocas, &c.; Confectionery, Chemicals, &c.

***Proprietors of***

**Turban BRAND BUSREH Dates**

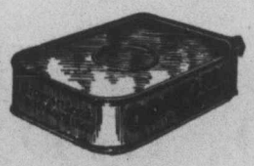
***IN CARTONS. Cases each 60 nominal pounds***

**Turban COMPLETE Puddings**

***Whole Rice Custard*** ***Ground Rice Custard***
***Barley Flake Custard*** ***Tapioca Custard***
***Sago Custard*** ***Semolina Custard***

All ingredients in the packet. No Eggs, Sugar or Milk required. A quart of water and a packet of Turban gives a rich milky pudding for six persons. Cases each 6 dozen assorted.

**OBAYO REAL SARDINES**



***The Elite of the Sea***

Guaranteed real Sardines, carefully packed in pure oil. Of high grade quality and fine flavour. Attractive gold and blue labels.

Packed in following sizes, 22 m/m. ¼-club. Nominal 10 oz., 12 oz and 18 oz. All with keys.

*Special quotations upon Application*

# *To the Trade*

Though the demand for all grades of Windsor Salt and Regal Salt remains heavy, we are now in a position to make prompt shipment on all orders.

***For Dairy Purposes Specify—***

**WINDSOR DAIRY AND WINDSOR CHEESE SALT**

***For General Use—***

**WINDSOR TABLE SALT**

***And for Household Convenience—***

**REGAL FREE RUNNING TABLE SALT**

All Made in Canada by

**The Canadian Salt Co., Ltd.**

**Windsor, Ont.**

DWIGHT'S

BAKING SODA

## Absolute Purity Best Describes It

Cow Brand Baking Soda has a record not equalled by any other on the market to-day.

Seventy years ago it was a leader. It is first to-day.

**Church & Dwight, Limited**

**MONTREAL**

# Shirriff's

## Where there's a preference for goods *of* unquestioned purity

you'll always find a strong appreciation of the Shirriff Products.

For Shirriff's are all that the most critical customer could desire. For instance—

### SHIRRIFF'S TRUE VANILLA

—the purest essence of the Mexican Bean. Uniform quality and maximum strength. 50% above the Government Standard. The favorite of Canadian households for years and years. It is selling every day in the best grocery stores in the country, and dealers find it always worth featuring.

### SHIRRIFF'S SCOTCH MARMALADE

a product superior in every way; so good and so delicious that particular people find in it their true ideal of all a marmalade should be.

### SHIRRIFF'S JELLY POWDERS.

—admittedly the very best powders of their class in Canada. The wide variety of pleasing desserts within the scope of this Shirriff line has popularized it to a marked degree.

A counter display will convince you.

**Imperial Extract Company**
**TORONTO**

*Agents for Canada: Harold F. Ritchie & Co., Toronto*

Shirriff's

W. K. Kellogg's ***new*** method gathers the hidden goodness of the choicest corn into a rare and delightful flavor, a tempting and delicate richness of taste, perfectly cooked.

Your customers will enjoy this ***new*** quality of food-flavor just as it comes fresh-toasted from our ovens—our wax-tite package brings it to them unchanged.

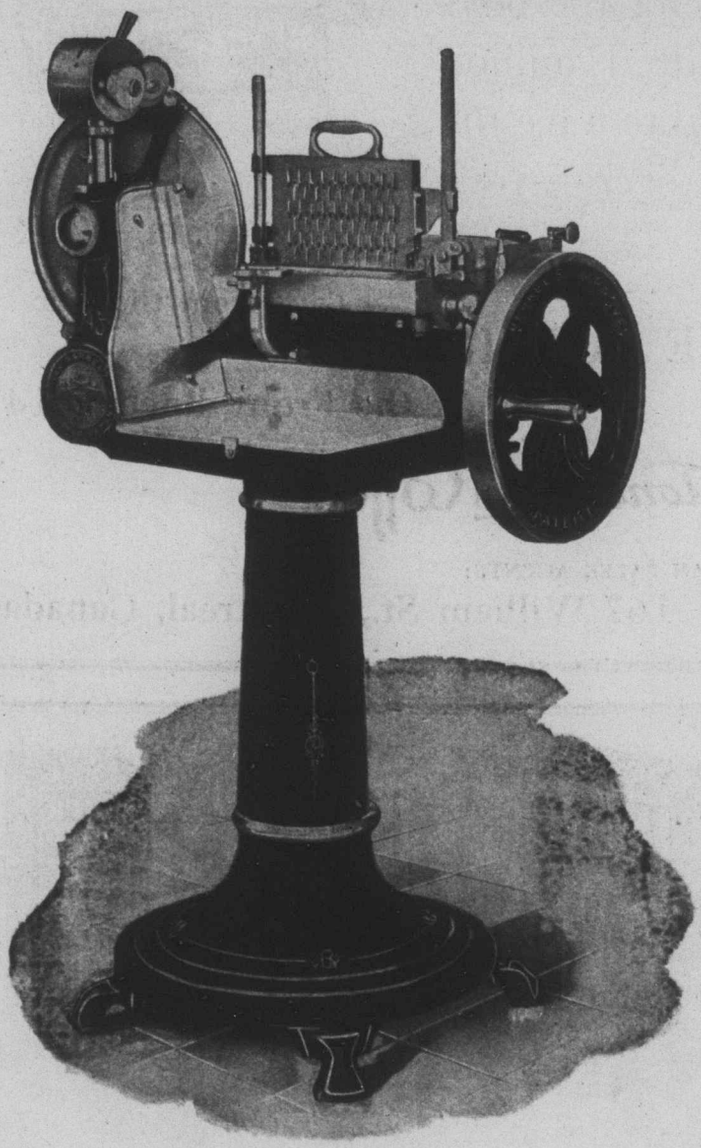
The vigorous newspaper campaign now started in all the principal centres will create a demand for which you should be prepared. Win your customers' favor by giving them ***Kellogg's New Golden Package.***

Over a million families enjoy corn flakes made by this ***new*** process every day.

Copyright in U.S.A. and Canada, 1919.

# A. G. BAIN & CO., Hamilton

## Increased Their Bacon Trade 60%



And the illustration at the left shows you just the means by which they did it.
They installed a

### Van Berkel's
### PATENT SLICING MACHINE

and gave their customers real, quick, clean service in cooked meats, ham and bacon. They saved time. They saved waste (for there are no waste ends or scraps with the Van Berkel). They attracted more trade and increased bacon sales in the proportion above stated.

What this firm did you can do. A Van Berkel Slicer will make your cooked meats department 100 per cent. efficient—will enable you to sell more to more people with less bother.

**THIS IS IT—**

The Hobart guarantee of quality is behind the Van Berkel. Clip the adjoining coupon, mail it to us and learn all about this money-making equipment. No obligations.

## The Hobart Mfg. Co.

149 Church St. - - - - TORONTO

## The Hobart Mfg. Co.

**149 Church St., Toronto**

**Gentlemen:—**

**I am interested in your Van Berkel's Patent Slicing Machine. Please send me, without any obligation on my part, all particulars regarding it.**

**(Name)** .....

**(Address)** .....

# Went to War

The Government took it all for the boys in the trenches—one hundred million cups of it. The firing line had to have the best. Now that the war is over—your grocer has it again.

Back from the War

## HOME AGAIN

**On the Market since 1909** **At the Front since 1914**

**Washington's REFINED Coffee**

CANADIAN SALES AGENTS:

**Grocers' Specialty Company, 167 William St., Montreal, Canada**

*Quality* **Whittemore's Shoe Polishes** *Variety*

## The Shine That Lasts

**Bostonian Cream.** The ideal cleaner for kid and calf. Brown, gray, white, in fact, any other color or shade desired.
**Gilt Edge** Black Self-shining Dressing. The old reliable dressing for ladies' and children's shoes.
**Shuclean.** For white kid, calf, buck and Nubuck leather. Will not harden the finest and lightest weight of leather.
**Cleanall.** The great success for cleaning velvet, silk and satin shoes and slippers, also fabrics.
**Quick White.** Makes dirty white canvas shoes clean and white. A well-known dressing.
**Albo** white cake canvas and buck dressing in metal box. 2 sizes.
**Nobby Brown** Paste Polish for brown shoes. **Peerless Oxblood Paste** Polish for red leather shoes.
**Ask your jobber's salesman for complete catalogue with prices, or write us at Boston, Mass. U.S.A.**

# Take Advantage of Our Publicity

Link up your store with the Red Rose Tea Publicity Campaign, now running in the newspapers, by making a display of Red Rose Tea packages in your window.

Our new Waxed Board Packages are neat and attractive, and are easily arranged to make an eye-catching display.

If you will try one Red Rose Window Display, we believe you will be so pleased with the results that you will make frequent displays in future.

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

St. John, Montreal, Toronto, Winnipeg, Calgary Edmonton

# Popular Brands

Canada's foremost selling tobaccos have borne the "heart-shaped" trade-mark since 1858. It's the Macdonald guarantee of quality.

**Plug Smoking**

"British Consols"
"Brier"
"Index"

*Trade Mark Registered*

Every package we ship carries the above trade-mark.

**Plug Chewing**

"Prince of Wales"
"Napoleon"
"Black Rod" (Twist)

*Trade Mark Registered*

## W. C. MACDONALD, REG'D.

*Established Over 60 Years*

**MONTREAL, P. Q.**

**After present manufactured stocks are exhausted, all our brands except "Twist" will be put up in 10-lb. caddies.**

# NORTHERN ONTARIO GROCERS

Shortly after the Germans discovered they were badly trimmed there developed in Canada a situation which makes it a mighty risky business to carry any excess stock. These market conditions will prevail during the entire readjustment period.

Buying "Down East" necessitates carrying a reserve stock because of the distant source of supply and the liability of shipments being delayed in transit.

Our shipments reach you in one to three days. In addition to this unrivalled service, we offer you minimum freight rates, a saving of cartage charges, stocks equal to your demands and prices which challenge comparison.

Protect your profits by using the advantages we offer.

***Phone free to buyers***

## NATIONAL GROCERS LIMITED

**COCHRANE NORTH BAY SUDBURY SAULT STE. MARIE**

# CANADIAN GROCER

Vol. XXXIII. TORONTO, APRIL 25, 1919 No. 17

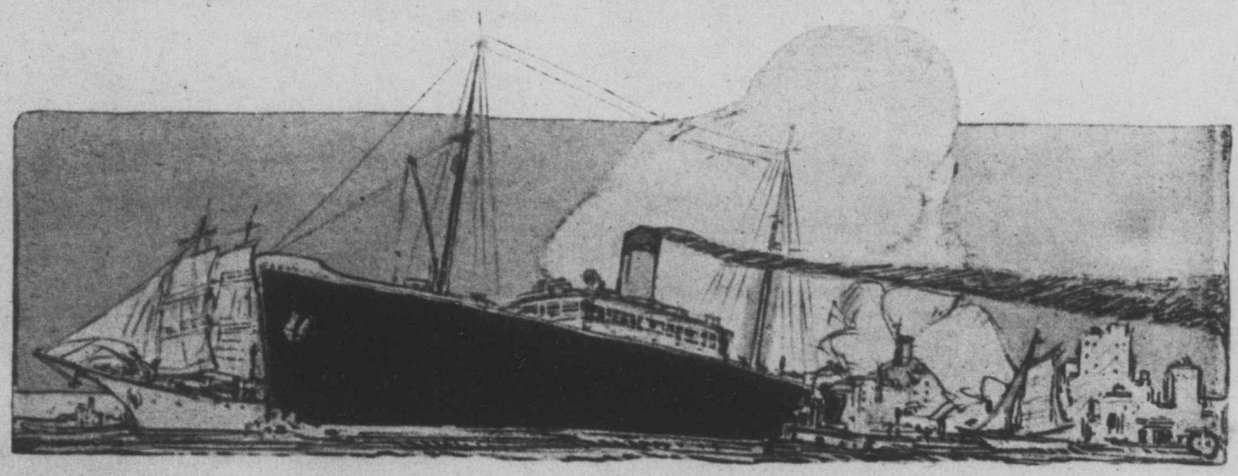
## The Day of Promise Comes

*DURING the past four years the world has been waiting for the coming of peace with a deep and profound longing. That day has practically dawned. It is the day of a promise of great opportunity.*

*It is true that the conditions that have faced the world during four years of titanic struggle cannot be changed in a day, that prices will remain high for some time at least, that there are still difficulties to be met, and dangers to be faced, but the day is certainly dawning on a new era and a better world.*

*World conditions, little by little, are returning to normal, goods that have not been on the shelves for years are returning to the market, and prices, for all that they are remaining high at present, will begin their gradual trend downward. This is not a condition of which the retailer need be afraid, provided that he has governed himself wisely.*

*The merchant has passed through stormy days, and should be the better for the training. He has faced problems that should make him more ready to step out and take advantage of the opportunities of business that are going to open their doors to him in the coming days.*



# Proving the Grocer a Salesman

## David Hamilton, of Montreal, Does Not Follow Beaten Path, But Turns Stock Three Times Monthly—Will Not Handle An Inferior Line—Quantity Buying Secures Favorable Price Basis—14 Years' Successful Selling

By A. H. ILLSEY, Associate Editor.

DOES it pay to follow the beaten paths in merchandising? David Hamilton, of 71 Fairmount Ave. West, Montreal, does not think so, and believes in using his own initiative to create business and build up a connection with customers. Since Mr. Hamilton has a staff of ten clerks and four delivery men, and because of the fact that his business has shown steady expansion, and in fact large increases during the war, there must be something in his own ideas that have contributed to his success. Some of these ideas will appear in the following outline of a number of these policies given the special representative of CANADIAN GROCER who called on Mr. Hamilton recently.

### The Clerk a Salesman

When Mr. Hamilton is in need of an extra clerk he has a heart-to-heart talk with him, and this is somewhat as follows:

"You have come here to sell goods for me?"

"Certainly, that is what I expect to do if I am engaged."

"I suppose then you know how to sell if a lady comes in to buy? We will suppose that you are serving a customer, and she reads off a list of groceries. You put these down: one pound bacon, one pound coffee, dozen eggs, tin baking powder, package of raisins."

"Now you will total this up I suppose and treat the lady courteously?"

"Yes, you are right."

"Is that all? If so, you are not a salesman, and you will not fit into this store. We have new lettuce in, some fine oranges or pineapple, and many other new lines, and it is up to you as a salesman to sell these. Unless you can you are an order taker and not a salesman."

This will serve to illustrate one of the specific requirements that Mr. Hamilton's creed has defined as absolutely essential.

### Familiarizing the Clerks With the Goods

"In selling canned goods as well as other lines, I have the men as well posted as possible. We welcome samples from the makers, and these have to pass our own test. We open these and the men are asked, often, to take a can home and try them out there. The idea is that, if the line is a good one the salesmen should and must be sold on the particular lines themselves, and there is no other way, or no way so sure as that of knowing personally what the merits of the goods are. If the clerk is sold on the line as to quality he can sell it without any trouble."

### Clerk, a Fellow Man

"It is my endeavor to treat my clerks as fellow men and to be fair with them," said Mr. Hamilton. "I try to pay them well and to give them all the consideration possible. It is but right that they should be treated as I would, myself, like to be treated."

There are many ways in which the clerk can be shown consideration. A little suggestion along this line came from Mr. Hamilton. His own residence is above the store, in his own building. In stormy weather he makes it possible for the men who live at some distance

### SELLING CANDIES BY DISPLAY

**Candies are a profitable selling line, and a line that largely sell themselves if well displayed. This store places its candy display case immediately in front of the office. Customers paying for the purchases must take their change across this counter case. The suggestion of the display is enough to create sales. The store sold 500 pounds on Christmas week.**

Looking toward the door in the D. Hamilton store. Note the provision department at the rear of the picture.

# Teach Clerks to Know the Goods

## This Store Places the Onus of Sales on the Clerk—He is Shown That His Usefulness to the Store Depends on His Ability to Develop Sales—He Must Have a Full First-hand Knowledge of the Goods He Sells

to take dinner, and even lunch with him, if they so desire. It is doubtless one of those little things that the men appreciate under just such circumstances.

One of the salesmen in Mr. Hamilton's store has been with him for twelve years, or shortly after the present business was established. Another has been employed for about five years, and this man does the window dressing and has some fine displays to his credit, having won distinction in the "Rice Leaders of the World" window-dressing contest some years ago, and also another in a recent contest in connection with a nationally-advertised milk product.

### An Invariable Rule

"I will not knowingly sell a line of goods of inferior quality," said Mr. Hamilton.

This applies to all lines stocked, and the accompanying photographs will indicate very clearly that a big range of fine goods is carried. Even in the sale of eggs and of butter this rule has been carefully followed. "I do not and will not sell dairy butter, and although some ask for cooking butter I tell them that we do not stock it, and persuade them that the best grade is none too good for one's stomach. It is a poor policy to use cheap food, for one is going through this life but once," said Mr. Hamilton.

### Canned Goods by the Carload

"I buy my canned goods by the carload," said Mr. Hamilton. I can bring these forward from —— and pay freight and all charges on them, and even then sell them for less than many other brands. By buying in this quantity I get the lowest price, and the line that I am selling is the best I can procure."

In this connection Mr. Hamilton pointed out the uniformity of quality, the closeness of the pack, the splendid labelling that always was on every tin, and the uniform goodness of the line right through. "In the last car that we had there were less than half a dozen tins off, and each of these had a nail hole in it, not one being bad." This brand has been handled for several years, and pears, peaches and other lines are sold even in gallon tins, and are very popular. Sometimes a can of peaches, pears, or pineapple is opened, and during the day customers are asked to sample them. It is a successful plan.

### Biscuits, Pickles, Catsups

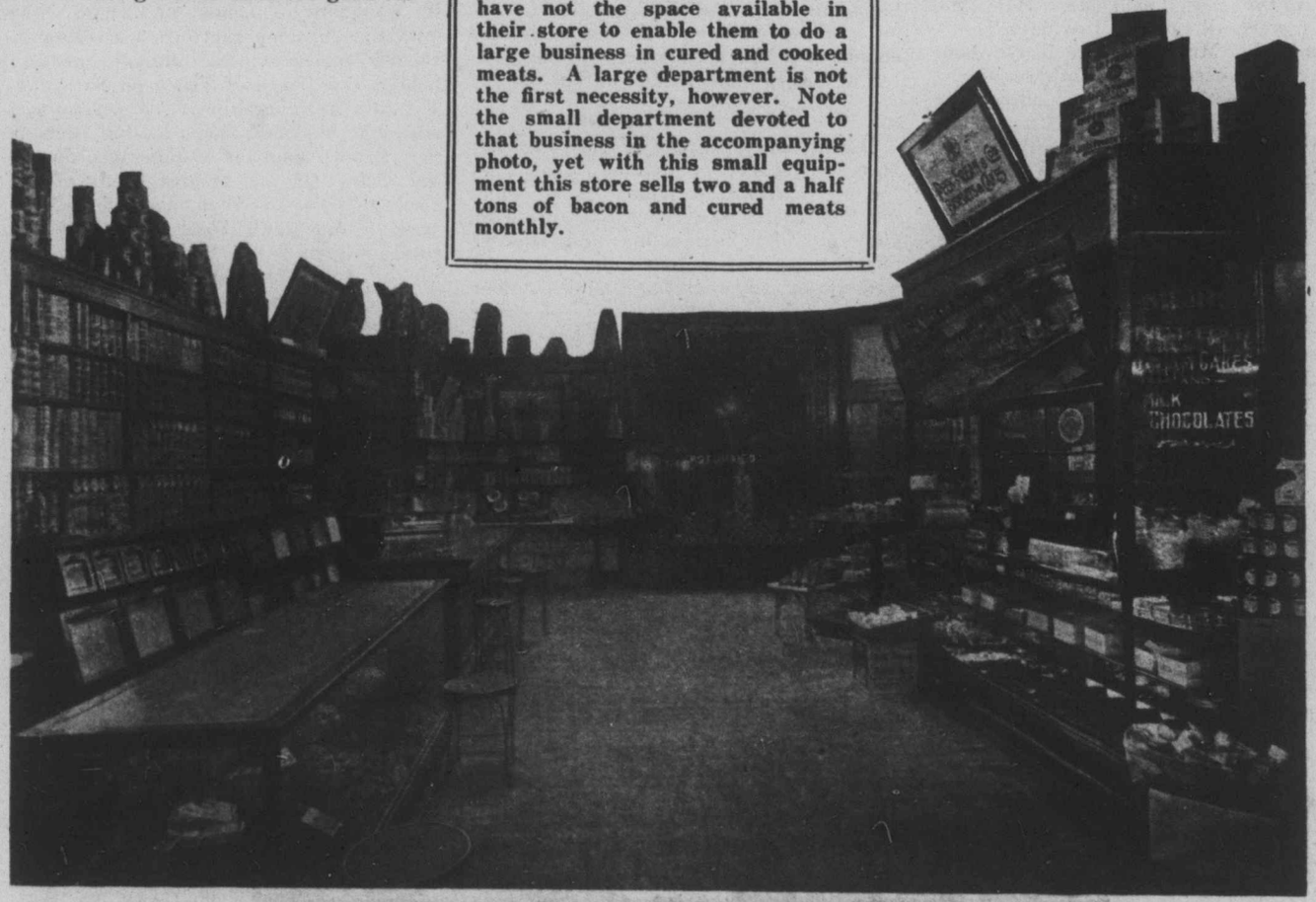
"I sold —— biscuits for about twenty years," said Mr. Hamilton. "Some time ago this firm reduced the discount they were giving us and they kept reducing it until there was no discount at all. I stopped buying them, for I believe that when a merchant pays in 30 days for his goods that he is entitled to some discount. And although I began with but $400 in cash, I have never yet failed to take my cash discounts. I have always held to this policy, and it pays. Some merchants think it is not worth while taking all these discounts, but they add up quickly."

Mr. Hamilton pointed out that the total of these cash discounts last year was over four times his original cash capital.

"We sold ——— pickles for many years. This firm did not want to treat us as we thought they should and we decided that we would not handle the line. They were sure that we could not

### SELLING MEATS IN A SMALL DEPARTMENT

**Some merchants say that they have not the space available in their store to enable them to do a large business in cured and cooked meats. A large department is not the first necessity, however. Note the small department devoted to that business in the accompanying photo, yet with this small equipment this store sells two and a half tons of bacon and cured meats monthly.**




Interior of the D. Hamilton store, Fairmount Ave., Montreal, showing the candy display case in front of office.

get on without it, but we took on another line and have been able to sell it successfully. Our customers will take the line we recommend."

Practically the same experience was related regarding catsups, and a change from a former line resulted in the new line selling just as well as the former one had. And speaking of quantity selling, Mr. Hamilton disposes of about two and a half tons of bacon and cured meat monthly.

### Words About Fruit

Fresh fruits have been a big seller as well as fresh vegetables. Successful selling of fruit has been brought about in large measure by buying in quantity. For instance, on one occasion 375 boxes of apples were purchased. It was a big lot but the price secured on so large a quantity enabled Mr. Hamilton to dispose of them at a price which cleaned them out in short order. "The very first night that we had these I put a lot in the window, and we sold 75 boxes before we closed. The balance were not long in going, and although the price to the customer was extremely low, Mr. Hamilton was well pleased with the 25c per box margin which he made. The money invested was tied up but a short time.

A similar instance was cited with regard to oranges. In this case 100 boxes were bought, and the price secured was much under the regular prevailing wholesale cost. "We dumped fifteen boxes of these in the window and sold them at 50c per dozen, while the wholesale price was over 60c on this grade, which were about 100 to the case," said Mr. Hamilton. "They were all gone in two days."

Similarly, Mr. Hamilton buys about twenty-five cases at a time regularly, and this gives him a price which permits of selling much lower than if small lots were purchased.

### Helping to Sell Chocolates by Display

"We sold over 500 pounds of chocolates Christmas week, and during the Christmas holidays over $500 worth," said Mr. Hamilton.

This is a lot of candy for a moderate-sized grocery to dispose of in so short a time. There was a reason for it, and probably there were two reasons.

"The line of candy that we sell is fine, and we sell only the one make of these. The quality is uniformly good."

The layout of the store permits of a silent salesman being placed right in front of the store office, or cashier's cage. All bills are paid here to the lady cashier, and the case serves as a counter. Just beneath, and under the eyes of the customer is a fine array of tempting chocolates, and these therefore practically sell themselves. They are a profitable line, and since they take up little

room and are popular with so many, they have proven to be a most satisfactory seller from the dealer's viewpoint.

"We had a shipment of biscuits come in from England," said Mr. Hamilton. "They were not taken into the store for a while, and many people noticed them on the sidewalk. Being one of our best sellers and just in fresh, direct from the factory, we sold 200 pounds that afternoon."

### Turns Stock Three Times Monthly

In answer to CANADIAN GROCER'S question: "How often do you turn your stock?" Mr. Hamilton replied that although he carried a considerable quantity of goods, he was turning it three times a month and more. That is a big thing. For to keep stock turning frequently is one of the bigger questions to which the successful merchant immediatcly addresses himself, and this is a vital factor in the grocery business. It is probably one of the things which has enabled Mr. Hamilton to sell on a fair margin of profit and to increase his sales during war years very materially. He pointed out that this was not wholly from increased prices, for by buying in big quantity it had been possible to sell on a closer margin. Taking cash discounts also had been a help in the matter of prices charged to the customer.

### Advertising Expense

During the progress of the war Mr. Hamilton is of the opinion that the federal Government might have done much to assist in a general bettering of conditions by introducing and making effective legislation to require the average worker pay cash for his needs. For instance, there were thousands of workers on munitions who drew big wages every month. Some of these men would get as much as $80 or $90 every two weeks. They would run a store bill and come in and ask what they owed. It might be $30 or $35, said Mr. Hamilton, and they would often say: "here is $15 on account." They might have paid the whole bill, and the reason they could not was because they were buying silk shirts at $5 apiece, or their wives were buying some other thing that they did not need." Had the Government taken some action Mr. Hamilton believes that it would have been better for all concerned, and that real money would have been saved the country.

The overhead expenses of to-day are very heavy, and Mr. Hamilton has found this one of his biggest problems, and particularly of late. His cost for help last year alone exceeded $10,000.

Delivery expense has been large. Some of the rigs go a long distance from the store. "We have customers in Notre Dame de Grace, miles away, who have never seen our store. They have heard of us through their friends, for we do not use newspapers in advertising. Women are our best advertisement, for if you can please a woman she will tell her friends of it, and vice versa if you do not please her."

To sum up, Mr. Hamilton believes that the owner of the business should possess initiative, and that if he and his clerks do not, then success is beyond the realms of possibility. Anyone can hand out the goods that are asked for, but it takes a real salesman to sell those that are not asked for. Yet they can invariably be sold if the salesman sets his heart to his task. Herein is one of the real pleasures of store keeping. And Mr. Hamilton stated that he did not care how well advertised a line of goods was, that unless it was of high quality he would not handle it, and that he could sell another on which he himself was sold.

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## TRAVELLERS ELECT OFFICERS FOR YEAR

The Dominion Commercial Travellers' Mutual Benefit Society has had 45 of its members overseas, of whom nine paid the supreme sacrifice, according to reports made at the annual meeting held in the Board of Trade on Saturday. The total membership of the society was stated to be 1,247, there having been 38 new applications for membership during the year. Of the surplus funds of the society $5,000 has been invested in Montreal 6 per cent. bonds, bringing the total par value of bonds held by the society up to $17,000.

The following will constitute the board of management for the ensuing year: Hon.-pres., Charles Guard; pres., W. N. Ahern; vice-pres., John McLellan; treasurer, F. S. Cote; secretary, J. F. Garrett; past president, Wm. J. Joyce; trustee, Maxwell Murdock, Charles Roberts, Romeo Brosseau, P. H. Burns, John Allen, S. S. Woodward, R. E. Matthews, E. E. Goodenough, William Blanchard, W. B. Matthews.

Mr. Ahern was elected president by 12 votes over W. J. Joyce, the vote standing 188 to 176. Three war assessments will be levied during the year on account of the deaths on active service.

# Keeping in Touch With Summer Trade

## How Almy's, Ltd., of Montreal, Go After Trade at Outside Points Along Water Routes —Quick Auto Deliveries Made—Attention to Mail Orders — Telephoning Orders in—Securing New Addresses—Cost of Delivery

FROM May until September many seek the open. A goodly number get away as early as possible, taking their families with them and remaining until early fall. This means that they will be unable to do their trading at their favorite store and that the connection may be retained, real prompt and efficient service has been afforded by "Almy's," whose store on the corner of St. Catherine and Bleury streets affords its many friends a comprehensive choice of merchandise.

### Getting New Addresses and Names

With those who have been the store's customers it is sometimes possible to know about when they will be leaving town for their summer quarters. Care is taken to have the new address secured before they leave. This is kept on a list for that purpose and the connecting link between the store and its patron is thus preserved. With a prompt mail service any matters relating to the sales of the store or any special that might interest the party leaving town can be sent and early delivery assured.

But the best method of securing these desirable names is that afforded during the covering of the route selected by the personal representative of the store. This is the more valuable in that the occupant of a cottage along the lake or river front last season may be at a different point this. And in the course of the driver's trip he is in a position to make a good impression upon the prospect, if he have the proper personality.

### The Route And the Delivery

What is known as the Lake Shore Route runs from Lachine, on the bank of the River St. Lawrence, to St. Anne's, a point eastward from Montreal twenty-six miles. There are many small towns and settlements here and there, and be-

tween the regular residents and the summer campers from the city a considerable population covers the territory.

As these people require a considerable amount of food and other supplies, they must be catered to in a manner to suit their convenience and meet their wishes as nearly as possible. And as before stated, many are customers of the Almy store.

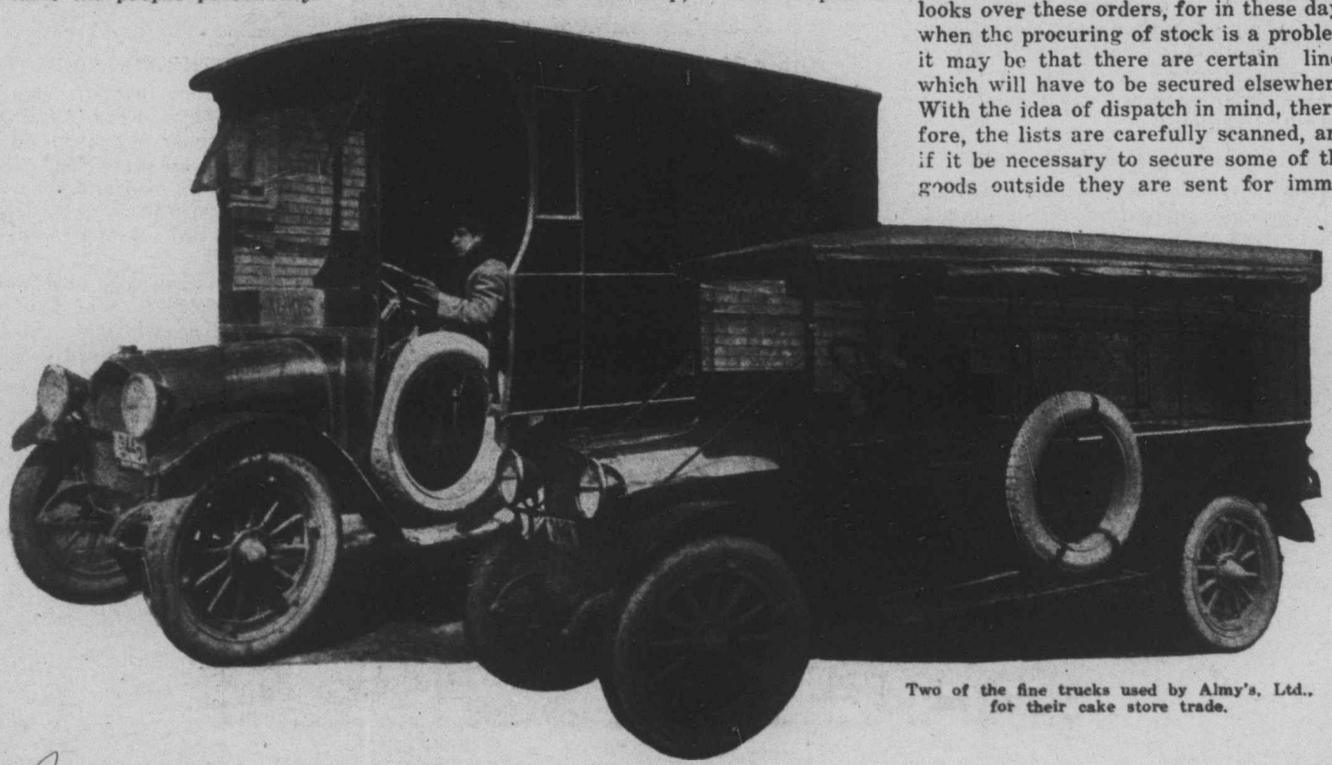
Two of the large automobile trucks from the store are assigned to this service along in May, the date dependent upon the progress of the season. To each of these a dependable man is assigned—one who will be able to intelligently interpret the needs of the customer and know the stock of the store. Upon the ability of the management to secure men of the correct stamp, much depends. With them rests, very largely, the success of this feature of store "service" that has been taken out to the customers for their own sake as well as for the sake of perpetuating the connection.

### Routes Changed Weekly

Provision is made that the deliveries shall begin between eight and nine in the morning. There is a going and also a returning route, encircling the Island of Montreal. One delivery goes one direction each day and returns the opposite, and as there are two automobiles in this service one man is given his route for the week and the following week he is required to take the opposite. This has the advantage of keeping the men acquainted with the trade, and they thus meet one another's customers. It has been found good policy, for the worth of a salesman is thus tested and he becomes a better student of human nature for his own as well as the store's benefit. And in case one is ill the other is familiar with his customers.

### Sending Orders in Early

One of the prime requirements is that of giving service. As the men pass along their routes they take orders for delivery the following day, having delivered their goods to the various addresses. When a certain number of these are gathered the delivery man calls the store up from a rural point and transmits to the order clerk all orders collected thus far. The manager of the department personally looks over these orders, for in these days when the procuring of stock is a problem it may be that there are certain lines which will have to be secured elsewhere. With the idea of dispatch in mind, therefore, the lists are carefully scanned, and if it be necessary to secure some of the goods outside they are sent for imme-



Two of the fine trucks used by Almy's, Ltd., for their cake store trade.

diately the same day and are in hand for delivery the next morning.

It was here explained that the greatest care is exercised in procuring only such goods as are sure to be fresh and acceptable to the customer. Sending to the city

for these commodities, they are expected to be fresh, palatable and appetizing.

This method of telephoning orders in ahead serves two purposes. It keeps the order department busy, and they can also take time to assemble all orders with the greatest care, thus assuring well-tied parcels and the possibility of errors is reduced when ample time is given for the selection and putting up of goods. When the driver arrives toward closing time he has a limited number of orders and these can be taken care of with those previously 'phoned in, already put up.

### How Perishable Goods are Sent

"In the case of perishable goods such as meat, fish, poultry and any other lines requiring care in handling, we use crushed ice in zinc-lined boxes," said G. D. Dugdale, manager of the grocery department. "Orders are assembled, and in the case of these goods they are kept on ice in one of our large refrigerators. They are taken from here the last thing in the morning just before the delivery leaves, and with the provision of ice as explained, the customer is sure to receive his order in good condition.

"In the case of perishable goods, these are so marked with a suitable sticker, and this method is also followed for any breakable merchandise that may be wanted from another department by marking 'fragile.'"

### Cementing the Store's Goodwill

There is nothing better than guarding well the good reputation of a business. It is pretty hard to overtake the progress of a store that stands well in the estimation of its patrons. And so the Almy store has its men keep up the good work while on their rounds.

"I'm from Almy's," comes the cheery introduction of the driver as he steps into the house of a new prospect. "Here is our advertisement from yesterday evening's paper—look it over and see if we haven't some lines that you require. We will deliver them promptly."

And so the customer very probably becomes interested. It shows very clearly what a splendid connecting link the tactful driver-salesman may be for his firm when away from the store. Very much depends upon him.

"One of the questions invariably asked these days," said Mr. Dugdale is, "How much is sugar worth?"

"We endeavor to get a good opening order from our friends who are moving out for the summer months," said Mr. Dugdale. "This is possible in many instances, and it also has been found feasible to suggest and secure the standing order of these people for the staple lines that we have been sending them weekly to their Montreal address. This helps by giving the delivery a basis for their trips, too."

### Attention to Mail Orders

The Almy store has special mail boxes for the use of its patrons. These are conveniently located on St. Catherine and also on Bleury streets. They are much used and a great many orders come to the grocery department in this way. They are personally looked over by the manager the first thing in the morning and the same method of checking up stock to fill these orders is followed as above outlined.

The rural service to the lakeside points is served by a rapid transit system of two national railways, and many of the people resident there come in to the city daily to their work. A great many bring orders with them for immediate attention. Strict record of these is kept, and all postage is deducted from the amount of the bill for goods so ordered. This is a small matter but one that will be appreciated as another mark of service.

### Other Methods Used Here

As above stated the territory from Montreal to St. Anne's is served by two railways. The service gives residents along the route the privilege of leaving the city at intervals of twenty minutes to half an hour. In the case of a customer wanting some meat, for instance in hot weather, he may telephone for it from his arriving depot or probaby he will come in and select the same early in the morning. It is put in the refrigerator until shortly before the train on which he wishes to leave is scheduled to go and a special delivery is made to the depot with his name and address on and "To be called for." In this way he helps himself and the store also, and in half an hour or less he is at home.

It was pointed out that tickets had been used which were perforated and numbered. These were so arranged that the customer would have a numbered

ticket and one would be sent forward to the store. The special article wanted would be delivered to the railroad company and they in turn would deliver it by express to the point desired along their line. This system had some disadvantage and is not particularly followed at the present time.

### Cost of Delivery—Turnover

Almy's have given very careful consideration to the matter of delivery and its cost. For the purpose of serving this rural trade they have determined to maintain a prompt and efficient service, and this has been the first consideration. As Mr. Dugdale said, "The customer must be satisfied."

The cost of delivery has been figured in on the same basis as that of the general delivery expense of the store as a whole. In this way it has not exceeded two per cent. of the turnover, as a matter of fact it is a little above one and three-quarters per cent.

As to the turnover in lines sold to the trade catered to as "summer resort" patrons, this will reach probably $300 per day in grocery lines alone, and there are, of course, a great many lines sold by the store that would materially increase this figure.

## MORE MOUTHS TO FEED

In spite of the fact that the war is over the United States Food Administrator asks for bigger crops in 1919. There is need for even more food than before. Europe needs food and needs it badly if its millions are to be saved from starving and social order brought out of chaos.

The Food Administration is now planning to ship 20,000,000 tons of food to Europe during the next year, or about two-thirds more than it shipped during the past year.

# Sharing the Business With the Clerks

*By A. M. Peikoff, Grandview, Man.*

"THE question of getting the best results from every agency of the store is one that is of vital interest to every merchant. To have the store clean and attractive at all times, to have goods so arranged that they may be ready for instant sale, to have deliveries out promptly at the time promised, and more than all, to have the employees of the store constantly on the alert, constantly on the lookout for business, working with the real interest of the store at heart, is certainly the pathway to an assured success.

"I started in business in Grandview, Man., last September, with a general stock of about $18,000. Beside myself I employ two clerks.

### New Business Presents Difficulties

"Starting business in a new place presents a good many difficulties. With a new store, more than ordinary care is required if business is to be built up to a satisfactory basis; the store must be bright, attractive and well ordered. A hundred little details have to be looked after, details perhaps small in themselves but that added together make the conditions that bring customers to deal at the store. While I understood the importance of these things and did my best to see that everything was kept in the best possible condition, I found that under the system I was using it was impossible to achieve this result. It was either a matter of doing the things myself or of getting a habit of changing clerks every week or so, for they soon developed careless habits. But changing clerks frequently is bad business for the store. To have strangers constantly behind the counter is not the way to success, for it takes time before the customer will learn to trust the clerk and to put confidence in his judgment. I spent a lot of thought in trying to devise some plan that would overcome these difficulties, and finally I adopted an entirely new system that seemed to show some change of success.

### A Bonus System Devised

"Under the new plan I employed the same two clerks, paying them a good salary and providing board and lodging. The head clerk gets $15 a month more than the junior. Each clerk is expected to sell $1,500 worth of goods a month. On business they do over and above that amount they each get a bonus of 2 per cent. Then to provide the element of competition, in addition to the incentive of the bonus, and to keep the junior clerk always on his tip-toes for business, I give him an additional bonus of 5 per cent. if his sales exceed those of the head clerk. In order that this bonus may not be too easily earned it is one of the conditions of the new plan, that if the head clerk is beaten in sales he loses his 2 per cent bonus. He has then two chances to redeem himself, but if in the two following months the junior's sales again exceed those of the head clerk then their positions are reversed, the head clerk bcomes the junior, and the junior the head clerk with the additional $15 a month that goes with that position.

"I have found that this scheme works splendidly. There is now no necessity for the bonus, and I am glad to pay them all the bonus they can earn, for while it pays them it also works greatly to my advantage.

### Penalties for Failure to Meet Conditions

"Then there is the matter of looking after the store. They each have their own department to look after. For instance, the junior has the groceries, hardware, crockery and paints. It is his duty to keep everything spick and span in this department. He must always have enough 10, 25 and 50 cent packages of rice, sugar, dried fruits, etc., and 5 cent. packages of candy.

"As a penalty in not having fulfilled these duties, and having sufficient stocks of these goods ready, he loses his counter check book. Even if it is in the midst of the busiest day I simply take the book away from him and put it in the register and he loses his chance of selling, and must then and there get to work parcelling up the number of packages required. When he has done so he has his book returned and can resume his selling.

"The head clerk looks after the dry goods, gents' furnishings and boots and shoes, and somewhat similar conditions apply to his work.

### Keeping the Store Bright and Clean

"Now in the matter of keeping the store swept and the counters and shelving dustless and bright, they are each given this duty for a week at a time, and are required to keep the store as clean and bright as the day on which it was opened. If this standard is not absolutely maintained then the penalty is that they lose their sales book until the condition is set right. This keeps them constantly alive as they are both looking forward to the end of the month in their endeavor to increase their bonus and to endeavor to beat each other's sales.

### How Carelessness is Discouraged

"In regard to goods that are damaged through carelessness, I have also thought out a way of making the clerk feel his responsibility. I do not attempt to sell these goods to the customer. I simply make out a bill for these goods to the clerk as though they had been sold across the counter, and this bill is of course deducted from his bonus. By this system the clerk gets a certain part of the profits of the business, and it is only right that he should be made to share the loss in the case of avoidable waste.

"Then in regard to the important matter of deliveries. Where deliveries are promised for a certain hour they must be delivered at that time. If a customer refuses goods on account of them being delivered late then the same policy is adopted, the goods are confiscated and the clerk responsible is given a bill for them and this amount is again deducted from his share of the profits.

### Preventing a Rowdy Atmosphere in the Store

"Then we have adopted a system to prevent the use of profane language in the store. We have a charity box in the store, and if anyone swears they have to put five cents in the charity box and the proceeds are given to the Red Cross. This of course is a matter of mutual understanding, and is scrupulously observed.

"That is the general framework of the system I have adopted to keep the store running smoothly and at the highest possible level of efficiency, and it has worked wonders with us. All the difficulties that caused so much trouble and dissension under the old system, where the clerks were merely clerks with no interest in the success of the business, have vanished, and you would hardly recognize it for the same store. We are giving better service, and the clerks are more contented and more interested than they ever were, even at the best of times under the old method.

"This system has certainly proved itself of value in the case of our store."

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### A NEW IDEA

"Your honor," said the arrested chauffeur, "I tried to warn the man, but the horn wouldn't work."

"Then why didn't you slacken speed rather than run over him?"

A light seemed to dawn on the prisoner. "That's one on me," he answered. "I never thought of that."

# Selling Candies a Worth-While Trade

## Getting the Candy Trade of a District Proves Good Business For a Grocery Store—Hundreds of Pounds Sold in Holiday Season, and Results in Many New Customers For the Store—Display Methods Build Business in This Line

"CAN the sale of candies be made, not merely a little catch-penny trade, but a real incentive to the merchant, sufficient to justify him stocking a substantial array not only of all-day suckers, and similar joys of childhood, but of the very best grades of candy on the market?" That is the question that many grocers are asking, and a question that many have answered in the affirmative, among them Charles B. Shields, Queen Street West, Toronto.

Mr. Shields is a strong believer in this business. "If you can sell candy in a drug store, why can't you sell it in a grocery?" he asks. The only advantage that the drug store has is to be found in the hours they are open. Other than that the entire argument is in favor of the grocery store.

Like everything else, it is a business that needs cultivation. People have not always been educated to the idea that candies of the best kind were to be obtained at the grocery store. According to Mr. Shields, the way to get the business is to educate them, and that is not a very hard thing to do. The druggist does not try to sell candy, he merely puts it out on the counter and lets the customer ask for it.

"Why not adopt somewhat the same system in the grocery store?" thought Mr. Shields. "At least why not go as far as they do in the matter of display, and then a little farther in the matter of salesmanship."

### Using Display to Sell the Goods

With that idea in view Mr. Shields had two or three display cases made especially for him with the idea of keeping the thought that he was in the candy business as well as selling groceries constantly before the customer. These cases

are shown in the accompanying illustration, and give some idea of the very attractive appearance that they give to the store, and of the very strong appeal that their mere appearance would make.

So successful were these two cases in building sales that a little later he had a small case made on the same plan for the end of his main serving counter. This case was made to display both bulk and boxed goods, and was situated where it was about the first thing to catch the eye of every customer entering the store.

One of the main points in developing a business in these goods according to Mr. Shields, was to secure a brand of candy that was as good as anything that could be offered and to more or less build business on that line. Of course Mr. Shields handles the goods of three or four candy manufacturers, but he has specialized on this one line more or less because no other store in the vicinity carried it, and people who had tried it and appreciated the quality were more likely to return to the store again. For that reason, while he handles several other lines he makes a practice of suggesting this brand on every opportunity.

### Two Classes of Business

The candy business divides itself into two classes: boxed candies and candies in bulk. Mr. Shields has a large and variegated line of boxed candies, and does a substantial trade in these goods. They are fine business he states, and show a good profit. The sale of boxed candies is usually a sale for gift purposes, where price is a minor factor. The young man wishing to present a box of chocolates to the lady of his heart is not likely to question the price. A dollar or a dollar and a half, it's all the same to him. He gets an attractive package and is thoroughly satisfied. He is convinced that the quality is of the best, and that the lady of his heart will know it, which is a far more important factor than the mere matter of cost. Of course there are many other people who buy boxed candies for gift purposes also, and during the past year there was a brisk demand for shipment overseas, all of which made this item a very satisfactory one.

### Increasing the Number of Uses

But it is not the largest item. The matter of turnover, as in most other lines is an important factor in candy sales, and turnover cannot be built up on merely a gift business. Mr. Shields' idea is to

The specially built candy display cases in the Charles Shields store.

Interior of the Charles Shields Store, Queen St., Toronto. The candy display cases shown in the former photo appear at the right of the picture. Mr. Shields is at the left of the picture.

increase the number of his customers who are regular purchasers of candy at his store. In that direction lies the road to a really successful business, so he has devoted his greatest effort to the sale of candies in bulk, and as a result, large as the boxed candy sales really are, the larger part of the business is in bulk candies.

A slight cut in price is a very effective way of creating sales in Mr. Shields' opinion, but it is not a method that applies to boxed candies, for the reasons stated above. A slight cut on boxed candies would possibly not result in a single extra sale, but in bulk candies it is a very different matter. Candies offered for sale at a few cents less than usual prices, especially when the quality is known to be good, are sure to attract attention. People who had no intention of buying will be attracted by the special inducement, and will purchase. Moreover, candies in bulk display are more readily visualized by the customer.

### Window Displays Help Sales

Mr. Shields has fostered this sale by judicious window displays. A whole window is devoted to the showing of bulk candies, with attractive cards calling attention to the name of the maker and the quality of the goods, and the attractive price at which they are offered. Not only have these window displays been a method of actually developing sales, but they have resulted in a widespread knowledge that the store handled these goods and took pride in the quality of the line they offered. Moreover, the window displays did bring actual results. The day before Christmas one window of the store was devoted to the display of these goods, and in that one day 147 pounds of bulk chocolates were sold in addition to a large demand for boxed candies for gift purposes. Mr. Shields stated that every customer purchasing bought a five-pound package, the quantities in which these bulk goods arrive from the factory. One man alone bought $13 of these goods for distribution among his friends. That is a record that shows what can be done in featuring these lines, and it is a record that means money to the merchant selling them.

### Giving the Store Individuality

Mr. Shields' idea in featuring these lines is first of all of course to make money, but behind that idea is the well-proven fact that the store must have something individual to offer if it is to attract customers. Sugar and canned goods and articles of that nature are hardly an inducement, every grocer carries these lines, and there is nothing in them by themselves to attract customers to the store. But every grocer does not stock candies, and therefore they are a line that will be a factor in attracting people. Mr. Shields has many instances of this. Strangers who have dropped in to buy a pound of candies come in again at a later date asking for more of the same kind. It may be that they buy nothing else. Even so, their trade is worth while, but very frequently they not only buy candies, but little by little come to buy other things, till eventually they are regular customers of the store.

### Actually Creating Sales

But there is still another idea that is expressed by Mr. Shields, and that is that candy sales are as yet an almost untouched field that can be developed into something distinctly worth while. He can actually create customers by judicious salesmanship and display, and that is what he is actually doing.

There are many factors that help in this campaign, and the most important of these is the temperance movement, the curtailment of the sale of liquors has been the most effective argument in the increase of candy sales. People who were accustomed to use liquor have become candy users instead. There are plenty of statistics to prove this fact, and every candy seller can offer evidence of the change that has occurred in his clientele since the temperance move became such a large factor in the country. This then is an actually new demand that has to be met by someone. Added to that, the Candy Manufacturers of Canada are carrying on a campaign to stimulate candy sales. Unquestionably this campaign is going to result in a largely-increased consumption, and the merchant who ties himself up to this campaign and features candy is going to reap an ever-increasing benefit. Mr. Shields does a general grocery business just the same as any other grocer in the land, but he has found that it paid him to feature this line, has found that it was worth while to spend some money in displaying these goods. It has proved itself with him. It has meant better profits and better business.

# A Credit System for General Stores

## A Simple and Efficient Method of Handling General Store Accounts Worked Out and Found Satisfactory by a Practical Storekeeper

By DAVID ARNOT, White River, Ont.

SOME time ago you published an article on the method of the late W. E. Sproule, of White River, Ont., in handling the credit sales. I have taken his idea as the basis and have worked out a quick and accurate system for the balance of the accounting necessary in a business of this kind, and feel it is good enough for you to publish for the benefit of the trade. Having been in a general store myself for ten years in British Columbia, I know the drudgery that keeping books is to the busy storekeeper.

We have a cash register and use a credit register for the credit account. It has slips in triplicate. On a customer making a credit purchase he gets a pink slip, the white goes on the credit register holder, the yellow on a pin on the register. Paying cash on account, customer yellow, pink on the system, white on the register. Returning goods, customer white, yellow on system, pink on register. The object of this is to facilitate the handling of the slips on checking up at the end of the day. We ring up all credit sales and received on account on the register, and paid outs; these must correspond with the slips put on during the day. The amounts are entered in the Cash Register book and from there into the Cash book and the total of credit sales at the end of the month direct to merchandise and credit accounts in the Ledger.

### Handling Goods Returned

Any goods returned are taken off the total of credit sales for that day, when checking up; this keeps our account in the Register book straight with the system. At the end of the month, the amount shown by adding the accounts owing in the system, and taking from it the amount of cash paid on account, plus balance from last month, should balance. I opened an account in the Ledger and called it credit system, debited it with the amount shown on certain date, and each month we debit the charge accounts and credit the received on accounts; the difference between the two gives us the amount due according to our total on the system. If they don't, you have to check up. For we find the only bad fault with the system is the carelessness of clerks not bringing forward the proper balance.

### Wholesale Accounts and Others

For the wholesale accounts and others necessary, we use the following books:

Invoice Book: When the goods arrive and are checked off, we put the amount down; any credits given are also entered in this book. This has three columns, the third we use for goods bought for fixtures, or anything outside of merchandise; the total of the whole is entered up to their respective accounts at the end of month; the individual accounts are entered each day.

Ledger is used for the wholesale accounts, and I put bills payable account in this to save bother of unlocking private Ledger so much.

Private Ledger: This contains the partners' accounts and all profit and loss accounts. Has a lock and put away.

Bill Book (loose leaf): This has a ruling for discount, and any bills we accept, from which there is a discount, are entered in this column. The total of bills accepted and discount are totaled at end of month and entered to their respective accounts. We purchased this book locally and also a splendid loose leaf multi-column cash book ruling, which would do for the Cash book, which I will describe.

Trial Balance Book: This we keep for our balances due to the wholesale firms

**BANK**

| Date 1919 | | Folio | Cash Sales | Rec'd on account | Sundries | Date | | Folio | Cash Payments | Expense | Freight | Cash Purchases | Deposits | Interest | B.P. Paid | a/c Paid by bank | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Balance last month | | | | 50 00 | Feb 1 | Bank Balance | | from last month | | | | 1000 00 | | | | |
| Feb 6 | C.B. Johnson | | | | 6 00 | " 1 | Wm. Jones | 176 | 10 00 | 600 00 | 10 00 | 50 | 600 00 | 75 | 500 00 | | |
| " 6 | Cash sale | | | | | " 2 | Wm. Smith | 67 | | 60 00 | 10 00 | 1 25 | | 15 | 1000 00 | 60 00 | |
| " 7 | | | | | | | Geo. Doe | 100 | | | | | | | | 140 00 | |
| " 7 | Bank cash sent for checks | X | | | 1000 00 | " 23 | Wm. Johnson | 74 | | 10 00 | 2 50 | 10 00 | 4500 00 | 10 00 | 90 00 | 500 00 | |
| | | | | | | | J. Devitt | 40 | | | 1 50 | 100 | 2000 00 | 5 00 | 3000 00 | 70 00 | |
| | | | | | | 28 | Fixtures | 75 | 100 00 | | | | | | | 1000 00 | X |
| | | | | | | | | | 110 00 | | | | | | | | 110 00 |
| | | | | | | | Expense | 407 | | 670 00 | | | | | | | 670 00 |
| | | | | | | | Freight | 908 | | | 24 00 | | | | | | 24 00 |
| | Mdse. | | 6000 00 | | 6000 00 | | Mdse. | 70 | | | | 111 75 | | | | | 111 75 |
| | | | | 9000 00 | 9000 00 | | | | | | | | 8100 00 | | | | 8100 00 |
| | | | | | | | Interest | 46 | | | | | | 15 90 | | | |
| | | | | | | | | | | | | | | | 4590 00 | | |
| | | | | | 16056 00 | | | | | | | | | | | 2770 00 | |
| Mar 1 | Balance | | | | 7040 25 | | Balance | | | | | | | | | | 9015 75 |
| | | | | | | | | | | | | | | | | | 7040 25 |
| | | | | | | | | | | | | | | | | | 16056 00 |
| | | | | | | | Bank a/c | | | | | | | | | | |
| | | | | | | | Deposits | | | | | | | | | | 8100 00 |
| | | | | | | | Interest | | | | | | | 15 90 | | 15 90 | |
| | | | | | | | Bills pay. | | | | | | | | | 4590 00 | 7375 90 |
| | | | | | | | Balance in Bank | | | | | | | | | | 724 10 |
| | | | | | | Mar 1 | Balance | | | | | | 724 10 | | | | |

(1) Shows money lent by bank, for purpose of cashing cheques. (2) The amount paid by bank should be on a blank line and person's name to whom cheque was made in column for name so as to charge to their account. (3) You will notice as there are no accounts in ledger for bank account no record is made in folio column.

on open account; it facilitates getting the balance each month as one entry does for a whole year, with a few lines left between each letter; it allows for any new firms you may open accounts with.

Journal: This is for any cross entries that may come up. We find there are very few, but when they do you must have a place to put them.

### The Cash Book

Cash Book: This is the "boy" to facilitate my explanation. I am sending you herewith a cut of it. On the debit side we enter each day from our Cash Register book the amount of cash sales, received on account, and money from other sources shown by it; at the end of the month the total of the two former are entered to their accounts, the sundries are entered daily as they occur. On the credit side you can have as many columns as you like; these are totaled in the same way and entered at the end of the month. The only ones to enter daily would be out of the sundry column.

The bank account is handled altogether through the Cash book, which is a saving. You can check everything right from your bank account statement when it is received at the end of the month—can tell at any time just how you stand with it without referring to any other book. We get money from our bank twice a month. This is just entered on both sides of the Cash book, and nothing further is needed. The illustration will give a better detail than all my explanations would do.

Any interest or charges made by the bank during month are put in a column and worked out in the way shown to get balance.

These three items do not take part in balancing up for cash—only when getting bank balance.

# Making Fruit a Leader

## This Policy is Found to be a Means of Cultivating and Encouraging Trade, According to the Experience of a Guelph, Ont., Store

FRUIT and vegetables may be either an incidental of the store's trade or one of the important and leading lines, both as regards bulk of sales, and as regards the attractive force that these lines exert in stimulating other trade of the store.

Hood and Benallick, Guelph, Ont., have found that fruit is about their best line for cultivating trade, and they make the very most of it.

"When you develop the idea that such and such goods can be had at this particular store, if they can be had anywhere you have gone a long way toward cultivating a trade in these lines, and as a result have attracted people to the store, with all the opportunity this affords of selling them other goods as well." That is the way Mr. Benallick states the policy that has led them to make fruit and vegetables a distinct leader.

### Novelties in Fruit and Vegetables as a Leader

"We always make it a point to have novelties in fruit and vegetables when they are to be had. They are something novel to suggest to a customer, something that is pretty sure to arouse her interest and make her ready for other suggestions. They are a factor in making the customer think of the store whenever she is looking for something a little different for the menu. In this way they are a great business builder for all the store's trade."

### Week-End Sales of Fruit a Usual Practice

Even when the goods are not novelties Mr. Benallick states that they have found it of value to make fruit always a leader and to keep it always before the public. Each week-end they have a special sale of oranges for instance, and show them in quantities that suggest that the sale is a real bargain. When the CANADIAN GROCER representative was in the store on a Friday there were twenty-two boxes of oranges opened and displayed in the front of the store where they were sure to catch the attention, and it was very seldom that a customer would give an order without the additional, "and oh yes, a dozen oranges."

"By Saturday night," said Mr. Benallick, "there will be very few of those oranges left. We can sell fifteen to twenty cases regularly on a week-end sale. Of course we make a special price on these, but buying in twenty and twenty-five case lots we can get a better buying price that pretty well accounts for any cut and leaves us with a good margin of profit."

"Quite apart from any matter of price, however," Mr. Benallick continued, "I think that making a good display of fruit wherever possible, either new things, or old things in unusual quantities, is one of the most effective ways of gaining the interest of possible customers."

With the more distinctly summer fruits they adopt the same principle, buying in quantities and letting the public know that they have plenty to sell.

### Bulk Display Develops Business

"We buy basket fruit by the hundreds and have it delivered on the sidewalk. There is a city ordnance that discountenances this practice, but that ordinance gives us twenty-four hours to move the goods inside the store, and by nightfall that task is usually fairly simple. The passers-by see the fruit there on the sidewalk and are at once attracted, and we will readily sell anywhere from 100 to 250 baskets a day. If Mr. Hood the senior partner can get a better price by buying a whole lot he will take a chance on it, and have it sent to the store. One man can readily look after this trade so there is no great expense attached to it. It is mainly bought and carried away, and night time sees very few baskets to carry over and consequently a very small element of danger from waste, the only thing that can make the sale of fruit unprofitable. If they did not see the fruit they might never think of buying, and if they did not see it in some quantity it would not be very forcibly brought to their attention, and for that reason we believe that selling in bulk is one of the most effective means of making fruit a leading element in the business."

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### THOSE RURAL PROFITEERS

Mrs. Newlywed went to the grocery store to do her morning marketing. She was determined that the grocer should not take advantage of her youth and inexperience.

"These eggs are dreadfully small," she criticized.

"I know it," he answered. "But that's the kind the farmer brings me. They are just fresh from the country this morning."

"Yes," said the bride, "and that's the trouble with those farmers. They are so anxious to get their eggs sold that they take them off the nest too soon!"

# The Clerk's Window Contest

## Winner of the First Prize

THIS effective display was judged to be the most effective selling window of those submitted in the Clerk's Window Contest. It was dressed by J. L. Wyckoff, of London, Ont., and is reported to have been a real factor in stimulating trade. The attractive arrangement is given added effectiveness by cards that tell the passerby exactly what he wants to know about these goods. Note especially the centre card at the top of the photo.

### THE WINNERS

1st Prize—J. K. Wyckoff, of Wyckoff's Quality Food Store, London - - - - - $10.00

2nd Prize—Harold Crone, McLean's Grocery, Moose Jaw, Sask. - - - - - - $5.00

3rd Prize—Heuther & Todd, Guelph, Ont. $3.00

4th Prize—W. G. Blais, with D. W. Stenson, Sherbrooke, Que. - - - - - - $2.00

Honorable Mention—G. F. Fissette, with D. P. Foster, Cayuga, Ont.

# Selling Fruit by Bulk Display

**TAKING advantage of the psychology of crowds is proved to be the best of business strategy.**

"THERE is no argument for selling fruit equal to its display in quantity." Such at least is the opinion of Mr. Benson, of Benson Bros., Guelph, Ont. The actual display of many boxes, or large piles of baskets, seems to be something that the customer cannot resist.

Just what the mental process is that leads a customer to think that because fruit appears to be plentiful it is particularly desirable it is not easy to decide, but such is the case; sales from a display of a number of cases of oranges or other fruit, almost invariably exceed the proportions of sales where the display is of smaller quantities.

### The Shady Side of the Street

This is the fact that has determined the policy of the Benson Brothers' store. The store, too, is peculiarly well situated for displaying fruit. To begin with it has ample show windows situated on the shady side of the street, on a busy thoroughfare. The fact that it is the shady side is in itself no small advantage. Fruit may be displayed in quantities without the fear of it being sunburnt, and its fresh, inviting appearance destroyed. Then, too, it is a well established fact that people unconsciously use the shady side of the street. This is not merely a theory, it has been proved by investigations to be a fact. For this reason the bulk of the traffic on this street will pass the Benson Brothers' door, and will consequently be brought under the direct influence of this bulk display.

### Keeping the Display in Front

The store has a wide entrance, and there are low tables fitted into the doorway at each side, on which fruit is displayed in the open where the passerby cannot fail to see it. As an illustration of the fact that this method is of advantage, it is to be noted that the buyers of this fruit are not necessarily regular customers of the store. These the store will probably get anyway, for one way and another the housekeeper usually has these lines called to her attention. But it is a fact that a good part of the trade in fruit comes from a passing trade. Men going home from work at noon or in the evening will see the fruit as they pass and will probably stop and buy a couple of boxes of strawberries to take home with them. That constitutes a sale that would probably be lost to the store were it not for the outside display, and it is a sale that in most cases does not entail the expense of delivery.

### Quantity a Selling Argument

Then, too, in the heart of the summer fruit season Mr. Benson's practice is to make huge piles of baskets outside the door, possibly five hundred baskets may be thus displayed. The quantity seems to have a peculiar fascination for the public, and plays to that well known peculiarity of all buying publics, the desire to see and handle the goods. There may not be a shade of difference in the quality of a pile of basket fruit, but each customer is pretty sure to see a particular merit in some basket of the lot and is far more likely to purchase than if he had to take some one particular basket.

This large display attracts people, and these crowds attract other crowds, as is the way with crowds the world over. That secures the attendance of customers, and once there they are brought under one of the most important selling impulses, the sight of other people buying.

There is a whole lot of crowd psychology in this method of selling, a factor that is far more important than many people realize. Perhaps the merchants adopting the system may not think of it this way, or they may think of it in other terms, but they realize the effect and make the most of them.

### Four or Five Hundred Baskets a Day

Mr. Benson states that during the height of the fruit season they would perhaps sell three or four hundred baskets in a day. Of course this record would be only for a few days of the season, but the daily sales would be up in the hundreds of baskets.

Now a grocer who stocked only a few baskets and kept them well out of view inside his store, might, or might not dispose of them, with the chances rather in favor of the might not, for people will see this large display and will register an unconscious conviction that this is the place to buy fruit.

Moreover, this method of selling is done at the minimum of trouble and expense, the customer takes all the pains. Instead of having to be convinced of his need of these goods, he does his own convincing, and actually sells and serves himself, and goes away happy in the conviction that he has made a very shrewd bargain.

### A Sad Example

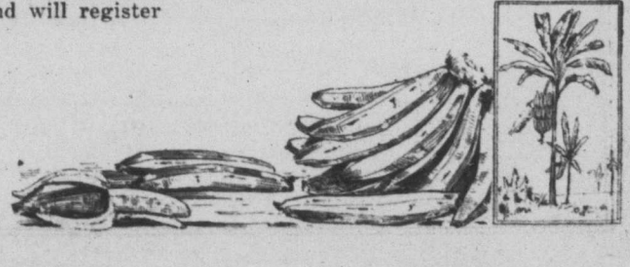
Take an instancee in point. Every grocer knows the difficulty of selling bitter oranges. He knows from bitter experience that his customers can hardly be induced to buy them till the season is practically over. The reason is largely to be found in the fact that the average grocer stocks these goods in only small quantities. The customer figures it out about this way: "When the fruit season is on there is a lot of fruit, and that is the time to buy at the best figure. There are only a few of these bitter oranges on display and therefore of course the season it not on." It may not be a particularly reasonable way of thinking in regard to bitter oranges, but it is a fact nevertheless.

### Creating a Buying Impulse

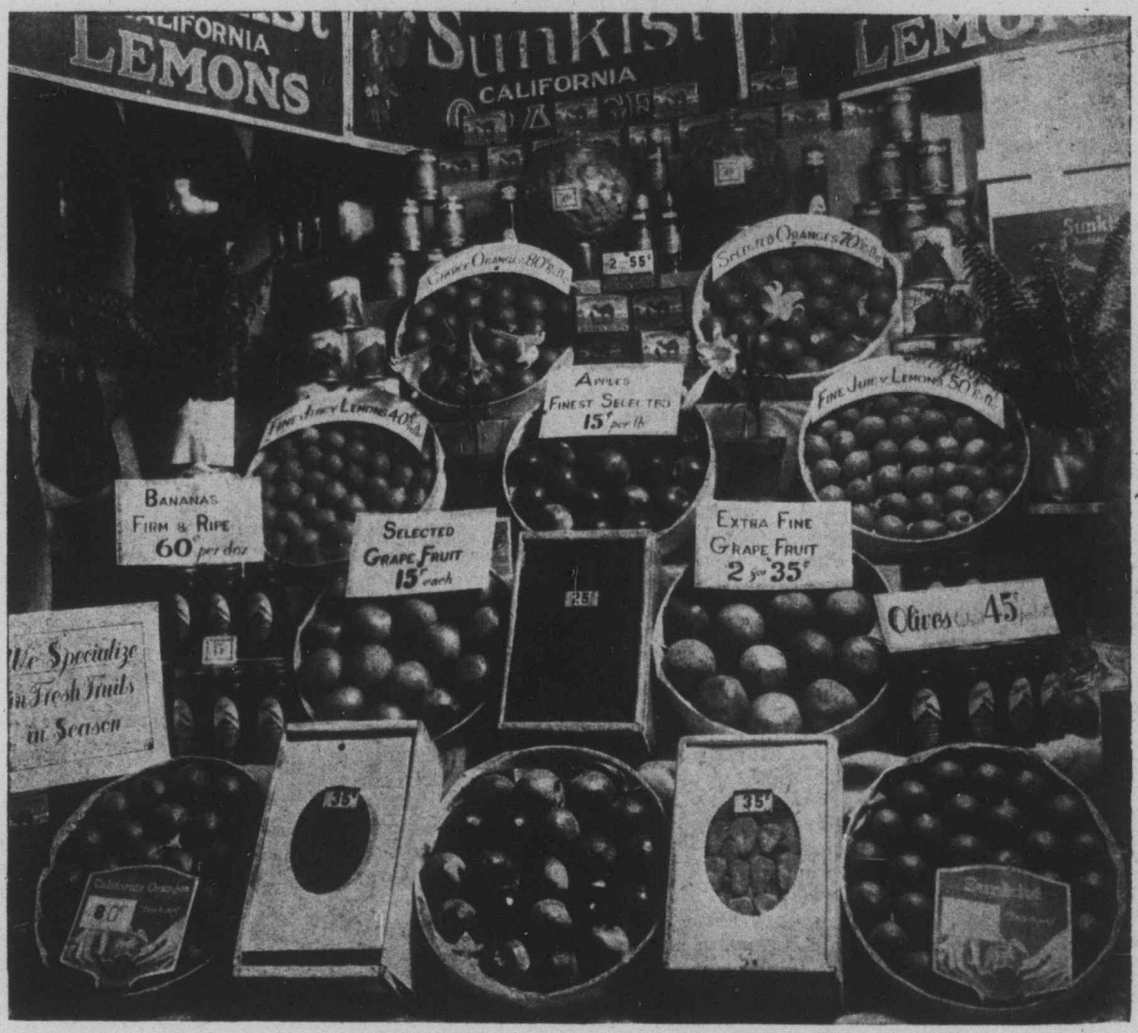
The whole essence of the bulk display of fruit is that it creates in the customer's mind the buying impulse. When the public see these large piles of fruit they figure that it is the time to buy, and they do buy without any coaxing.

There are, of course, other ways of selling, but this is surely the easiest and the most effective to play on the little human weakness of a liking for crowds, crowds of people or crowds of peaches, it is all one, it gets the public interest. To sell three to four hundred baskets of fruit in a day is no small item, to sell even a hundred means a pretty good day's business for the store, and to throw away this effective argument is a waste.

Benson Brothers are firm believers in display, not only in fruit but in every other line, and they adopt this policy with necessary variations in much of the business of the store, keeping the goods always before the customers they desire to sell.



# The Clerks' Window Contest




## Winner of the Second Prize

THIS window was dressed by Harold Crone, of the McLean Grocery, Moose Jaw, Sask. It is arranged as follows:—

First row—Package dates, that have been off the market for some time, and are consequently in brisk demand. Second row—Two large glasses containing marshmallows and butterscotch, with a few bottles of olives, and canned fruits. Third row—Two rings of oranges with a centre of dates. Fourth row—Two rings of lemons, with a ring of apples in the centre; several plants are also used. Fifth row—Two rings of grapefruit with a box of prunes in the centre and bottled olives at the side. Sixth row—A ring of apples in the centre with a ring of oranges at each side separated by a box of dried pears and peaches. Every article in the window has a card with price attached, and the window has proved a very attractive agent in selling the goods. The gay colors of the fruit show to especial advantage under artificial light. The rings referred to are merely cheese box lids covered with tissue paper, which permit a good display of fruit with little stock in the window.

# Assuring a Fresh Supply of Fruit

## A Little Preachment on the Art of Buying and Selling Summer Fruits, and of How They May Be Made Attractive to the Customer

By J. L. WYCKOFF
Dundas St., London

WHILE on my weekly tramp in the country one Wednesday afternoon, in the latter part of the month of June, nineteen hundred and fifteen, I noticed a wayside cottage covered with Rambler roses, with a beautifully kept lawn in front, surrounded with a border of the finest lot of peonies that was ever my pleasure to see and being curious to know the owners of this place I made the excuse of asking for a drink of water, and while the good housewife was getting me a glass (for you see she did not think the regular tin dipper hanging on the pump was good enough for me)—up comes Mr. Man, the other partner of that estate, and after discussing the weather and one thing or another, he asked me if I would like to look over the place. As that was just what I was waiting for him to ask me, I assented readily. The first part he showed me was his strawberry patch, which was just in the first stages of ripening; such berries, large firm and luscious. I came to the conclusion that I wanted those berries for my customers. While walking through the patch and Mr. Man was telling me something about the methods of growing strawberries, the best kind of fertilizer, the best time to cultivate and one thing and another, I figured that he would have about thirty-five hundred boxes all together, with largest picking for one day about nine hundred boxes. I offered to buy his entire crop at the market price each day; this was agreed upon. Now this farm is about three miles distant from the city with a suburban line passing his door, which made delivery very convenient; we would get berries on Monday mornings by ten o'clock, while the other stores would not get theirs until two in the afternoon; on Saturdays we get Friday afternoon picking in the morning, Saturday morning picking in the afternoon and about seven in the evening the balance of the day's picking. Fresh, luscious, red, ripe strawberries picked the same day for Saturday evening business—made possible by the suburban line.

A scene in the berry field that supplies the Wyckoff store

### LEAVING ORDERS AHEAD

The method we adopt in handling the crop is very simple; every customer is asked to leave his order for preserving ahead and they leave it entirely to our judgment just when the order is filled; in this manner we take care of an extra heavy day's picking and our customers get choice fruit.

We follow up all the small fruits just the same as strawberries, buying direct from the field and mostly all from the same farmer; we have followed this plan with great success for the last four years.

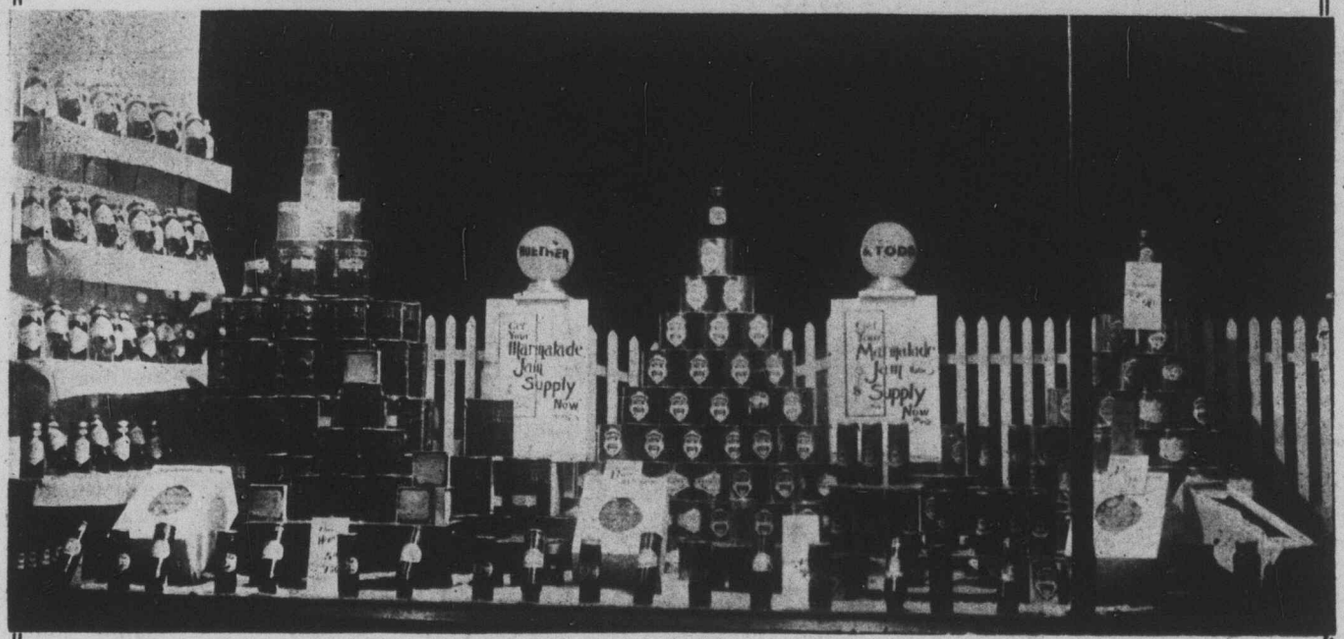
Our shop is situated on a corner with windows facing both streets. This corner window we use for displaying fruit the year round. It has an extra floor built on a slope, and then tastefully arranged with glistening fresh fruit—a nicely worded card stating, "You get the berries same day as picked," with a couple of boxes upset on a plate to show the berries are the same all through — a few sprays of the plant with bunches of ripe berries scattered here and there, you have a display that for attractiveness it is hard to beat.

This window is washed and trimmed every morning during the summer fruit season and takes about two hundred boxes of berries to fill both sides; it is also arranged so as to be easily accessible too by the customer, as we find that some people prefer to pick out their own box. The window is kept refilled from the case, which only takes a minute if done at once, thereby keeping the window from becoming ragged.

### WALTER BAKER COMPANY MOVE EXECUTIVE OFFICES

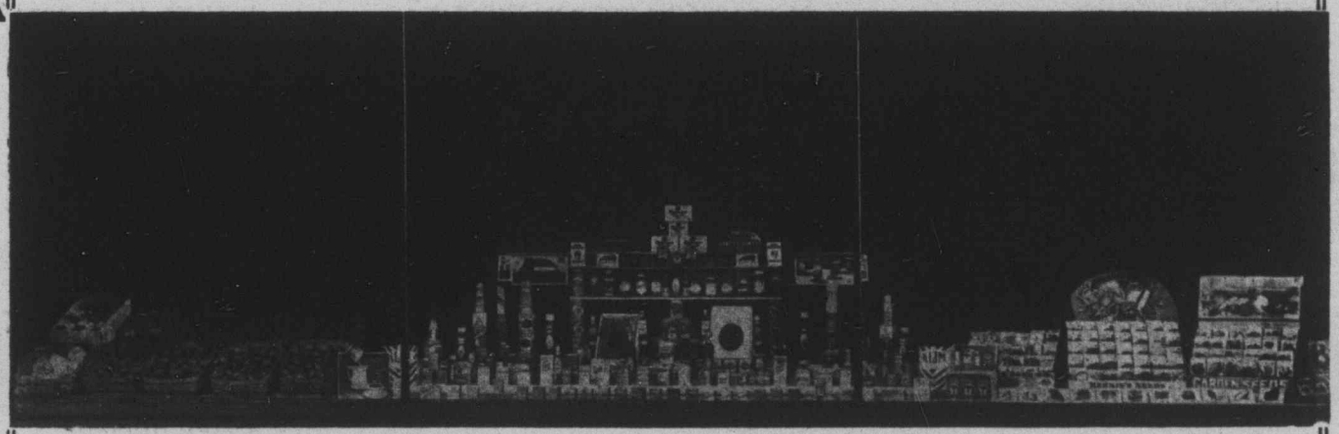
Walter Baker & Co., Ltd., cocoa manufacturers, have removed their executive, business, selling and advertising offices from 45 Broad St., Boston, to the Administration Building at their manufacturing plant in Dorchester, Mass.

# The Clerk's Window Contest




## Winner of the Third Prize

THIS window was submitted by Heuther and Todd, Guelph, Ont. It features honey, marmalade and jam, and there are cards calling attention to the fact that the home supplies of these articles may at this time be running low. The appeal met with direct results. The window was put in on a Thursday and redressed on the following Tuesday; during that time half the goods displayed in the window had been sold.



## Winner of the Fourth Prize

IT was not the intention to give more than three prizes in this contest, but the accompanying window was of such merit that it was decided to add another prize. The window was entered by W. G. Blais, of the D. W. Stenson Store, Sherbrooke, Que., and was successful in developing a demand for many of the goods displayed.

# How Departmentizing Helps the Store

## Benefits Revealed Early in the Game—System Employed Simple—Monthly Stock Record—How the Records Help Out—Cash Business Conducted—Spending Cash Where Credit is Given

By G. S. WILLIAMSON, Associate Editor

THE departmentizing of the general store as outlined by A. F. Higgins, proprietor of the A. F. Higgins Co., Ltd., with general stores at Roland, Carman and Morris, in Manitoba, does not look like such a tremendous task. The benefits which have accrued to this company have more than proved the wisdom of such a course, and to-day each of these stores is operating successfully, with a complete record of what each department is doing available at a moment's notice.

### What Departmentizing Revealed

"Before instituting our present system," Mr. Higgins explained to CANADIAN GROCER, "we were conducting our business in what I must now term the usual "hit and miss" style. I say this advisedly for the revelations we had when our businesses were switched over to their present system of knowledge of the various departments do not leave room for me to call it anything but that. Let me give you an example," Mr. Higgins continued. "Though not directly related to the grocery end of our business, these will give you an idea as to what I am trying to bring home. We used to figure that when we bought a fur coat for $75.00 and sold it for, say, $100 to $110 that we were making a handsome profit. When we classified furs into a department of their own, we found on the margin we allowed for profits we were actually losing money.

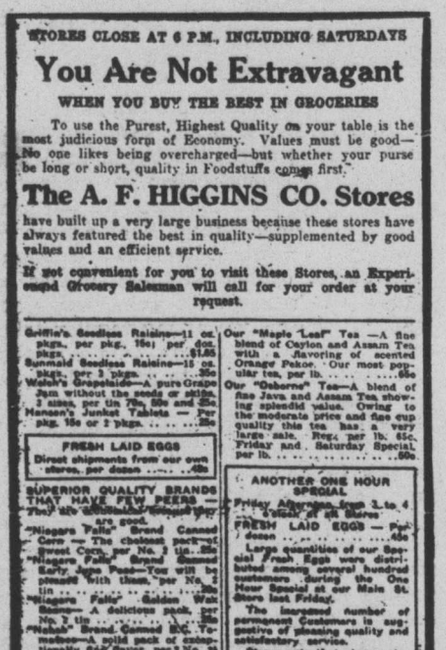
"Another case I recall is that in reference to one of our retail stores where we devoted a small corner to men's wear —collars, neckties and kindred lines. It was a small corner, too. We figured it was a convenience to our customers, but most certainly not a money-maker. Again we were wrong, for we found this little corner one of the best paying departments in the store."

### System Employed is Simple

There, briefly and clearly, are concrete evidences of the benefits which can be derived from knowing what each branch of your store is doing. The system employed is not a complicated one—in fact the bookkeeping is really very simple in this store. A record of what each clerk is doing in the matter of sales is kept in one book (just a scribbler)—in another the departments are classified and sales tabulated according to class of goods. These two books, which are really just scribblers, are ruled and the figures constitute the daily record.

### The Results Obtained

Now, just what do these books really show? Perhaps it might be well to state that a cash carrier system is used. There is a sales slip made out for every sale and these go through to the office, where the cash girl holds forth. When these slips come through, the cash girl enters the amount of the total sales in what might be called the clerk's sales record book. The book is ruled—one way of



STORES CLOSE AT 6 P.M., INCLUDING SATURDAYS

You Are Not Extravagant

WHEN YOU BUY THE BEST IN GROCERIES

To use the Purest, Highest Quality on your table is the most judicious form of Economy. Values must be good—No one likes being overcharged—but whether your purse be long or short, quality in Foodstuffs comes first.

The A. F. HIGGINS CO. Stores

have built up a very large business because these stores have always featured the best in quality—supplemented by good values and an efficient service.

If not convenient for you to visit these Stores, an Experienced Grocery Salesman will call for your order at your request.

Griffin's Seedless Raisins—11 oz. pkgs., per pkg., 10c; per doz. pkgs. ... ... ... $1.05

Sunmaid Seedless Raisins—15 oz. pkgs., per 2 pkgs. ... ... ... 25c

Welch's Grapehide—A pure Grape Jam without the seeds or skins. 2 sizes, per tin 20c, 30c and 45c

Nestlé's Junket Tablets — Per pkg. 10c or 2 pkgs. ... ... ... 25c

FRESH LAID EGGS
Direct shipments from our own stores, per dozen ... ... 40c

SUPERIOR QUALITY BRANDS THAT HAVE FEW PEERS — The "Big Six" Brands listed here are good.

"Niagara Falls" Brand Canned Corn — The choicest packing of sweet Corn, per No. 2 tin ... 20c

"Niagara Falls" Brand Canned Early June Peas—You will be pleased with them, per No. 2 tin ... ... ... ... ... 20c

"Niagara Falls" Golden Wax Beans — A delicious pack, per No. 2 tin ... ... ... ... 20c

"Rehab" Brand Canned Red Tomatoes—A solid pack of exceptionally fine flavor, per 2 No. 2½ tins ... ... ... ... ... 45c

"Aunt's Supreme" Brand Sliced Hawaiian Pineapple — One of the finest packs of this delicious fruit, per No. 2 tin ... 30c

Griffin's Sliced California Peaches —Net weight 1 lb. 14 ozs., per tin 20c; per 2 tins ... ... $1.00

"Niagara Falls" Bartlett Pears — Fully equal to the best California pack. Reg. 45c. Special No. 2½ tin ... ... ... 40c

Harvest Brand Canned Red Raspberries—In heavy syrup. Reg. 45c. Special No. 2 tin ... 40c

"Clover Leaf" Brand Salmon — Pinest quality Sockeye, 1 lb. oval, per tin ... ... ... 40c

Luxury Brand Salmon—A choice red Sockeye Salmon, per 1 lb. tin ... ... ... ... ... 25c

"Ivana" brand Norwegian Smoked Sardines—Reg. 20c. Friday and Saturday Special, per tin ... 25c

CHOICE TEAS AND COFFEES (In bulk)

Our Own Blends — The war tax is paid.

Our "Princess" Tea—A very high grade of Ceylon Orange Pekoe Tea of exceptional fine flavor and excellent cup quality, per lb. ... ... ... ... ... 50c

Our "Maple Leaf" Tea —A fine blend of Ceylon and Assam Tea with a flavoring of scented Orange Pekoe. Our most popular tea, per lb. ... ... ... 60c

Our "Osborne" Tea—A blend of fine Java and Assam Tea, showing splendid value. Owing to the moderate price and fine cup quality this tea has a very large sale. Reg. per lb. 45c. Friday and Saturday Special, per lb. ... ... ... ... ... 40c

ANOTHER ONE HOUR SPECIAL
Friday Afternoon, from 3 to 4 o'clock, at all Stores
FRESH LAID EGGS — Per dozen ... ... ... ... 40c

Large quantities of our Special Fresh Eggs were distributed among several hundred customers during the One Hour Special at our Main St. Store last Friday.

The increased number of permanent Customers is suggestive of pleasing quality and satisfactory service.

Please note that above price is only good for the one hour advertised.

No Phone Orders. No Delivery, and cash, of course.

Our "Standard" Blend Coffee—A fine Jamaica coffee, worth today at least 5c per lb. over our price. Whole or fresh ground, per lb. ... ... ... ... 35c

Our "Maple Leaf" Coffee—Blended from fine plantation Coffee and Arabian Mocha. Our favorite blend and one that has an enormous sale, per lb. ... 50c

Cut Loaf Sugar—For your coffee, per 7½ lb. ... ... ... ... 50c

Granulated Sugar—Per 10 lbs. ... ... ... ... 85c per bushel ... ... ... ... ... ...

Yellow Onions—Good size, per 4 lbs. ... ... ... ... ... 25c

Finest Ontario White Beans — Hand picked, per lb. ... ... 10c

California Oranges—Per doz. 75c, 60c and ... ... ... ... 50c

We are today unloading a carload of Dominion Granulated Sugar. Special priced for Friday and Saturday buyers.

Granulated Sugar—Per 100 lbs. $11.80; per 20 lbs. ... ... $2.40

License Nos. S-12965, S-3304, S-3365.

A. F. HIGGINS CO., LIMITED

3 Winnipeg Stores—
600 MAIN ST., Phone G. 3170-3171.
811 PORTAGE AVE., Phone Sher. 325-3220.
723 OSBORNE ST., Phone F. R. 541.
3 Country Stores—Roland, Man.; Carman, Man.; Morris, Man.

A typical advertisement of the A. F. Higgins Co., Ltd., that gets its message across to the reader

the ruling showing the sales slip number and the other the clerk's number or letter. At the end of the month then there is no difficulty in getting the amount of the total sales as well as what each clerk has contributed in this respect. The sales slip in the counter check books are numbered of course and each of these slips must be turned in or some explanation of its absence be made by the clerk responsible.

### The Department Idea

Book No. 2 is the one which shows what each department in the store is doing each day and month. Groceries, Hardware, Dry Goods, Men's Wear, Smallwares, Housefurnishings, Furs,—they are all here in the scribbler, perhaps A representing groceries, B representing hardware and so on. As the sales slips come through, the cash girl, who soon becomes familiar with the goods and what department they belong to, enters them up according to departments. Should one slip show goods from more than one department, the list is separated and entries made accordingly. This book then should show a total volume of sales equal to the other book containing the clerk's sales records and the two should tally with the cash—not only a complete record of the various transactions, but a check against the cash taken in also.

But the books used during the month, giving the daily record, form the basis of what might be called the recapitulation book. In this are shown the total sales of the different departments—a column is included in which returned goods are entered up and deducted from the sales of the various departments, and in this way a net total of each department for the month along with complete net total for the month is arrived at.

### Another Step Forward—The Stock Record

But the system of figures goes still further in the Higgins store. There is a record kept by which it is possible to determine pretty closely the amount of stock on hand, and the profit made at the end of each month's business. Another book is ruled out carrying a column showing the letter of each department and in which the invoices for goods received are entered. The date of invoice, the name of the firm bought from, the total amount along with the itemized amount for each department are all entered up. A column is provided for freight, the cost of the case and packing charges being included in this figure.

This record then shows the total amount of goods bought during the month, the amount bought for each department, the freight paid and charged up against the goods. This enables further statistics to be worked out. The firm knows about what percentage of profit on sales each department should show—from this they can determine pretty accurately cost of goods which have moved they already know amount of goods on hand the first of the month —the sales during the month—the amount of goods received, and are in a position then to work out the amount

of stock on hand at the end of the month and estimate profits.

### How the System Helps Out

There is nothing complicated in the working out of the system, and the benefits of having an accurate knowledge of what is being done in each department are many. For one thing if any single department is falling behind, it is possible to check same up at the end of the month—it isn't necessary to wait a whole year to see what departments pay. The monthly records, usually available between the fifth, and the tenth of the month, enable Mr. Higgins to keep his finger on the pulse of the business. As every variation or change is recorded, and should for any reason one or more departments be falling behind, an explanation must be forthcoming. If the change is a big increase, the reason is asked too, so that if it is a general condition, all departments can be speeded up.

A record of all produce such as butter and eggs brought in to the store is kept. Should a farmer bring in $10.00 worth of eggs and buy $10.00 worth of goods, the transaction is not closed as far as the Higgins store is concerned. A sales slip is made out for goods bought and method of payment marked so that each department gets credit for sale of its goods. The question of the disposition of the butter and eggs is another story and will be covered separately.

### City Grocery Stores Being Operated

There are evidences of how departmentizing works out and the benelt which can be derived from knowing what each branch of a store is doing. The A. F. Higgins Co., Ltd., has recently acquired three grocery stores in Winnipeg, the last one to be taken over being the business conducted by J. A. McKerchar, on Main St.

### To Determine Paying Lines

Study is now being made of these three grocery stores with a view to departmentizing them. Mr. Higgins believes it should be done, for, as he expresses the situation: "I want to know what lines of goods pay me best. Am I making money on canned foods and losing it on fruit, or why should my cereal department, for instance, pay the profit on teas and coffees, or vice versa?" Mr. Higgins feels that at the present time they are probably pushing the sale of some lines of goods which really show them no profit, and perhaps overlooking a line which is a real money-maker. When the three grocery stores are departmentized the various goods will be revealed in their true status in relation to the claims or otherwise they have on the time of the sales force.

### General Stores Sell For Cash

Coming back again to the general stores located out in the country, another point stands out prominently. This is that each one is conducted on an absolutely cash basis. It has often been said that it is impossible to conduct a business for cash in the West. Conditions are such that at certain seasons of the year, at least, a certain amount of credit business must be done. Mr. Higgins has disproved that, and in expressing his opinion was most emphatic on

the success of the cash project over the credit game at any time.

### Firm Stand on Cash Business

"There are some funny things crop up at times," Mr. Higgins went on, "that occur in this conflict between cash and credit. I remember when we made the change to a cash business at Carman. If there is one centre in Manitoba where credit was firmly entrenched—I might even say it originated there, it was so strongly fortified—that point was Carman. I was on one of my regular trips to the store, when a man, who evidently had been endeavoring to get hold of me for some time, approached, and making himself known, broached the matter of credit. It was along in July when the farmer is supposed to be without cash and waiting for the new crop returns. He stated that he had been buying a lot of goods for cash at the store—I found this to be the case later—but was getting hard up and wanted to open an account, which he would pay when he got the returns from his crop. He went further and stated that he made it a policy to spend his cash where he secured credit accommodation and hoped that I would make the necessary concessions. I thanked him for his business," Mr. Higgins explained, "commended his policy in regard to spending his cash where he secured credit, explained that we could not deviate from our cash policy and suggested that he secure a loan from the bank to tide him over. He wasn't satisfied to borrow from the bank, though, and said that he would be unable to deal further with me.

### Spending Cash Where Credit Given

"The sequel is interesting," Mr. Higgins went on, smiling broadly. "I must confess I forgot the incident until about six weeks later, when I was again in Carman.

"While going over some records in the office, a bill of goods amounting to about $35 came in to the cash girl's desk. It was a very nice order, and the girl, turning to me, said: 'Do you know the woman who bought these goods?' I confessed ignorance. 'She is the wife of the man who always spends his cash where he gets his credit,' I was told."

There is, in a nutshell, the reason why this firm insist on cash and are making such a success of the cash business. Mr. Higgins firmly believe that the cash store gets the preference over the credit store. The advantage of knowing that there are no bad or doubtful debts to worry over—goods given out representing real money, which may prove a total loss, or which those customers paying cash must also be taxed for—saves many a bad night and also loss of custom.

### City Stores Do Credit Business

However, here again there is another side to the story, and that is in connection with the grocery store in the city. The businesses taken over by Mr. Higgins as going concerns each carried on a certain amount of credit business. The A. F. Higgins Co., Ltd., has taken over the accounts and is giving weekly, semi-monthly, or monthly terms to those who were on those terms with the old concerns. "But it will not be for long," Mr. Higgins stated. "I am not opening any new accounts, and just as soon as I can get away from the credit end of the business, I will do so. I don't like it—it isn't good for my business and I don't consider that it is any great convenience to the customers now enjoying the privileges of credit. It is more or less habit, cultivated to an extent by the telephone, which really keeps many of our customers away from the store and who might be bigger buyers were they consistent visitors to the store." Asked as to whether collections were difficult to make, Mr. Higgins said: "We have some customers rated wealthy who are very slow pay—others, supposedly poor, who pay promptly. We manage our collections very well, however, as a whole."

### Newspaper Advertising Has Opponents

Since opening the different businesses in Winnipeg, Mr. Higgins has studied the newspaper advertising end of developing sales, and has used space consistently and with results. Shortly after acquiring the McKerchar stand, however, one of the former store's old customers approached Mr. Higgins, introduced himself, and in rather an apologetic tone of voice, brought up the question of newspaper advertising.

"The customer's intentions were kindly," Mr. Higgins indicated, "but presented a rather peculiar situation to me. He asked if I believed in the use of newspaper space, and rather decried the fact that I should be spending money in the papers. His reason was that he believed grocers advertising were trying to slip something over on the public—he indicated that the majority of the advertising done represented things as they were not, and so-called bargains fell so far short of realization that grocery advertising in the papers was in bad repute.

"This was an angle of the question I was glad to know, of course, and it has led me to make a very careful study of the whole advertising situation, but, as I explained to this man, I was, and am, a firm believer in straightforward advertising and will continue to use space. However, I will say that any statement

Continued on page 144

# Making Fish Department Real Factor

## How it Dove-tails in With the Provision Department For the Benefit of Both—Some Novel Arrangements to Avoid Odor—Unique Window Displays and Advertising Encourage Trade

THE cooked and dried meats, produce and fish departments of the H. Malcolmson store, Chatham, are a very appreciable part of that store's trade. They are important and are recognized as that in the attention that is devoted to them, and in the prominent position they are given in the store.

During the summer months, Chatham, lying as it does between two lakes, is bountifully supplied with fish. The fishermen come to the market and sell the fish themselves. It would be possible to compete with them of course, probably with some success, but the effort would probably entail more trouble and anxiety than it was worth. Moreover the summer months are the months of greatest difficulty in handling fish. The fishermen wanted the business and the store was not particularly covetous, so it came about that the fishermen did the fish business during the summer months, and round about the fall, when the fish were not so plentiful they drifted out of the business and the Malcolmson store drifted in. In this way everybody was thoroughly happy, and there is no hard feeling to mar the pleasure in life.

### Fish and Provision Departments Work Well Together

The winter time is the time to make money in fish, while in the summer time the stress may be laid more particularly on cooked meats of one sort and another. These two lines therefore worked in together very smoothly indeed, and when trade in the one began to peter out, the other began to come along with renewed vigor.

### Summer the Harvest for Cooked Meat Sales

The summertime is the time of the biggest sales in cooked and jellied meats and so forth. The hot days of midsummer are a constant temptation to forego the more elaborate dishes in favor of the appetizing delicacies displayed in the provision department. With the coming of the fall the peak season for these goods has passed. They will still be sold in good quantities, a good steady trade, but the days of preeminence are passed, and unless the merchant is willing to feel this falling off and is ready to accept it as part of the game he will have to think out some plan whereby some other item may be developed to take the place of these goods.

With Mr. Malcolmson the fish department has been built up so that it dovetails in with this other item of business, so that with the decline in one the other is in the ascendant, and a good steady business is maintained in this part of the store all the year round.

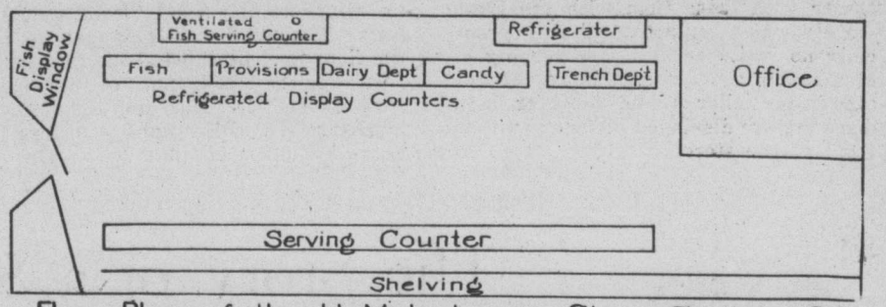
### A Thousand Pounds of Fresh Fish a Week

The fish business in fact has been built up into a very strong department indeed, a department in which upwards of a thousand pounds of fresh fish is sold every week, to say nothing of the very sizeable sales in dried fish, which would materially swell this weekly total.

Mr. Malcolmson gets into the fish business about the beginning of November, and when he goes in he goes in with a heart. The refrigerated display fish case is moved to the front of the store, and the cooked meat and dairy refrigerator each moved down a place. That gave the department one of the two outstanding display positions in the store where everyone entering the door must at once be brought under its influence. The department was made a success because it was given this attention, and because having been given this attention everyone in the store realized that it was an item of importance, and instinctively endeavored to help make it so.

### Simple Method of Avoiding Unpleasant Odors

There are a great many merchants who are afraid of fish. Afraid that the odor of fish may permeate the store and become a detriment to business. Under careless treatment of course there may be ground for this fear, but there is no reason in the wide world why any such conditions should arise. There are display cases and equipment that will practically preclude the possibility of any such an occurrence. Or a very little care and trouble on the part of the merchant himself may prove an ample safeguard. Mr. Malcolmson has made assurance doubly sure by adopting both methods. He makes use of a modern fish display that keep the fish always on display and always in perfect condition. He however safeguards himself against the possibility of any odor from the table where the fish are cut and parcelled. This is also done right at the front of the store.



Floor Plan of the H. Malcolmson Store, Chatham, Ont

A counter just at the rear of the fish display case is fitted up for this purpose by a simple yet very effective arrangement. Over this counter there projects a sort of canopy that forms in appearance a part of the wall, and leading from this curving roof is a ventilation pipe that has an outlet at the very top of the building. This pipe provides a draft that very speedily licks up any odor there may be, and no one could possibly tell from the smell of the store that they handled a pound of fish.

### Trend of Grocery Business Found Wider Field

This very simple system has done away with the only possible objection to this branch of trade that is becoming one of the important factors in the grocery trade. In speaking of this line Mr. Malcolmson stated that in his opinion the trend of the times was to a wider field in the grocery business. The butcher was beginning to stock a goodly number of the regular grocery lines, and unless the grocer catered to the whole of the family needs as far as food was concerned he was very likely to lose at least a portion of the grocery trade of those families also. It was coming to a time he thought, when the fish department and the meat department would be an integral part of the grocer's business. For himself he anticipated adding a meat department in the not too distant future, and in the meanwhile he had developed the fish department, to be at least one holding element for the regular trade of the store. People like to deal, he believes, as much as possible in one store, and if the facilities are offered they will

probably give all their business to the store that offers them reasonable service.

**Fish Department Made a Real Factor**

But Mr. Malcolmson has not been content to have this fish department merely a hanger-on to the other activities of the store. He felt that it ought to pull its share, and he did his best to make it do so, and he succeeded. Mr. Malcolmson and his staff put salesmanship behind this department. They keep the fish right to begin with, and they have found that for their purposes the frozen fish have given the most satisfaction both to themselves and to their customers. Halibut, salmon and quail were among the varieties that they used most largely. They used unfrozen fish too, but found that the element of loss bulked larger with these than with the frozen variety which could be sold with practically no waste at all. For keeping excess stocks they have a large refrigerator in the cellar. While those for immediate use are displayed in the case at the front of the store.

**Unique Window Dressing to Encourage Sales**

Another effective way of encouraging this business has been by a unique system of window dressing. Fish have been kept prominently before the passing public. How could this be done without an injury to the fish? It is done this way. The window is arranged so that the floor may be filled about four inches deep over the whole width of the window with cracked ice. Here and there on this miniature sea of ice there is a large iceberg-like block of solid ice. On the cracked ice and around these blocks the fish are piled and are partially covered with cracked ice. When this window is arranged it is one that the passerby will not fail to notice, and it is not likely to miss its appeal. Moreover the fish are so well protected by ice that there is no danger of any deterioration.

**Effective Advertising**

Then, too, Mr. Malcolmson is a firm believer in advertising, he is a believer because he has found that it brings results, and it does bring results because he tells the customer in his advertising what they want to know. As he himself says, "we say in our advertising just what we say in making a sale in the store." It has proved successful in calling attention to this important department and has been in no small measure responsible for its success.

For this department is a success. Bulked together, this and the meat and provision department make a team that is a great puller, not only for these departments, but for every element in the store's business.

# The Story of a Strange Business

La Trappe is a curious survival of an Old World idea married to a New World practicability. Here is shown a glimpse of one of its industries—the hennery, with its orderly array, is typical of La Trappe.

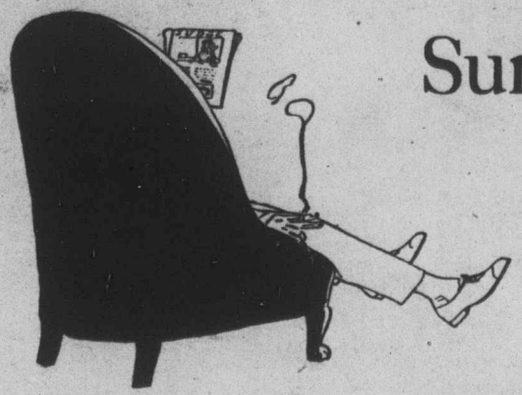
THERE is the savor of old-world romance, a harking back to other ages and other ideals, a curious grafting of ascetic ideas on the everyday life of the New World, to be found on the shores of the lake of the Tree Mountains, near Como, and only a few miles from Montreal. Here is situated the monastery of La Trappe. It is a community of voiceless men, for the novice on entering the order takes a vow of perpetual silence. He may use only one phrase, a phrase of sombre warning: "Brother, life is short, and death cometh to all." For the rest he goes about his daily tasks with a calm and silent industry. From four a.m. till 8 p.m. he labors or prays, without speech, without remuneration for his toil, and with an almost unbearable austerity of life, yet La Trappe stands as an almost solitary example of the alliance of shrewd business management with self-consecration.

La Trappe is known far beyond the confines of its own immediate neighborhood. Its products find their way to many markets and the "Oka" name is a name to conjure with.

Oka cheese is too well known to need any introduction; it has found a market all over this continent, and it is made on the 2,000 acre estate of this brown-clad city of silent men. There are ten tons of milk used each day in the manufacture of this cheese, and every ounce of it comes from the demesne of the brown-clad brothers.

Here, too, grow some of the finest apples of the land, 2,000 barrels of them, for there are numbered among the brothers some famous pomologists. From here, too, come thousands of pounds of honey from the hundreds of hives kept by the order. Their poultry, too, is of the finest strain, and they produce a bountiful supply of eggs. There is an agricultural college, too, in connection, whose teachers are known all over the continent.

It is a curious and interesting experiment in business conducted on lines far away from the ordinary modes of business, yet it is a business that has won its own assured success.



# Summertime the Time to Sell Cigars

## No Time Like the Long Summer Evenings to Promote a Demand For the Friendly Weed—Summer is the Time of Opportunity for Merchants

"SUMMER is the time when the biggest sales are made in cigars and cigarettes," so stated George Lea, manager of "Lea's," Simcoe, Ont., a store that has developed a department for selling these and other lines that would compare favorably with many of the better city tobacconist shops. There is a sound reason for this, as there is for most such conditions. The long summer evenings keep people on the streets, or send them off on excursions of one sort or another. In the one case they are kept in touch with the display of cigars and tobaccos in the store window, with the attendant impulse to buy, and in the second case they are pretty sure to stock up well with the friendly weed before they go.

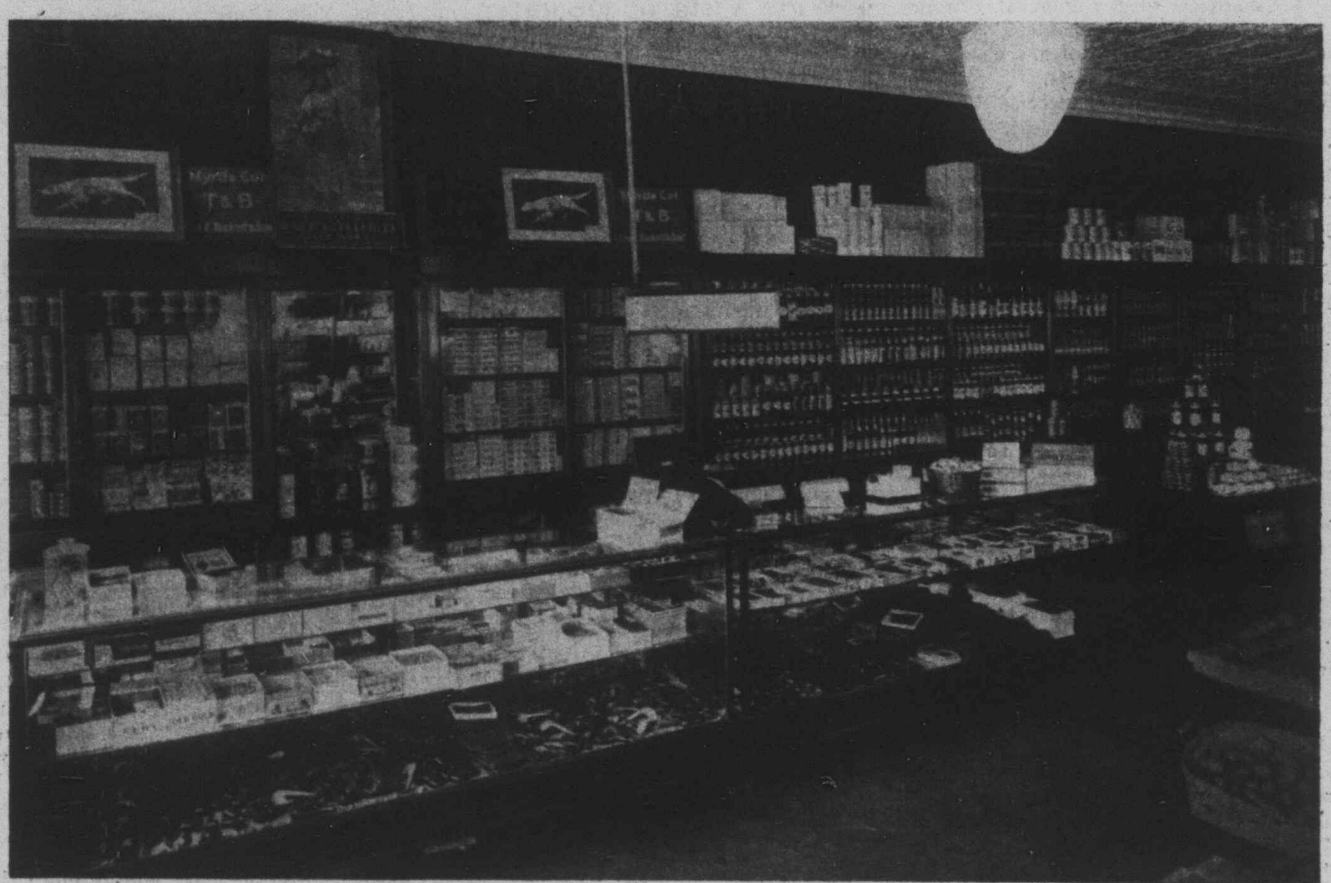
### With Father by the Fire

Of course, in the long winter evenings when father has returned from work, and has put on his slippers for the night, and wheeled the most comfortable chair before the fire, there is going to be some consumption of tobacco, beyond a doubt. But the odds are in favor of friend pipe playing the leading role, and while there is a comfortable enough little profit in selling tobacco, and it is by no means a trade to be despised, it does not show the same alluring vista of profit as does the sale of cigars. Moreover, when the young gentleman goes to visit the lady of his heart, it is hardly considered seemly to defile the everlasting flowers on the mantel with fumes of tobacco smoke, so smoking must, perforce, be curtailed. In the summertime, he can go for a stroll with the same lady of his heart and smoke with perfect comfort and propriety.

### Open Air Days Favor Cigar Sale

The long lean winter days keep people indoors, and, argue it out how you may, men can stand more smoking and enjoy it better in the open air, and it goes without saying that this fact has re-

Continued on page 144



The cigar and tobacco department at "Lea's," Simcoe, Ont., showing how effectively this department may be combined with a grocery.

An interior of the Charles Shields store, Toronto, showing how light beers and other beverages are featured on the counter—also the specially built display case for candies.

# Going After the Soft Drink Trade

**THE Coming of Prohibition Has Opened a Wide Vista of Opportunity For the Live Merchant—A Toronto Merchant, by Featuring Light Beers and Other Summer Drinks, Has Built a Big Trade.**

"YOU can make a very attractive addition to the general revenue of the grocery business by cultivating the sale of temperance beers and summer beverages generally." Such is the opinion and experience of Charles B. Shields, Queen Street West, Toronto.

In the course of little over a year Mr. Shields has built up a business in these lines that has been a surprise to himself, and would be still more of a surprise to any merchant who is inclined to be dubious of the value of such business to the grocery store.

Mr. Shields is one of those grocers who believes that there is no particular reason to let the drug store run away with the sale of all manner of goods, even to many grocery lines, without making a determined effort to retain some of this business. He holds, logically enough, that these commodities associate themselves more naturally with the grocery business than with any other business activity, and can be handled by the grocer more economically and more successfully than through any other business channel, providing that the grocer is ready to devote a little attention to introducing and selling these lines.

### A Change in Methods of Distribution

With the passing of the bar-room and the liquor vendor there has come an entire change in the old methods of distributing these lines. New methods of distribution have not yet been definitely set, and as a result it is the moment of opportunity for the grocer.

Mr. Shields saw this opportunity a little over a year ago, and set out to tie it up to the store. Of course, he had always done some business in soft drinks. There are very few merchants who haven't, but it was a desultory trade that did not mean very much. With the passing of the Ontario Temperance Act, however, he saw that there was a chance to make this business amount to something, and he realized that there was a goodly number of people who had been accustomed to drink light beers, who were going to be cut off from their supply, and would be more than ready to get any substitute that offered. The nearest thing, of course, was the two and a half per cent. beer that anyone is permitted to sell. He decided to try what a little featuring of these goods would do.

### Starting a Campaign

He put in an attractive window and arranged a counter display inside the store. It didn't take him long to realize that here was a real business opening. People came to the store and ordered, stating that they had not been aware that he carried these goods. This window display served as an eye-opener to the people of the district, seeing that the store was handling these goods, they naturally enquired for others of a similar nature.

"Plenty of people," stated Mr. Shields, "dropped in to order dry ginger ale, stating that they had always bought it from the drug store in the past because they had no idea that we would be carrying it."

The same thing was true of other lines, the featuring of one line of beverages stimulated the sale of almost every other line. Orangeade sales leaped up surprisingly; general mixed summer drinks he bought by the fifty case lot, and did not find himself overstocked; grape juice sales increased surprisingly, and maintained a steady growth, the sales during the past winter more than equalling last summer's sales. All this

resulted from a definite selling campaign on one line of goods.

### Judicious Display Creates Demand

But while there were indirect results in the sales of other lines to more than justify the effort, this was by no means the most important element. The great fact was that the sale of these temperance beer lines that had never been handled in the store could be cultivated, and developed in a very short space of time into a very decided factor in the business. The whole success was the result of judicious display. For some time these goods were handled without more than a nominal sale, then one day, Mr. Shields states, looking around for something to feature in the window, he thought that it was time to put a little steam behind these goods, so he devoted a whole window to them and played them up strong.

The actual results from this window were more than sufficient to assure him of the value, and these windows are repeated now at intervals of about a month, and sometimes oftener in the summer season, while store displays are in evidence practically all the time.

These displays actually brought people to the store, people who had never crossed the threshold before came to buy these goods, they came because they had seen the goods they wanted displayed in the window, and because they had no very clear idea as to where else they could get them, and Mr. Shields is able to point to quite a number of customers who have become steady patrons of the store from that first visit.

### A Growing Demand for Liquor Substitutes

As has been stated, the character of the beverage business has changed, the stigma that sometimes attached to it is lacking in these harmless drinks, and there is a growing demand for all these lines. Mr. Shields states that he has many customers for these temperance beers who never used the stronger variety. These with the associated lines, aerated waters, grape juice, etc., have become very often a feature at the evening gathering, or even at the afternoon tea in the summertime. The mistress of the house can drop into the store to purchase where she would have hesitated to go to the liquor vendors. So there has grown up a new class of customers who are a large factor, and who naturally would prefer to purchase at their own grocery store.

### Buying in Larger Quantities

There is a good profit in this business, too, Mr. Shields states. The sales are largely made in case lots, or in dozens. That has developed a habit of buying all these summer drinks in larger quantities, which is one of the best ways of stimulating sale, for when these goods are in the home they are going to be used, and used repeatedly. So the selling in case lots is a thing to be desired and encouraged. There is no waste to be considered, as cases and bottles are charged for when delivered, and rebates made for the returned case, so that any breakages are paid for by the customer.

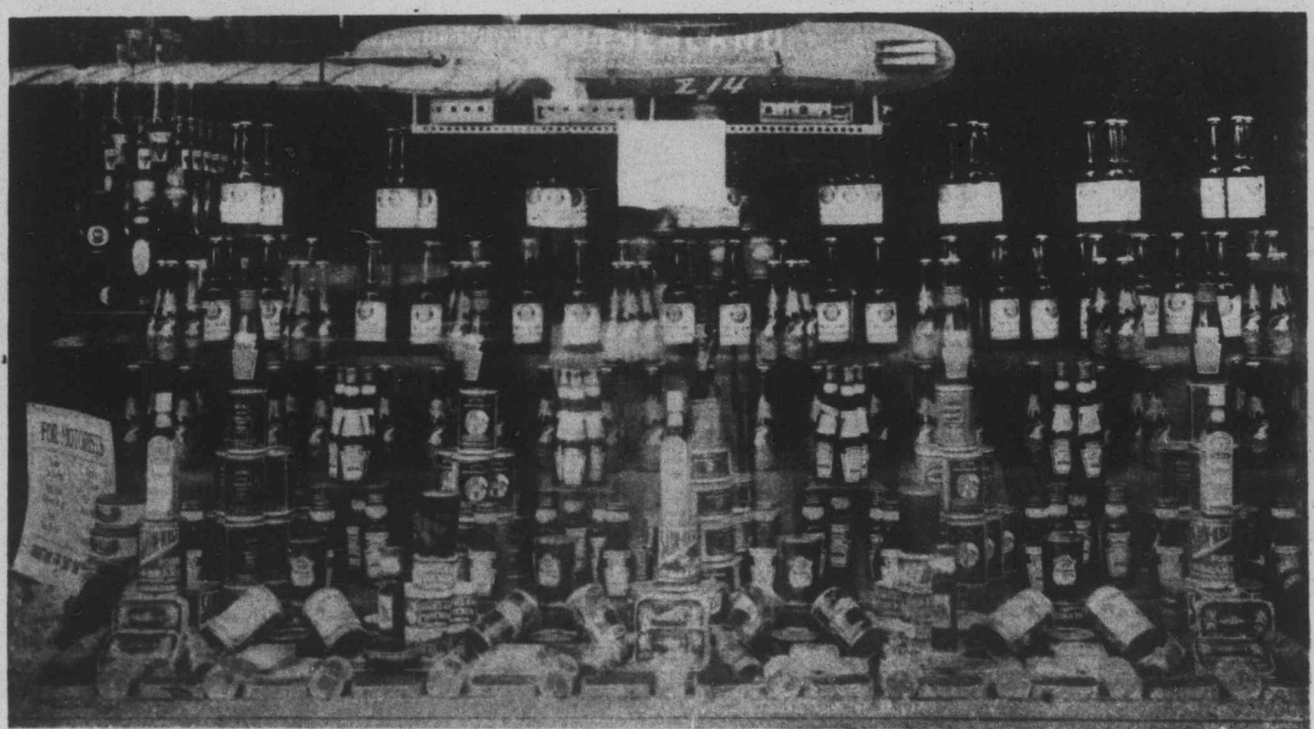
Mr. Shields has noticed, too, a great increase in the sales of Port and Sherry wines, wines that, of course, conform to the law, while apple cider is another line that has shown largely increased sales.

There is no question of a doubt that a part of the increased consumption of these goods comes from those people who have been accustomed to drink wine and beer, and who, being now unable to obtain it, have taken to these substitutes. They are admittedly harmless substitutes, however, and the grocer need have no compunction in selling them, and in pushing their sale to the limit.

### Developing a Home Trade

It is an interesting fact in connection with these sales also, that it is a home trade that is being developed. Formerly a man might drop into a bar or restaurant to get a glass of beer, now he has a case sent to his home and drinks it there instead. It may be a falling away from the old convivial idea, but it is a fact nevertheless. These changing conditions all are pointing to the grocer as the rational distributor of these goods, and the business is there for the grocer to get if he wants it. If he doesn't go after it, someone else undoubtedly will, and then he will lose not only this temperance beer trade, but the trade in all other lines of summer beverages as well, for one is a natural associate of the other.

Mr. Shields has been selling these goods for slightly over a year, and by judicious featuring, has made them a very considerable factor in the business. It is not business that has been gained at the expense of any other line, because it has been created largely by display. The demand has voiced itself, and Mr. Shields, having started the demand, is there to supply the need and to cultivate it by a little judicious salesmanship. His customers are growing. Not only have new customers been introduced to the store by these goods, but old customers have also been introduced to the goods, two facts that are worth the consideration of any progressive merchant.



One of the windows featuring Temperance Beers that proved effective in building a substantial trade in these goods

# CANADIAN GROCER

MEMBER OF THE ASSOCIATED BUSINESS PAPERS
ESTABLISHED 1886

*The Only Weekly Grocer Paper Published in Canada*

JOHN BAYNE MACLEAN - - - - - President
H. T. HUNTER - - - - - - - Vice-President
H. V. TYRRELL - - - - - - General Manager

THE MACLEAN PUBLISHING COMPANY, LIMITED

Publishers of Canadian Grocer, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmers' 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.

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Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulation. Copy of report will be sent to anyone interested.

Vol. XXXIII. TORONTO, APRIL 25, 1919 No. 17


## *EDITORIAL BRIEFS*

F. W. WOOLWORTH was able to take in so many nickels and dimes that he became a millionaire. He had only $50 to start with. What young man will say that opportunity is for the rich only?

* * *

MERCHANTS never make any profit out of "shelf clingers." It is goods that keep turning over steadily that keep the cash register playing tunes.

* * *

THE only kind of advertising that does not pay is that which is improperly done. Good advertising is an investment that never fails to return a profit. It is never an expense.

* * *

THE "Clean Up—Paint Up" idea is spreading from coast to coast. Are you behind it and cashing in on the opportunities it offers in your district?

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## *THREE BIG FACTORS*

ONE of the most important things in connection with any store to-day is the sales force. The sales force includes more than your clerks and salespeople. Your show windows and your advertisements, if properly handled, can do just as much for you in quickening turnover, more in many cases than your sales staff can. Every good window display will produce direct results and the same can be said of forceful and timely advertising. An advertisement does not need to occupy a whole page of space to deliver its message. The combined efforts of a well-trained sales force, a well-dressed window and a well-worded advertisement make a combination that cannot fail to increase business.

## *INCREASING THE AVERAGE SALE*

THERE are two ways of getting business, by getting new customers, and by improving the customers you already have. In the first case the merchant has to face the competition of other merchants, in the second case he has a clear field, with competition from no one. Yet this is the most neglected field of the two. There are many things in the grocery store that the average customer does not use, and in many cases they are not used because they have not been brought to the customer's attention. A little study on ways and means of enlarging the needs of the store's customers, a little coaching of the clerks on how to achieve this result, will be time well spent.

Increasing the average sale is the surest and simplest method of achieving a successful business.

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## *IS THE GROCER A SALESMAN?*

FOR some weeks past CANADIAN GROCER has been publishing a series of articles that answer this question in the affirmative. We believe implicitly in the correctness of this contention, and we believe that the average grocer has a strong and well-founded confidence in his ability to sell any goods that he believes in and that justify him in a financial return for the effort of selling. Yet, as long as there are merchants who will say to the traveller who calls on them, "create a demand, and we will stock your goods," the case will remain unproven in the minds of many manufacturers, and the merchant will get the small commission of the go-between, and not the payment of a salesman.

Merchants do not refuse to stock goods because there is no demand, but because the goods themselves do not offer sufficient attractions to interest them. Then why should any merchant cast discredit on his own ability as a salesman, by failing to state the simple fact?

Every day merchants are actually creating sales, introducing lines to their customers, turning them from one line to another. We have told of many such instances in the course of the articles referred to We cannot reach every merchant to question him regarding his experience, and we are anxious to make this investigation as complete and far-reaching as possible. Mr. Merchant, such instances are constantly coming under your observation, and we ask you to help us to prove this case, which is essentially your case, by telling us about them.

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## *HITCHING TO A STAR*

EMERSON'S dictum, that a man should hitch his wagon to a star, is as applicable to the grocery business as to any other line of endeavor, though many merchants are prone to overlook this fact. Far too many merchants are content to walk

along a beaten track, doing a thing to-day because they did it yesterday and following this practice till to-day has vanished in the passing of the years.

There are very few places where such methods can be adopted with benefit. Business conditions are different to-day from what they were yesterday, and will be changed again to-morrow. The merchant as much as anyone needs an ideal, an incentive to make the conditions in his store better with each passing day. He needs to be ever alert for better methods of merchandising, for a wider field of action. He needs to be ever on the lookout for suggestions that will aid him in serving his customers better. Life does not stand still, nor does business —which is a part of life. It must go forward or back, and it will go back unless there is some star to aim for somewhere.

---

### *THE FINANCIAL DRAIN OF DELIVERY*

THE problem of the cost of delivery is a problem that has been coming to the fore of late, yet comparatively few merchants realize just how large an item is represented by delivery costs.

An investigation carried on recently by the United States Department of Commerce, into the costs of delivery in the city of Washington gives some definite and authoritative information on this point. Figures obtained from 128 concerns doing one-third of the total retail business showed an average delivery cost of 6.2 per cent. of gross sales. Out of every dollar spent for merchandise *more than six cents was paid for delivering it.*

The actual cost, in different lines of business, ranged from 1½ to 45 per cent. It totaled $8,000,000, as against $7,250,000 for inbound freight. Each family in Washington thus paid on an average $101.26 for retail delivery during the year 1916.

Of course costs varied widely, even in concerns in the same line of business. Individual conditions such as volume of trade were a large consideration, but probably the largest item in accounting for this high ratio of cost was represented by *inefficiency and wasie.* These are facts that the merchant should consider. There is something wrong with a system where the charges for local delivery exceed the charges for inbound freight. And there is no reason to believe that Washington is the sole example of this condition.

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### *FUTURE TRADE WARFARE*

THE League of Nations may tend to abolish war, but trade warfare, keener than ever on account of the state of national budgets, the opening of new markets, and changes of the world map, will still be waged. What about preferential regulations in trading and preferential tariffs? Secret treaties as between one nation and another may be no longer possible, but the possibility still exists, and opportunity may be abundant, for secret and sinister ways of affecting the trade relations of different countries.

The British Government is alive to the situation, and it is reported proposes to spend £1,000,000 annually for consuls, and £250,000 for commercial attaches. A world-wide system of trade commissioners will co-operate with the reformed British Consular Service, representing trade associations composed of firms whose aggregate capital is said to be £4,000,000.

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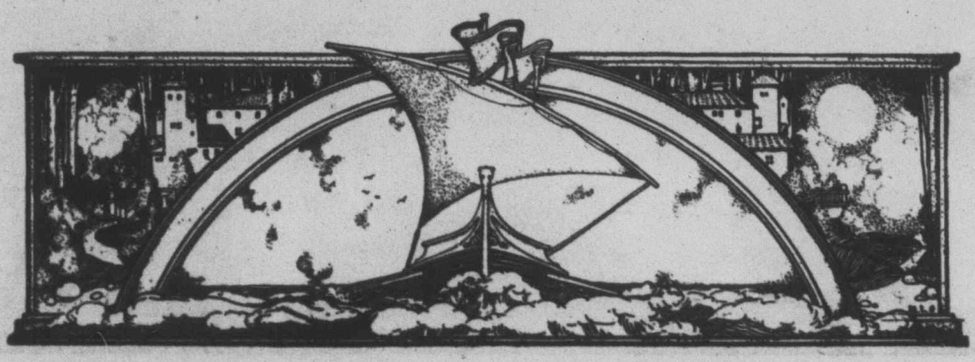
### *A NEED FOR CO-OPERATION*

THE League of Nations may tend to abolish war, selves up into a state of resentment because perhaps the local newspaper accepts advertising from the mail-order houses. They feel that the home paper should not accept this business. That is all very well from the standpoint of the merchant, but from the standpoint of the newspaper that lives on its advertising revenue, it is a very different matter. In many instances the local merchant does not think of advertising, and, perforce, the newspaper must find its revenue elsewhere.

Most newspapers would be glad to refuse mail-order advertising if the home advertising justified such a course. There's where the merchant comes in. He should help the local paper, and in so doing help himself. For no advertisement, if properly prepared, can fail to bring business.



# Getting the Maritime Summer Trade

## Beer & Goff Store, Charlottetown, Features the Business, Cultivating the Housewife and Householder by Attractive Displays of Summer Lines—Regular Weekly Deliveries by Trucks an Adequate Service

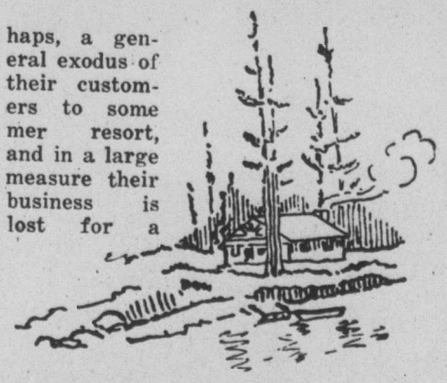
THE City of Charlottetown, Prince Edward Island, is fortunate in the possession of two summer resorts within reasonable distance of the city, and as there is rarely any excessive heat in the summertime on the island, the residents do not have to go far afield for their summer vacation, but need only seek one or other of the summer resorts situated close by on the seashore. The Keppouch resort, a colony of cottages owned mainly by residents of Charlottetown, is situated at the mouth of the Charlottetown harbor and only about five miles from the city. The other colony, known as the Charlottetown Summer Resort, is just on the opposite side of the harbor, and is reached by ferry and then by a drive of two or three miles.

### Opportunity for the Merchant

There are a great number of residents of the city who take advantage of this opportunity, and there are, of course, those who come from elsewhere to enjoy these resorts. This means, of course, opportunity for the live merchant.

The Beer and Goff store, Queen street, Charlottetown, under the management of W. T. Wellner, has found in this summer trade a business that is well worth cultivating, and they have gone after it with a will.

Many stores find the summer season anything but a busy time, there is, perhaps, a general exodus of their customers to some mer resort, and in a large measure their business is lost for a



month, or it may be months.

Fortunately, this store is not faced with this condition, though it is faced with a change in the conditions of business that require a good deal of thought and energy if the business is to be successfully held.

### Auto Delivery Weekly

For one thing the customers are five miles distant instead of in the comparatively immediate neighborhood, and they have to be kept track of and encouraged to continue their trade with the store.

Deliveries are made once a week to each of these resorts at certain times, so that the housewife can order things by mail or telephone, and be sure of having them delivered at a certain specified time. That definite time of delivery, even if the service is less extensive than the housewife has been accustomed to, has been a great factor in retaining the trade of the store.

This service does not injure the regular service of the store either, and auto delivery truck can deliver the orders in a comparatively short space of time, and with everything arranged to allow for this service there is rarely a hitch.

The delivery man on his trip also takes orders from the housewife that will be delivered on his next trip, and in that way a substantial volume of trade is secured.

### The Householder a Good Buyer

Then there is a nightly movement of business men between the city and the shore, and the store makes a strong bid for their trade, because a great burden of the buying of most summer resorts falls on the shoulders of the man who spends his day in the city. It is easy for him to stop at the store in his car and pick up an order, and a very considerable amount of business comes from this item of trade.

The store makes a specialty of confectionery and fruit, two lines that have an unusually strong summer appeal. This appeal is given every opportunity to exert its influence. Window displays are extensively used, and attractive fix-

(Continued on page 142)

Interior of the Beer & Goff Store, Charlottetown, P.E.I., showing how attractive display helps to foster business.

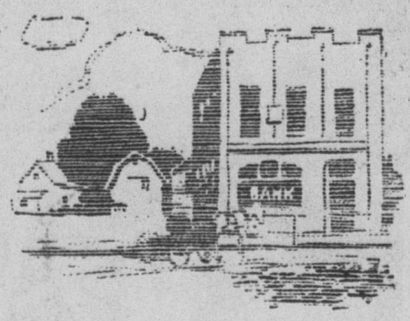
# Attractive Fixtures a Selling Argument

## A Prairie Firm Pins its Faith on Quality Goods Well Displayed—Have Nothing to Fear From the Mail Order House, Who Cannot Show the Goods—One of Saskatchewan's Most Attractive Store Features Fixtures as an Aid to Sales

"PROPER display is one of the most important factors in developing sales." This is the contention of Stevenson Brothers, Shaunavon, Sask. This is not merely a matter of theory with the firm, but a belief in which they have been ready to prove their confidence by no small expenditure of money to display their stock in a way that will call it to the attention of the buying public in the most favorable way.

"Quality goods and poor fixtures," says Mr. Stevenson, "are like a diamond in a poor setting, much of their real media and effect are lost."

On June 10th. 1918, the store in which the firm had done business for some five years was burned down. This was a serious loss, but with it came the opportunity to improve their surroundings, and to put in practice the belief recorded above. Now they have a thoroughly up-to-date store, a solid brick building 120 by 50 feet, with a full sized basement for storage purposes. The store is steam heated throughout, and has its own electric plant, and is equipped with solid oak fixtures throughout. The store does a business in Groceries, Dry Goods, and Boots and Shoes. William Stevenson, who is affectionately known by the men on the road as "Bill,"




has complete charge of the Grocery Department, that is illustrated herewith.

### Interesting the Farmers

The store, which is situated on the Weyburn and Lethbridge line, draws from a fine farming community, and the farmers have not been slow to appreciate the attractive setting and the quality of the service rendered.

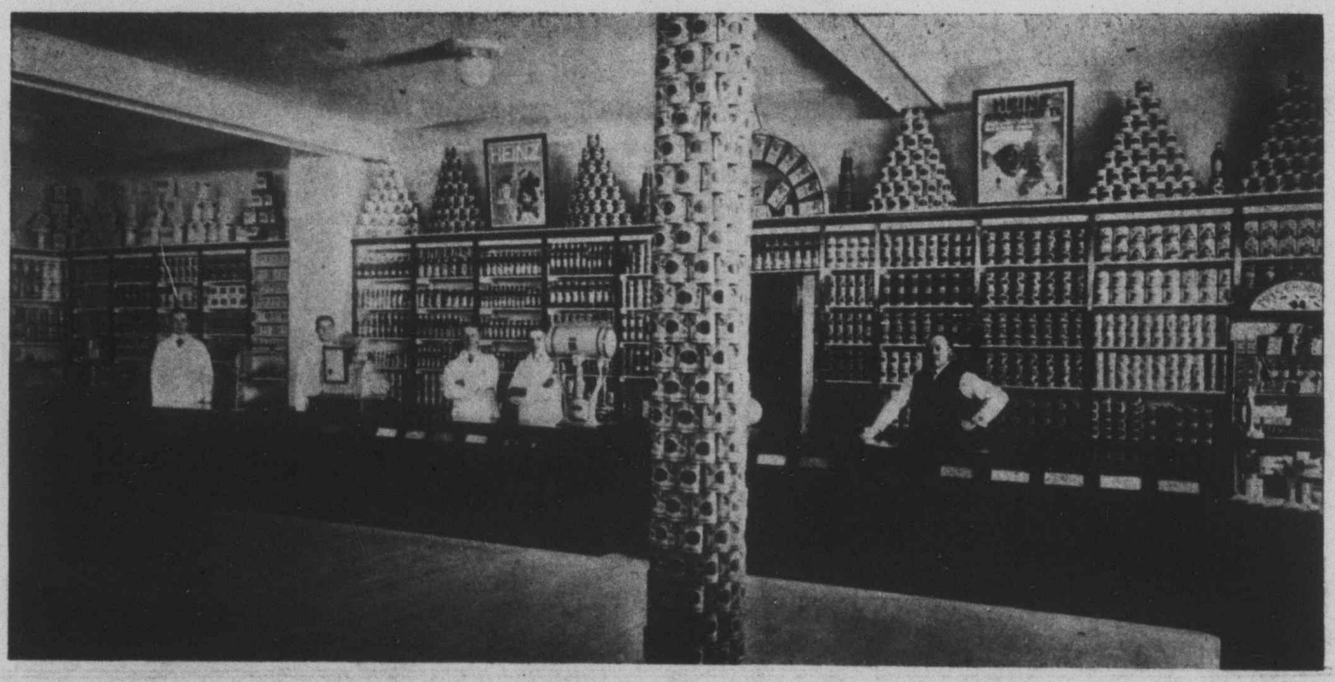
In addition to a belief in attractive display, Stevenson Brothers, believe it is good business to carry a large and varied stock, believing that these two factors will result to their benefit in the end. In all their advertising they feature the slogan "Stevensons Always Have It," and live up to this slogan to the best of their ability by carrying everything that their trade is likely to require and carrying always the best grade of goods obtainable, and by giving the best of service.

They keep the store before their customers, among other ways by distributing at Christmas time a large pad calendar showing a very fine picture of their store. By this means the store is kept constantly before the attention of prospective customers; it has been a help in holding trade and in interesting new customers.

### No Fear of Mail Order Houses

As far as competition from Mail Order Houses goes, a factor that is more or less of a nightmare with many merchants, they do not feel that they have anything to fear. Against the Mail Order Catalogue, they advance the telling argument, of qaulity goods always on hand, and always well displayed. That is an argument that such businesses can never meet, the opportunity to see the goods before purchasing, and no amount of service in the way of receiving back goods that are not satisfactory can compete with this essential factor.

(Continued on page 142)




The grocery department of Stevenson Brothers, Shaunavon, Sask. Note the orderly arrangement and fine display equipment.

## Housecleaning Goods Trim That Sold Well

THE *above illustration represents a splendid housecleaning window shown a few weeks ago by Bryson-Graham, Ltd., of Ottawa. The window displays in this store are looked after by Fred Ashfield, who, as display manager, has full charge of all windows.*

*In speaking to* CANADIAN GROCER, *Mr. Ashfield stated this display had no sooner been put in when demand was created for many of the lines shown. The display, of course, was made at a psychological time in so far as housecleaning operations are concerned.*

*Windows in the Bryson-Graham store are changed twice every week. Each department having a window display is charged from $1.50 to $3.00 per day during the time the display is in. This means that each department in the store bears its share of the expenses in connection with putting in the various windows. This indicates what one large firm thinks of the importance of window displays as a direct method of selling goods..*

# Getting the Advertising Across

## Essential to Study the Game—Giving te News of the Goods, Also the Prices—Consistency is Telling—Put it Up to the Newspaper Man—Advertising Reveals Many Things—Backing it Up With Service—Ideas That Are Getting Results For Porter S. White Co., Peterboro

By G. S. WILLIAMSON, Associate Editor

"IT'S confidence that does it," is the slogan which accompanies every advertisement of the Porter S. White Co., grocery merchants, Peterborough. In commenting on the newspaper advertising which this firm does, Miss Barnard, who has charge of the business, states there are many of their customers who have commented on the aptitude of this slogan and now look for that in every ad. that is run in the papers. "It was left out on one occasion," Miss Barnard stated, "and I remember one man saying that he had noticed the omission and felt there was something lacking. Now it accompanies every ad. we write."

### Studying the Game

The question of newspaper advertising is a broad one and opinions vary as to successful means to adopt in getting the store message across in a convincing way. However, a study of the space to use and watching to see the results will soon give one an idea as to whether "pulling" copy is being written. The Porter S. White Co. have employed three styles of advertising successfully, and the evidence they have obtained that their customers watch for their ads. keeps them keyed up always to adopting the best way of turning out selling copy.

The ads. reproduced herewith will illustrate pretty well. They are picked at random from a file of these which is kept. In the one ad. will be found a nice little story of the goods—points the customers want to know are brought out—the price is shown also. This is getting news into the copy and telling the customers something of the goods besides the mere price. The idea is proving a good one and is employed in the mid-week allotment of space, Tuesday and Wednesday.

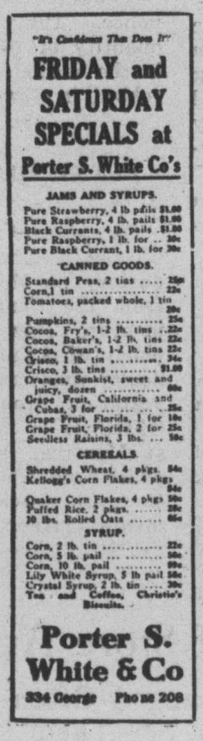
Friday and Saturday are generally bargain days, at least the customers seem more interested in the price of goods, and for this reason the ads. are confined to the mention of seasonable lines being featured and the price. These ads., which run Thursdays and Fridays, are right to the point, but in every ad. that little slogan leads off: "It's confidence that does it."

There is another consistent feature of these ads., too, which might be mentioned, and that is in connection with special lines this firm is pushing and handling in a very large way. A line of biscuits, of which a wide range and large stock is carried, and their own blends of tea and coffee are mentioned in practically every appeal to the customers.

That little point, consistency, is a good done, and it is proving successful with this firm. Miss Barnard does not claim to be an advertising expert, but she has employed good, sound, common sense. She has studied the firm's trade—she has investigated the points they ask about in buying goods—and in making up copy she combines her knowledge of the goods and what people want to know about them with the newspaper advertising man's knowledge of type and attractive layout.

There is a point which might be used by many a retailer who claims he cannot write an ad.—that he doesn't know how to arrange the layout in an attractive manner. Why not call on the newspaper man—put it up to him and get his advice? You are consulted about the goods you have to sell—why hesitate to call on the newspaper man about the goods he has to sell? You study your trade's requirements and cater to their wants—the newspaper man is doing the same and is anxious to give you the benefit of his knowledge. Getting together with your newspaper man should work out well—he probably can solve your problem most effectively; give him a chance to demonstrate at any rate.

Not only is the question of advertising one that calls for close attention, but a study of the goods that make the best appeal is equally necessary. This brings one to the point in some Saturday night specials put on by this firm. On one occasion butter was featured—real, good creamery butter at an attractive price; nine boxes were sold that Saturday night in addition to the many other lines their customers' wanted. Miss Barnard finds butter a very successful line with which to attract trade, although the present high prices are tending towards curtailed sales.


"It's Confidence That Does It"

FRIDAY and SATURDAY SPECIALS at Porter S. White Co's

JAMS AND SYRUPS.

Pure Strawberry, 4 lb pails $1.60
Pure Raspberry, 4 lb. pails $1.60
Black Currants, 4 lb. pails $1.60
Pure Raspberry, 1 lb. for .. 30c
Pure Black Currant, 1 lb. for 30c

CANNED GOODS.

Standard Peas, 2 tins .... 25c
Corn, 1 tin .... 22c
Tomatoes, packed whole, 1 tin 20c
Pumpkins, 2 tins .... 25c
Cocoa, Fry's, 1-2 lb. tins .22c
Cocoa, Baker's, 1-2 lb. tins 22c
Cocoa, Clowan's, 1-2 lb. tins 22c
Crisco, 1 lb. tin .... 34c
Crisco, 3 lb. tins .... $1.00
Oranges, Sunkist, sweet and juicy, dozen .... 60c
Grape Fruit, California and Cuban, 3 for .... 25c
Grape Fruit, Florida, 1 for 10c
Grape Fruit, Florida, 2 for 25c
Seedless Raisins, 3 lbs. .... 50c

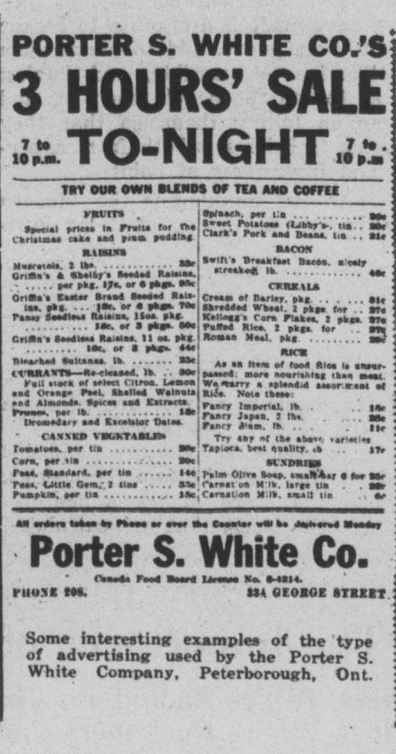
CEREALS.

Shredded Wheat, 4 pkgs. 50c
Kellogg's Corn Flakes, 4 pkgs. 50c
Quaker Corn Flakes, 4 pkgs 50c
Puffed Rice, 2 pkgs. .... 25c
10 lbs. Rolled Oats .... 65c

SYRUP.

Corn, 2 lb. tin .... 22c
Corn, 5 lb. pail .... 50c
Corn, 10 lb. pail .... 90c
Lily White Syrup, 5 lb pail 50c
Crystal Syrup, 2 lb. tin .... 30c
Tea and Coffee, Christie's Biscuits.

Porter S. White & Co
334 George Phone 208


PORTER S. WHITE CO.'S 3 HOURS' SALE TO-NIGHT 7 to 10 p.m. 7 to 10 p.m.

TRY OUR OWN BLENDS OF TEA AND COFFEE

FRUITS

Special prices in Fruits for the Christmas cake and pudding.

RAISINS

Muscatels, 2 lbs. .... 25c
Griffin's & Shelby's Seeded Raisins, .... per pkg. 15c, or 6 pkgs. 85c
Griffin's Easter Brand Seeded Raisins, pkg. .... 10c, or 3 pkgs. 50c
Griffin's Seedless Raisins, 11 oz. pkg. .... 10c, or 3 pkgs. 44c
Bleached Sultanas, lb. .... 25c
CURRANTS—Re-cleaned, lb. .. 30c
Full stock of select Citron, Lemon and Orange Peel, Shelled Walnuts and Almonds, Spices and Extracts.
Prunes, per lb. .... 15c
Dromedary and Excelsior Dates.

CANNED VEGETABLES

Tomatoes, per tin .... 20c
Corn, per tin .... 20c
Peas, Standard, per tin .... 14c
Peas, Little Gem, 2 tins .... 35c
Pumpkin, per tin .... 15c
Spinach, per tin .... 20c
Sweet Potatoes (Libby's, tin .. 20c
Clark's Pork and Beans, tin .. 21c

BACON

Swift's Breakfast Bacon, nicely streaked, lb. .... 40c

CEREALS

Cream of Barley, pkg. .... 21c
Shredded Wheat, 2 pkgs. for .. 27c
Kellogg's Corn Flakes, 2 pkgs. 27c
Puffed Rice, 2 pkgs. for .. 27c
Roman Meal, pkg. .... 28c

RICE

As an item of food Rice is unsurpassed; more nourishing than meat. We carry a splendid assortment of Rice. Note these:
Fancy Imperial, lb. .... 15c
Fancy Japan, 2 lbs. .... 25c
Fancy Siam, lb. .... 11c
Try any of the above varieties
Tapioca, best quality, lb. .... 17c

SUNDRIES

Palm Olive Soap, small bar 6 for 25c
Carnation Milk, large tin .. 20c
Carnation Milk, small tin .. 6c

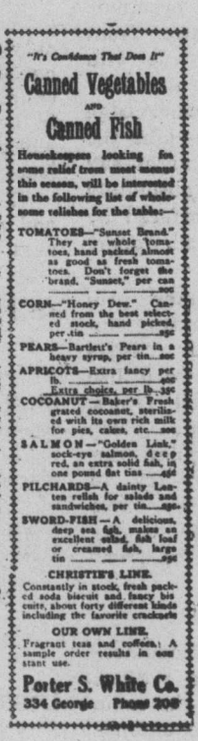
All orders taken by Phone or over the Counter will be Delivered Monday

Porter S. White Co.

Canada Food Board License No. 8-0214.

PHONE 208. 334 GEORGE STREET.

Some interesting examples of the type of advertising used by the Porter S. White Company, Peterborough, Ont.


"It's Confidence That Does It"

Canned Vegetables AND Canned Fish

Housekeepers looking for some relief from meat menus this season, will be interested in the following list of wholesome relishes for the tables:—

TOMATOES—"Sunset Brand." They are whole tomatoes, hand packed, almost as good as fresh tomatoes. Don't forget the brand, "Sunset," per can .... 20c

CORN—"Honey Dew." Canned from the best selected stock, hand picked, per tin .... 25c

PEARS—Bartlett's Pears in a heavy syrup, per tin...30c

APRICOTS—Extra fancy per lb. .... 25c
Extra choice, per lb. .... 20c

COCOANUT—Baker's Fresh grated cocoanut, sterilized with its own rich milk for pies, cakes, etc....30c

SALMON—"Golden Link," sock-eye salmon, deep red, an extra solid fish, in one pound flat tins .... 25c

PILCHARDS—A dainty Lenten relish for salads and sandwiches, per tin....25c

SWORD-FISH—A delicious, deep sea fish, makes an excellent salad, fish loaf or creamed fish, large tin .... 25c

CHRISTIE'S LINE.

Constantly in stock, fresh packed soda biscuit and fancy biscuits, about forty different kinds including the favorite crackajack

OUR OWN LINE.

Fragrant teas and coffees. A sample order results in constant use.

Porter S. White Co.
334 George Phone 208

### Advertising Reveals Many Things

The advertising done by this firm reveals many things. The ads. give news about the goods that are sold—that is, the information the customer wants to know. The ads. reveal consistency in the results wanted on certain lines of goods, such as biscuits, teas and coffee. The ads. show the price which must create an atmosphere of confidence in the mind of the customer. The ads. reveal study of the customers themselves, of human nature. Some dealers claim they have not the time to devote to advertising, they are too busy—yet you will find many of these dealers parcelling up sugar, perhaps even sweeping out the store, which a real good boy could do, and leave them time to the development of their business along bigger and broader lines.

### Back the Ads. With Service

But back of all the advertising there must be something else. There must be service—people demand it and are willing to pay for it. When they come to

the store, they like to be waited on carefully and intelligently; they want to see goods neatly and well arranged; they may occasionally phone in for a special delivery of some line they have forgotten to order in time for the regular deliveries. These points in service, the Porter S. White Co. bear in mind and try to carry out.

The arrangement of the store is good. It is not a large store and the study of how to arrange goods in a way to attract and keep things from being jumbled up has involved time and thought. However, it has been accomplished and the goods are plainly visible, neatly arranged, and attractive.

### The Double Display at the Front

Perhaps the store front illustrates how much can be done with a small store where space is considered at a premium. Many dealers would have the store front right on the sidewalk, but not so with this company. The entrance to the store is perhaps 6 feet from the inside edge of the sidewalk; the glass front of the window about 4 feet. Some might say four feet of good space absolutely wasted, but the explanation offered by Miss Barnard is a good one and worthy of notice.

"The space in front of the store provides what I might call an extra window," Miss Barnard explained. "It is an extra display space which we utilize to advantage in showing fresh fruits, vegetables, and kindred lines. Then back of this display is the regular window display, which we always try to have bright and attractive. We have found that the space we devote to getting our goods displayed at the front of the store pays us well."

### Using the "Back Door"

There is another element of handiness or completeness it might be termed, about this store. It faces on the main street of the town and it also extends right through to the market, which adjoins the back of the building. Customers come in through the "back door" from the market—it is a short cut to the main thoroughfare, and it is convenient for many farmers who, when they have sold their produce, are anxious to get away in a hurry. "We find our farmers' trade a good one and growing and not a little of our success in this connection is attributable to the convenience of the back door," stated Miss Barnard. "It is also a convenience in receiving goods, as we can take in shipments there and keep the front door from being blocked up and probably littered up with packing cases, etc."

Newspaper ads. that bring customers to the store and service that makes them want to come back, are hard to get away from, and the success of the Porter S. White Co. is largely due to these two factors.

## ATTRACTIVE FIXTURES A SELLING ARGUMENT

(Continued from page 139)

### Making Friends of Customers

"We do not trouble ourselves about this competition," says Mr. Stevenson, "We get our business by making friends of our customers, and of others in the district who may become our customers, and we retain it by gaining their confidence, and by justifying this confidence in the service we render. When we ask a dollar for an article a dollar is paid without any question. Our customers have come to know that "Stevensons" go on the market for the best goods they can buy, and add only their legitimate profit, and they know that a firm that has the confidence to build a fine store, and to equip it in the best style, have everything to gain by fair dealing and conscientious buying.

"We have made it a practice to handle only the best goods, and to make them as attractive as possible, and having done so to tell the people about it, and to keep on telling them, so that they will come to believe it both from experience and from force of habit.

"This to our thinking is the modern and only successful way of doing business."

## GETTING THE MARITIME SUMMER TRADE

(Continued from page 138)

tures for displaying fruit are given a prominent place in the store.

There is also a considerable emphasis placed on the stock of fancy groceries, of which the store makes a feature. These are the items that are calculated to interest the summer buyer, and perhaps the master of the house is even more subject to this appeal than is the mistress, and he is less likely to weigh the cost of these goods. So it is that Mr. Wellner has found it very good business, indeed, to exert an especial effort at this time of year, to interest the purchaser of summer grocery needs.

## THIEVES RANSACK NAPANEE, ONT., STORE

Burglars ransacked the grocery store of R. J. Wales at Napanee one day last week, but were frightened off by some fishermen. Included in their booty was a tin box containing $30,000 worth of Victory Bonds, and in their hurry to get away the thieves scattered them all over the lumber yards of Gibbords & Co., where they were recovered by the police. They got away with a small quantity of tobacco and biscuits. This is the second time this store has been robbed in a week.

## PLANT AGAIN ON PEACE TIME BASIS

On account of war conditions the Charles B. Knox Gelatine Co., Inc., with factory at Montreal, had to withdraw from the Canadian market for a few months. This was in common with the policy of a number of firms due to difficulty in securing raw material, transportation troubles, etc. CANADIAN GROCER is informed that the factory at Montreal is again practically on a peace-time basis, both Sparkling Gelatine and Acidulated Gelatine being manufactured.

# The Importance of Store Arrangement

## Display Tables Should Be Changed Often—Keep Seasonable Lines Where Customers Can See Them Quickly—Always Keep Store and Stock Clean and in Order

THE arrangement of the store means more than merchants often realize. Your customer, as soon as he or she enters, gets an impression. Let it be a favorable one. If your store is untidy and the stock dusty or dirty, there is a certain class of people who will never deal with you. Cleanliness is one of the essential things.

Seasonable goods should always be displayed in such a way that your customer can see them at a glance. The use of display tables is one of the best ways of doing this. These should be changed often, and always kept in first-class condition. A table displayed with small articles will draw more sales than if these lines are hidden away and shown only when asked for. Other tables should be used for showing goods which are particularly in demand for the time of the year, and let everything have the selling price plainly shown so that there will be no hesitation in quoting prices.

In some cases it would be very unwise to display certain classes of goods on tables, where the dust and dirt can gather on them. In this instance the glass show case is the only thing. These, too, can be arranged very nicely, and have the same advantage as the display tables, keeping the goods in view.

Always keep your store clean and in perfect order. Keep your shelves well stocked so that no one will get the idea that your stock is low. In small stores where the stock carried is not heavy, a good plan is to use the empty cartons to make your stock look complete. And as soon as one season passes and another brings with it the demand for other goods, let the people know you have their requirements and are ready to supply them.

# THE TOWN ON THE TROLLEY LINE

IN the good old days, when a trolley line entered a town, the merchants generally conceded that from a general business standpoint it was as dead as Pharoah. The Jeremiahs of to-day point to the automobile as the assassin of the smaller community.

Pessimists present and past are both in the wrong. The small town merchant has his own appeal that the city merchant cannot meet.

Witness the Town of Grimsby, Ontario, and the case of Humph and Hank.

WHEN the interurban electric railway first began to come to the fore the merchants in the smaller places served just held up their hands with as resigned a look as they could muster, and prepared themselves to more or less promptly starve to death.

It's a good many years now since these trolleys first came to the fore, and the resigned merchants have had time to get over their surprise that despite the allurements of the large towns, and the ease with which they might be visited, nothing really happened. They have grown familiar with the electric car now and have ceased to think of it as a menace to business. As many merchants, however, could not sleep at nights without something to fill that little niche, the automobile has more or less been elected to fill the place left vacant by the electric car. "There are a lot of cars in this section, they say, with hushed voices, and people are getting the habit of going to town, and it's cutting into business."

### Why Delay the Pooh Poohs?

Of course, ten or twenty years from now these same merchants will be vigorously pooh poohing the idea of the automobile ever doing business any harm. Equally, of course, they will be in the right twenty years from now.

For the purpose of argument take the town of Grimsby, Ont., on the Hamilton-Grimsby and Beamsville Electric Railway, with an hourly service between Beamsville and Hamilton. Grimsby is still on the map and that electric railway has been running past the door of every merchant in the town for something upwards of 20 years. They have a good hotel, a new moving picture house—which, by the way, the merchants say brings more business to town than the cars take away. They have a prosperous fruit-growing district surrounding, and they have stores that do credit to the town.

James W. Wells, in speaking of the effect of this hourly service to a much larger place, didn't think it was a matter of great importance. They lost some business, of course, but they gained some as well. It's all a matter of perspective, as Mr. Wells sees it. You who live in Grimsby may think that it is a pretty small place with limited possibilities, but I who live five miles back on the mountain, or somewhere between Grimsby and the Beach, think it's a pretty brisk spot, and can't find it in my heart to believe that there isn't a wish of mine that could not be satisfied within the town limits. There you have it, you see. Mrs. Humphrey Jones, hot foot after a new evening gown, will probably step on the car and go to the large stores in Hamilton to make her choice; but on the other hand, Mrs. Smith, wife of Heck Smith of the 3rd concession, or whatever concession it may be, is just about as sure to step on the car after the day's chores are done to do her purchasing in Grimsby. Now, when Mrs. Smith has been induced to visit the town, for whatever reason, everything is well—for there is little likelihood that she will save her business for a possible trip to the city. The things she actually wants are to be found here, and once within reach, the purchasing impulse is strong within her, and she will buy what she sees. Now, if this is true of Mrs. Jones and Mrs. Smith, it is equally true, only more so, with Humph and Heck.

### Putting the Catalogue's Nose Out of Joint

In the good old days of twenty odd years ago, when getting to town meant hitching up "Jim and Dandy," just as they had their muzzles comfortably buried in the oats—a commodity comparatively well known in those days—it took a lot of encouraging to get Heck to make more than a weekly trip, and that usually meant that a lot of things were forgotten, and usually meant also Mrs. Heck getting down the catalogue on her return, and sending for the forgotten items, with a fair proportion of next week's needs as well.

### The Gospel of Making It Easy

Now the car passes the door or thereabouts, and for the small sum of a nickel one can run to town almost any hour of the day. The result is that the good old catalogue has been ousted from its place on the nail beside the pantry door to a less airy one at the bottom of the wood-box, and Heck and Mrs. Heck made practically nightly trips to town to nourish their souls at the shrine of the perforated film, and to do ditto for their pride at the various town stores. When you make it easy for people to go somewhere and do something, they naturally do it, it being a human proclivity to do the thing that doesn't take much doing. A trip to town, with the consequent excitement, is easier than trying to make one's wants clear on one of the printed forms torn from the back of the catalogue; therefore a trip to town it is.

### Won't Become Human Pack Mules

In the case of the grocery store, the danger of losing trade because of any such facilities of travel, trickles away to absolutely nothing. As Mr. Wells sees it, the people of a locality will buy either from their locality grocery or from the mail order house. They are not likely to go far afield to make their purchases of flour and sugar, and spoil a day's outing in the city by loading themselves down like pack mules, with commodities they can get as cheaply at home. No, it is either the town store or the catalogue, and everything that makes it easier for the rural population to get to the town makes the road of the catalogue the harder. And making heavy travelling for the mail order catalogue is one of the greatest pleasures that brightens the life of the town merchant. The trolley car and the automobile do just that, according to Mr. Wells.

"That may be all right for the grocery store," someone interjects. "We all know that a pound of sugar bought in Winnipeg would taste the same as a pound bought in Montreal, and the difference in price would hardly be a consideration. But what about the general merchant? There are more chances of his losing trade than there are with the specialized grocery store."

To meet this objection let us continue the parable from the viewpoint of Humph and Heck. The electric car began the work that the automobile is continuing—the destruction of that died-in-the-wool idea that a white collar and a tie were an infallible sign that it was Sunday or a funeral or a wedding. In other words, Heck is a prospective buyer, not once every ten years or so, but about on the same average as the city man. The electric car, and later the automobile, brought Heck and his like into touch with the man who wears a collar and tie as part of the appointments of the day. It made mixing with other folks easy, and it did away with the delightful simplicity of pioneer days.

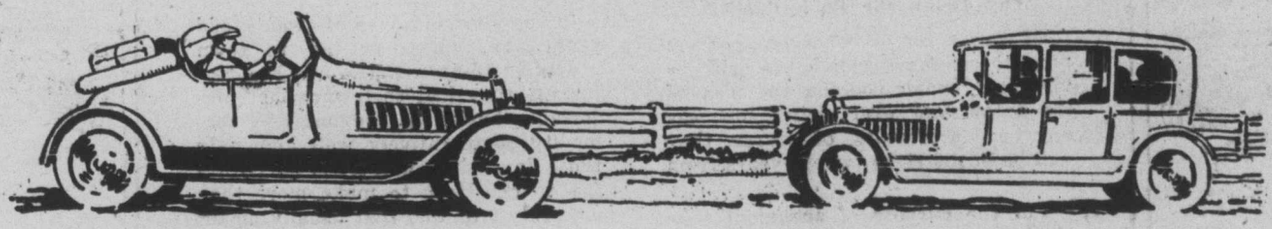
Unquestionably the more you mix people the more complicated become their needs. Heck, living away off there on the third concession, or thereabouts, is quite satisfied with his baked beans and bologna, and the world's larder, as far as he is concerned, contains only a dozen or so commodities, and his other needs are as simple as his diet.

### Humph's Elaborate Needs

Not so the needs of Humph, however. He lives in the town, and reads the newspapers, and the products of the Carnegie cold storage libraries, and he knows what the world is doing, and he knows also what the world is eating and wearing, and, in a measure, thinking. Now, there can be no question of a doubt that as a buyer Humph is twice or three times as interesting a prospect as Heck. But let Heck get to town regularly, mix with Humph and his like, and little by little things change out on the third concession. "The God Bless Our Home" picture, beautifully knitted by Heck's deceased great aunt, gives place to more modern examples of art. Mrs. Heck removes the cream with a crank instead of a skimming spoon, and the bologna ceases to be a daily visitor at the festive board. In other words, the closer the third concession man is brought to the influence of the town, the more numerous will his needs become, and the more will the merchant profit thereby.

That at least is the opinion of Mr. Wells. There is no suggestion that the above is a literal translation of Mr. Wells' opinions on the matter, but it at least follows in a sketchy manner his views on the dangers or lack of danger to be found in the prevalence of trolleys, tin Lizzies, and automobiles.

But when all these arguments have been thoroughly discussed, the strongest one yet remains, and that is the matter of the personal element in salesmanship. There can be no question of the fact that the knowledge a merchant has of his customers, and the confidence that they have in him, is the greatest asset he can possibly have. It is the large factor that puts the town store beyond any casual danger from such agencies as suburban lines and automobiles.



## HOW DEPARTMENTIZING HELPS THE STORE

Continued from page 130

I make or any offer of price will be genuine. I am not addicted to the price-cutting mania, but there are often times when I am in a position to offer a special bargain, and any such time there will be no disappointment to my customers—it will be real saving to them."

The Higgins stores use every aggressive means to develop their business along growing lines. A city salesman is employed who covers the city thoroughly canvassing for business. His calls are made on those who are located some distance from the stores and who have no telephones. A certain district is covered each day and in this way deliveries are centralized in a certain locality. A complete delivery service covering the entire city is constantly maintained, however, but the outside salesman stirs up business from householders who would probably not go to the store, except on rare occasions, and who appreciate the solicitation of their business by personal canvass. The telephone is used extensively as well to reach those who can be solicited in this manner. Altogether the Higgins stores are good stores—the general stores in the country are departmentized and selling goods for cash. The grocery stores in the city are to be departmentized, because in this way Mr. Higgins is confident the best results will be obtained—he has seen the truth of this belief in his general stores—and he is also planning on selling for cash. Departmentizing plus the knowledge it can bring versus the hit-and-miss method—cash versus credit—there you have the situation, take your choice.

## SUMMERTIME THE TIME TO SELL CIGARS

Continued from page 134

sulted in increasing sales in the summertime.

"Lea's" provide for this fact by an added aggressiveness in this department as soon as the days begin to lengthen. The windows are used to display cigars, tobacco and smokers' sundries in a way to make them as alluring as possible to the passerby, and there is a surprising increase of business at this time.

Of course, the store not only has cigars and smokers' requisites, but makes them a real department in the business. The best of display equipment is used for displaying and protecting these goods, and there is an assortment of cigars that would make the stock of many exclusive cigar stores look very paltry, indeed. The department is located right at the front of the store, two large display cases and the casing behind being used to show these goods. Moreover, there is a room upstairs that is equipped to keep these goods in as perfect a condition as possible. It is modelled after the rooms in use in some of the large tobacco warehouses, and while the accessories used are simple, it has proved very effective. This is one of the live departments of the store, and is a money maker.

It is not possible, perhaps, for all merchants to devote as much space to these goods, but it is worth their while to remember the opinion of Mr. Lea, that this is the real harvest time for the cigar trade, and to use a little extra effort at this time in displaying and introducing these goods.

# The Retailer's Field and Its Business Possibilities

By JOHN C. KIRKWOOD

THE retailer's local community, as shown by the accompanying diagram, may be confined to the area of the inner circle, designated "0," or it may overflow into the surrounding territory designated "1," "2," "3" and so on.

In the diagram, "0" represents a territory two miles in diameter, containing 3.14 square miles, or 2,010 acres. A town occupying this area may have a population of from 3,000 to 5,000, or from 600 to 1,000 families—say, on an average, 750 families.

The belts of territory surrounding "0" have a breadth of one mile. In the case of cities, their area will take in one or more of these belts. The acreage area of each belt is indicated in the accompanying table. Allowing 4 to 5 families per acre, on an average, the approximate urban population of each belt in the city area can be computed. In the table following a town of 750 families is assumed, all contained within the circle designated "0." The rural territory begins with belt No. 1, and extends, in the diagram, to a distance of 21 miles out from the retailer's store.

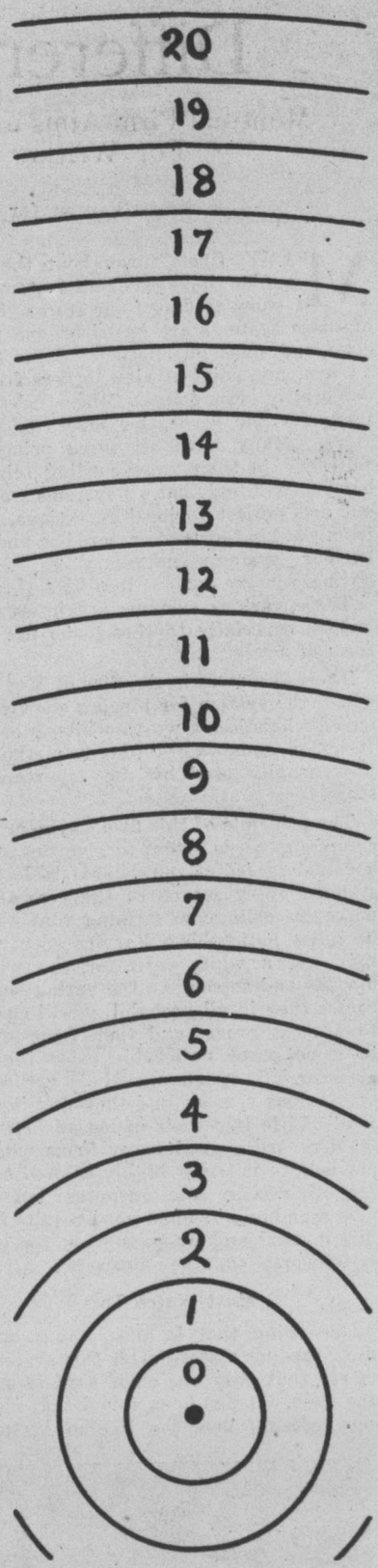
The retailer's field, before serious competition from other neighboring towns or cities is encountered, will almost certainly take in Belts Nos. 1, 2, 3, 4 and 5, and may take in a number more. Each retailer will know just how many of these mile-wide belts he can fairly count as his own field.

The table following will suggest to each retailer the approximate number of families residing in his field; and suggests the amount of their probable annual consumption of the particular class or classes of merchandise sold by the retailer. It is for the retailer himself to ascertain just how many of the families in his field he is serving regularly, and how close he comes to doing all the business which his field is able to yield him.

| Belt or area marked | Having a breadth of one mile, contains: sq. miles | | acres | And has a population, on the basis of 1 family to each 100 acres: families | Total No. of families in whole territory: | The retailer's annual business with these families on the basis of annual sales as under can be: $50 a year | $100 a year | $200 a year |
|---|---|---|---|---|---|---|---|---|
| 0* | 3.14 | = | 2,010 | 750 | 750* | $ 37,500 | $ 75,000 | $ 150,000 |
| 1 | 9.42 | = | 6,031 | 60 | 810 | 40,500 | 81,000 | 162,000 |
| 2 | 15.71 | = | 10,052 | 100 | 910 | 45,500 | 91,000 | 182,000 |
| 3 | 22.00 | = | 14,073 | 140 | 1,050 | 52,500 | 105,000 | 210,000 |
| 4 | 28.08 | = | 18,094 | 181 | 1,231 | 61,550 | 123,100 | 246,200 |
| 5 | 34.66 | = | 22,115 | 221 | 1,452 | 72,600 | 145,200 | 290,400 |
| 6 | 40.83 | = | 26,136 | 261 | 1,713 | 85,650 | 171,300 | 342,600 |
| 7 | 47.13 | = | 30,157 | 301 | 2,014 | 100,700 | 201,400 | 402,800 |
| 8 | 53.41 | = | 34,178 | 341 | 2,355 | 117,750 | 235,500 | 471,000 |
| 9 | 59.69 | = | 38,199 | 382 | 2,737 | 136,850 | 273,700 | 547,400 |
| 10 | 65.98 | = | 42,220 | 422 | 3,115 | 155,750 | 311,500 | 623,000 |
| 11 | 72.76 | = | 46,241 | 462 | 3,621 | 181,050 | 362,100 | 724,200 |
| 12 | 78.54 | = | 50,262 | 502 | 4,123 | 206,150 | 412,300 | 824,600 |
| 13 | 84.82 | = | 54,283 | 543 | 4,666 | 233,300 | 466,600 | 933,200 |
| 14 | 91.10 | = | 58,304 | 583 | 5,249 | 262,450 | 524,900 | 1,049,800 |
| 15 | 97.38 | = | 62,325 | 623 | 5,872 | 293,600 | 587,200 | 1,174,400 |
| 16 | 103.66 | = | 66,346 | 663 | 6,535 | 326,750 | 653,500 | 1,307,000 |
| 17 | 109.94 | = | 70,367 | 703 | 7,238 | 361,900 | 723,800 | 1,447,600 |
| 18 | 116.22 | = | 74,388 | 744 | 7,982 | 399,100 | 798,200 | 1,596,400 |
| 19 | 122.50 | = | 78,409 | 784 | 8,766 | 438,300 | 876,600 | 1,753,200 |
| 20 | 128.78 | = | 82,430 | 824 | 9,590 | 479,500 | 959,000 | 1,918,000 |
| Totals | 1385.45 | = | 886,656 | 9,590 | | | | |

*Local field, containing, by assumption, 750 families.

Note: The figures indicating the amount of business possible can, and should, be divided by the number of retailers competing for the business—2, if there be two retailers in the same general line of business; 3, if there be three, and so on. The point is that these figures indicate that there is a volume of possible business for each retailer much larger than he may now be having.




The significance of this diagram is interpreted in the reading matter accompanying. The centre of the inner circle, marked "0," represents the retailer's store, or the heart of the local business community. The circular strips or belts, marked 1, 2, 3 and so on, represent mile-wide areas surrounding the local business community. The area of each of these belts, expressed in square miles and acres, is given in the table accompanying, as is also the probable population by families. The amount of business which the retailer's field should yield is likewise indicated.

# Different Cards for Each Season

## Montreal Firm Aims to Make Changes so Noticeable It Will Be Striking — Directions For Writing Some Attractive Show Cards For Your Own Windows

Written for CANADIAN GROCER by ROBERT T. D. EDWARDS

MANY firms throughout the Dominion have excellent systems for show-carding their stores. Some of these systems are based on one principle and some on another. Some from an economic point of view, others from a uniformity standpoint. Others use their cards for the decorative effect to their store. Many have all three principles embodied in their show-carding scheme, but you will find that all systems worked out are subject to local conditions, both from the kind of trade catered to and the various systems necessary to secure business in the various localities.

These various systems are interesting indeed, especially to those who use this form of advertising.

There is a store in the City of Montreal where the system for placing show cards on merchandise is worth while knowing. It has a somewhat different method to that usually used by the departmental store.

The principle of this firm's system is to change its cards often; to give the public a complete set of show cards to look at at least every season of the year and to make the change so striking that it will be quite noticeable. For instance, they may use a white card for the winter months and as soon as the spring season comes they in all probability will change to a light green, and then from green to some other noticeable color for the summer. They change their cards for the various seasons and they find it puts a lot of life into their inside advertising.

There are a good many firms who do not believe in using highly colored cards for other than sale purposes, but this firm seemingly has had good results from this method and we pass it on for what it is worth to other firms.

### Must Watch This

One thing that is most important in show-carding a store after this system is to see that only one color card is up at one time. It has been found that clerks very often follow the line of least resistance, and if yellow cards are in use and they have nothing but a green card in the department to meet the requirement they would use it rather than take the trouble to get a new one. It should be instilled into those in charge of the cards for each department to see that nothing but the one color card be used at one time.

**PHRASES FOR THE CARD WRITER**

Everything for the Housecleaning Season.

Here are some readily prepared dishes for these busy days.

We have all the early spring vegetables and fruits, come and see for yourself.

Consider these lines, they are just the thing for these Spring days.

Fruit is the best of Spring tonics, and we have a full assortment.

### Two Good Cards

Your attention is called to the two card reproductions on this page. The card referring to "good workmanship" will apply in the case of a display of wedding invitation cards, visiting cards, embossed correspondence papers, etc., a branch of trade which is not developed as it should be by some firms. This half-tone is reproduced from a card done with white lettering on a brown mottled board card.

The other card is done on a medium dark mat board with a broad gold border design. The lettering is a modern Roman in black ink.

From a show card standpoint Montreal is a splendid city. The firms not only use show cards generously, but they use good ones. Many of the firms have excellent show-card writers. Their work is of an entirely different style to that of Toronto cardwriters, but it is clean-cut and many good ideas may be gleaned from the cards.

Their brush stroke work is exceptionally well executed. This is a very important factor in the work of any cardwriter.

### HEAVY PEANUT EATERS

A recent census of the peanut industry in the United States shows that the per capita consumption is now more than one pound a year. In January 1, 1919, there were 114,364,367 pounds of peanuts held by peanut cleaning and shelling companies, warehousemen, wholesale grocers, and dealers, oil mills, peanut butter makers, bakers and confectioners. Peanut butter manufacturers had 3,085,700 pounds of unshelled peanuts in stock.

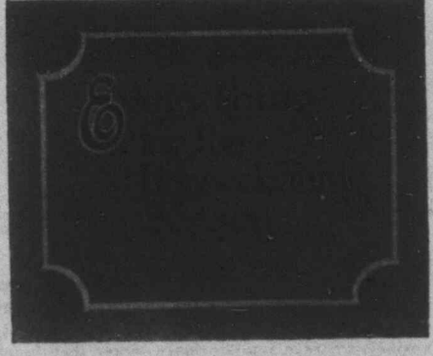
### FIRE DESTROYS ICE CREAM CONES

An extensive damage was done the factory of the Montreal Ice Cream Cone Company last week. The fire broke out on the second floor of the building, located on Craig street, and spread rapidly, making a rather spectacular blaze. Before extinguished, many thousands of dollars' worth of damage was caused.

### LESSEN OVERHEAD BY BUILDING SALES

Post yourself on all the new goods that come into the store. Especially keep posted on the store's advertising. Help the store to cash in on the advertising expenditure by your co-operation, not only in knowing what merchandise is advertised, but in your active co-operation in showing the goods advertised. Keep posted on the goods featured in other departments. How easy it is to say, "They are showing an especially fine bargain in so-and-so to-day." This is co-operative salesmanship. If each department would call attention to other departments in the store, this would mean increased sales and consequently reduced overhead.

One of the big things that worries the merchants is this matter of increasing expenses—overhead—fixed charges. The only way this can be reduced is by more sales. The clerk can help materially in reducing overhead by more intensive salesmanship. Making two sales instead of one. Calling attention to new goods. Purchasing them in such a forceful manner as to create interest and arouse desire. These two things done, a sale is the natural result. W. W.



# Few Specify Kind of Jelly Powder

## One in Fifty, Say Some, Even Less is Claim of Other Dealers.

**Time and again in the course of these investigations, the dealer has raised the point, that for one reason or another he must limit his buying to a few brands of a certain article. In many of these articles the well-known brands may be numbered in dozens. He must discriminate, and when he does discriminate he becomes a salesman, for it is a certain thing that he will attempt to sell the brands he carries.**

"A SHORT time ago practically all my jelly powder sales were in ———," stated Mr. Vanstone, of A. L. Vanstone, Brantford, Ont., "but one day I found out that I could make a 10 cent better margin by selling another line. As far as I can see there is absolutely nothing to choose between the lines. They are both made by reputable firms, and the only difference seemed to be the difference in profit to me. Naturally I decided to favor the more profitable line, and in that brief space of time I have changed the bulk of my trade from the line that they had known for some time to this one which was a new line with our store.

"If a customer has been accustomed to the other and asks if this one is as good, I tell her that it is manufactured by a good firm whose other products have all a well-deserved reputation for quality, and I very seldom have the slightest difficulty in getting her to try it. Very rarely does she refer to the matter again, merely taking the kind that I hand out without comment, which indicates her satisfaction in the change."

J. Forde, of J. Forde & Co., Brantford, handles one line of jelly powder almost exclusively. He used to handle several other lines in some quantity but did not think they were as good value as the line the store now features, and did not believe that they would give the same satisfaction. Now, while he practically handles only this line he claims that he never loses a sale, his customers readily taking the line that he has decided to be the best."

G. O. Werrett, Simcoe, Ont., states that he handles ———jelly powder practically exclusively. No matter what is asked for I sell it, because I know the line is good and I have no difficulty in doing this. We cannot handle any line that is offered us and must make our own choice in most instances. There are of course some people who ask for these goods by name, though in many cases they use a trade name, thinking that it is a name for jelly powder rather than a particular brand. When they are informed to the contrary, it may be that they had no idea of buying the line for which they actually asked. In the case of the line of goods I stock, and have been instrumental in introducing to my trade not only have I had no difficulty, but on a number of occasions customers have actually thanked me for the suggestion."

H. H. Reeves, Port Dover, Ont., handles two lines of jelly powder. In his experience customers very rarely ask for these goods by a brand name, but merely ask for "a package of jelly powder." If they do happen to ask for another brand, it is more a casual suggestion, and he has never found it difficult to sell the lines he carries in preference.

"Only one person in fifty asks for jelly powder by name," is the statement of I. N. Kaufman, of "The Fair," Port Dover, Ont. "In the majority of cases the customer merely asks for jelly powder. It may be that she has some definite kind in mind, but certainly it is very rarely that she asks for it, and certainly she is very ready to take any suggestion that we may make in regard to the kind she shall use. "We carry two lines, but we are putting special selling efforts behind one of them. We bought this line at a lower price than the other we handle, and we are selling it to practically all our trade and cultivating a demand for it. We might handle a variety of other lines but it would mean carrying a heavy stock, with the added danger of loss that a heavy stock in such lines entails. We would be no further ahead for we can sell one or other of the lines we carry to our customer asking for jelly powder. We say this definitely because the contention is based on actual experience."

W. Evans, Port Dover, Ont., handles three lines of jelly powder, but the bulk of the sales are in one particular line. He stocks this line more heavily than the others, and for that reason admits that he may be somewhat more ready to call it to the attention of his customers than he would be in the case of the other lines handled.

**An Advantage to Handle a Single Line**

"In jelly powders we carry three different brands," says W. T. Ackland, of Bank Street, Ottawa, "but I do not think that customers particularize very much, however. It is up to us to do the selling as it is to any store. This is what we are in business for. If you can get away with it, I think it is most profitable to handle only one line. We could create a demand for anything, I suppose, but it takes too much time and energy to push several lines of goods when one will answer the purpose. The package has a good deal to do with preference in any line, but primarily it is a matter of dollars and cents with the grocer."

## Merchants Readily Find Sale For Line That Pays Them Best.

**Leave it to the Grocer**

"We sell four brands of jelly powders, and in our opinion they are all very much alike," says R. Herbert, 232 Bank Street, Ottawa. "Customers do not ask for anything in particular but will take one line as soon as another. It pays all right I think to handle a number of lines of jelly powders as you can carry a small stock and renew it every month. We stock small and can clear up each month. I guess you could create a demand for anything, either by advertising it or having it pushed by the dealers, if it has merit. The appearance of a package has a good deal to do with its sale when customers buy personally. We have a great many customers in all lines who do not know or care about particular brands, but leave it to the grocer."

The above interviews with retailers show that the individual dealer in most cases forms an opinion that a certain brand of jelly powder is the one he should get behind; that when he does get behind it that is the one that the majority of his customers purchase. Some have the idea that as far as quality is concerned there is not a great deal of difference so that matter of profit margin is important. The appearance of the package was mentioned by some so that this is another factor in the buying and selling of jelly powder. The general conclusion to be drawn from the investigation is that the retailer selects the brand on which he has the most information—which he knows is of good quality and which allows him a fair profit.

**NICARAGUA'S BIG COFFEE CROP**

It is estimated that the Nicaraguan coffee crop this season of 1919 will amount to 30,000,000 pounds, which quantity, if realized, will exceed that of 1918 by 5,000,000 pounds. The increased production, with the present market price, 20 cents a pound, will bring into the Republic $2,000,000 more than is usually realized from the coffee crop.

During 1917 there were exported from Nicaragua 18,542,246 pounds of coffee, valued at $1,761,607. More than 60 per cent. of this was purchased by the United States, the remainder by France, Italy, Spain, in the order named. During 1918 the quantity exported was 25,266,454 pounds, valued at $2,224,154. All of the 1918 crop, except 180,000 pounds, was taken by the United States.

# General Store Makes Good Profit

## Seems to Show 47 Per Cent. on Investment and Nearly 4.7 Per Cent. on Sale — Accounting For Sales in Different Departments

By HENRY JOHNSON, Jr.

TWO brothers who run a cross roads store submit their statement to me. They are not expert accountants, so the figures are difficult to arrange. But I can always forgive that if the earnings are good, and those certainly seem splendid in this case. They ask me to tell them (a) the rate of gross margin, (b) net profit; and they ask me to suggest how they can increase them. The letter is fairly long, but I want your help on it. So I shall copy its essentials and ask you to pick flaws in my reasoning.

——, Ontario, March 4, 1919.

My brother and I own the business and keep one girl clerk. I own the store property and the firm pays rent for it. Neither of us gives full time to the store. We earn fair salaries outside so take only nominal wages from the business. We draw mail; keep post office ($650); work seven acres of land; keep cows, hens, hogs, etc. We pay cash for all we take from the store and live within our earnings. Take stock Jan. 31 each year.

| | | |
|---|---|---|
| Data this year:— | | |
| Paid for Mdse. | | $24,319.72 |
| " " Eggs | | 8,901.97 |
| " " Freight | | 593.35 |
| " " Fowl | | 497.52 |
| " " Hogs | | 122.50 |
| | | $34,335.06 |

N.B.—Hogs were bought to use up some feed we could not sell.

| | | |
|---|---|---|
| Expense:— | | |
| Our Salaries | | $1,092.00 |
| Clerks | | 440.00 |
| Fuel | | 99.15 |
| Stamps | | 20.75 |
| Delivery | | 177.21 |
| Phones and Taxes | | 34.00 |
| Advertising | | 39.70 |
| Light | | 10.00 |
| Egg Case Fillers | | 54.22 |
| Rent | | 156.00 |
| Interest on Investment | | 268.44 |
| Interest on borrowed money | | 34.00 |
| | | $2,488.22 |

(The column fotos up only $2,425.7, $62.75 less than figures given; but I let it stand as given thinking perhaps an item of $62.75 was in the original accounts and omitted in copying into the letter.)

Note on Delivery: We gather eggs in country and deliver some groceries where we call for eggs.

| | | |
|---|---|---|
| Mdse per Inventory | | $ 5,061.89 |
| Egg Cases | $ 24.90 | |
| Wood | 36.50 | |
| Lumber and Crates | 7 00 | |
| Ton Auto Truck, new | 855.00 | |
| Computing scale | 31.50 | |
| Platform scale | 10.00 | |
| Scherer counter | 190.00 | |
| Account register | 40.50 | |
| Oil tanks | 25.00 | |
| Show cases | 4.00 | |
| Miscellaneous | 44.00 | |
| | | 1,268.40 |
| | | $ 6,330.29 |

Note—Depreciation is allowed for on fixtures.

| | | |
|---|---|---|
| Accounts receivable | $ 1,339.10 | |
| Cash in bank and on hand | 286.97 | |
| Withdrew from business | 456.00 | |
| | | 2,092.07 |
| | | $ 8,422.36 |
| Liabilities— | | |
| Unpaid bills for mdse. | $1,952.69 | |
| Owe on truck, no interest | 400.00 | |
| | | 2,352.69 |
| Net worth | | $ 6,068.67 |
| Net worth, Feb. 1, 1918 | | 4,130.02 |
| Gain for year | | $ 1,939.65 |

Cash taken in for mdse., $41,320.11. Owe bank nothing.

I figured at beginning of the year to make a gross margin on sales of 12½ per cent. I figure we only made 10.4 per cent., made up as follows:

**Remarkable Table of Divisional Sales**

| Proportion of each class of goods sold— | | |
|---|---|---|
| $14,350, or 35%, was flour and feed, | margin | 5% |
| 11,070, or 27%, was eggs & poultry, | margin | 11% |
| 4,510, or 11%, was dry goods | margin | 25% |
| 7,380, or 18%, was grocers | margin | 15% |
| 2,460, or 6%, was bread | margin | 9% |
| 1,230, or 3%, was seeds | margin | 10% |
| Average | | 12½% |

But to make 12½ per cent. on $41,000 would show earnings of $5,100, while I figure we only made $4,285.03.

This is just a country store.

Yours very truly,

---

My friend wants to know what his gross margin actually panned out in percentage. I take his expense account, $2,488 22, and add it to his net gain, $1,939 65, getting a total of $4,427.87. Dividing that by sales of $41,320.11, we get 10.71 per cent. plus.

Then we can check those figures this way: Take the expense account of $2,486.22 and divide it by sales of $41,320.11 and we have expense ratio of 6.02 per cent plus. Take the net gain of $1,939.65 and divide it by the same sales and we get a fraction under 4.70 per cent. net profit. Together those figures yield a gross margin-ratio of 10.72, or 1-10 of 1 per cent. more than what we get in the first instance—which is a pretty satisfactory check.

### How Improvement May be Attained?

I am not sure that I can fulfill the third request, that I suggest how improvement can be made. Here is a firm which disposes of upward of $41,000 worth of goods while employing one girl and part of two men's time. It is done much on a "trading" basis, evidently by two men who work as only farmers can work, who know how to "trade," know the value of every dollar they handle and make their minutes count.

The gross margin of under 11 per cent. average seems very meagre, but the question arises; could they maintain such turnover of such staples as they have sale for in their location if they added a higher range of margin? Of course, there is always the suggestion that they stock some goods of higher grade, but that would require more time and labor and hence more expense.

As things stand, they have made net capital earnings during the past year of just under 47 per cent., and that should be good enough for anybody! It is a great accomplishment to fit yourself into your environment so that you are a square peg in a square hole. These men seem to have done it very well indeed.

### System for Divisional Sales

How is that system of accounting for sales in various departments handled? Is that an estimate, based on previous experience, or have you a system for keeping each class of goods separate? Please let us have more light on this, for it is a very important point in any business. If merchants generally could install some system whereby they would know how much of each class of goods they were handling there would be much more success among them to-day.

Here is a point to watch:

Capital earnings for first year in business were about 33 1-3 per cent.—which was fine. The original investment was $3,000, Feb. 1, 1917, and Feb. 1, 1918, there was $4,130.02, while now there is $6,070.67. It is highly probable that much of the last enhancement is due to advances in merchandise costs. So the purchases for this present year should be made with greater caution than ever before. Much merchandise is to-day on the down grade, even if not on the toboggan, and you cannot be sure where declines may come. So, buy short and reduce stock. Thus only can you be sure, as the military fellows say, to "consolidate your gains."

Looking carefully over the figures given I do not find any weak spots. These men seem not to have overlooked anything nor to have blinked any facts. Note that they pay rent for their premises, even though owned by one of them. Note also that a charge goes in for interest on their investment. The wages they pay themselves are not excessive, being $45.50 per month each. Yet in the circumstances, considering how they manage to put in part time only, probably this rate is equitable.

Does it not seem as if men who run things this way are beyond the reach of competition, chain store or otherwise?

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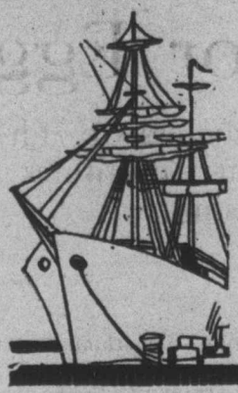
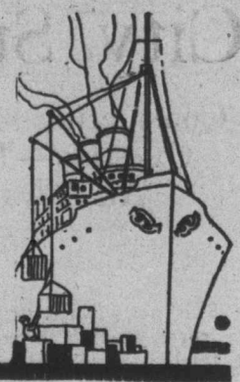
### USELESS WORDS

**Judge—The police say that you and your wife had some words.**

**Prisoner—I had some, judge, but I did not get a chance to use them.**



# The Fishing Fleet as Grocery Buyers



## Quebec Grocer Goes After This Business in Earnest —Usually Buys for Whole Week — Provisions Big Seller — Quick Turnover Rather Than Big Profits Desired

J. P. GUY, Registered, 125 St. Paul Street, Quebec, have catered for many years to the small boats that ply the St. Lawrence. Many of these are fishing craft, and with fishing quite active in the vicinity of this quaint old city, and all down the North Shore, there is a field for development that this firm is finding continually profitable and also possible of further cultivation.

In speaking with Mr. Guy, he told CANADIAN GROCER that about 75% of his turnover was with these small and medium-sized boats, and that he expected the turnover with them to be larger this year than ever. It took a while to develop, but once the season opened it was active and orders were large. The season is from April to November for the most part, and its beginning depends largely upon the season. This year, the opening promises to be around the 20th of the month.

### How Business is Secured

The Guy store is near the water front and not far from the piers and wharves of this open port. This is somewhat of advantage in that the master of a boat will probably walk up St. Paul Street on his way to the city. This being one of the principal streets, the store is suitably located to cater to this trade, although not for a straight family trade, as Mr. Guy pointed out.

"How do you reach these people and sell them groceries?" was asked of Mr. Guy.

"Many of them we have had for years and we have always tried to give them good value and to look after their business. We sometimes send out a letter to them, but the greater part of the business with the boats is secured personally. The men deliver the goods right to the particular wharf where they are wanted and then there is an opportunity to get another order. Generally they buy for several days; sometimes a week. Orders will run from $25 to $200 weekly, according to the number of men making up the crew."

### Strong on Provisions

Asked as to the kind of goods in greatest favor with these men, Mr. Guy replied that provisions were among the big items which met the wishes of the fishermen. Salt pork is a big favorite, and beans, peas, rice, lard and molasses bulk large in sales. Of the latter commodity, Mr. Guy stated that he would sell about fifty puncheons per season. "Some of this is sold in barrels," he said, "some of the boats take a whole barrel at a time," They can put a tap in this and have a good supply on hand all the time. In other instances some buy five and ten gallons, and all these supplies are delivered promptly to the "slip" or wharf where the boat is tied up while loading.

In addition to provisions, canned goods are in free demand, and canned fruits as well. Of these, as will be observed in the accompanying photograph, the Guy Company carries a good stock. There is a good variety and high quality throughout, and in maintaining the standard on a high level, it is considered that no mistake has been made.

### Turnover-Credits

In the matter of keeping stock moving, Mr. Guy said that the stock would turn from eight to nine times per year. In this way he is satisfied with a smaller margin of profit and believes that it pays to give the best value at a price that will be quite acceptable to his trade. And, of course, many of the lines that bulk large in his sales are those on which but a small margin of profit can be taken. Pork products, lard, butter, etc., are not big profit makers excepting where the larger bulk can be sold. In this way, however, with capital turning oftener, there is little difficulty in getting a fair return on the investment.

The store that caters to the boat trade. An interior view of J. P. Guy Reg., 152 St. Paul St., Quebec City

# City Store Furnishes Outlet for Eggs

## Considering All Angles to Question—The Telephone, An Advantage or Not?

## Getting Customers to the Store — What Constitutes Good Advertising

A. F. HIGGINS

IT is not always that the country store, when it broadens out, extends its activities to the city, but that is no reason why such a condition of expansion should not exist. In fact the case of the A. F. Higgins Co., Ltd., who have general stores at Roland, Morris and Carman, Man., and now operate three grocery stores in Winnipeg, to illustrate how the two may work to advantage.

### Two Angles to Question

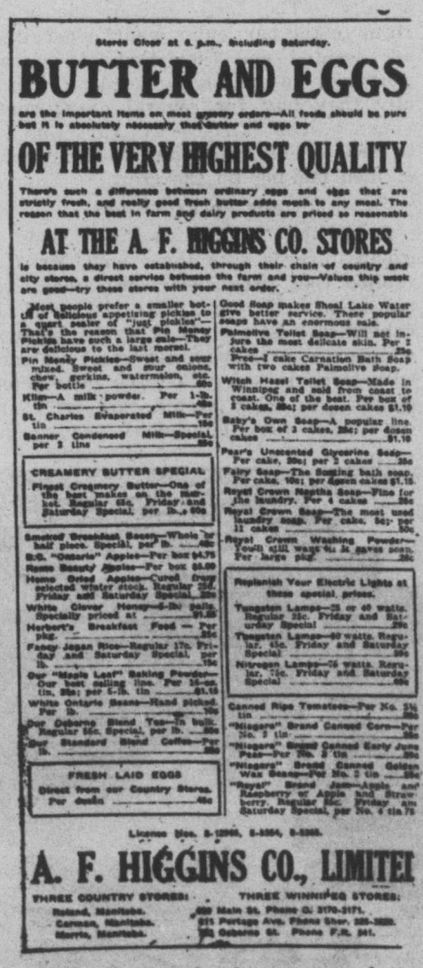
The taking-over of the first city store was done with at least one idea well-developed. That was that through the medium of the city store the heavy surplus of eggs handled through the country stores could be marketed in a way to show the country stores a profit on the transaction. Immediately bringing customers to the city store through making a leader of good eggs at an attractive price was a natural sequence which the city store management was quick to take advantage of, and eggs have been a consistent factor in the successful development of new business at each of the three city stores which this company now operates, and holding the former customers of the store as well.

### Method of Handling Factor

In explaining why the success of their egg business was so pronounced Mr. Higgins explained that their method of handling the eggs to the consumer rapidly and absolutely fresh, there was no delay which could in any way influence the condition of the eggs. This is how it works:

The grocery stores have made a practice of taking the eggs from their customers for years and they have now become familiar with those who supply the best grades. They have gone farther and encouraged the early marketing with the result that the farmers gather the eggs daily and bring to town twice a week or oftener. From the country store to the city store a twenty-four-hour service may be said to be maintained. Eggs shipped one morning from any one of the three country points would be on sale at the three city stores the following morning, and probably not an egg would be over three days old. The eggs are sent in by express to secure most expeditious handling, and Mr. Higgins figures the time saved and in minimum breakage loss will pay the difference over freight shipments.

Every egg, before being sold, is candled and tested. In this way a further step towards protecting the consumer is taken. Mr. Higgins figures that occasionally a child in gathering eggs may run across a nest on which a hen has been sitting, or it may be that an egg has been boiled in the farmer's house, but not eaten and may get back to the market basket. It is against such contingencies that Mr. Higgins wishes to protect his customers.



Stores Close at 6 p.m., Including Saturday.

BUTTER AND EGGS

are the important items on most grocery orders—All foods should be pure but it is absolutely necessary that butter and eggs be

OF THE VERY HIGHEST QUALITY

There's such a difference between ordinary eggs and eggs that are strictly fresh, and really good fresh butter adds much to any meal. The reason that the best in farm and dairy products are priced so reasonable

AT THE A. F. HIGGINS CO. STORES

is because they have established, through their chain of country and city stores, a direct service between the farm and you—Values this week are good—try these stores with your next order.

Most people prefer a smaller bottle of Hickory appetizing pickles to a quart sealer of "just pickles"—That's the reason that Pin Money Pickles have such a large sale—They are delicious to the last morsel.

Pin Money Pickles—Sweet and sour spiced. Sweet and sour onions, chow, gherkins, watermelon, etc. Per bottle ..... 20c

Kilner—A milk powder. Per 1-lb. tin ..... 45c

St. Charles Evaporated Milk—Per tin ..... 15c

Banner Condensed Milk—Special, per 2 tins ..... 25c

CREAMERY BUTTER SPECIAL

Pigeat Creamery Butter—One of the best makes on the market. Regular 45c. Friday and Saturday Special, per lb. ..... 40c

Sanford Breakfast Bacon—Whole or half piece. Special, per lb. ..... 42c

B.C. "Ontario" Apples—Per box $4.75

Nova Scotia Apples—Per box $4.00

Home Cured Apples—Cured from selected Winter stock. Regular 25c. Friday and Saturday Special ..... 20c

White Clover Honey—5-lb. pails. Specially priced at ..... $1.00

Herbert's Breakfast Food — Per pkg. ..... 25c

Fancy Japan Rice—Regular 12c. Friday and Saturday Special, per lb. ..... 10c

Our "Maple Leaf" Baking Powder—Our best selling line. For 25-oz. tin, 25c; per 5-lb. tin ..... $1.15

White Ontario Beans—Hand picked. Per lb. ..... 10c

Our Cabaret Blend Tea—3 lbs. Regular 65c. Special, per lb. ..... 60c

Our Standard Blend Coffee—Per lb. ..... 25c

FRESH LAID EGGS

Direct from our Country Stores. Per dozen ..... 40c

Good Soap makes Shoal Lake Water give better service. These popular soaps have an enormous sale.

Palmolive Toilet Soap—Will not injure the most delicate skin. Per 2 cakes ..... 25c

Prest-o cake Carnation Bath Soap with two cakes Palmolive Soap.

Witch Hazel Toilet Soap—Made in Winnipeg and sold from coast to coast. One of the best. Per box of 3 cakes, 25c; per dozen cakes $1.10

Baby's Own Soap—A popular line. Per box of 3 cakes, 25c; per dozen cakes ..... $1.10

Pear's Unscented Glycerine Soap—Per cake, 20c; per 3 cakes ..... 55c

Fairy Soap—The floating bath soap. Per cake, 10c; per dozen cakes $1.15

Royal Crown Naptha Soap—Fine for the laundry. Per 4 cakes ..... 25c

Royal Crown Soap—The most used laundry soap. Per cake, 5c; per 11 cakes ..... 50c

Royal Crown Washing Powder—You'll still want to do chores soon. Per large pkg. ..... 25c

Replenish Your Electric Lights at these special prices.

Tungsten Lamps—25 or 40 watts. Regular 35c. Friday and Saturday Special ..... 29c

Tungsten Lamps—60 watts. Regular, 45c. Friday and Saturday Special ..... 39c

Nitrogen Lamps—75 watts. Regular, 70c. Friday and Saturday Special ..... 65c

Canned Ripe Tomatoes—Per No. 2½ tin ..... 20c

"Niagara" Brand Canned Corn—Per No. 2 tin ..... 20c

"Niagara" Brand Canned Early June Peas—Per No. 2 tin ..... 20c

"Niagara" Brand Canned Golden Wax Beans—Per No. 2 tin ..... 20c

"Royal" Brand Jam—Apple and Raspberry or Apple and Strawberry. Regular 50c. Friday and Saturday Special, per No. 4 tin 75

License Nos. S-12905, S-5954, S-5955.

A. F. HIGGINS CO., LIMITED

THREE COUNTRY STORES: Roland, Manitoba. Carman, Manitoba. Morris, Manitoba.

THREE WINNIPEG STORES: 699 Main St. Phone G. 3170-3171. 911 Portage Ave. Phone Sher. 2525-2526. 126 Osborne St. Phone F.R. 541.

An advertisement that lays stress on butter and eggs

### The Telephone—Something to Argue Over

But there are angles to the trading in the city not encountered to any great extent in the country store, not to the same extent at any rate, and the reason is not hard to figure. Take the case of the telephone. It would undoubtedly be used more in the country were there a delivery system to the farmer's door. In the city it is used by some almost to the exclusion of the personal visit to the stores. It may be said that through the medium of the phone as much wider circle of customers can be reached and developed. It is perhaps true too that could these customers be brought to the store that their purchases would be much more extensive.

### Getting Customers In Store

It was with this latter idea in mind that the A. F. Higgins Co. recently advertised eggs at a special price at their Main Street store in Winnipeg. The ad. frankly stated that the sale was confined to the one store only, and Mr. Higgins as frankly stated to CANADIAN GROCER that the main reason back of the ad was to bring the people to the store. Not but what he appreciated the phone business, and not but what they would and did sell the specially-priced eggs to phone customers, but Mr. Higgins wants to see the customers, he wants them to look around the store, for he feels that when the customer is right on the spot he sees and buys a wider variety of goods. It may be wondered what brought up the question in the first place, and that is easily explained. There are about an even one hundred customers of the branch store who, as far as can be determined, have never been in the store. The business they transact is over the phose.

### Advantage in Having Customer Come

Even were an initial visit to the store productive of no larger order at the present time, Mr. Higgins feels that it would show in future purchases. Getting the customer into the store, letting him wander around to see what is for sale will generally result in bigger and better business. It may be that he will decide to come personally for a greater percentage of his purchases, or he may just remember in phoning to add certain lines he saw on his visit. At any rate, Mr. Higgins figures they stand a better chance of bigger orders from the indi-

vidual customer can they make him even an occasional visitor.

A very large business is done in eggs by the Higgins Co. store. Friday and Saturday selling in the city will probably mean the disposal of 30 to 35 cases. Even at this rate of selling it is often quite impossible to keep up with the amount handled through the country stores, and at such times the surplus is disposed of to the produce dealers, or other retailers. Should it be the season for storing eggs, this is done, and provision is this way made against the day when fresh receipts are small and inadequate.

### Butter Handled Successfully

There is another commodity in which the country stores have helped out the city stores and that is in butter. The last year or two has shown a marked falling off in the amount of butter received at country points, the shortage of help tending to keep down the farmer's production.

However, even so, a very nice amount has been going through the distributing channels of the Higgins Co. stores, and they were able to store 10,000 lbs. for last winter, which helped out materially, though the amount was not sufficient to meet the requirements of the trade. The butter business is one where knowing the actual production helps out tremendously in buying, and this knowledge can be capitalized in selling too.

### Carry Complete Line of Groceries

The Higgins Co. stores, of course, handle more than butter and eggs. They are complete grocery stores, handling fresh fruits, provisions, canned foods, cereals, in fact practically anything the householder wants in the line of "eats" can be secured at any of the stores. The arrangement of each store is made with a view to pleasing the customer's eye and providing convenience in serving the customers. Goods are displayed where they can be seen easily and act as a suggestion to the buyer.

### Care in Trimming Windows

The windows are used to advantage too. Neat, attractive, eye-catching displays are provided. The windows are changed regularly and often, and the goods used are those that will make the quickest yet most lasting impression on the passers-by.

### What is Good Advertising?

The newspapers are used consistently to bring to the attention of the readers the goods offered by the Higgins stores. Mr. Higgins has studied the newspaper advertising game carefully and holds some very strong views on what constitutes "good advertising." Mr. Higgins says that "good advertising" is "honest advertising"—by honest advertising he indicates that which is correct as to detail and absolutely free from any misrepresentation, be it direct or implied. Good advertising is that by which one can not only gain, but by which he can hold the confidence of the public, and only by having it true and honest in every particular can this result be obtained. There, briefly, are Mr. Higgins' views in regards to one of the most important elements of the business. It might be taken almost as a matter of policy and that idea of honest advertising has been found a sound one to build upon.

# Ontario Legislature Considers Important Questions

## Acts Requiring the Grading of Cream According to Butter Fat, and That Seed of Grain and Potatoes Shall Not be Offered for Sale Until They Have Been Grown by Department of Agriculture for Three Years

THE Ontario Legislature, at its present session, among other bills under consideration, has given the first reading to the following bills of especial interest to the trade. The "Cream Purchase Act" which provides that:

### Must Grade All Cream

All cream purchased for sale, shipment or manufacture shall be purchased on the basis of its butter fat content.

In determining the fat content of cream supplied to a factory the sample of cream taken for testing shall be weighed into a test bottle officially stamped and shall weigh 9 or 18 grams.

Any person who violates any provision of this Act or who falsifies in any way, or over-reads or under-reads the Babcock test shall, upon summary conviction thereof, be liable to a penalty of not less than $10 nor more than $50.

For the purpose of carrying into effect the provisions of this Act, or any section of this Act, according to their true intent, the Lieutenant-Governor in Council, on the recommendation of the Minister of Agriculture, may make such regulations as may be deemed necessary, advisable or convenient, and may impose penalties for the violation thereof, and such regulations shall have the same force and effect as if incorporated herein.

### Seeds Must be Tested

A further Act, known as the Seed Testing Act, has successfully passed its first reading. The Act provides that:

It shall not be lawful for any dealer or agent to sell, barter or exchange any variety of wheat, oats, barley, rye, buckwheat, field peas, field beans or potatoes for seed purposes unless and until the variety so offered for sale has been grown experimentally by the Ontario or Dominion Department of Agriculture for at least three years.

Any such dealer or agent offering any variety of such seed for sale shall be required to show a certificate signed by such person as may be designated by the Minister, setting forth the fact that such variety has been grown, and stating, further, the results of the experiment.

Any person who violates any provision of this Act shall then, upon summary conviction thereof, be liable to a penalty of not less than $10 nor more than $50.

## PICK YOUR FAVORITE

A bowling match between two teams representing the wholesale grocers and grocery brokers of Toronto was played last Saturday as a preliminary to a big contest to be staged on Wednesday of this week. The games in the initial meeting last Saturday proved very close and were keenly contested. If they are any criterion of the friendly rivalry between the teams there will be some real excitement when the real contest gets going.

The brokers proved the winners in the preliminary tryout, but reports are circulating that the grocers will have a greatly strengthened team when the next meeting takes place. Whether there is a dark horse being groomed to spring on the unsuspecting brokers or whether one or two of the players were holding back in the tryout is not divulged. Captain Pafford proved an able leader for the grocers, while W. G. A. Lambe was rated the star performer for the brokers.

The wholesale grocers' team, which was captained by A. H. Pafford, included T. H. Kinnear, Charles Parsons, James Lumbers, H. T. Wilson, F. G. Morley, F. M. Sloan and A. C. Pyke. The grocery brokers' team, captained by Wm. Charles, included Percy Millman. R. G. Lind, W. G. A. Lambe, Harold Parsons, Hugh Lambe, Fred Hutchinson and Eugene Moore.

## TO HOLD READJUSTMENT CONVENTION

The annual convention of the National Wholesale Grocers of the U.S. is to be held in Cincinnati, O., on June 4, 5 and 6, 1919. It is understood arrangements are under way for a party to go from Ontario, the trip to include a day's visit in Cleveland and Detroit en route. The convention has been named the Readjustment Convention, and problems arising out of the termination of the war will be discussed in the light of developments since the signing of the armistice and probable signing of peace.

# Winning the Parent Through the Child

## Quebec Grocery Department Convinced of Value of Interesting Boys and Girls—Simple Contests Will Do This—Create Enthusiasm of Children and Trade Bound to Follow

THE Paquet Company, of Quebec, has been proud of the success it has scored in winning trade through the medium of the boys and girls. And, in many cases, the boisterous, bubbling, talkative boy has been the medium through which the store has appealed to the parents at home in a bid for their grocery business.

Few parents there are who are not arrested by the interest of the boy in anything. It may be enthusiasm of the irrepressible sort concerning a hockey match, or even a right good game of old - fashioned "shinny." The result is the same in any case, and all that is needed is the "sold" enthusiasm of the lad who takes his father and mother by storm, and whose attention the boy may repeatedly arrest if his own spirit is but filled with this juvenile force.

It is just this last-mentioned point that the Paquet Company has sensed and tying their program to this idea, they have carried out some contests that have invariably interested the children.

"Four boys out of a family will do a lot more talking and a far greater amount of advertising than several newspapers," said Mr. Dubuc, manager of the grocery department of this store. "If we can succeed in our plan to interest them it is 'Paquet' at home, 'Paquet' on the street, 'Paquet' at school, 'Paquet' everywhere. It is a great idea."

### The Bunny Rabbits

CANADIAN GROCER'S representative happened along recently while one of these contests was in full swing. It was about three weeks before Easter, and while viewing the display about to be described, the boys filed in to take part in this contest.

At one end of the grocery floor, and just off the exit from the elevator, a small enclosure was arranged near the middle of the floor. The enclosure was in the form of a toy fence, about two feet high, painted white and of picket pattern. It was of circular shape, and the diameter was approximately six feet.

In the centre was a huge wood tub, and in this a real rose bush was planted. This tree was profusely laden with roses, and while of an artificial sort, they looked well. There were hundreds of them and the idea was that of guessing "how many." To the boys a free guess was given, and there were no restrictions. Each boy had the privilege of coming to the department, making his estimate of the number of roses on the tree and writing this guess opposite his name. The one guessing the correct number, or the four who guessed nearest the correct number of roses, would each receive, on Easter Monday, a live rabbit. That the interest might be quickened (and this was one of the real winning features of this contest) the live rabbits were running about in the enclosure. In their white garb of fur they were very attractive and the boys seemed to be fairly alive with interest as they viewed them. To further this interest 12 rabbits, in all, were used.

An interesting display in the Paquet store, Quebec

The display was made more attractive by having four baskets of fruit displayed, just inside the little enclosure, and slightly above the top of the fence. The contest was a great success, the hundreds of names already signed in the book provided, attested to that.

### Easter Eggs and Chicks

It is possible, frequently, to make a contest of one of these unusual ideas most timely. Mr. Dubuc stated that it was his intention to make use of a small hen-coop just before Easter. This would carry out another original idea, and which would be, in substance, as follows:

The coop was painted white and it would be placed on the floor of the grocery section. A proud mother-hen would be secured, and with her the brood that she had hatched. These would form the centre of interest, not only for the juvenile callers at the store, but for the grown-up children also. It was bound to arrest the attention. The little shelter or coop was arranged so that dozens of real eggs could be placed around the lower part of the roof. Probably these would be vari-colored with dyes, but the scheme had not yet been fully worked out.

The whole idea is that of getting as much publicity as possible for the

Continued on page 156

# Some Ways of Booming Summer Trade

## Getting the Farmers' Trade in Fruit and Making Him a Booster For the Store—Stabilizing Fruit Orders—Compensating For Lost Business With Picnic Trade

IN the cities that are far from any summer resort, and must, therefore, see, during the summer season, a goodly number of the patrons of the store leave the city for some distant summer resort, the merchant must face the possibility of the loss of a goodly part of this business.

That is a fairly serious factor, and unless some means are adopted to make up for this loss the summer months are going to be pretty lean months for many a city merchant. There are, however, ways that may be adopted to compensate for these declines in the family trade, by added business from other sources.

J. W. Hanley, proprietor of the McLean Grocery, Moose Jaw, Sask., is placed in a city where there is little hope of picking up any business from summer resorts, they are too far distant to make this a possibility, barring possible small shipments to certain old customers, who will stick by the store no matter where they may happen to be.

Facing this situation, he has discovered that it is possible to build up a trade that will keep his summer business well on a par with any other season of the year. The means he has taken to do this is the featuring of the sale of fruit.

Fruit is a line that commends itself to everyone, and more especially in the hot summer days. It permits of a variety of novel devices in sale. For instance, everyone does not go away in the summer, and the city dweller has to have a certain amount of diversion, so there are always plenty of summer parties to be considered. Now, this business may be either only a nominal thing or a real item of business. It largely depends on whether the picnickers can be interested in the goods.

### Fruit Baskets for the Picnicer

To attain this result the McLean grocery features attractive baskets of fruit, especially prepared for this purpose. These baskets are tastefully arranged, and prominently shown in the windows and in the store, and the attention of the visitor to the store is called to the fact that these baskets are specially arranged for the picnic party. It may be that the customer may not be interested in any picnic at the moment, but sometime during the summer she is pretty sure to be, and then this suggestion will, in all probability, be recalled. This fact has resulted in a very considerable sale of fruit in this way, sales that are usually accompanied with purchases in other lines of goods. But this is only one method of cultivating this business in fruit, and perhaps the least important method.

Mr. Hanley believes that the fruit department is one of the most important in the grocery store, and, therefore, he gives it an attention that helps to make it so.

"In the summer time," he states, "we buy our preserving fruits direct from the grower, and in this way we are assured of a constant supply of fruit that should arrive in the best possible condition."

### Interesting the Farming Trade

We make a point of going after the farming trade in the surrounding country, and cultivating the sale of fruit to this clientele. We cultivate the trade of farmers in these outlying districts by giving them special inducements. On all shipments of five cases or over we pay the freight. Perhaps there are not many farmers who would want fruit in this quantity, but the proposition certainly interests them, and they will go out and get their neighbors to share with them in a shipment. In this way, one farmer becomes the emissary of the store with another. That is a very effective system, as it has a tendency to develop an absolutely new class of buyers for these goods. And it has the advantage that the store is dealing in large quantities, as these split shipments are all sent to one address with the freight or express prepaid, and distributed by the farmers themselves."

### Cultivating An Order System in Fruit

The element of waste is one of the nightmares of this kind of business, and whatever means can be adopted to minimize this possibility means an actual profit to the store.

The McLean grocery has made a practice of getting this result by selling ahead. The customer is asked to supply the store with an estimate of what she will want in the different lines of fruit for preserving purposes as the season of fruit approaches. By pointing out that a knowledge of the needs of the customers of the store permits buying only what is needed, and presents unnecessary waste that must eventually be charged against customer, and at the same time assures the customer of fruit in the freshest and best conditions, the housewife is readily brought to see that it is in her interest, as well as that of the store, to order well in advance. A little missionary work in this direction has helped materially in stabilizing this department of the store's business. Fruit orders are booked ahead, so that immediately on arrival the bulk of the supply may be delivered, and the store retains only whatever surplus it has been found advisable to order to meet the needs of transient trade. In this way there is very little shrinkage in this department of the business, and consequently it is handled at a satisfactory profit.

### Systematic, Effective Advertising

As an illustration of the aggressive way in which this store uses newspaper space to feature this business, a number of advertisements are reproduced herewith. These advertisements have an interest and a directness of appeal, and carry the information that assures them a hearing, and that is the prime requisite of the advertisement that is to create sales.

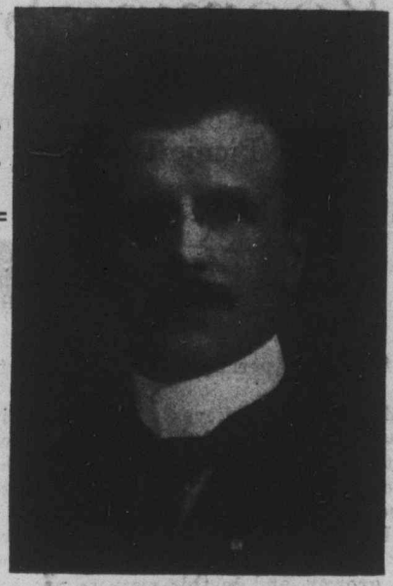
### BOVRIL, LTD., TO ISSUE NEW STOCK

Bovril, Ltd., owing to the continuous growth of business intend making a new issue of £300,000 in 6 per cent. five year notes.

# Co-operation in Grocery Trade

## McBride's, Limited, Moose Jaw, Sask.

## Benefits by Large Buying and Team Play.



W. WALKER
Who is in charge of all the stores as window dresser and decorator

THE chain store is one of the interesting developments of recent day business. Such chains are springing up in many centres and are competing strongly for business, with possibly longer established industries.

Among the newest arrivals in this field are the McBride's Limited" stores of the Province of Saskatchewan. The chain consists of 12 stores, of which six are in the City of Moose Jaw, Sask., while six others are scattered over the province, at Weyburn, Verwood, Assiniboia, McTaggart, Pangman, and Ogema. The latter three stores carry a general stock, but the others conduct a strictly grocery business.

### Putting More Business Method in Business

It is about two years now since the firm was first organized by J. A. McBride and F. B. Mitchell. They were both thoroughly trained merchants, and they felt that in many instances the grocery business was being run on unbusinesslike lines, that there was being too little effort made to operate on economical lines, and too much of an element of waste was being permitted to creep into the business. They conceived the idea that the inauguration of a chain of stores would obviate many of these difficulties. Stocks were often too heavy, which frequently resulted in losses which must be made up by higher prices, if the dealer was to reimburse himself for these losses, and obtain for himself a net profit that would give him a living return on his expenditure. It seemed a reasonable assumption that by running a chain of retail stores a fair dividend on capital invested could be more easily obtained than could be done by the individually owned store.

At any rate, this was the belief that led to the establishment of these stores. Two great advantages have been achieved by their establishment. The first of these is the enlarged buying capacity that this series of outlets gives to the merchant. This gives him the great advantage of being able at times to buy goods of high quality at a very reasonable price. Of course, these special opportunities do not always arise, but with a large buying capacity it is always possible to get an advantageous price.

### No Need for Heavy Stocks

This is an important factor, but sharing importance with it is the ability of a chain of stores to co-operate, and in this way to obviate conditions that too often result in waste. Unlike the individually owned stores that must carry a certain stock to meet any possible demand, the chain store by the use of a central warehouse can accommodate emergency stocks, that are practically as available as though they were on the grocer's shelves, and that are at the same time limited in quantities, for demand is not likely to come from all stores at the same time. In this way the stocks carried are far lighter than in other retail stores doing the same business, with a consequent limitation of overhead charges, while the element of waste from overstocking, that is such a real peril, is largely eliminated.

There is no surplus of stocks to take up space in any of these stores, but the illustrations will prove conclusively that there is no tendency to limit the necessary stocks carried by each store. There is an ample stock always on hand, and this stock is carefully arranged to show to the best advantage, and is replenished at any time desired from the central headquarters.

This chain store does not adopt any buying method that is not open to any merchant in the trade. It is the policy of Mr. Mitchell, who attends to the buying end of the business, to deal with the local wholesalers. There is no attempt made to get special favors from the manufacturers. The order goes to the wholesaler in the city, and only occasionally when it is found impossible to get some goods required from this source is any order sent elsewhere. The only advantage that the firm gets is the advantage that naturally results from large purchase.

The essence of the idea of these stores is the achieving of a maximum turnover with the minimum of stock on hand. In this way all that is made in the business is not eaten up in overhead charges, for there is a minimum of stock resting idly on the shelves. The reserve stock looks after the needs of the store as they arise, and does this without any tremendous outlay on stocks, for the source of supply is near at hand, and it is possible, in the event of any scarcity arising, to adjust stocks between the different stores.

All the Moose Jaw stores are so located that they do not compete with each other. Each has its own district and its own territory to cover, so that there shall be no overlapping. They are situated where they are because the manage-

McBride's, Ltd., Moose Jaw, Sask.—The Pure Food Store. Note the modern display fixtures and equipment for prompt and sanitary service.

ment believes that by their being placed in residential districts the people of the city can best be served. In order to cope with the telephone orders, which are a large factor in the store, each store is provided with a horse and rig for prompt delivery, save in the case of the new "Cash and Carry" store which has just been opened on High street.

**A Central Dept.**

Distribution to the various stores of the goods required is done from the Fairford street central store, where the stocks are kept in readiness for the demand. But even here the amount of goods kept is not heavy, because it is not necessary owing to the frequent buying from the wholesale houses. Another advantage in this is that a closer touch is kept on the market, so that the lowering in the price of any commodity is immediately reflected in the price charged for the goods. Immediately the goods are bought they are put in the head store and sent out when called for, so that at no one of the branches is there any store worn stock lying by.

**Managers Directly Responsible**

Each store is under the direction of a manager, who has full powers in conducting the business as he thinks best. He is held responsible for the conduct of the store of which he is in charge. While he does not do his own buying, he is provided for all that he asks for to supply the demands made on him by his customers, and it is for him to see that their requests are complied with.

Absolute cleanliness in the store so as to secure the best hygienic conditions is demanded, and that is one of the reasons why all the stores bear so cleanly an appearance.

**Prominent Use of Modern Equipment**

There has been a lavish expenditure in these stores, to assist the managers in maintaining the attractive appearance, and in giving a prompt and satisfactory service to the customer. In most of the stores bin counters of one make or another are in evidence, and are an aid in the orderly arrangement of the store. Refrigerator counters for the proper display of cooked meats and other produce lines are also in evidence, while the cash register, the meat slicer, the modern scales, the electric coffee mill, and the cheese cutter are prominent fixtures in many of the stores. There is a strong belief on the part of the management that equipment of this kind pays handsomely, in the better service that it enables the clerk to give, and in the better satisfaction that it affords the customer.

McBride's, Ltd., Moose Jaw, Sask. The provision department occupies a prominent place at the rear of the store with the meat slicer and cheese cutter on an adjoining counter. The Fairford store which is used as the central distributing unit of the chain

McBride's, Ltd., Moose Jaw, Sask.—the Crescent store. Provision department again shown at rear

**Courtesy an Essential**

Courtesy to the customer is one of the prime obligations on all the staff of the store. While this costs nothing it means much to both, and a spirit of confidence is soon created, which leads to a good feeling on both sides.

J. A. McBride is the president and F. B. Mitchell is secretary and managing director. Arthur Mitchell is superintendent of the whole twelve branches over which he has entire supervision. W. Walker is in charge of the window dressing and general store displays in all the six stores of the chain in the city. There is also an accountant to look after the routing bookkeeping of all the establishments. This means that as far as the stores are concerned all the managers are salesmen only and are entirely relieved of the office end of the work.

The different managers are as follows: Pure Food Store, James Anderson; Crescent Store, T. Thompson; King George Store, J. G. Knott; Fairford Store, J. J. Stevens Sr.; The Hub Grocery, H. R. Hall; South Hill Store. J. J. Stevens Jr.

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## MARITIME R.M.A. ELECTS OFFICERS

The third annual meeting of the Grocers' and Butchers' Section of the Retail Merchants' Association of Canada, Incorporated, was held recently in their Board Rooms, 16 Prince Street, when a large representation was present.

The principal business of the evening was the election of officers for the coming year, and the consideration of the Wednesday afternoon holiday. The following officers were elected: G. A. Cook, President; Walter Share, 1st Vice-President; J. J. Skerry, 2nd Vice-President; John Forsyth, Secretary; J. H. Bentley, Treasurer. Committee: W. P. Moseley, Robt. J. Devaney, J. G. Osborne, Fred Greenough.

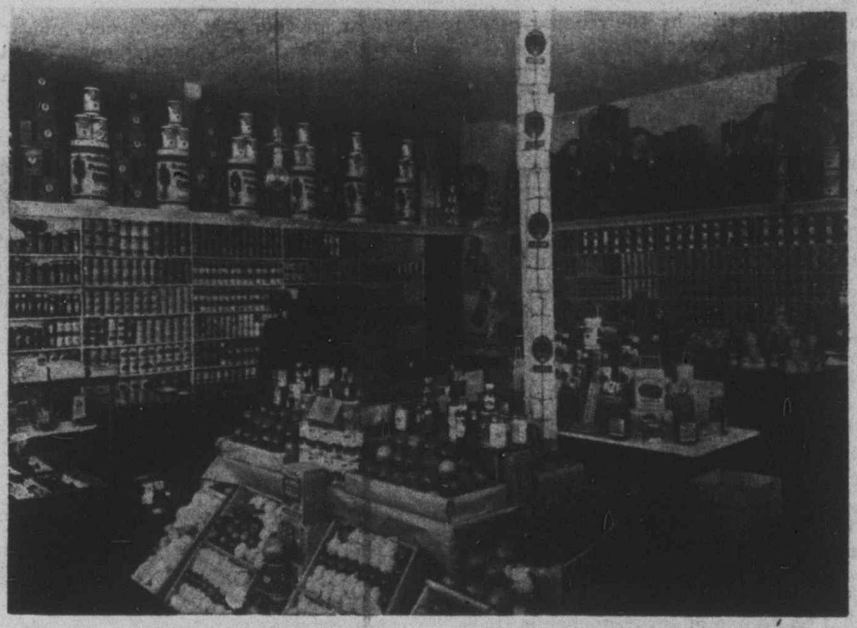
It was unanimously decided to hold

the Wednesday afternoon holiday beginning the first Wednesday in May up to the last Wednesday in October, both days inclusive.

Reports showed a marked improvement in the Grocers' and Butchers' Section, and a large increase in membership.

W. J. Hopgood and J. C. Doyle, who were representatives of Nova Scotia and Prince Edward Island at the Dominion Convention held in Ottawa on March 17, 18 and 19, were asked to make a report. Mr. Hopgood stated that he had a very enjoyable trip and he thoroughly enjoyed the meetings at the Dominion Convention, and that the thing that most impressed him was the brainy and energetic class of men that attended this convention. He stated that with such men at the head of the organization, it was impossible for it to be anything else than a success.

Mr. Doyle then outlined a number of the matters that were taken up at the Dominion Convention; matters that require legislation which the Association was endeavoring to get through and also trade matters that were being taken up with the manufacturers and wholesalers. Mr. Doyle stated that the Dominion Convention this year had been pronounced the best and most successful that was ever held.



McBride's, Ltd., Moose Jaw, Sask., the King George store. Note the fine display of fruit and regular array of shelf goods.

Now that the war is over the Association intends to go after these matters more energetically, in order to get a solution of them in the best interest of the trade and consumer.

# Weighing Incoming Goods Means Money

## Short Weight and Short Pack a Serious Element of Loss, and One That Many Merchants Neglect—Picking Up Dollars by Watching These Leaks

By an Ontario Merchant

IT has occurred to me that there are quite a number of merchants who could pick up a pretty good saving account this year by following the old mercantile proverb of "Counting, weighing and measuring" all that comes into their store during the year.

Do all keep a receiving book? And keep it properly? The first duty on goods coming in should be to get them entered up at once, so that there can be no doubt about a claim for shortage. To show you how things occur I will give you a few samples from personal experience. Bought five barrels granulated sugar from a jobber, received in apparent good order. On weighing one barrel it was found to be nineteen pounds short. I telephoned the seller. He said it was impossible and sent a man to weigh it. When he reported back they sent for the refiner's agent. He came over and poohpoohed the idea; said something was wrong with the scale. He fell down on that, and said somebody must have remarked it as his company never made a mistake? But I got credit for 19 lbs. of sugar at $10.38.

Bought five one hundred pound sacks of sal soda, each weighed 85 lbs.—a saving of 75 lbs.; one sack California budded walnuts—10 lbs. short, at 42c lb. By attending to little things like the above some of your readers may be benefited. A few more things on which to watch for shortage are: repacked oranges, lemons and grapefruit, tins of fancy biscuits with pasteboard packing, mats of figs, cases of canned goods with swelled or damaged tins, leaking barrels, etc. A lot of other things like the above will happen to anyone. I do not believe that mine is an isolated case, but that anyone following closely the old proverb before mentioned will save enough to at least give his wife a nice New Year's present.

### A 75-Lb. Saving

I also have found that the jobber respects you for it and sees that your orders receive better attention and you get full value for your money. I know that the CANADIAN GROCER is anxious at all times to help their readers, and if I can be the means of assisting someone to better themselves I trust this long story may be appreciated.

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### RICE SUPPLIES SHORT

While there is plenty of rice in Canada at the present time, generally speaking the world has been confronted with a shortage, the best-informed importers point out. Japan and India are, in particular, very short of their needs, and there is still trouble at these centres so great is the shortage of this necessary food.

"Prices of rice in Canada are lower to-day than they are in other countries," said a large importer to CANADIAN GROCER. "I do not expect that they will be much, if any lower."

Asked as to the probability of advances being made, this informant said that the situation at present was somewhat vague and that it was not possible to make forecasts. In view of the world situation it would seem that changes, other than local adjustments, are not probable—not in the sense of declines at any rate.

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### B. C. JAM MAKERS CONTRACTING AT HIGH FIGURES

Vancouver, B.C., April 22.—Eastern jam makers are contracting for Gordon Head strawberries at 16c. Last year prices ranged around 8 and 9 cents. As usual some growers are holding back for higher prices, though the cases of the bean growers ought to be a horrible example to them.

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### WINNING THE PARENT THROUGH THE CHILD

Continued from page 152

store. The original or unique idea serves this purpose. It creates talk. It ties up the store's name with this talk and therein lies a great deal of advantage. Get your name on everybody's tongue, if you are a storekeeper: get it there favorably, and you are likely to be thought of when groceries are wanted. It's a big idea, and one that the Paquet Company values very highly, for it has paid them well. It "has brought home the bacon" more than once.

# CURRENT NEWS OF THE WEEK

Canadian Grocer Will Appreciate Items of News from Readers for This Page

### Maritime

R. T. Holman, Ltd., of Summerside, P.E.I., have opened a branch store in Charlottetown.

Alexander Fraser, sr., who for many years conducted a general store in Rexton, N.B., died recently, aged eighty-even years.

Bruce Ferguson McDermott, traveller for the Corona Co., St. John, died at his home in Fredericton, N.B., this week, aged forty-two years.

The Retail Merchants' Association, of Digby, N.S., has agreed to observe Thursday afternoon as a holiday, from the 1st of May to the last of September.

A. I. Farquharson, of Charlottetown, P.E.I., who recently engaged in the wholesale confectionery business, will carry on in future under the name of the Charlottetown Candy Co.

John L. Anderson, of Moncton, and Christopher Stevenson, of St. John, have formed a partnership to carry on a confectionery and fruit business in St. John, under the name of Diana Sweets.

Percy B. Evans, wholesale grocer, of St. John, who already has branches at Amherst and Springhill, N.S., is establishing a new branch at Springhill, N.S., which will be ready for business about May. 1.

D. A. MacBeath, retail grocer of Main Street, Moncton, N.B., has purchased from W. K. Gross, for $20,000, the latter's property, also on Main Street, and will transfer his business to the new location. The building has been occupied by Gross & Dawson, general merchants.

### QUEBEC

Desbiens & Gauthier, grocers, Le Toque, have dissolved partnership.

Jos. A. Godon, general merchant, St. Agathe Des Monts, has sold to Martial Charbonneau.

C. S. Morrow of Morrow and Company, Toronto, was a visitor to Montreal last week.

J. Edgworth, of the Norfolk Milling Co., Simcoe, visited Montreal jobbers last week.

J. A. Tilton, broker, St. John, N.B., was a visitor in Montreal this week, calling on the trade there.

George A. Macdonald, sales manager of the Quaker Oats Company, Peterboro', was in Montreal last week.

Robert McKee, vice-president of the Vancouver Milling Company, Vancouver, B.C., passed through Montreal on his way to New York.

Forrest, Jackson & Forrest is name of a new firm of brokers and commission agents in Montreal. They have opened an office at 222 Craig St.

Mr. Hickman, wholesale fish dealer, and minister of the Newfoundland Government, stopped in Montreal this week on his way to New York.

License Commissioners are being inundated at Montreal with applications for liquor licenses for the coming year. While there are but 350 grocers' licenses to be issued, applications at this writing total 1,100 and over. Obviously, some will be disappointed.

St. Paul street, always a hive of activity throughout the week, was conspicuously quiet-looking early in the week, but order prevailed there.

While the carters' strike at Montreal is serious, some 4,400 men being out by Monday, the wholesale grocers are taking every precaution to meet the situation. The strikers are obdurate, it would seem, and are not willing to leave the man alone who is working in his private capacity, driving an auto truck. Threats have been made by them, and in one case, a large jobber is said to have sent out a big lorry load with three policemen preceding and three following the vehicle. This is where the shoe pinches, and it is a condition that will gain little sympathy for the men who have walked out. Grocery jobbers are making every effort to facilitate their deliveries, and one large house informed CANADIAN GROCER that it was their intention to put a fleet of auto trucks into operation at an early date.

### ONTARIO

P. J. Maher, Toronto, has sold to G. S. Madill.

Joseph Martin, grocer, Englehart, is selling out.

Mrs. Costin, Brantford, has sold to W. W. Hart.

W. Wilson Smith, Brantford, has sold to J. W. Brown.

C. H. Simon & Co., Ridgeway, has sold to H. Breen.

A. Dunlak, grocer, Brantford, has sold to Don Wintonak.

Wm. A. Day, grocer, St. Thomas, has sold to Hugh Dallyn.

Robert Benson, St. Catharines, has sold to W. E. Longden.

G. S. Madill, grocer, Toronto, has sold his stock to F. M. Oakes.

C. H. Seeley, Sarnia, has been succeeded by Mrs. C. Snider.

Geo. Connell, general merchant, Lowville, has sold to N. Keolla.

Morton & Grass, grocers, Sarnia, have sold to Stanley Williams.

M. E. Hedden, grocer, Hamilton, has sold to Mrs. Christine Peterson.

H. H. Norwich, 243 Greenwood Ave., has sold to the Loblaw Stores, Ltd.

W. A. Currie has opened a new grocery on West Main street, Glencoe.

Geo. Greenwood is opening a grocery business at 344 Leslie St., Toronto.

W. G. Black, grocer and meats, Niagara Falls, has sold to Chas. Cross.

T. J. Somerville, grocer, Ottawa, has been succeeded by W. J. Kennedy.

John Somerville, grocer and butcher, Hamilton, has sold to W. G. McCammell.

Alfred Henri, grocer, Hammond, has been succeeded by J. W. Charbonneau.

Beetel Bros., general merchants, Waterloo, Ont., have sold to A. Ball & Co.

Telesphore Vivette, general merchast, Hammond, has been succeeded by J. A. Vinet.

Jacob Kizell, general merchant, Killaloe Station, has been succeeded by A. Kizell.

Mrs. Selina Hendrich, Elmira, grocery and meats, has sold to Henry Mansz.

W. H. Tricker, grocer, Sarnia, has been succeeded by D. H. Curtis, of Leamington, Ont.

Earl M. Quirt has opened a grocery at the corner of John and McIntyre streets, North Bay.

John G. Reid, Toronto manager Atlantic Sugar Refineries, Limited, returned on Tuesday from Montreal, where he spent the holiday.

C. R. Cherry, sales manager Pure Gold Manufacturing Co., and Todhunter, Mitchell & Co., Toronto, left weeks' holiday trip to southern points.

The business conducted for some years by Goheen and Matchett on the corner of Dalhousie and Rubidge sts., Peterborough, has been taken over by Fitzpatrick and Garrity. The business comprises grocery and butcher shop.

T. F. G. Hart has joined the staff of Harold F. Ritchie & Co., Ltd. He was formerly sales representative with Procter & Gamble. Mr. Hart will represent the Harold F. Ritchie & Co., Ltd., on the Niagara Penisula, and Hamilton will be his home and headquarters.

Following an attack that was made upon Albert Clark, a grocer, Canterbury St., Ingersoll, two young men of the town were arrested. It is alleged that the young men attacked and beat Clark after he had asked them to move away from his premises, as he feared they would damage some young trees.

Ruthven Hay, formerly with the B. H. Turner Co., Little Current, Ont., has joined the staff of Harold F. Ritchie & Co., Ltd., Toronto. Mr. Hay will be closely associated with J. L. Lane, secretary-treasurer of the company. Mr. Hay will take charge of the sales department and act in capacity of sales manager.

## WESTERN

Wm. Spooner, grocer, Edmonton, Alta., has sold out.

The Leader Farmer Store, Leader, Sask., has sold out.

G. J. Algot, general merchant, Angle Lake, Alta., has sold out.

Dederer Bros., general merchants, Leader, Sask., have sold out.

J. F. Cattanach, general merchant, Bear Lake, Alta., has sold out.

W. J. Pollon, general merchant, Bethany, Man., has sold to J. R. Dow.

Samuel Caplan, general merchant, Weldon, Sask., has sold to Isaac Froman.

B. Bruser, general merchant, Lanigan, Sask., has been succeeded by Schopp & Co.

W. S. FREEMAN

Who has become General Sales Manager of the Brantford Computing Scale Co., Brantford, Ont.

J. R. Leppington, general merchant, Pine Creek, Man., has sold to Geo. Currie.

Arnold Branner, Ltd., general merchant, Edgely, Sask., has sold to J. H. Laroche.

T. M. Howatt, grocer and confectioner, Indian Head, Sask., has sold to L. F. Kennedy.

A. S. Shatilla, general merchant, Minden, Sask., has been succeeded by Robert Daly.

H. P. Anderson, of George Hodge & Son, Ltd., Montreal, was a visitor in Winnipeg last week.

Mr. Lloyd, of No-Vary Products Co., Winnipeg, has just returned from an extended trip to California.

Mr. Paterson, of Gibson, Paterson Co., Ltd., Winnipeg, has returned from a business trip through the West.

C. H. Grant Company, Confederation Life Building, Winnipeg, have been appointed agents in Western Canada for George Hodge & Son, Ltd., Montreal.

Mr. Halford, of the Meiji Trading Co., spent a few days in Winnipeg last week visiting the trade, in company with C. H. Grant, their representative in Western Canada.

Thos. R. Daykin, president of Hygiene Products, Ltd., Winnipeg, is soon expected to return from a business trip to England. Mr. Daykin has been in touch with the various English manufacturers which this firm represents in Western Canada.

## ADDITIONS TO SCALE COMPANY'S STAFF

### W. S. Freeman and R. Rutledge Now Connected With Brantford Computing Scale Co.

W. S. Freeman has joined the staff the Brantford Computing Scale Co., Ltd., Brantford, Ont., as general sales manager. Mr. Freeman is known to a great many in the grocery and butcher trades in Canada through his previous connection extending over 35 years with the W. A. Freeman Co., Ltd., Hamilton, manufacturers of refrigerators. While still connected with the manufacture of store equipment, he has changed his allegiance from the refrigeration business to that of computing scales and meat slicers. He will now devote his time to the manufacture and selling of these products. He has, of course, been actively interested in meat slicers for a good many years. He has the reputation of having sold and set up the first important meat slicer in Canada some years ago, which was imported from Rotterdam, Holland.

Some time ago it was announced in CANADIAN GROCER that the Brantford Computing Scale Co. had been reorganized with additional capital. It is their present intention to double their factory output. Plans have been made towards this end. Mr. Freeman gives up all his other interests and investments and will now be connected entirely with the Brantford Computing Scale Co.

R. Rutledge has also joined the staff of the same organization. He becomes District Sales Manager. Mr. Rutledge has been associated with the refrigerator business for a good many years and it is in the capacity as a refrigerator salesman principally that the trade will remember him. He was sales manager of the Eureka Refrigerator Co., Ltd., for about 12 years and was actively connected with the founding of the refrigeration department of the W. A. Freeman Co. of Hamilton.

## L. P. MASON, DANGEROUSLY ILL

The trade will be sorry to learn that L. P. Mason, of Mason & Hickey, Winnipeg, has been dangerously ill with heart trouble. At one time last week, his life was despaired of.

## RETAIL CLERKS ORGANIZE

The wholesale and retail clerks of St. John are making steady progress in the formation of an association. The new organization is open to women as well as men, and already a large number have enrolled.

The retail store clerks of Glace Bay, N.S., have completed organization, and will apply for a charter. Officers are as follows: President, B. H. Hill; vice-president, E. Hilton; treasurer, E. Wadden; secretary, A. Rideout; corresponding secretary, Miss A. McAdam. Their first effort will be towards securing a general observance of Wednesday afternoon as a weekly half-holiday.

## COWAN COMPANY TO MOVE MONTREAL OFFICE

The Cowan Company, whose Montreal office is at present situated on St. Paul Street West, will move in May to their new warehouse at 236 Lemoine Street. This will give them much greater accommodation, the building being a three-storey structure, and a larger stock will be carried.

G. C. Duncan will continue with the firm and will have charge of the accounting and office departments, while J. G. Gordon will have supervision of sales in the Montreal and adjacent fields.

R. RUTLEDGE

Appointed District Sales Manager of the Brantford Computing Scale Co.

## MONTREAL MAN RETURNS

Corporal E. E. Peterson, Third Division Canadian Artillery, Trench Mortar Brigade, and who has been in service in France for several years, has returned to Montreal and is again taking up his work with Rose and Laflamme, Limited, wholesale grocery brokers.

## NEW GOODS

"Mazola" is a new vegetable oil that is being placed on the Canadian market by the Canada Starch Co. "Mazola" is a refined vegetable oil and is used for salad dressings and cooking. The name is derived from "maize," the Indian name for corn, as it is a corn product. The manufacturers claim that Mazola can be used over and over again for cooking purposes. It is sold in 5½ oz. bottles and in pints, quarts, one-half gallon and gallon tins.

# WEEKLY GROCERY MARKET REPORTS

**Statements From Buying Centres**

## THE MARKETS AT A GLANCE

OPENING figures so far named on new crop prunes and apricots are very high. Some interests feel that present scale of quotations on prunes is a speculative one in view of the record crop of this fruit expected and uncertainty surrounding the export business, which may or may not reach enormous proportions.

Apricots are being absorbed in large quantities by the canning factories, which explains high price of the dried fruit, and this element is looked upon as one to maintain quotations at their present level at least.

Buyers do not seem anxious to place orders as they feel that greatly decreased consumption must result from prices which retailers will be obliged to charge.

**MONTREAL**—Canned goods are on the move and already large lots have changed hands at full prices. In addition to much firmness of undertone on canned fruits, canned vegetables are stronger; export demand is largely responsible. Rice is firm, but unchanged, and beans are higher from wholesaler to jobber. The latter will probably be asking higher prices very soon.

Potatoes, celery, cabbage, etc., are firmer, and prices have advanced on coarse vegetables. The sugar market is firm, and the movement is reported as improved. Dried fruits are likely to be marked higher and molasses is steadily firm, though not moving much. Peanuts are moving higher, and shelled almonds likewise are higher. Coffee is still high.

Rolled oats and cornmeal are holding with a firmness of undertone, and advances are not unexpected. Oats are up in price and cocoanuts are much higher. Hay is scarce and maple syrup holds at high figures. Among the declines of the week are those for camphor and twine. The spice market is unchanged, but on the easing side. Shorts and bran are now more plentiful, and if the grazing improves, prices might be shaded somewhat.

**TORONTO**—Improvement in the milling situation is slow in coming. There is a better feeling among the millers, not from actual business placed, but they seem a little more hopeful of the future. In the meantime great difficulty is being experienced in taking care of orders for mill feeds.

Cereals show little of great interest. The grain markets are quite strong, but the heavy stocks of the cereals are tending to keep prices down. Buying is confined to immediate requirements of the trade and the demand is not heavy.

Canned tomatoes and peas are firmer with beans almost unobtainable. Canned fruits are practically off the market. Export business on the vegetables is again being handled after a slight lull.

Trade in general seems very good and retailers report business as quite brisk.

**WINNIPEG**—Advance quotations on the new crop of dried fruits are very high, especially on prunes and apricots, and some fear is expressed that consumption will further decrease as result. Canned goods are selling only in limited quantities. Tea and coffee prices are very firm and higher prices on coffee are expected when peace is signed, owing to the anticipated receipt of large orders from abroad. Lower freight rates may bring decline in rice about June. Mill feeds are plentiful. Strawberries from Florida have advanced. There is a scarcity of all vegetables at present.

## QUEBEC MARKETS

MONTREAL, April 23—A stimulus to selling is expected to come very soon now, and already many lines are moving well. There still is some holding back and orders placed for many goods still are of light proportions. There are fewer actual changes this week from a price standpoint, but many lines are firm, with a strong likelihood of advances being made.

### *Camphor; Twine Down; Powder; Oil Up*

**Montreal**

VARIOUS LINES—Cotton twines are lower. The price of three ply cotton has been reduced by one jobber from 64c to 61c per pound, and for four ply from 68c to 65c. Camphor, which was held on the basis of $3.60 is now $3.25. Naud "S" condition powder is up from $1.50

to $1.60 per dozen, and Davis and Lawrence's Emulsion of Cod Liver Oil is selling higher at $4.75, less 5 per cent. The former price was $4.25, less 5 per cent. George Washington canned coffee is again available and jobbers' prices quoted are: standard size, dozen, $3.75; medium, $7.10; and family, $11.15.

## *Sugar Exports Improve Movement*

Montreal

SUGAR.—Considerable satisfaction is expressed by the sugar refiners with regard to the movement of supplies. This has greatly improved as a result of export business developing, and there is every reason to expect that there will be more business as the shipping is available. Local and country demand has improved and market is steadily held.

| | |
|---|---|
| Atlantic Sugar Company, extra granulated sugars, 100 lbs. | 9 95 |
| Acadia Sugar Refinery, extra granulated | 9 95 |
| St. Lawrence Sugar Refinery | 9 95 |
| Canada Sugar Refinery | 9 95 |
| Dominion Sugar Co., Ltd., crystal granulated | - 9 95 |
| Icing, barrels | 10 15- 10 30 |
| Icing (25-lb. boxes) | 10 55- 10 70 |
| Icing (50-lb. boxes) | 10 35- 10 50 |
| Do., 1-lb. | - 11 05 |
| Yellow, No. 1 | 9 75- 9 55 |
| Yellow, No. 2 (Golden) | 9 45- 9 55 |
| Yellow, No. 3 | 9 25- 9 45 |
| Powdered, barrels | 10 05- 10 20 |
| Powdered, 50s | 10 15- 10 50 |
| Powdered, 25s | 10 35- 10 60 |
| Cubes and Dice (asst tea), 100-lb. bxs | 10 55- 10 65 |
| Do., 50-lb. boxes | 10 65- 10 75 |
| Do., 25-lb. boxes | 10 85- 10 95 |
| Do., 2-lb. pack. | 11 95- 12 05 |
| Paris lumps, barrels | - 10 55 |
| Paris lumps (100 lbs.) | - 10 65 |
| Paris lumps (50-lb. boxes) | - 10 75 |
| Paris lumps (25-lb. boxes) | - 10 95 |
| Paris lumps (cartons, 5-lb.) | - 11 70 |
| Do., (cartons, 2-lb.) | - 12 45 |
| Crystal diamonds, barrels | - 10 55 |
| Crystal diamonds (boxes 100 lbs.) | - 10 65 |
| Crystal diamonds (50-lb. boxes) | - 10 75 |
| Crystal diamonds (25-lb. boxes) | - 10 95 |

## *Export Sales Firm Canned Goods*

Montreal.

CANNED GOODS.—Evidences are not lacking that canned fruits and canned vegetables, too, are on the upward trend. Of some vegetables, and tomatoes in particular, there has been a considerable movement for the past while, and jobbers report considerable passing of stocks for export account. There seems to be a good prospect of large business still developing, and prices may stiffen. Lobster paste is being again offered at $3.25 to $3.40.

| | | |
|---|---|---|
| **Canned Fruits, Heavy Syrup—** | | |
| Apples, 2½s, doz. | 1 40 | 1 65 |
| Do., 3s, doz. | 1 50 | 1 75 |
| Do., gallons, doz. | 4 75 | 5 25 |
| Blueberries, 2s | .... | 1 90 |
| Currants, black, 2s, doz. | .... | 4 00 |
| Do., gallons, doz. | .... | 13 00 |
| Cherries, red, pitted, doz. | 2 90 | 3 20 |
| Gooseberries, 2s, doz. | .... | 3 00 |
| Do., 2s (pails) | 2 77½ | 2 80 |
| Peaches, 20 oz., doz. | .... | 2 50 |
| Do., No. 2 | 2 75 | 3 00 |
| Do., 2½ | 3 25 | 3 75 |
| Pears, 2s | 2 50 | 2 80 |
| Do., 2½s | .... | 3 25 |
| Do., 2s (light syrup) | .... | 1 90 |
| Pineapples (grated and sliced), 2s | .... | 3 60 |
| Do., 2½s | .... | 4 50 |
| Plums—Lombard | 2 00 | 2 20 |
| Gages, Green, 2s | .... | 2 40 |
| Do. (light syrup, 2s | .... | 2 00 |
| Raspberries, 2s | 4 00 | 4 20 |
| Do., 2½s | .... | 2 60 |
| Strawberry, 2s | 3 97½ | 4 20 |
| **Canned Vegetables—** | | |
| Asparagus (Amer.) mammoth green, doz. | .... | 4 00 |
| Asparagus, imported (2½s) | 4 85 | 5 25 |
| Beans, Golden Wax | 1 95 | 1 97½ |
| Beans, Refugee | .... | .... |
| Beets, new sliced, 2-lb. | 1 40 | 1 42½ |
| Corn (2s) | 2 05 | 2 35 |
| Carrots (sliced), 2s | 1 45 | 1 75 |
| Corn (2½s) | .... | 2 45 |
| Corn (on cob), gallons | 7 25 | 7 50 |
| Spinach, 3s | .... | 3 00 |
| Spinach, California 2½s | .... | 3 15 |
| Do. (wine gals.) | .... | 10 00 |
| Tomatoes, 1s | 0 95 | 1 00 |
| Tomatoes, 2s | 1 20 | 1 35 |
| Tomatoes, 2½s | 1 75 | 1 80 |
| Tomatoes, 3s | 1 75 | 1 90 |
| Tomatoes, gallons | 6 00 | 7 02½ |
| Peas, standards | 1 40 | 1 50 |
| Peas, early June | 1 57½ | 1 60 |
| Peas, extra fine, 2s | 2 30 | 2 35 |
| Do., fancy, 20 oz. | .... | 1 57½ |
| Potatoes, Can. sweet, 2½-lb tins | .... | .... |
| Do., 2-lb. tins | .... | 2 75 |
| Olives (in bls, 49 wine gals.), gal. | .... | 1 35 |
| Specialties | | Per gal. |
| Olive oil (pure), 1 gal. tins | .... | 7 50 |
| Do., ¼ gal. tins | .... | 8 00 |
| Do., 5 gal. tins | .... | 7 00 |
| Tomato Paste, 100 tins (case) | .... | 32 00 |
| Do., 200 tins (case) | .... | 33 00 |
| Do., 12-10 lbs. | .... | 39 00 |
| Salad oil (bbls. 50 gals.), gal. | .... | 2 50 |
| Olives, Queen, gal. | .... | 1 45 |
| Canned Fish— | | |
| Salmon— | | |
| "Clover Leaf," ½-lb. flats | 2 45 | 2 80 |
| Sovereign, 1-lb. flats | .... | 4 62½ |
| Do., ½-lb. flats | .... | 2 30 |
| 1 lb. talls, cases 4 doz., per doz. | 4 50 | 4 80 |
| ½ flats, cases 8 doz., per doz. | 1 50 | 2 00 |
| Chums, 1-lb. talls | 2 05 | 2 17½ |
| Do., ½s, flat | 1 17½ | 1 25 |
| Pinks, 1-lb. flat | .... | 2 25 |
| Pinks, 1-lb. talls | 2 60 | 2 75 |
| Pale, ½-lb., doz. | .... | 1 37½ |
| Pale, 1 lb., doz. | .... | 2 37½ |
| Pinks, ½-lb., doz. | .... | 1 62½ |
| Cohoes, 1-lb. talls | .... | 2 75 |
| Cohoes, 1-lb. flats | .... | 2 25 |
| Cohoes, ½ lbs., flat | .... | 1 75 |
| Herrings, kippers, dz. (4 dz. case) | .... | 2 25 |
| Herrings (tomato sauce), doz. | 2 25 | 2 50 |
| Haddies (lunch) (½-lb.) | .... | 1 00 |
| Haddies, chicken (canned), doz. | 9 00 | 9 25 |
| Red Springs, 1-lb. talls | 4 00 | 4 60 |
| Red Springs, ½ lb. | .... | 2 45 |
| White Springs (1s) | .... | 2 30 |
| Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz. | .... | 2 25 |
| Labrador salmon, 1-lb. flat | .... | 3 60 |
| Pilchards, 1-lb. talls | 1 90 | 2 00 |
| Whale Steak, 1-lb. flat | .... | 1 90 |
| Canadian sardines (case) | 6 75 | 7 00 |
| Norwegian sardines, per case of 100 (¼s) | 22 00 | 20 00 |
| Lobsters, ¼-lb., doz. | .... | 2 25 |
| Do., ½-lb. tins, doz. | 3 60 | 3 75 |
| Do., 1-lb. talls | 6 90 | 7 00 |
| Do., ¾-lb., doz. | .... | 6 00 |
| Do., 1-lb. flats | .... | 7 00 |
| Lobster paste, ½ lb. tins | 3 25 | 3 40 |
| Sardines (Amer. Norweg'n style) | .... | 14 50 |
| Sardines (Gen. Norwegian) | .... | 22 00 |
| Sardines—Canadian brands (as to quality), case | 7 00 | 16 50 |
| Sardines, French | .... | 32 00 |
| Scallops, 1-lb., doz. | .... | 3 25 |
| Scotch Snack, No. 1, dz., Montreal | .... | 2 50 |
| Do., Eastern trade | .... | 2 65 |
| Do., Winnipeg and Western | .... | 2 85 |
| Scotch Snack, No. 2, doz. | .... | 4 50 |
| Shrimps, No. 1 | 2 25 | 2 50 |
| Crabs, No. 1 (es 4 doz.) | .... | 6 75 |
| Clams (river) (1 lb.), doz. | .... | 1 90 |

## *Beans Scarcer; Prices to Firm*

Montreal

BEANS.—Prices from the importer to the jobber have already firmed on beans. Canadian hand-picked beans are selling, in some cases, at $4 per bushel, jobber's price from the wholesaler, and with a continued demand from outside sources, the tendencies are firm. A big quantity has passed to the United States brokers.

| | | |
|---|---|---|
| Canadian, hand-picked, bush. | 4 20 | 4 50 |
| British Columbia | 4 50 | 5 00 |
| Brown Beans | 3 50 | 4 00 |
| Japanese | .... | 4 50 |
| Yellow Eyes | .... | 5 50 |
| Lima, per lb. | 0 10 | 0 14 |
| Kidney beans | 6 00 | 6 50 |
| Peas, white soup, per bushel | 3 00 | 3 50 |
| Peas, split, new crop (98 lbs.) | .... | 5 25 |
| Peas (blue) | 0 08 | 0 09 |
| Barley (pot), per bag 98 lbs. | .... | 4 00 |
| Barley, pearl, per bag 98 lbs. | 5 00 | 5 50 |

### FLASHES FROM THE WEEK'S MARKETS

Opening prices so far named on prunes and apricots are very high. One might say now that the "poor prune" is no more.

* * * *

Live hogs continue their soaring tendencies. 'Tis not only the hog that possesses a squeal to-day. Ask any consumer.

* * * *

Butter seems to have reached the peak. Another week and a downward move is looked for.

* * * *

Eggs declined a cent this week. The man who on Easter Sunday eats an egg for each year he has lived must have had a pretty expensive start on this week's board bill. Imagine if he were 60 years old!

* * * *

The signing of the peace treaty is expected to result in further advances in the price of coffee.

Dealers and householders are urged to buy sugar supplies fairly well ahead to provide against disappointment during the canning season. Taking care of export business when tonnage is available may tie up domestic deliveries temporarily. No actual shortage is anticipated.

* * * *

Another shipment of Barbadoes molasses is reported to have reached the city. The price remains around $1.10 to $1.15.

* * * *

Jam makers and canning factories are in the market for strawberries, and prices they are paying are much higher than last year. It does not look like lower jam and canned fruit this year.

* * * *

All fresh fruits and vegetables now coming in from the South are being quoted at extremely high figures.

* * * *

Potatoes were quoted at $1.85 per bag in Toronto early in the week. A $2.00 price is expected.

## *Rices Will Hold Say Importers*

Montreal.

RICE, TAPIOCA.—With hungry markets elsewhere, there is little doubt but that rice prices will hold, say the importers; large foreign buyers are anxious to secure supplies. This means that prices are steady here, although markets are on the quiet side. Tapioca is unchanged.

| | | |
|---|---|---|
| Ice Drips—Japan (per 100 lbs.) | .... | 11 25 |
| Carolina | 13 00 | 13 50 |
| Siam, No. 2 | 8 00 | 8 50 |
| Siam (fancy) | 10 50 | 11 00 |
| Rangoon "B" | .... | 8 50 |
| Rangoon CC | .... | 8 10 |
| Mandarin | .... | 10 00 |
| Pakling | .... | 9 00 |
| Tapioca, per lb. (seed) | .... | 0 11½ |
| Tapioca (pearl) | .... | 0 11½ |
| Tapioca (flake) | .... | 0 11 |

## *Peanuts Advance; Almonds Higher*

Montreal

NUTS.—Peanuts are marked higher, and the tendencies are firmer on shelled almonds. Supplies of the latter are not too large, and there has been a fairly good demand for nuts in general. The prices on peanuts, in the shell, while unchanged, may go higher.

| | | |
|---|---|---|
| Almonds, per lb. | 0 26 | 0 28 |
| Almonds (shelled) | 0 53 | 0 55 |
| Almonds (Jordan) | | 0 70 |
| Brazil nuts (new) | 0 21 | 0 23 |
| Brazil nuts (med.) | 0 15 | 0 17 |
| Filberts (Sicily), per lb. | 0 25 | 0 27 |
| Filberts, Barcelona | 0 21 | 0 25 |
| Hickory nuts (large and small), lb. | 0 10 | 0 15 |
| Peanuts (roasted)— | | |
| Extra large | 0 19 | 0 20 |
| Large | 0 16 | 0 17 |
| Medium | 0 12½ | 0 14 |
| Shelled, No. 1, Spanish | 0 19 | 0 20 |
| Salted Spanish, per lb. | 0 25 | 0 26 |
| Shelled, No. 1 Virginia | 0 15 | 0 15½ |
| Do., No. 2 | .... | 0 14 |
| Peanuts (salted)— | | |
| Fancy wholes, per lb. | .... | 0 38 |
| Fancy splits, per lb. | .... | 0 33 |
| Pecans (new Jumbo), per lb. | 0 28 | 0 32 |
| Pecans, large, No. 2, polished | 0 28 | 0 32 |
| Pecans, New Orleans, No. 2 | 0 21 | 0 24 |
| Pecans "paper shell," extra large Jumbo | .... | 0 60 |
| Walnuts (Grenoble) | 0 29 | 0 35 |
| Walnuts (new Naples) | 0 16 | 0 18 |
| Walnuts (shelled) | 0 72½ | 0 80 |
| Walnuts (Spanish) | 0 30 | 0 33 |

Note—Jobbers sometimes make an added charge to above prices for broken lots.

## *Prices To Be Up On Dried Fruit*

Montreal

DRIED FRUIT.—That prunes, apricots, etc., will be higher during the season is indicated by the announcements just made re opening prices in the States on apricots and prunes. On spot business here there is no quotable change, and there is a seasonable amount of business. A few readjustments have been made by one jobber on currants, apples, pears, raisins and prunes.

| | | |
|---|---|---|
| Apricots— | | |
| Choice | 0 24 | 0 25 |
| Slabs | 0 22 | 0 23 |
| Fancy | .... | 0 30 |
| Apples (evaporated) | 0 17 | 0 18½ |
| Peaches (fancy) | 0 22 | 0 25 |
| Faced | 0 19 | 0 20 |
| Choice | 0 20 | 0 24 |
| Extra choice | 0 21 | 0 24 |
| 12 oz., per pkge. | 0 16 | 0 18 |
| Pears | 0 20 | 0 22½ |
| Orained Peels (old)— | | |
| Citron | .... | 0 46 |
| Lemon | .... | 0 40 |
| Orange | 0 41 | 0 43 |
| Drained Peels (new)— | | |
| Lemon | 0 40 | 0 41 |
| Orange | 0 42 | 0 43 |
| Citron | 0 47 | 0 43 |
| Cut mixed (1-lb. cartons), doz. | 4 10 | 4 80 |
| In 36 lb, case | .... | 12 75 |
| Cut, 10-lb. boxes (lb.) | .... | 0 48 |
| Raisins— | | |
| Bulk, 25-lb. boxes, lb. | .... | 0 17½ |
| Malaga, table box of 22 lbs., 3-crown cluster, $3.75. | | |
| crown, $7.50; 6 crown cluster, $7.00- | | |
| Cal. seedless, cartons, 16 oz. | 0 14½ | 0 15½ |
| Malaga Raisins | .... | .... |
| Do., 5 cr. | .... | 2 25 |
| Muscatels, loose, 3-crown, lb. | .... | .... |
| Do., 4 cr. | .... | .... |
| Muscatels, loose, 2-crown | .... | .... |
| Do., 6 cr. | .... | .... |
| Choice seeded, 12 oz. | .... | 0 10¾ |
| Fancy seeded, 16 oz. pkgs. | 0 13½ | 0 16 |
| Choice seeded, 16 oz. pkgs. | 0 13 | 0 17 |
| Seedless, 11 oz. package | 0 11 | 0 11¾ |
| Do., 15 oz. pkge | 0 11 | 0 15 |
| Do., bleached, 15 oz. (choice) | .... | 0 15 |
| Do., (fancy) | .... | 0 16 |
| $5.50; 4-crown cluster, $6.50-$6.75; 5 | | |
| Valencias, selected | .... | 0 11½ |
| Valencias, 4-crown layers | .... | 0 11½ |
| Sultanas (bleached) 50-lb. bxes | 0 16 | 0 20 |
| Currants, old pack., 15 oz. | 0 29 | 0 31 |
| Currants, Greek (bulk) | .... | 0 18 |
| 12 oz. | .... | 0 16½ |
| 50-lb. boxes, loose | 0 20 | 0 23 |
| 15 oz. pkgs | 0 20½ | 0 23 |
| Pkgs. 8 oz. (20 pkgs.) | 2 00 | 2 60 |
| Pkgs. 6 oz. (50 pkgs.) | 3 00 | 4 75 |
| Pkgs. 4 oz. (70 pkgs.) | 3 70 | 5 00 |
| Muscatels, 4-crown, lb. | .... | 0 13 |
| 30 lb. Ainslie | .... | 0 28 |
| 12 oz. | .... | 0 26 |
| Do., new | .... | 0 32 |
| Cal. currants (loose) | 0 18 | 0 22 |
| Cal. "Kurrants," 15 oz. pkge | 0 20 | 0 22 |
| Dates, Excelsior, per case (36-10s) | .... | 7 00 |
| Do., Dromedary (36-10 oz.) | 8 00-8 50 | 8 64 |
| Packages only, Excelsior | .... | 0 20 |
| Packages only | 0 19 | 0 20 |
| Do., Dromedary | .... | 0 22 |
| Figs (layer), 10-lb. boxes | 2 60 | 3 00 |
| Figs, white (70 4-oz. bxs) | .... | 5 40 |
| Do., (28 8-oz. bxs) | .... | 3 50 |
| Do., (12 10-oz. bxs) | .... | 2 20 |
| Figs (cooking), 50-lb. boxes, lb. | .... | 0 16 |
| Prunes— | | |
| California (25-lb. boxes)— | | |
| 30-40s | .... | 0 22 |
| 40-50s | 0 19 | 0 20 |
| 50-60s | 0 19 | 0 22 |
| 60-70s | 0 18 | 0 20 |
| 80-90s | .... | 0 16 |
| 90-100s | .... | 0 14 |
| 50-lb. boxes, 80-90s | .... | 0 14½ |
| 90-100s | 0 13 | 0 14 |
| 70-80s | 0 16½ | 0 17 |
| 80-90s | 0 15½ | 0 16½ |
| 90-100s | 0 13½ | 0 14 |
| 100-120s | 0 10½ | 0 11 |
| Oregon, 30-40s | .... | 0 23 |
| 50-60s | .... | 0 22 |
| 60-70s | .... | 0 18½ |
| 70-80s | .... | 0 17½ |

## *Spices Slow; Undertone Easy*

Montreal

SPICES.—Local markets are without any new feature, and there is no quotable difference of price on any item in the list. It is said that a large tonnage of pepper passed out of New York on export account. Supplies of all kinds are well maintained here and trade is seasonable, with orders rather small and frequent.

| | | |
|---|---|---|
| Allspice | 0 20 | 0 22 |
| Cassia (pure) | 0 35 | 0 40 |
| Cinnamon— | | |
| Rolls | .... | 0 35 |
| Pure ground | 0 35 | 0 40 |
| Cloves | .... | 0 65 |
| Cream of tartar (French pure) | 0 75 | 0 80 |
| American high test | 0 80 | 0 85 |
| Ginger | 0 30 | 0 40 |
| Ginger (Cochin or Jamaica) | .... | 0 30 |
| Mace | 0 80 | 1 00 |
| Mixed spice | 0 30 | 0 32 |
| Nutmegs, whole | 0 50 | 0 65 |
| Do., ground | 0 60 | 0 65 |
| Pepper, black | 0 40 | 0 45 |
| Pepper, white | 0 48 | 0 50 |
| Pepper (Cayenne) | 0 35 | 0 37 |
| Pickling spice | 0 25 | 0 27 |
| Paprika | 0 65 | 0 70 |
| Turmeric | 0 28 | 0 30 |
| Tartaric acid, per lb. (crystals or powdered) | .... | 1 20 |
| Cardamon seed, per lb., bulk | .... | 2 00 |
| Carraway, Dutch, nominal | 0 80 | 0 90 |
| Cinnamon, China, lb. | .... | 0 30 |
| Cinnamon, per lb. | .... | 0 35 |
| Mustard seed, bulk. | 0 35 | 0 40 |
| Celery seed, bulk (nominal) | 0 85 | 0 90 |
| Shredded cocoanut, in pails | 0 21 | 0 22 |
| Pimento, whole | 0 20 | 0 22 |

For spices packed in cartons add 3½ cents a lb. and for spices packed in tin containers add 10 cents per lb.

## *New Molasses in; Prices Holding*

Montreal

MOLASSES, SYRUPS. — New crop molasses is to hand and at prices which are fully as high as the maximum of many weeks past. Just whether the market will hold, some are not prepared to venture an opinion on, but it is apparent that the producers are unwilling to reduce their basis on Barbadoes.

Syrups are steadily firm, and with the corn market so high it is obvious that there will not be a lowering of prices now.

| | | |
|---|---|---|
| Corn Syrup— | | |
| Barrels, about 700 lbs. | .... | 0 07¼ |
| Half bbls. | .... | 0 07½ |
| Kegs | .... | 0 07¾ |
| 2-lb. tins, 2 doz. in case, case | .... | 4 85 |
| 5-lb. tins, 1 doz. in case, case | .... | 5 45 |
| 10-lb. tins, ½ doz. in case, case | .... | 5 15 |
| 20-lb. tins, ¼ doz. in case, case | .... | 5 10 |
| 2-gal. 25-lb. pails, each | .... | 2 30 |
| 3-gal. 38½-lb. pails, each | .... | 3 45 |
| 5-gal. 65-lb. pails, each | .... | 5 55 |
| White Corn Syrup— | | |
| 2-lb. tins, 2 doz. in case, case | .... | 5 35 |
| 5-lb. tins, 1 doz. in case, case | .... | 5 95 |
| 10-lb. tins, ½ doz. in case, case | .... | 5 65 |
| 20-lb. tins, ¼ doz. in case, case | .... | 5 60 |
| Cane Syrup (Crystal) Diamond— | | |
| 2-lb. tins, 2 doz. in case, per case | .... | 7 90 |
| Barrels, per 100 lbs. | .... | 9 75 |
| Half barrels, per 100 lbs. | .... | 10 00 |
| Glucose, 5-lb. cans (case) | .... | 4 80 |

| Barbadoes Molasses— | Prices for Island of | Montreal |
|---|---|---|
| Puncheons | .... | 1 03 |
| Barrels | .... | 1 06 |
| Half barrels | .... | 1 08 |

## *Maple Sap is Still Running*

Montreal

MAPLE PRODUCTS, HONEY—With ideal weather conditions, just suited to sap-running, some of the maple tree districts report that syrup is still being made. Because of the varying of conditions, it has, up to this time, been quite impossible to size up the make of syrup. One informant stated last week from a reliable source, that the Beauce district of Quebec would have a yield of syrup equal in value to $6,000,000. Whether this can be substantiated and this large amount realized will depend somewhat upon the price paid by the consumer. Thus far prices have held well, and there is no lowering tendency. The honey market is steady and unchanged.

| | | |
|---|---|---|
| Maple Syrup— | | |
| 13½-lb. tins (each) | $2 00 | $2 10 |
| 10-lb. cans, 6 in case, per case | .... | 15 10 |
| 5-lb. cans, 12 in case, per case | .... | 17 10 |
| 2½-lb. cans, 24 in case, per case | .... | 18 60 |
| Maple Sugar (nominal), small lots | .... | 0 25 |
| Honey, Clover— | | |
| Comb (fancy) | .... | 0 30 |
| Comb (No. 1) | .... | 0 28 |
| In tins, 60 lbs. | .... | 0 26 |
| 30-lb pails | .... | 0 27 |
| 10-lb. pails | .... | 0 28 |
| 5-lb. pails | .... | 0 28 |
| Honey—Buckwheat, tins or bbls. | .... | 0 22 |

## *Some Nervous on Coffee Prices*

Montreal

COFFEE, COCOA.—Some jobbers are afraid to take much risk on coffee, the present basis being so abnormally high as to make operating, even within conservative bounds, dangerous. It simply means that there is little buying beyond immediate needs, and with this condition orders are frequent and of small proportions. The shipping difficulties are still reported serious.

Cocoa is selling fairly well on a steady, unchanged basis.

| | | |
|---|---|---|
| **Coffee, Roasted—** | | |
| Bogotas, lb. | 0 39 | 0 42 |
| Jamaica, lb. | 0 33 | 0 36 |
| Maracaibo, lb. | 0 35 | 0 37½ |
| Mocha (types) | 0 38 | 0 42 |
| Mexican, lb. | 0 38 | 0 40 |
| Rio, lb. | 0 31 | 0 33 |
| Santos, Bourbon, lb. | 0 36 | 0 38 |
| Santos, lb. | 0 35 | 0 37 |
| **Cocoa—** | | |
| Bulk cocoa, 200-lb. bbls., lb. | .... | 0 22 |
| Do., 100-lb. bbls., lb. | .... | 0 23 |
| Do., 50-lb. cans, lb. | .... | 0 24 |

## *Less Tea Held; Good Sales Made*

Montreal

TEA.—In view of the fact that imports are steadily decreasing, in point of comparison with previous seasons, stocks of tea are gradually coming to a smaller compass. It would also seem that liquidation of dealer stocks is still being effected, and that supplies that have long been held are now being trotted out and disposed of. All around, jobbers state that there is a better feeling, a larger sale for immediate delivery, and a good forward outlook, with every indication of firmness being continued.

## *May Be Advance For Cereals*

Montreal

CEREALS.—Were the demand better, rolled oats and cornmeal would certainly advance. The undertone just now on both cornmeal and rolled oats is very firm, and one miller reports that prices to the jobber are even higher than some jobbers are selling to the retail trade for. Package goods are steady and the undertone firm, one broker reporting an advance for this line.

| | | |
|---|---|---|
| Pekoe, Souchongs, per lb. | 0 45 | 0 47 |
| Pekoes, per lb. | 0 49 | 0 52 |
| Orange Pekoes | 0 53 | 0 55 |
| **Japan Teas—** | | |
| Choice | 0 65 | 0 70 |
| Early Picking | 0 53 | 0 58 |
| **Javas—** | | |
| Pekoes | 0 39 | 0 41 |
| Orange Pekoes | 0 44 | 0 47 |
| Broken Orange Pekoes | 0 41 | 0 43 |
| Small lots | | 11 20 |

Inferior grades of broken teas may be had from jobbers on request at favorable prices.

| | | |
|---|---|---|
| **Self-raising Flour—** | | |
| 3-lb. pkgs., doz. | .... | 2 85 |
| 6-lb. pkgs., doz. | .... | 5 60 |
| Cornmeal, Gold Dust | 4 50 | 4 75 |
| Barley, pearl | 5 25 | 6 00 |
| Barley, pot, 98 lbs. | .... | 4 00 |
| Barley (roasted) | .... | 7 50 |
| Buckwheat flour, 98 lbs. | 5 50 | 6 00 |
| (As to grade) | | |
| Cornflour, white | 4 50 | 4 60 |
| Rice flour | 8 75 | 9 00 |
| Hominy grits, 98 lbs. | 5 75 | 6 50 |
| Hominy, pearl, 98 lbs. | 4 75 | 5 00 |
| Graham flour | 5 50 | 5 60 |
| Oatmeal (standard-granulated and fine) | 4 75 | 4 90 |
| Oatmeal (packages) fine cut | .... | 5 70 |
| Peas, Canadian, boiling, bush. | 4 00 | 5 50 |
| Split peas (per 98 lbs.) | 6 00 | 6 50 |
| Rolled oats, 90-lb. bags | 4 00 | 4 25 |
| Rolled oats (family pack.), case | .... | 5 60 |
| Rolled oats (small size), case | .... | 2 00 |
| Rolled wheat (100-lb. bbls.) | 7 10 | 8 00 |
| Porridge Wheat— | | |
| Packages, 36 in case | .... | 6 00 |
| Packages, 20 in case (family pack.) | .... | 5 80 |
| Rye flour (Can.), 98 lbs. | 5 75 | 6 25 |
| Tapioca flour, lb. | 0 15 | 0 16 |

## *Shorts and Bran May go Lower*

Montreal

SHORTS, BRAN, ETC.—In view of a grass supply, feeds will be discarded to a great extent by the dairyman. This will have an early and appreciable effect, it is expected, upon the price basis, and millers will be glad to "mix" cars of flour in the old way without a premium being asked, it is expected. Prices are unchanged for the week, but declines may come at any time.

| | | |
|---|---|---|
| **Shorts—** | | |
| Mixed cars | .... | 44 25 |
| **Bran—** | | |
| Mixed cars | .... | 42 25 |
| Crushed oats | 54 00 | 60 00 |
| Barley chop | 50 00 | 58 00 |
| **Gluten Feed (22% Protein)—** | | |
| F.O.B. Cardinal | .... | 54 00 |
| F.O.B. Fort William | .... | 50 00 |

## *Wheat Flours on the Move*

Montreal

FLOUR.—The placing of one and one-half million barrels of flour business with the Canadian millers has served to satisfy the needs of the next few weeks, as far as milling is concerned. This amount of business, placed by the Wheat Export Company, will, it is thought, keep mills operating for about a month or three weeks, in any case. A fair domestic demand, added to this, will help matters. No price change has been made.

| | | |
|---|---|---|
| **Wheat Flours—** | | |
| Straight or mixed cars, 50,000 lbs. on track, per bbl., in (2) jute bags, 98 lbs. | .... | 11 00 |
| Per bl., in (2) cotton bags, 98 lbs. | .... | 11 15 |
| Small lots, per bbl. (2) jute bags, 98 lbs. | .... | 11 30 |

## *Hay Scarcer; Oats Up Again*

Montreal

HAY AND GRAIN.—Feed oats registered another advance this week of from one to two cents per bushel. There was no change in barley, which holds at $1.21. Hay is scarce and holds firmly in price, for the country roads are still bad and deliveries, in consequence of this, are light.

| | | |
|---|---|---|
| **Hay, Straw, Grain (wholesale prices in car lots)—** | | |
| Good No. 1, per 2,000-lb. ton | .... | $30 00 |
| Do., No. 2 | .... | 28 00 |
| Do., No. 3 | .... | 22 00 |
| Straw | .... | 11 00 |
| **Oats—** | | |
| No. 2 C.W. (34 lbs.) | .... | 0 86½ |
| No. 3 C.W. | .... | 0 83½ |
| Extra feed | .... | 0 83½ |
| No. 1 feed | .... | 0 82 |
| No. 2 feed | .... | 0 78½ |
| **Barley—** | | |
| No. 3 Extra | .... | 1 21 |

Note:—These prices are at elevator and bags and bagging are not included.

## *Cocoanuts, $11.00; Fruits Active*

Montreal

FRUITS.—Much activity is noted in the fruit market as relating to oranges, bananas, and the finer fancy fruits. There has been no change in these lines over the week and the one quotable difference of the week applies to cocoanuts. These advanced to $10 to $11 per sack, last week's price being $7.

| | | Per Barrel |
|---|---|---|
| **Apples—** | | |
| Ben Davis | .... | 9 00 |
| Baldwins | .... | 9 50 |
| Baldwins, No. 1 | 9 00 | 10 00 |
| Greenings | 9 00 | 10 00 |
| Spies | 12 00 | 14 00 |
| Russets | 9 00 | 10 00 |
| Kings, No. 1 | 9 00 | 10 00 |
| Apples (in boxes) | .... | 5 50 |
| Winesaps (box) | .... | 5 50 |
| Rome Beauty | .... | 5 75 |
| Newton Pippins | .... | 4 75 |
| Bananas (fancy large), bunch | 5 50 | 6 00 |
| Cocoanuts, sack | 10 00 | 11 00 |
| Grapefruit (fancy Porto Rico) | 4 25 | 4 50 |
| Lemons (Messina) | .... | 6 00 |
| Lemons (California) | .... | 4 25 |
| Pears, Cal., eating, small box | .... | 4 00 |
| Pears, California (110 size) | .... | 5 50 |
| Oranges, Porto Rico | 4 50 | 5 00 |
| Oranges, Florida | .... | 5 00 |
| Oranges, Cal. navels, 126 | .... | 6 00 |
| Do., 150 | .... | 6 25 |
| Do., 176 | .... | 6 50 |
| Do., 200-216 | .... | 6 50 |
| Tangerines, half boxes | .... | 4 75 |
| Blood oranges | .... | 4 50 |
| Pineapples (24s to 36s) | .... | 8 00 |
| Strawberries (box) | .... | 0 20 |

## *Potatoes Higher; Cabbage, Celery Up*

Montreal

VEGETABLES.—Prices are very stiff for celery, and the market is advancing frequently. Inferior heads were sold last week at 25c each, retail, and prices advanced from $2 to $2.50 per crate over the quotations of the week previous. Potatoes are much higher, and $2 per bag seems to be the lowest price quoted in this market. Really good varieties are scarce. Cabbage is much higher, too, while lettuce shows an advance of 25c per box.

| | | |
|---|---|---|
| Beans, new string (American) basket | 9 00 | 10 00 |
| Beets, bag | .... | 1 00 |
| Brussells Sprouts (Amer.) | .... | 0 40 |
| Cucumbers, Boston (doz.) | .... | 2 50 |
| Cucumbers, Florida (basket) | .... | 9 00 |
| Chickory, doz. | .... | 3 00 |
| Cauliflower (imported), doz. | .... | 5 50 |
| Cabbage, bbl. | .... | 5 00 |
| Cabbage, new, crate | 6 50 | 7 00 |
| Carrots, bag | .... | 2 00 |
| Celery (Wash.), doz. | .... | 2 50 |
| Celery, crates (3-4 doz.) | .... | 10 00 |
| Egg plant | 3 00 | 4 00 |
| Horseradish, lb. | .... | 0 20 |
| Lettuce (curly), box (3 doz.) | .... | 3 50 |
| Do., (4 doz.) | .... | 4 25 |
| Lettuce, Boston, box | .... | 4 25 |
| Leeks | .... | 3 50 |
| Mint | .... | 0 60 |
| Mushrooms, lb. | .... | 1 75 |
| Basket (about 3 lbs.) | .... | 3 50 |
| Onions, Can., bag (75 lbs.) | .... | 3 50 |
| No. 1 Yellow (75 lbs.) | .... | 3 50 |
| No. 1 Red (75 lbs.), crate | .... | 3 50 |
| Red, 100 lbs., bag | .... | 5 00 |
| Onion (Shallots), doz. | .... | 0 25 |
| Oyster Plant | .... | 1 00 |
| Parsnips, bag | .... | 2 50 |
| Parsley (Canadian) | .... | 0 75 |
| Parsley (American) | .... | 2 00 |
| Potatoes, Montreal (90-lb. bag) | .... | 2 00 |
| Potatoes (New Brunswick), bag | 1 50 | 2 00 |
| Potatoes (sweet), hamper | .... | 5 00 |
| Romane, doz. | .... | 3 00 |
| Spinach, box | .... | 2 00 |
| Spinach, bbls. | .... | 6 00 |
| Turnips, per bag, Montreal | .... | 1 50 |
| Turnips, Quebec | .... | 1 75 |
| Tomatoes (hothouse), lb. | .... | 0 40 |
| Tomatoes, crates (fancy) | 7 00 | 8 00 |
| Tomatoes (choice), crate | .... | 6 00 |

# ONTARIO MARKETS

**TORONTO, April 23—Opening prune prices which have been named do not lend encouragement to buyers to place business. Apricots are also high and crop conditions in both lines are reported excellent. Dealers are urged to buy sugar well ahead of requirements to avoid possible local shortage during period when export business may have to be handled. Surplus stocks of canned goods are being pretty well cleaned up.**

## *Urge Buying Sugar Early*

Toronto.

SUGAR. — The following extract, which was taken from a recent issue of the Journal of Commerce, relating to the sugar situation in the U.S., might be said to apply also to Canada, and for that reason is repeated here: "Dealers in refined sugar are being urged by the food administration to replenish their stocks to ensure against possiblity of local shortage in canning time from June 1 to September 1. Although there is no sugar shortage and none threatens, the food administration warns that foreign buyers are contracting for sugar in such large quantities that dealers may find themselves unable to get deliveries on short notice during the coming season."

Information which the CANADIAN GROCER has been able to secure from the local offices of the Canadian refiners would indicate that that in a nutshell is the situation in Canada. It is understood that there has been some further export business placed with the Canadian refiners and they are in the position that when tonnage is available they have to take advantage of it. On that account there may be some temporary inconvenience unless dealers and householders look a little bit ahead in regard to their sugar supply. There is no indication of any price change at the present time.

| | |
|---|---|
| Atlantic, extra granulated | $10 16 |
| St. Lawrence, extra granulated | 10 16 |
| Acadia Sugar Refinery, extra granulated | 10 16 |
| Can. Sugar Refinery, extra granulated | 10 16 |
| Dom. Sugar Refinery, extra granulated | 10 16 |

Differentials: Canada Sugar, Atlantic, St. Lawrence, Dominion: Granulated, advance over basis; 50-lb. sacks, 10c; barrels, 5c; gunnies, 5/20s, 25c; gunnies, 10/10s, 40c; cartons, 20/5s, 45c; cartons, 50/2s, 55c.

Differentials on yellow sugars: Under basis, bags 100 lbs., No. 1, 40c; No. 2, 50c; No. 3, 60c; barrels, No. 1, 35c; No. 2, 45c; No. 3, 55c.

Acadia granulated, advance over basis: gunnies, 5/20s, 40c; gunnies, 10/10s, 50c; cartons, 20/5s, 60c; cartons, 50/2s, 70c. Yellows same as above.

## *New Corn Syrup Prices Set; Molasses*

Toronto.

MOLASSES, SYRUPS.—New prices have been finally worked out on corn syrup, in line with the notice which appeared in these columns last week. However, there are some slight alterations from figures which did appear at that time, and the correct figures appear below. There has been nothing new develop in the situation in regard to molasses. There are some arrivals of fancy Barbadoes, but there is no indication that the prices as yet show any decline. Jobbers indicate that prices to the trade on the present shipment will range from $1.10 to $1.15. It is also understood that there has been some fine New Orleans molasses come to this market. Altogether the molasses situation seems to have steadied down after the change which occurred in some grades.

| | | |
|---|---|---|
| **Corn Syrups—** | | |
| Barrels, about 700 lbs., yellow, per lb. | .... | $0 07¼ |
| Half barrels, ¼c over bbls.; ⅛ bbls., ½c over bbls. | | |
| Cases, 2-lb. tins, white, 2 doz. in case | .... | 5 35 |
| Cases, 5-lb. tins, white, 1 doz. in case | .... | 5 95 |
| Cases, 10-lb. tins, white, ½ doz. in case | .... | 5 65 |
| Cases, 2-lb. tins, yellow, 2 doz. in case | .... | 4 85 |
| Cases, 5-lb. tins, yellow, 1 doz. in case | .... | 5 45 |
| Cases, 10-lb. tins, yellow, ½ ds. in case | .... | 5 15 |
| **Cane Syrups—** | | |
| Barrels and half barrels, lb. | 0 08 | .... |
| Half barrels, ¼c over bbls.; ⅛ bbls., ½c over bbls. | | |
| Cases, 2-lb. tins, 2 doz. in case | .... | 7 00 |
| **Molasses—** | | |
| Fancy, Barbadoes, barrels | 1 10 | 1 15 |
| Choice Barbadoes, barrels | .... | 1 00 |
| West India, bbls., gal. | .... | 0 44 |
| West India, No. 10, kegs | .... | 6 50 |
| West India, No. 5, kegs | .... | 3 25 |
| Tins, 2-lb., table grade, case 2 doz., Barbadoes | .... | 4 90 |
| Tins, 3-lb. table grade, case 2 doz., Barbadoes | .... | 6 75 |
| Tins, 5-lb., 1 doz. to case, Barbadoes | .... | 5 30 |
| Tins, 10-lb., ½ doz. to case, Barbadoes | .... | 5 20 |
| Tins, No. 2, baking grade, case 2 doz. | .... | 3 50 |
| Tins, No. 3, baking grade, case of 2 doz. | .... | 4 70 |
| Tins, No. 5, baking grade, case of 1 doz. | .... | 3 75 |
| Tins, No. 10, baking grade, case of ½ doz. | .... | 3 60 |
| West Indies, 1½s, 48s | .... | 6 95 |

## *Supplies Canned Goods Smaller*

Toronto.

CANNED GOODS.—Practically all shading of prices on canned goods is now eliminated. The market as a whole seems to be getting fairly well cleaned up, and whereas there is no scramble for goods there does not seem to be any surplus available. The export business in which there was a lull for some time, has started up again, and if same continues it may develop that the market will be very bare of supplies before the next pack is available. Tomatoes and peas show much firmness and beans are practically unobtainable. Canned fruits are well cleaned up.

# Some Opening Prices on Prunes and Apricots; Figures High; Large Prune Crop

INDEPENDENT interests have already named prices to apply on new crop prunes and apricots, and the figures reveal no lowering tendencies from last year's high levels. In fact, the move is the other way, opening quotations being the highest on record and taking prunes out of the low-priced class altogether.

The Association at the coast has not yet named prices and indications are that they will withhold naming figures until a fairly accurate estimate of the crop can be determined and some idea as to what export business may develop is ascertained. Orders are being booked up until May 1 to take the opening price, whatever it may be.

It is claimed by the Association that the present scale of prices issued are really speculative; that there is not sufficient export business to warrant to-day's figures and with the largest crop on record a prospect, they seem to feel that it may be possible to name prices below present quotations. Indications are that a crop of between 250 and 300 million pounds of prunes will be harvested; the largest crop so far on record was one of 220 million pounds.

The prices on apricots are high, and, it seems, may remain so owing to the enormous increase in the number of canning factories now packing this fruit. The canning factories buy apricots green from the growers, and whereas they used to take one-third of the crop, leaving two-thirds to be dried, the reverse is the relation of the figures to-day and the dried fruit consequently is none too plentiful. A fairly normal crop of apricots is looked for and continued high prices expected.

Buyers are not rushing to specify for their requirements as they feel that the present scale of prices will curtail sales more than ever. The figures which have been named will provide for prices to the retail trade ranging at about the following levels:—

PRUNES—Approximate selling prices to the retail trade in boxes of 50 lbs. on basis of figures just issued:—

| Size | Per lb. | Size | Per lb. | Size | Per lb. |
|---|---|---|---|---|---|
| 30-40 | $0 23½ | 60-70 | $0 17¾ | 90-100 | $0 15½ |
| 40-50 | 0 22 | 70-80 | 0 16½ | 100-120 | 0 14¼ |
| 50-60 | 0 19 | 80-90 | 0 16 | 120 and up | 0 13 |

APRICOTS—Approximate selling price to the retail trade in boxes of 50 lbs. on basis of figures just issued:—

| Grade | Per lb. | Grade | Per lb. |
|---|---|---|---|
| Slabs | $0 28 | Extra Choice | $0 35 |
| Standards | 0 29½ | Fancy | 0 38 |
| Choice | 0 34 | | |

| | | |
|---|---|---|
| Salmon— | | |
| Sockeye, 1s, doz. | 4 00 | 4 50 |
| Sockeye, ½s, doz. | 2 40 | 2 50 |
| Alaska reds, 1s, doz. | 3 75 | 3 85 |
| Chums, 1-lb. talls | 2 35 | 2 60 |
| Do., ½s, doz. | 1 35 | 1 45 |
| Pinks, 1-lb. talls | 2 25 | 2 60 |
| Do., ½s, doz. | 1 35 | 1 50 |
| Cohoes, ½-lb. tins | 1 35 | 1 90 |
| Cohoes, 1-lb. tins | 3 45 | 3 75 |
| Red Springs, 1-lb. talls | 3 65 | 3 95 |
| White Springs, 1s, dozen | 2 30 | 2 35 |
| Lobsters, ½-lb., doz. | .... | 3 75 |
| Whale Steak, 1s flat, doz. | 1 75 | 1 90 |
| Pilchards, 1-lb. talls, doz. | 1 90 | 2 15 |
| Canned Vegetables— | | |
| Beets, 2s. | 1 90 | 2 30 |
| Tomatoes, 2s | .... | 1 92½ |
| Peas, standard | 1 50 | 1 95 |
| Peas, early June | 1 67½ | 2 25 |
| Beans, golden wax, doz. | 2 00 | 2 10 |
| Asparagus tips, doz. | 3 42½ | 3 45 |
| Asparagus butts | 2 00 | 2 02½ |
| Corn, 2s, doz. | .... | 2 35 |
| Pumpkins, 2½s | 0 90 | 1 00 |
| Spinach, 2s, doz. | .... | 1 90 |
| Do., 2½s, doz. | 2 52½ | 2 80 |
| Do., 10s, doz. | .... | 10 00 |
| Succotash, 2s, doz. | 2 30 | 2 35 |
| Pineapples, sliced, 2s, doz. | 3 20 | 3 50 |
| Do., shredded, 2s, doz. | 3 00 | 3 02½ |
| Rhubarb, preserved, 2s, doz. | 2 07½ | 2 10 |
| Do., preserved, 2½s, doz. | 2 65 | 2 67½ |
| Do., standard, 10s, doz. | 4 50 | 4 52½ |
| Peaches, 2s | .... | 2 97½ |
| Pears, 2s | 2 35 | 2 37½ |
| Plums, Lombard, 2s | 1 97½ | 2 22½ |
| Plums, Green Gage | 2 17½ | 2 37½ |
| Raspberries, 2s, H.S. | .... | 4 50 |
| Strawberries, 2s, H.S. | .... | 4 50 |
| Blueberries, 2s | 2 10 | 2 35 |
| Preserved Fruits, Pint Sealers— | | |
| Peaches, pint sealers, doz. | 3 40 | 3 45 |
| Jams— | | |
| Apricot, 4s, each | | 0 34 |
| Black currants, 16 oz., doz. | .... | 4 00 |
| Do., 4s, each | 0 96 | 1 10 |
| Gooseberry, 4s, each | .... | 0 34 |
| Peach, 4s, each | .... | 0 32 |
| Red currants, 16 oz., doz. | .... | 3 45 |
| Raspberries, 16 oz., doz. | 3 90 | 4 25 |
| Do., 4s, each | 1 02 | 1 10 |
| Strawberries, 16 oz., doz. | 3 90 | 4 25 |
| Do., 4s, each | 1 08 | 1 10 |

## *Prune Prices do Not Tempt Buyers*

Toronto.

DRIED FRUITS.—Elsewhere an indication as to what the opening prices on prunes and apricots are given. These are certainly very high and, according to brokers who look after the sale of these, there is no scramble amongst buyers to make up specifications at present figures. Old crop goods are becoming scarce, and most certainly opening prices offer no encouragement to buyers to replenish stock with the usual quantity of goods.

| | | |
|---|---|---|
| Apples, evaporated, Ontario | 0 16½ | 0 17 |
| Apricots, unpitted | .... | 0 16¾ |
| Do., fancy, 25s | .... | 0 30 |
| Do., choice, 25s | 0 23 | 0 27 |
| Do., standard, 25s | 0 22½ | 0 26 |
| Candied Peels, American— | | |
| Lemon | 0 38 | 0 43½ |
| Orange | .... | 0 45½ |
| Citron | 0 47 | .... |
| Currants— | | |
| Grecian, per lb. | 0 26 | 0 28 |
| Australians, 3 Crown, lb. | 0 20 | 0 21 |
| Cherries, 2s | 2 75 | 2 90 |
| Dates— | | |
| Excelsior, kgs., 3 doz. in case | .... | 7 00 |
| Dromedary dates, 3 doz. in case | .... | 8 00 |
| Figs— | | |
| Taps, lb. | .... | .... |
| Malagas, lb. | .... | .... |
| Comadre figs, mats, lb. | 0 13 | 0 14 |
| Cal., 4 oz. pkgs., 70s, case | .... | 5 00 |
| Cal., 8 oz., 20s, case | .... | 3 25 |
| Cal., 10 oz., 12s, case | .... | 2 25 |
| Prunes— | | |
| 30-40s, per lb. | .... | 0 18 |
| 40-50s, per lb. | .... | 0 19 |
| 50-60s, per lb. | 0 16½ | 0 18 |
| 60-70s, per lb. | 0 16 | 0 17 |
| 70-80s, per lb. | 0 14½ | 0 16 |
| 80-90s, per lb. | 0 13½ | 0 14½ |
| 90-100s, per lb. | 0 11¾ | 0 12½ |
| 100-120s, per lb. | 0 09¾ | 0 10½ |
| Peaches— | | |
| Standard, 25-lb. box, peeled | .... | 0 24 |
| Choice, 25-lb. box, peeled | .... | 0 25 |
| Fancy, 25-lb. boxes | .... | 0 22 |
| Practically peeled, 25-lb. boxes | .... | 0 22½ |
| Extra choice, 25-lb. box, peeled | .... | 0 26 |
| Raisins— | | |
| California bleached, lb. | 0 17 | 0 18 |
| Extra fancy sulphur bleached, 25s | .... | 0 17 |
| Seedless, 15-oz. packets | 0 15½ | 0 16 |
| Seeded, fancy, 1-lb. packets | 0 15½ | 0 16 |
| Seeded, 15 oz. packets | .... | 0 15 |
| Seedless, Thompson's, bulk | .... | 0 16 |
| Seedless, 16-oz. packets | 0 15½ | 0 16 |
| Do., Bakers, Thompson's, 50s | .... | 0 16 |
| 1 Crown Muscatels, 25s | .... | 0 14 |

## *Tea Holding Firm; Unchanged*

Toronto.

TEAS.—The market remains firm and indications are that there is a fair demand for the better grades of teas. These are by no means too plentiful and the result is that the market is ruling with a fairly firm undertone.

| | | |
|---|---|---|
| Pekoe Souchongs | 0 46 | 0 48 |
| Pekoes | 0 48 | 0 56 |
| Broken Pekoes | 0 56 | 0 58 |
| Orange Pekoes | 0 58 | 0 60 |
| Broken Orange Pekoes | 0 60 | 0 62 |
| Javas— | | |
| Broken Pekoes | 0 45 | 0 48 |
| Japans and Chinas— | | |
| Early pickings, Japans | .... | 0 50 |
| Second pickings | 0 46 | 0 48 |
| Hyson Thirds, lb. | 0 46 | 0 48 |
| Do., Seconds | 0 50 | 0 55 |
| Do., sifted | 0 56 | 0 62 |

## *Firmness Marks Coffee Situation*

Toronto.

COFFEE.—The market is without quotable change this week. Reports from primary points, whereas showing some fluctuation, show that the market tends towards firmness. Supplies which are coming to hand are based at high levels, and the trade has shown a disposition to buy only their requirements.

| | | |
|---|---|---|
| Coffee— | | |
| Java, Private Estate | $.... | $0 48 |
| Java, Old Government, lb. | 0 45 | 0 48 |
| Bogotas, lb. | 0 42 | 0 45 |
| Guatemala, lb. | 0 42 | 0 44 |
| Mexican | 0 42 | 0 44 |
| Maracaibo, lb. | 0 39 | 0 41 |
| Jamaica, lb. | 0 36 | 0 38 |
| Blue Mountain Jamaica | .... | 0 42 |
| Mocha, lb. | 0 44 | 0 46 |
| Mocha, Arabian, lb. | 0 46 | 0 48 |
| Rio, lb. | 0 30 | 0 32 |
| Santos, lb. | 0 37 | 0 38 |
| Santos, Bourbon, lb. | .... | 0 38 |
| Ceylon, Plantation, lb. | 0 44 | 0 45 |
| Chicory, lb. | .... | 0 30 |
| Cocoa— | | |
| Pure, lb. | 0 24 | 0 28 |
| Sweet, lb. | 0 24 | 0 28 |

## *Spices Await Signing of Peace*

Toronto.

SPICES.—The market shows little of a startling nature. Interests are awaiting the signing of peace terms to see what may develop in the way of business from European countries. Locally trade is fair with prices unchanged.

| | | |
|---|---|---|
| Allspice | 0 18 | 0 25 |
| Cassia | 0 32 | 0 45 |
| Cinnamon | 0 45 | 0 60 |
| Cayenne | 0 30 | 0 35 |
| Cloves | 0 65 | 0 80 |
| Ginger | 0 30 | 0 45 |
| Herbs — sage, thyme, parsley, mint, savory, Marjoram | 0 40 | 0 70 |
| Pastry | 0 28 | 0 40 |
| Pickling spice | 0 22 | 0 30 |
| Mace | 0 90 | 1 10 |
| Peppers, black | 0 42 | 0 44 |
| Peppers, white | 0 49 | 0 53 |
| Paprika, lb. | 0 60 | 0 65 |
| Nutmegs, selects, whole, 100s | 0 45 | 0 50 |
| Do., 80s | .... | 0 55 |
| Do., 64s | 0 60 | 0 65 |
| Mustard seed, whole | 0 40 | 0 45 |
| Celery seed, whole | .... | 0 75 |
| Coriander, whole | 0 25 | 0 30 |
| Carraway seed, whole | 0 70 | 0 75 |
| Tumeric | .... | 0 30 |
| Cream of Tartar— | | |
| French, pure | 0 80 | 0 85 |
| American high test | .... | .... |
| 2-oz. packages, doz. | .... | 2 00 |
| 4-oz. packages, doz. | .... | 3 50 |
| 8 oz. tins, doz. | .... | 6 75 |

## *Brazil Nuts Register Advance*

Toronto.

NUTS.—New York markets show an advance in Brazil nuts this week of ½c per pound. This has not affected the situation locally in any quotable change, but the undertone to the market has firmed up as a consequence. Walnuts and almonds are none too plentiful and remain high in price.

| | | |
|---|---|---|
| Almonds, Tarragonas, lb. | 0 28 | 0 32 |
| Butternuts, Canadian, lb. | .... | 0 08 |
| Walnuts, California, lb. | 0 40 | 0 42 |
| Walnuts, Grenobles lb. | 0 28 | 0 30 |
| Walnuts, Bordeaux, lb. | 0 34 | 0 35 |
| Filberts, lb. | 0 19 | 0 20 |
| Pecans, lb. | .... | 0 30 |
| Cocoanuts, Jamaica, sack | .... | 9 50 |
| Peanuts, Jumbo, roasted | 0 18 | 0 20 |
| Brazil nuts, lb. | .... | .... |
| Shelled— | | |
| Almonds, lb. | 0 50 | 0 52 |
| Filberts, lb. | 0 39 | 0 45 |
| Walnuts, lb. | 0 80 | 0 85 |
| Peanuts, Spanish, lb. | 0 16 | 0 17 |
| Do., Chinese, 30-32 to oz. | 0 14 | 0 15 |
| Brazil nuts, lb. | .... | 0 35 |

## *Japan Rices Tend to Firmness*

Toronto.

RICES.—Japan rices reveal a very firm undertone, and from all accounts supplies are none too plentiful. Prices have shown no change locally during the week and jobbers report a fair amount of business being done.

| | | |
|---|---|---|
| Texas, fancy, per 100 lbs. | 12 50 | 13 00 |
| Blue Rose Texas, per 100 lbs. | 11 00 | 11 25 |
| Honduras, fancy, per 100 lbs. | 13 00 | 13 50 |
| Siam, fancy, per 100 lbs. | 10 50 | 11 00 |
| Siam, second, per 100 lbs. | 10 00 | 11 00 |
| Japans, fancy, per 100 lbs. | 11 00 | 12 00 |
| Japans, second, per 100 lbs. | 10 00 | 11 00 |
| Chinese XX, per 100 lbs. | .... | 8 75 |
| Do., Simiu | .... | 11 00 |
| Do., Mujin, No. 1 | .... | 10 50 |
| Do., Pakling | .... | 10 00 |
| Tapioca, per lb. | 0 11½ | 0 12 |
| White Sago | 0 11½ | 0 12 |

## *Beans Show Firmer Undertone*

Toronto.

BEANS.—There has been little new development in the bean market this week. Prices are well maintained and there is a somewhat firmer undertone to the situation. The demand is keeping up very well, and is being met from ample supplies.

| | | |
|---|---|---|
| Ontario, 1-lb. to 2-lb. pickers, bu. | $.... | $4 00 |
| Do., hand-picked | .... | 4 25 |
| Japanese Kotenashi, per bush. | .... | 4 50 |
| Rangoons, per bushel | .... | 3 00 |
| Limas, per lb. | 0 11½ | 0 12 |

## *Little New Interest in Package Goods*

Toronto.

PACKAGE GOODS.—The market reveals little of interest to the trade. Package cereals are holding firm and are

in very fair demand. Other lines reveal what might be termed normal or fairly normal activity, and a general steadiness in the market is apparent.

PACKAGE GOODS

| | | |
|---|---|---|
| Rolled Oats, 20s round, case | | $5 60 |
| Do., Do., 20s square, case | 5 10 | 5 60 |
| Do., Do., 36s, case | | 4 00 |
| Do., Do., 18s, case | | 2 00 |
| Corn Flakes, 36s case | 4 00 | 4 25 |
| Shredded Wheat, 36s, regular, case | | 4 50 |
| Porridge Wheat, 36s, regular, case | | 6 00 |
| Do., Do., 20s, family, case | | 5 80 |
| Cooker Package Peas, 36s, case | | 3 60 |
| Wheat Flakes, 24s | | 5 20 |
| Cornstarch, No. 1, lb. cartons | | 0 11 |
| Do., No. 2, lb. cartons | | 0 09½ |
| Laundry Starch, in 1-lb. cartons | | 0 11¼ |
| Do., Do., in 6-lb. tin canisters | | 0 12¾ |
| Do., Do., in 6-lb. wood boxes | | 0 12¾ |
| Potato Flour, in 1-lb. pkgs. | | 0 20 |

## *Honey Dull; Maple Syrup Uncertain*

Toronto.

HONEY, MAPLE SYRUP.—There is still very little doing in the honey market. New maple syrup is still in short supply and it is just a little hard to get any indication as to what the market may be. There seems to be a disposition on the part of producers to hold back until a fairly accurate estimate of the available supplies can be arrived at. There is no indication that prices will be low.

| | | |
|---|---|---|
| **Honey—** | | |
| Clover— | | |
| 10-lb. tins | 0 25 | |
| 60-lb. tins | | 0 24 |
| Buckwheat, 60-lb. tins, lb. | | 0 20 |
| Comb, No. 1, fancy, doz. | 3 75 | 4 25 |
| Do., No. 2, doz. | | 3 00 |
| **Maple Syrup—** | | |
| 8½-lb. tins, 10 to case, case | | 15 75 |
| Wine qt. tins, 24 to case, case | | 14 00 |
| Wine ½ gal. tins, 12 to case, case | | 14 00 |
| Wine 1 gal. tins, 6 to case, case | | 13 00 |
| Imperial 5 gal. cans, 1 to case | | 12 00 |
| **Maple Sugar—** | | |
| 50 1-lb. blocks to case, lb. | | 0 27 |

## *Pineapples Coming; Strawberries Firmer*

Toronto.

FRUITS.—Arrivals of Porto Rican pineapples have been fairly plentiful during the week. Reports from primary points indicate that prices are easier and that stocks now being shipped will show a better color and quality generally. The hope is expressed that still lower prices may be looked for when larger shipments are possible. Cuban shipments are expected to start in fairly heavily towards the end of the month. Louisiana is supplying the market with strawberries. Prices have advanced at primary points, and owing to the fact that the crop looks as though it will be a short one, continued high prices may be expected. It is indicated that the jam and canning factories are picking up all supplies possible. There is some indication that some states are experiencing difficulty in getting refrigerator cars. If it develops that refrigerator cars are not procurable, it will mean that the supplies which will come through to this market will be greatly curtailed. Bananas are in better supply, but with the shortage of other fruit which is apparent, there is no tendency towards easier prices. Grape fruit are in diminishing supply, Porto Rico and Florida being practically done, but Cuban are expected to be a little more regular in arrivals up until June. Shipments from the latter point will not be heavy it is indicated. There are some California grapefruit still to come, but the market shows little change. Valencia oranges are coming through readily and if anything there is a slightly easier tendency. Navels are perhaps still getting the call and will until the warmer weather arrives.

| | | | |
|---|---|---|---|
| Apples— | | | |
| Do., Winesaps, box | | $5 50 | $5 75 |
| Do., in barrels. | No. 1 | No. 2 | No. 3 |
| Spys | 12 00 | 11 00 | .... |
| Bananas, per lb. | | 0 07 | 0 07½ |
| Grapefruit— | | | |
| Florida, 36s | | .... | 5 00 |
| Do., 46s | | .... | 5 25 |
| Do., 54s | | 5 75 | 6 00 |
| Do., 64s | | .... | 6 50 |
| Cuban, 46s | | .... | 4 75 |
| Do., 54s | | .... | 5 00 |
| Do., 64s | | 5 50 | 6 00 |
| California Seedless, 64s | | .... | 5 00 |
| Do., Do., 80s, 100s | | .... | 5 50 |
| Oranges— | | | |
| California navels, 100s | | .... | 5 00 |
| Do., 126s | | .... | 5 75 |
| Do., 150s | | .... | 6 25 |
| Do., 176s | | 6 75 | 7 00 |
| Do., 200s, 216s, 250s | | .... | 7 25 |
| Valencias— | | | |
| 150s, 176s, 200s, 216s, 250s | | .... | 6 75 |
| 288s | | .... | 6 25 |
| 324s | | .... | 6 00 |
| Lemons, Cal., 300s, case | | 4 50 | 4 75 |
| Pineapples— | | | |
| Porto Rico, 24s, 30s, case | | 8 00 | 8 50 |
| Do., 36s, case | | .... | 8 50 |
| Strawberries, pints | | 0 22 | 0 23 |
| Do., quarts | | 0 43 | 0 45 |

## *Cabbage High; Potatoes Advancing*

Toronto.

VEGETABLES.—Cabbage has arrived from Florida this week, the cost to the dealer being around $9 per crate. There is a car of California due and it is indicated at about the same figure. From all accounts cabbage is in short supply and high prices may be expected to rule throughout the season. Cauliflower is about done. The first carload of cucumbers arrived from Florida about the first of the week. These are reported to be very fair quality, although prices as yet are still somewhat high. Tomatoes from the south which have come through have not been any too satisfactory. It is indicated that these have been hurt by rain and the quality is only fair. There seems to be a little more buying of potatoes by United States interests and prices are tending upwards. An advance over last week's figures is already shown and indications are that even higher levels may be reached.

| | | |
|---|---|---|
| Asparagus, Cal., 12 large bunches to case | $8 50 | $9 00 |
| Beets, bag | .... | 0 75 |
| Cabbage, Cal., large crate | .... | 5 00 |
| Do., California | .... | 4 00 |
| Do., Florida, large crate | .... | 7 00 |
| Cauliflower, Cal., standard case | .... | 6 75 |
| Do., Oregon, large flat crate, 10 to 18 heads | .... | 5 50 |
| Celery, Florida, 3s to 6s | 8 00 | 9 00 |
| Do., Do., 8s | 7 00 | 8 50 |
| Carrots, bag | .... | 1 25 |
| Do., Imported, hamper (3 doz. bunches) | .... | 4 00 |
| Cucumbers, 2 doz. (imported) | .... | 6 00 |
| Do., Do., domestic | .... | 5 00 |
| Lettuce, head, Cal. Iceberg, 4 to 5 doz. case | .... | 5 50 |
| Do., Do., Florida, 30 head to hamper | .... | 4 50 |
| Do., leaf, doz. | 0 30 | 0 35 |
| Onions, Can., Yellow, 75-lb. bag | 2 75 | 2 85 |
| Do., Do., 100-lb. bag | .... | 4 25 |
| Do., green Shallots, doz. | .... | 1 00 |
| Do., Texas, crate | .... | 6 50 |
| Parsnips, bag | .... | 0 75 |
| Parsley, large bunches, doz. | .... | 1 25 |
| Peppers, green, doz. | 1 00 | 1 25 |
| Potatoes, Sweet, Louisiana, hamper | .... | 3 00 |
| Potatoes, Ontario, bag | .... | 1 85 |
| Spinach, hamper | .... | 2 50 |
| Tomatoes, Florida, Fancy, case | .... | 8 00 |
| Do., Do., choice, case | .... | 7 50 |

## *Flour Orders Slow in Coming*

Toronto.

FLOUR.—There seems to be a somewhat better feeling in milling circles, but the actual placing of flour orders does not seem to be proceeding very rapidly, with the result that the mills cannot determine the future very easily.

FLOUR

| | |
|---|---|
| Government Standard, 74% Extraction. Manitoba Wheat Flour, in carload shipments, on track, bbl. | $11 25 |

## *Still Hard to Get Mill Feeds*

Toronto.

MILL FEEDS.—There seemed some hope of improvement in the mill feed situation last week, but this week has not materialized to any appreciable extent. The mills are endeavoring to take orders for which they have obligated themselves, but it is not the easiest thing to do. Prices are unchanged.

| | In carlots, track | |
|---|---|---|
| Bran, per ton | $42 25 | $45 00 |
| Shorts, per ton | 44 25 | 47 00 |

## *Little Business Doing in Cereals*

Toronto.

CEREALS.—Business is still along rather narrow lines. The grain markets continue quite strong, but owing to limited sales of cereals there is little disposition to change quotations much. The range of prices this week follows:

| | Single F.o.b. | Bag Lots Toronto |
|---|---|---|
| Barley, pearl, 98s | 6 00 | $6 25 |
| Barley, pot, 98s | 4 50 | 4 75 |
| Barley Flour, 98s | .... | 4 50 |
| Buckwheat Flour, 98s | 7 25 | 8 00 |
| Cornmeal, Golden, 98s | 5 25 | 5 40 |
| Do., fancy yellow, 98s | 4 75 | 5 00 |
| Corn Flour, white, 98s | 4 60 | 4 85 |
| Do., Government standard, 98s | .... | 4 25 |
| Hominy grits, 98s | .... | 5 25 |
| Hominy, pearl, 98s | .... | 5 00 |
| Oatmeal, 98s | .... | 4 55 |
| Oat Flour | .... | 4 50 |
| Rolled Oats, 90s | 4 25 | 4 50 |
| Rolled Wheat, 100-lb. bbl. | 6 50 | 7 00 |
| Rice Flour, per 100 lbs. | .... | 8 00 |
| Linseed Meal, 98s | .... | 6 75 |
| Rye Flour, 98s | 6 50 | 7 25 |
| Peas, split, 98s | .... | 5 50 |
| Blue peas, lb. | .... | 0 10 |

Above prices give range of quotations to the retail trade.

## HUGE GROWTH IN MINERAL WATER SALE

London, Eng.—R. White and Sons, mineral water manufacturers of London, report net profits amounting to £63,936 for the year to November 30 last. This contrasts with £39,409 for the previous twelve months. The reserve is to be increased by £30,000, as against £50,000.

The carry forward will be £17,707.

# WINNIPEG MARKET

**WINNIPEG, April 23.—Interest centres largely this week in opening prices on dried fruits, which are considered very high. Tea and coffee remain firm, with coffee tending higher with the approach of peace. Mill feeds are reported more plentiful.**

## *Present Vinegar Prices Will Hold*

Winnipeg.

VINEGAR.—Though alcohol has dropped in price, the extra freight charges cover the decline, and present prices will likely hold. Quotations generally are being made on the same basis as last year.

## *Some Jobbers Carry Jam Stocks Over*

Winnipeg.

JAMS.—Though all lines of jams are well cleaned up on the primary market, and there is a reported scarcity of supplies, it is reported on good authority that many jobbers are carrying large stocks of jams over and selling lower than new supplies can be brought in at to-day. The consumption of jam is not as large as in the past. With high prices being asked by growers, manufacturers look for no reduction next year.

## *New Crop Dried Fruits Very High*

Winnipeg.

DRIED FRUITS.—Present indications are for very high prices on the new crop, especially prunes. A crop of 300,000,000 lbs. of prunes is expected and advance quotations are higher than last year. No orders are being taken on raisins. Apricots are also being quoted at very high prices and dealers report that if the prices already given out on apricots, prunes and some other lines are held, consumption will greatly decrease. It is rumored that even United States buyers will not pay the high prices now being quoted. Some packers are refusing to book orders for new prunes until price and crop conditions have become more staple.

| | | |
|---|---|---|
| Prunes— | | |
| 40-50s, 25-lb. boxes, per lb. | | 0 21 |
| 50-60s, 25-lb. boxes, per lb. | | 0 18¾ |
| 60-70s, 25-lb. boxes, per lb. | | 0 17¼ |
| 70-80s, 10-lb. boxes, per lb. | | 0 17½ |
| 80-90s, 25-lb. boxes, per lb. | | 0 15¼ |
| 70-80s, 25-lb. boxes, per lb. | | 0 16½ |
| Pears, choice, 10-lb. boxes, faced, lb. | | 0 20 |
| Evaporated Apples, Ontario, 50s | 0 16¾ | 0 17¼ |
| Peaches, choice, 25-lb. boxes | | 0 20½ |
| Apricots, choice, 25-lb. boxes | | 0 20½ |
| Do., standard, 25-lb. boxes | | 0 24 |
| Raisins— | | |
| Muscatels— | | |
| 1 Crown, 25-lb. boxes | | 0 12¾ |
| Seeded—Bulk, 25-lb. boxes | | 0 12¼ |

## *Limited Selling of Canned Goods*

Winnipeg.

CANNED GOODS.—Prices on all canned goods are reported to be stiffening in the East. Sales are being made only in limited quantities on this market. Advices from the coast are to the effect that packers of fish have very little fish to offer except in cheaper grades. There has been considerable cutting of prices on canned pork and beans, owing to the release of large stocks which were being held for war purposes.

| | | |
|---|---|---|
| Corn— | | |
| 2s | | $4 45 |
| Peas— | | |
| Standard, 24 x 2's | | 3 25 |
| Tomatoes— | | |
| 2½s, Can. | 3 80 | 3 95 |
| Peaches— | | |
| Heavy Syrup, 24 x 2s | | 5 80 |
| Pears— | | |
| Light syrup, 24 x 2s | 3 90 | |
| Plums— | | |
| Lombard, light syrup, 24 x 2s | 3 70 | |
| Lombard, heavy syrup, 24 x 2's | | 3 80 |
| Strawberries— | | |
| 2s | | 8 15 |
| Salmon— | | |
| Chums, 48 x 1-lb. talls | | 8 40 |
| Pinks, 48 x 1-lb. talls | | 9 75 |
| Cohoes, 48 x 1-lb. talls | | 13 75 |
| Sockeye, 48 x 1-lb. talls | | 16 25 |
| Pinks, 48 x 1-lb. | | 9 85 |
| Sardines— | | |
| 100 x ¼s | | 7 05 |

## *Tea is Firm; No Price Changes*

Winnipeg.

TEA.—The tea market is stiff and no price chasges are in sight. Stocks should be well maintained.

| | |
|---|---|
| Black, Bulk— | |
| Broken Pekoe, chests, lb. | 0 43 |
| Do., Orange Pekoe, chests, lb. | 0 46 |
| Less than chests, one cent per pound more. | |
| Choice broken Pekoe, black, 30 x 3-lb. wooden boxes, lb. | 0 50 |

## *Peace May Bring Higher Coffee*

Winnipeg.

COFFEE.—This market is firm. It has been reported that with the signing of peace large orders for coffee will be placed from abroad. Should this be the case further advances can then be expected.

| | | |
|---|---|---|
| Green Coffee— | | |
| Rio, No. 7 | 0 22 | 0 23 |
| Santos, fine old crop | 0 29 | 0 31 |
| Bourbon | | 0 29 |
| Mexican | | 0 34 |
| Bogota A | | 0 34 |
| Costa Rica | | 0 38 |

## *Rice May Decline; Lower Freightage*

Winnipeg.

RICE.—No lower prices on rice are expected until the freight rates are decreased in about two months' time. Japan has prohibited the export of rice, though this does not greatly affect the Canadian market as Siam rice is the variety chiefly in use in this country. Present quotations are as follows:

## *Consumption of Beans Reduced*

Winnipeg.

BEANS. — Jobbers are purchasing beans only in limited quantities. Consumption has decreased greatly owing in part to the lack of railway and other construction and the fact that there are few lumber camps this year. It is expected that it will take some time to bring about a resumption of buying beans on a large scale as in past years, owing to the fact that in recent months large quantities of brown beans of an inferior variety were the only kind offered for sale. Prices were unchanged at $4.35 per bushel for fancy white beans.

## *Strawberries Up; Rhubarb Declines*

Winnipeg.

FRUITS.—Owing to damage caused by rains in Florida, prices of fresh strawberries have advanced $1 per case, bringing present quotations to $6.50 to $7 per case. Washington rhubarb, which commenced to arrive on this market last week, has slightly declined to $4.25 per box of forty pounds. Apples are getting scarce, with prices steady at $4 to $4.50 per box.

| | | |
|---|---|---|
| Oranges | 6 50 | 8 25 |
| Lemons, Cal. | 5 00 | 7 00 |
| Bananas, lb. | | 0 09 |
| Grapefruit, case | 6 50 | 8 00 |
| Strawberries, Florida, case | 6 50 | 7 00 |
| Rhubarb (Man. hothouse) | | 0 18 |
| Rhubarb (Washington) fresh, 40-lb. box. | | 4 25 |
| Apples— | | |
| Boxes | 4 00 | 4 50 |

## *Shortage of All Vegetable Lines*

Winnipeg.

VEGETABLES.—There has been a shortage of all lines of vegetables on the market this week. Tomatoes continue to arrive largely in unripened condition. Prices are unchanged, as follows:

| | | |
|---|---|---|
| Cucumbers, doz. | 3 75 | 4 00 |
| Cabbage, Cal., new | 0 04½ | 0 06 |
| Cabbage, lb., local | | 0 03 |
| Beets, with heads on, hampers. | | 4 00 |
| Carrots, with heads, hampers. | | 4 00 |
| Head Lettuce, doz. | | 1 50 |
| Turnips, cwt. | | 2 00 |
| Onions, silvers and yellows, lb. | 0 04 | 0 05 |
| Radishes, doz. | | 0 30 |
| Parsley, imported, doz. | | 0 90 |
| Celery, Cal., case | 13 00 | 15 00 |
| Cauliflower, doz. | | 3 00 |
| Potatoes, 10-20 bush. lots, bush. | | 0 90 |
| Tomatoes, Florida (graded) | 10 00 | 14 00 |
| Tomatoes, Florida (ungraded) | 7 00 | 7 50 |
| Onions, green, 10 doz. box | | 4 50 |
| Asparagus, 10 doz. box | | 6 50 |

## *No Shortage in Mill Feeds*

Winnipeg.

FLOUR, FEEDS, CEREALS.—Western mills will be operating until the end of the month at least, on Government orders now in hand. Under these circumstances the anticipated shortage of feeds will not be felt just yet. Prices remain firm and there is little expectation of any change.

| | |
|---|---|
| Government Standard Flour— | |
| Cash carload prices | $10 40 |
| To flour and feed men | 10 40 |
| To bakers | 10 20 |
| To storekeepers paying cash or 30 days, ton lots | 10 60 |
| Do., less than ton lots | 10 70 |
| Credit Prices— | |
| Manitoba points | 10 50 |
| Saskatchewan points | 10 40 |
| Cereals— | |
| Rolled oats, 80s | 3 50 |
| Rolled oats, pkgs., family size | 5 65 |
| Cornmeal, 98s | 4 60 |
| Oatmeal, 98s | 4 75 |
| Feeds— | |
| Bran, per ton | 39 00 |
| Shorts, per ton | 42 00 |
| Bran, B.C. and Vancouver Isld. | 45 00 |
| Shorts, B.C. and Vancouver Isd. | 49 00 |
| Barley— | |
| Pearl, Ontario, 98-lb. bags, per bag | 6 30 |
| Pot, 98-lb. bag, per bag | 4 35 |

# WEEKLY MARKET REPORTS BY WIRE

Statements from Buying Centres, East and West

## *British Columbia*

FROM VANCOUVER, BY WIRE.

Vancouver, B.C., April 22.—Tapioca is now quoted at 10c. Evaporated apples, 19c. New Mediterranean sweet oranges offering at $7. Dressed hogs are quoted at 29½c medium; breakfast bacon, 50c; hams, 41c. Lard 34c; compound, 26c. Brokers are buying hogs for themselves on speculation, paying 22c on hoof, which is actually higher than price would indicate. The first crates of hothouse tomatoes arrived this morning from Victoria, and brought $12 per crate.

| | | |
|---|---|---|
| **Sugar, granulated** | | $10 05 |
| **Do., yellow** | | 9 40 |
| **Do., icing** | | 10 45 |
| **Rolled oats, 80s, each** | | 4 40 |
| **Flour, Govt. standard, 24s** | | 11 40 |
| **49s** | | 11 00 |
| **98s** | | 10 80 |
| **Cerndour, 98s, per bbl.** | | 13 50 |
| **Cornmeal, 98s** | | 11 50 |
| **Barley, pot, 98s** | | 0 06 |
| **Do., pearl** | | 0 06½ |
| **Beans, lima, Manchurian, 100s** | | 0 12½ |
| **Do., lima, California** | | 0 12½ |
| **Do., white, 100s** | | 0 07½ |
| **Do., Kotenashi, 100s** | | 0 07 |
| **Rice, Siam, No. 1, per ton** | | |
| **Do., Do., No. 2, per ton** | | 160 00 |
| **Do., China, No. 1, per 40 mats** | | 170 00 |
| **Do., Do., No. 2, per 40 mats** | | 140 00 |
| **Do., California** | | 210 00 |
| **Tapioca, 140s** | | 0 10 |
| **Sago, 140s** | | 0 10 |
| **Canned tomatoes, 2½s, doz.** | | 2 00 |
| **Do., peas, stand., 2s, doz.** | | 1 75 |
| **Do., early June, 2s, doz.** | | 1 90 |
| **Do., corn, 2s, doz.** | | 2 35 |
| **Do., beans, green, doz.** | | 2 25 |
| **Do., Do., yellow** | | 2 25 |
| **Do., raspberries, 2s, doz.** | | 4 10 |
| **Do., strawberries, 2s, doz.** | | 4 25 |
| **Do., peaches, 2½s, doz.** | | 3 50 |
| **Do., plums, 2s, doz.** | | 2 10 |
| **Do., pineapple, 2s, doz.** | | 3 25 |
| **Do., pumpkin, 2½s, doz.** | | 1 40 |
| **Do., salmon, sockeye, 1s, tall, per case** | | 17 50 |
| **Do., cohoes** | | 14 00 |
| **Do., pinks** | | 9 50 |
| **Do., chums** | | 9 50 |
| **Do., pilchards** | | 7 50 |
| **Dried Fruits—** | | |
| **Choice peaches, 25s** | | 0 29½ |
| **Do., apricots** | | 0 27½ |
| **Do., apples** | | 0 19 |
| **Prunes, 60-70** | | 0 17½ |
| **Fruits—** | | |
| **Oranges, run, per case** | | 7 25 |
| **Do., med., sweet** | | 7 00 |
| **Grapefruit, Florida** | | 10 50 |
| **Grapefruit, California** | | 4 50 |
| **Lemons, per case** | 5 00 | 5 50 |
| **Bananas, lb.** | | 0 09 |
| **Apples, Yellow Newtons, per box** | 4 25 | 4 75 |
| **Do., Winesaps, per box** | 4 25 | 4 75 |
| **PRODUCE** | | |
| **Dressed hogs** | | 0 29½ |
| **Breakfast bacon, medium** | | 0 50 |
| **Hams, medium** | | 0 41 |
| **Pure lard, tierce basis** | | 0 34 |
| **Do., compound** | | 0 26 |
| **Butter, New Zealand prints** | | 0 64 |
| **Do., Alberta Cr., prints** | | 0 64 |
| **Margarine, prints** | | 0 34½ |
| **Eggs, fresh** | | |
| **Do., storage** | | |
| **Cheese, large** | | 0 32 |
| **Do., twins** | | 0 32 |
| **Potatoes, Lillooet, per ton** | | 36 00 |
| **Fish—** | | |
| **Frozen Halibut, per lb.** | 0 15 | 0 17 |
| **Salmon, Qualla, per lb.** | | 0 10 |
| **Salmon, Cohoe, per lb.** | | 0 16 |

## *Alberta Markets*

FROM CALGARY, BY WIRE.

Calgary, Alta., April 22.—Rolled oats are down 15c. No. 2 China rice is offering at $3.95 per mat. Barrington Hall coffee advanced to 57½c. Fresh shipment of prunes have arrived, 40-50, 24c; 60-70, 21c; 90-100, 14½. Cheese is selling at 31½ and 32 cents. No. 1 creamery butter 59 to 61½c. Gallon apples $3 to $3.10. Evaporated apples, 25's, 19½c; 50's, 19c. No quotations on sockeye salmon talls. Smoked hams are up ½c; side bacon 2c. Strawberry jam advanced to $13 per case of twelve 4's.

| | | |
|---|---|---|
| **Beans, B.C.** | 7 00 | 7 50 |
| **Flour, 98s, per bbl.** | | 10 50 |
| **Rolled oats, 80s** | 3 50 | 3 60 |
| **Rice, Siam, cwt.** | 8 30 | 9 50 |
| **Rice, China mat., No. 1** | | 4 80 |
| **Do., No. 2** | | 3 95 |
| **Tapioca, lb.** | 0 11 | 0 12½ |
| **Sago, lb.** | 0 11 | 0 12½ |
| **Sugar, pure cane, granulated, cwt.** | | 11 02 |
| **Cheese, No. 1, Ontario, large** | 0 31½ | 0 32 |
| **Butter, creamery, lb.** | 0 59 | 0 60 |
| **Do., dairy, lb.** | 0 35 | 0 40 |
| **Lard, pure, 3s, per case** | | 19 50 |
| **Eggs, new-laid, local** | | 12 50 |
| **Tomatoes, 2½s, stand. case** | 3 60 | 4 25 |
| **Corn, 2s, case** | 4 80 | 5 00 |
| **Peas, 2s, standard case** | 3 40 | 3 50 |
| **Apples, gals., Ontario, case** | 2 75 | 3 00 |
| **Strawberries, 2s, Ontario, case** | 3 10 | 3 75 |
| **Raspberries, 2s, Ontario, case** | 3 40 | 3 75 |
| **Cherries, 2s, red, pitted** | | 6 40 |
| **Apples, evaporated, 50s, lb.** | | 0 19 |
| **Do., 25s, lb.** | | 0 19½ |
| **Apricots, evaporated, lb.** | 0 26 | 0 29 |
| **Peaches, evaporated, lb.** | | 0 23 |
| **Prunes, 90-100s** | | 0 14½ |
| **Do., 60-70s** | | 0 21 |
| **Do., 40-50s** | | 0 24 |
| **Salmon, pin, tall, case** | 9 00 | 10 25 |
| **Salmon, Sockeye, tall, case** | | |
| **Do., halves** | 18 00 | 18 50 |
| **Potatoes, per ton** | 30 00 | 32 00 |
| **Oranges, navels** | 6 00 | 7 75 |
| **Lemons, case** | 6 00 | 6 50 |
| **Grapefruit** | 7 50 | 8 50 |

## *Saskatchewan Markets*

FROM REGINA, BY WIRE.

Regina, Sask., April 22.—B. C. spinach, lettuce and onions are on the local market this week. B. C. cucumbers have also arrived and are quoted at $4. Lemons are $8, and desirable sizes oranges $8.50. A shortage of jams is anticipated on this market. There are indications that higher prices will soon be quoted on cornmeal, beans, rice and lard, and probably soaps. No change in produce market, prices remain high.

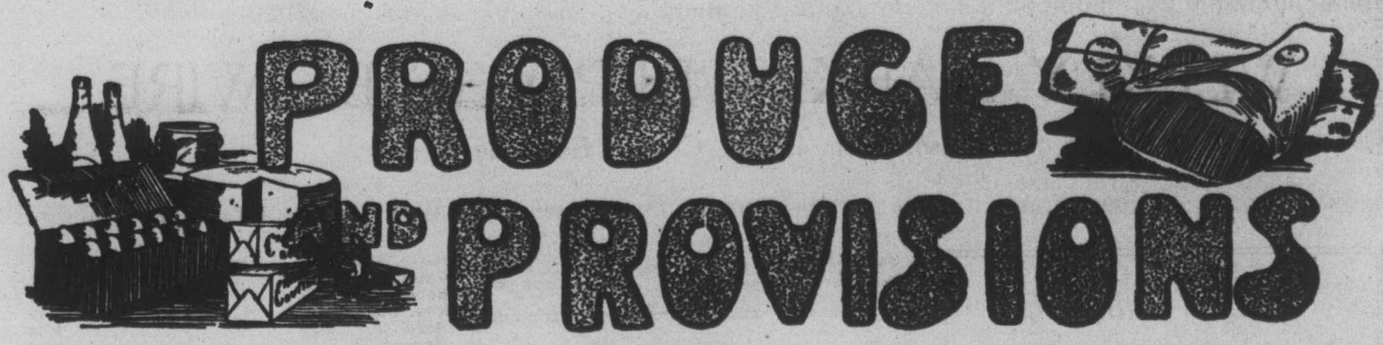
| | | |
|---|---|---|
| **Beans, small white Japans, bu.** | | 4 50 |
| **Beans, Lima, per lb.** | | 0 12½ |
| **Rolled oats, bbls** | | 3 65 |
| **Rice, Siam, cwt.** | | 7 40 |
| **Sago, lb.** | | 0 12 |
| **Tapioca, lb.** | | 0 13 |
| **Sugar, pure cane, gran., cwt.** | | 10 99 |
| **Cheese, No. 1 Ontario, large** | | 0 30 |
| **Butter, creamery** | | 0 60 |
| **Lard, pure, 3s, per case** | | 19 35 |
| **Bacon, lb.** | | 0 47 |
| **Eggs, new-laid** | 0 38 | 0 40 |
| **Tomatoes, 3s, standard case** | | 4 25 |
| **Corn, 2s, standard case** | | 4 35 |
| **Peas, 2s, standard case** | | 3 45 |
| **Apples, gal., Ontario** | | 2 35 |
| **Apples, evaporated, per lb.** | | 0 18½ |
| **Strawberries, 2s, Ont., case** | | 3 50 |
| **Raspberries, 2s, Ont., case** | | 3 70 |
| **Peaches, 2s, Ontario, case** | | 5 50 |
| **Plums, 2s, case** | | 4 00 |
| **Salmon, finest Sockeye, tall, case** | | |
| **Salmon, pink, tall, case** | | 10 25 |
| **Pork, American clear, per bbl.** | | 41 00 |
| **Onions, ton** | | 59 00 |
| **Potatoes, bushel** | | 1 15 |
| **Apples, Washington, box** | 2 90 | 3 00 |
| **Grapefruit** | | 7 50 |
| **California oranges** | 6 50 | 8 50 |
| **Pineapples** | | 5 75 |
| **Lemons** | | 8 00 |

## *New Brunswick Markets*

FROM ST. JOHN, BY WIRE.

St. John, N.B., April 22.—Eggs are again advancing, fresh selling at 50c; case 47c to 48c. Pure lard is higher and is quoted at 34c. Clear pork advanced $58 to $67. Onions are much higher, and are quoted $4 to $4.25. Lemons $6 to $6.30. Oranges $7 to $8. Grapefruit $6.50 to $8. Apples $5.50 to $6.50.

| | | |
|---|---|---|
| **Flour, No. 1 patents, bbls., Man.** | | $12 50 |
| **Cornmeal, gran., bags** | 5 75 | 6 00 |
| **Cornmeal, ordinary, bags** | 3 60 | 3 65 |
| **Rice, Siam, per 100** | 8 75 | 9 00 |
| **Molasses** | 0 88 | 0 99 |
| **Sugar—** | | |
| **Standard, granulated** | | 10 05 |
| **No. 1, yellow** | | 9 55 |
| **Cheese, Ont., twins** | 0 31 | 0 31½ |
| **Eggs, fresh, doz.** | | 0 50 |
| **Eggs, case** | 0 47 | 0 48 |
| **Breakfast bacon** | 0 38 | 0 40 |
| **Butter, creamery, per lb.** | | 0 65 |
| **Butter, dairy, per lb.** | | 0 60 |
| **Butter, tub** | 0 55 | 0 60 |
| **Margarine** | 0 33 | 0 35 |
| **Lard, pure, lb.** | | 0 34 |
| **Lard, compound** | | 0 28½ |
| **American clear pork** | 58 00 | 67 00 |
| **Home cured 4s** | | 4 90 |
| **Tomatoes, 3s, standard, case** | | 4 00 |
| **Raspberries, 2s, Ont., case** | | 3 80 |
| **Peaches, 2s, standard case** | | 6 00 |
| **Corn, 2s, standard case** | | 4 30 |
| **Peas, standard case** | | 2 90 |
| **Apples, gal., N.B., doz.** | | 4 00 |
| **Strawberries, 2s, Ont., case** | | 3 20 |
| **Salmon, Red, spring, cases** | | |
| **Pinks** | 11 00 | 11 50 |
| **Cohoes** | 14 50 | 15 00 |
| **Chums** | | 8 50 |
| **Evaporated apples, per lb.** | 0 19½ | 0 20 |
| **Peaches, per lb.** | | |
| **Apricots, per lb.** | 0 22 | 0 23 |
| **Potatoes—** | | |
| **Natives, per bbl.** | 3 00 | 3 25 |
| **Onions, Can., bag** | 4 00 | 4 25 |
| **Lemons, Cal.** | 6 00 | 6 30 |
| **Oranges, Cal., case** | 7 00 | 8 00 |
| **Grapefruit, case** | | 6 00 |
| **Bananas, per lb.** | | 0 10 |
| **Apples, box** | 5 50 | 6 50 |



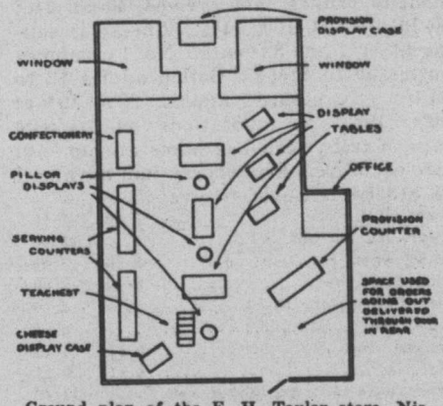

# A Provision Display on the Street

## A Niagara Falls Store Uses an Outside Window to Feature Provisions and Fish, and by so Doing Has Gained a Good Trade—Putting Goods Within Reach of the Customers a Definite Policy

"IF you want to sell goods, you have to display them so that the prospective customer may be brought under their influence," is the opinion of Mr. Mussell, the manager of the F. H. Taylor store, Niagara Falls, Ont. This theory applies to the sale of provisions as well as to the hundreds of other lines carried by the grocery store.

The theory is perhaps not an entirely new one, but it is not always so faithfully carried out as it is in the case of the store in question, and certainly it is far too seldom adopted in the case of provisions. They are, in a good many instances relegated to a somewhat dark corner at the rear of the store.

The front of the store is built on a plan that is very seldom seen in a grocery store, having a central show case between the two entrances to the store. This forms an additional show window, glassed on the four sides, that stands out from the other windows, as will be seen by the accompanying floor plan of the store as a unit in itself.




Ground plan of the F. H. Taylor store, Niagara Falls, Ont., showing how goods are displayed in the windows and the store.

During all the cold weather this outside display case, for such it actually is, is used for the showing of fish and provisions, and this has been a large factor in developing a very substantial trade in these lines. Cut off entirely from the heat of the store, it maintains an even temperature of slightly above freezing, perfect conditions for the display of these commodities. The floor of this window is devoted to the display of fish, a drainage pan at the bottom carrying off superfluous moisture. Shelf displays above carry lines of bacon and other cured and cooked meats.

In this way the fact that the store carrying off superfluous moisture. Shelf to the attention of the passerby; this is a fact that the store has found to be very much to its advantage.

The store itself lies on a street between two stations, and for that reason there is a very large passing trade.

The front of the F. H. Taylor Store, Niagara Falls, Ont., showing the central window cut off from the store that is used for displaying produce.

Many Americans are among the passers-by, and the fact that the store carries and displays Canadian back bacon, a commodity that cannot be readily obtained on the other side, has meant a very fair burden of trade from this source. Had the goods not been so prominently on display this trade would probably have passed by and been lost to the store, so that there is direct positive evidence of the value of the displaying of these lines. Of course in the hot summer months it is impossible to show these goods in this way because the windows generate a good deal of heat, but there are six or seven months of the year when it is used exclusively for this purpose. Later in the season, and before the very hot weather has commenced, a fountain is installed in the window, and about it are displayed lettuce and radishes, and similar summer vegetables, which the spray from the fountain keeps always bright and fresh and inviting, and proves again a very fine selling argument, and at the same time it is a great aid in preventing waste in these lines. In the full heat of the summer the fountain is again removed and the window dressed with an array of summer drinks, and it has been an effective means of developing sales of these goods.

**Putting the Goods in Reach of the Customers**

Quite aside from this one unit window the store is wonderfully well equipped in window space, for around this alcove the two windows proper of the store are arranged in an L shape that more than doubles the window display of the ordinary store with the same frontage.

But not only in the store windows is this idea of display as a selling factor emphasized, within the store the same policy is maintained. There are a large number of small tables on which goods are tastefully arranged to catch the eye of the customer. The three pillars that support the roof, that are often unsightly enough, are covered by an array of canned goods. On one side is a long refrigerated counter, where the cooked meats, butter, margarine, and similar lines that are used in serving the customers attracted by the outside display are kept constantly ready to sell. This counter is refrigerated so that at all times these goods are in the very best condition.

On the other side of the store is an elaborate display case for cheese. This case stands about six feet high, the sides of which are glass. It is divided into three compartments so that all varieties of cheese from the whole cheese to the various kinds of cream cheese are always on view.

A glass-faced show case at the front of the store is used for showing cakes and pastry and lines of this nature that many stores do not carry.

The whole policy of the store as has already been stated, is one of constant display. There are no dark corners and nothing hidden. All goods are placed out where the customer entering the store, uncertain of her needs, will be brought immediately under their influence, and unquestionably this has in a large measure been responsible for the store's success in serving its customers.

**Getting at Hint of the Customer's Needs**

"There are plenty of people who come into a store," said Mr. Mussell, "without being certain just what they want. It is often of course possible for the clerk to make suggestions that will be of service to them in deciding, but in the long list of foods carried by the grocery store it is not always possible to hit upon just the right article. When the goods are prominently displayed the customer is pretty sure to show some little interest in them—that is just the hint that the clerk needs. It suggests the customer's preferences, and in most cases gives a real opportunity for making a sale, an opportunity that might not have presented itself had the goods been out of reach."

## HIGHLY ENTERTAINING

A woman, leading a little boy, said to the ticket agent: "What is the fare to Monmouth?"

"Thirty cents," the agent answered. "I've told you that eight times now."

"I know you have, but Willie likes to see you come to the window. It reminds him of the Zoo."

There are some merchants who cannot see that there is much opp ortunity for artistic and effective window dressing for the fish department. This window of Matthews' Bank Street store, Ottawa, is an outstanding example of the possibilities in this line. Such a window cannot fail to attract the passerby and to call fish to the housekeepers' attention in a way that assures the suggestion of a favorable consideration. Note, too, the effective use of cards in the margin of the window.

# Please the Housewife and Trade Follows

## Rooney's Market Believes in Free Use of Water and Paint Brush—Clean Fish Will Sell —Sausage Sales Increased Seven Times — Ideas Which Built a Meat and Fish Trade

ROONEY'S Market, 507 St. Catherine street, Maisonneuve, believes in the free use of fresh, running water in its fish department. It is the operation of this principle that is held responsible, in large measure, for the absence of odor in the department, and an attainment which many a grocer or fish merchant would decidedly welcome in his own.

"How do you maintain your fish in this way?" was the very natural question CANADIAN GROCER asked on interviewing Mr. Rooney recently. And the answer invited the writer to view the manner of cleaning fish, and an explanation was briefly made of the frequent, generous use of that cheap, but necessary cleansing agent — running water.

"We always clean a supply of fish when we get them in," said Mr. Rooney. "We take off the slimy substance, for this is what smells bad, and then we put the fish in the window, or where we have our supply."

Exterior view of Rooney's Market, Montreal, with Mr. Rooney in the foreground.

### An Actual Instance

"When I bought this business it was a poor affair and all run down," said Mr. Rooney. "The people had been used to getting a piece of fish cut from off one hung out at the front of the store near the door."

Is it any wonder that some have discredited the handling of fish? With whom has rested the responsibility of this discrediting? In many cases it would seem very logical that much of the blame has been traceable to the careless and shiftless methods used.

A typical question at the Rooney store: "Do you wish to fry, boil, or bake the fish, madam?"

Therein lies one of Mr. Rooney's secrets. For he has long since decided that he, as a dealer, must give service, and this is anything but complete if it does not embody undivided attention to each customer from the time an order is given until it is completed.

The swiftness with which Mr. Rooney prepared a fresh frozen fish to illustrate his method to the writer was absorbing. It indicated a real knowledge on his part of what a fish was and how it could be prepared in a brief period of about three minutes to meet the wish of any fastidious patron.

Taking a fish to the special "sink" over which are two taps, one for hot and the other for cold running water, Mr. Rooney let the cold water run freely and scaled it in a jiffy with a small curry comb. He then placed it on a handy little board and removed the fins, the entrails, etc., and with a small brush made of stiff bristles, it was quickly cleansed within and without. It was no time before the fish was ready for the frying pan, the oven or the boiling pot, and this is taken into consideration at the request of the customer. The whole operation was brief, as stated, but it is a real service that every woman appreciates. If desired, the bones are quickly removed.

### Keep the Store Clean

Mr. Rooney's store is not large nor elaborate. It is not necessary that a store should be, even in this twentieth century, to make merchandising a success. This store was clean and wholesome-smelling, and this cannot be said of fish and meat stores always. But it does take care, eternal vigilance, and hard work to keep a store fit and attractive. And the latter of these requirements is kept clearly in mind.

Mr. Rooney is an advocate of the generous use of paint and whitewash. The latter is used freely from time to time, and, as a cleansing agent in a provision store, there are many places where it can be used with profit. Elsewhere, on fixtures and woodwork, white paint or enamel is used, and there is no tint preferable, probably, for the interior of a meat or provision store. It is conducive to cleanliness where this feature is necessary.

### Increases Sales

The Rooney store has a satisfactory trade in sausage. This trade has been carefully developed by selling a uniformly good sausage every day. At first the weekly volume of business in these would average around 35 pounds, but it now averages about 250 pounds per week. Care is taken to maintain a standard of quality invariably.

A demand has been created for pickled tongue. Asked as to how he had been able to sell from 15 to 20 of these weekly, Mr. Rooney stated that he had cured these tongues carefully, and that he was particular to put them in the curing solution while they were fresh and wholesome, not waiting until they were about to spoil. He attributed the popular demand to this care, in particular.

Fish selling is constantly growing. The weekly sales at present will run from 1,500 to 1,800 pounds, all varieties considered. By ordering supplies several times a week, as wanted, the capital is turned frequently and a better standard of fish is maintained. Profits are good. Sales are about equally divided on fish and meats.

### Publicity—Some Suggestions

Mr. Rooney uses the daily paper to a limited extent from time to time, and particularly when he wishes to make a special announcement. He uses neatly-lettered window and store cards, and on these outlines the prices at which various lines are selling. These cards help to brighten the window of the store, and through frequent change, they are effective. But there is no better advertisement and none so far-reaching as that of a fully-contented woman customer.

In a general way, Mr. Rooney feels that the butcher could profit much by taking a good trade paper. It is helpful to know the other fellow's ideas. He believes that the closer application of the butcher and fish merchant to his affairs would make him a better servant of the public. He ought, he said, to be careful to give a full sixteen ounces to the pound, and to endeavor to place his business on a high plane. In his opinion it was not necessary to cut prices. Workmen are entitled to and should receive good wages. Expenses are high

A view of the interior of Rooney's Market, Montreal.

and have to be met. The public, he believed, would pay for what they were getting if given honest weight and good measure. But if confidence were to be maintained, he believed that it was necessary to make some radical changes in the way of adopting simplified, but accurate bookkeeping, preventing waste, etc. In other words, Mr. Rooney's contention is that the butchers of the country—well-meaning, as most of them are, could better inform themselves and as a result place their businesses upon a basis that would be creditable as well as profitable, and which, very often, he believed, was not the case.

Mr. Rooney adds 10 per cent. to his cost of doing business in order that he may make a definite, fair profit. He believes it to be the only safe way to ensure a margin to the owner above operating cost, and a simple, definite method would produce this result.

# A 200,000 Pound Butter Turnover

## Immense Sales Developed by Quebec Grocer—Uses Electric Cutting Machine—Keeps Butter Refrigerated Before Delivery—Careful to Maintain a Uniform High Quality

By A. H. ILLSEY, Associate Editor

ONE of Quebec City's grocers sells 200,000 pounds or one hundred tons of butter annually. This should be a forcible argument against those merchants who aver that staple lines carry so little profit that they are not worth pushing. Certain it is that the Paquet Company, whose manager, Mr. Dubuc, made this statement to CANADIAN GROCER, have developed this side of their business to such an extent that the butter trade has been considered a really valuable one. Since the stock is turned frequently, there is naturally a satisfactory profit, for in frequent turning of invested capital lies one of retailing's big secrets.

The Paquet Company has been long established in Quebec, but the grocery department has been conducted for only ten years, which will indicate how great has been the development of the butter department. To have reached its present proportions, has required a careful nursing of trade, with particular attention to the maintenance of a high, uniform quality.

### Use Electric Machine

In handling the immense quantities of butter, it has been necessary to provide facilities that will handle it quickly and economically, For this reason, and that efficient handling might result, an electric cutting or blocking machine was installed. This takes a large 56 pound block of butter, and, when the power is turned on, and various levers used, the big block is cut with fine wires that pass through it, cutting it into exact size. Within a very few minutes a large cake is placed on the cutting board, cut, and then quickly wrapped by a number of girls who learn to handle large quantities quickly.

As this electric device may be operated at will, there is no loss of time nor of power. Dividing the cost of operation and averaging this, the expense of reducing a single block of butter to 56 parts is relatively small, even when wrappers are considered. The butter is then placed in cardboard cartons to exclude the air.

### Important Points These

Great care has been taken, Mr. Dubuc pointed out, to maintain a careful watch over the quality of butter sold by the store. In this respect, supplies have been secured mostly from one source, and the store has cultivated a big demand for a grade of butter that is really of uniform quality throughout the year. The best grade only is sold, and it would seem that wisdom has been shown in this particular. Few people fail to detect inferior butter. In supplying the best, and in attending to this matter of uniformity, a big bid has been made for the family trade of the customers buying butter; they will surely buy other supplies here.

"Even in the hottest weather, we can deliver butter to customers and be sure

that it will reach them in firm condition," said Mr. Dubuc. "We keep a good supply in our refrigerator and this is taken out just before the delivery leaves. It will keep firm for several hours in this cardboard carton."

These are little points, but decidedly important ones.

### Other Sellers

Mr. Dubuc pointed out that sales of other provisions had also been large. Salt pork has been a good seller. In developing business on this item, attention was called to a glass jar which was placed on the counter where bacon, ham and cooked meats are sold. A tight-fitting cover was placed over this and the pork kept submerged in water or a weak brine. It is very attractive, and as the container is kept filled every day, the display looks inviting. It had been a great idea, Mr. Dubuc pointed out, to have this case on the counter. About three barrels of salt pork were sold per month.

Beans are a big seller. These are carried in very large variety, and are placed in bins near the provision counter. These bins are of generous size and will hold from two to three bushels. On a busy day, such as Saturday, this is a wise precaution.

Two cutting or slicing machines are used on the meat counter. "I do not like to use the same machine for cooked ham as for bacon and other meats," said Mr. Dubuc. "It may spoil the flavor of the meat, and so we have the two machines."

This seems to be a logical argument. It has worked out well with this firm, and Mr. Dubuc is well satisfied to have the double investment. Then, it makes for speed to have two machines, and especially when customers are in a hurry.

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## GROCERS SHOULD ASSURE THEMSELVES OF BONA-FIDE NATURE OF EXTRACT SALES

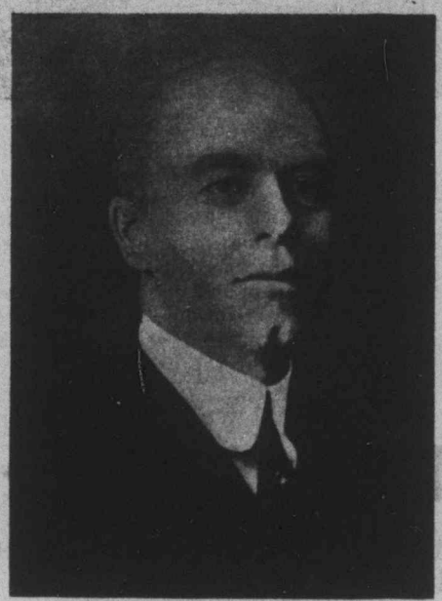
It is legal for grocers to sell flavoring extracts to bona-fide purchasers was the decision of Police Magistrate Fraser in the police court, Brandon, Man. The decision was given in the case against W. J. Young for selling lemon extract, and as a result the case against him was dismissed. The magistrate in disposing of the case stated that while he could find no clause in the Manitoba Temperance Act which permitted him to find the accused guilty still he felt there was a grave responsibility assumed by vendors of flavoring essences. The purchaser should be one of irreproachable character, particularly in view of the fact that some people could become addicted to the habit of using the same as a beverage, and he thought that great care should be exercised by grocers and others who offered the same for sale.

# Grocers Should Specialize on Fish

By A. H. BRITTAIN
President Canadian Fisheries Association

THE work of the Canadian Fisheries Association, in co-operation with the Canada Food Board, has shown that an educational campaign throughout Canada is of great value towards the increased consumption of fish as a food. Reports, from all parts of Canada, indicate that a larger trade is being done by the retail grocer in all classes of Canadian fish products, such as smoked fish and different varieties of Canadian Canned Fish Products.

There is no reason why a very much larger trade should not be done by the retail grocer in Canadian fish as time goes on, and instead of Canada exporting most of her fish, the time will not be far distant when large quantities will be consumed and distributed through the legitimate channels of trade in this country.



ALFRED H. BRITTAIN
President of the Canadian Fisheries Association, and Vice-President and General Manager of the Maritime Fish Corporation, Montreal.

The Canadian Fisheries Association, representing an organization from coast to coast, have been devoting a lot of time to transportation matters, and to co-operating with the Department at Ottawa with a view to developing the fisheries along standard lines, and to bring to the attention of the Department of Fisheries at Ottawa the valuable asset in our fishing industry, and to encourage the expenditure of funds in this industry which is capable of wonderful development.

While both the production and consumption of fish have increased largely the past ten or fifteen years, still the production has increased even to a greater extent than the consumption in Canada. The fisheries of Canada represent an industry of about $40,000,000, but the extent of this is hardly realized unless one looks to the quantity of fish caught in tonnage, and it may be interesting to readers of your paper to have the following figures:

In 1886 the total quantity of edible fish caught represented about six hundred million pounds. In 1891 the total quantity of edible fish caught represented about seven hundred million pounds. In 1917 the total quantity of edible fish caught represented over eight hundred and sixteen million pounds.

It is estimated that the consumption of fish per capita is from 25 to 30 pounds of fish, while the catch of Canadian fish has been equal to about 100 pounds per capita of population. The balance of fish produced in Canada has been exported to the United States and, in a dried and canned state, to market with the world.

The Canadian packers are curing and canning fish to-day the quality of which is equal to anything produced in any other country, and with the steady increase in the consumption, new varieties of cured and tinned fish will be offered to the trade throughout Canada. It would pay any grocery establishment to specialize in the sale of fish, as the outlay in money is small, and the fish products bring a good return on the investment.

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## WATCHING FOR ADVERTISING HINTS

A valuable suggestion which merchants would do well to take to heart is contained in an article by Howard G. Stokes in a recent issue of "Advertising and Selling." He says:

"To catch butterflies or advertisng ideas you need a net. You never can tell when a beautiful idea will come fluttering your way.

"Be prepared with a notebook, and when you see, hear, smell or feel what might be an idea, jot it down.

"Advertising ideas roam around the streets, in and out of stores, kitchens, police stations, theatres, clubs, ball games and prize fights.

"Some of them are bum hunches, some are loaded with dynamite, but some sure do know how to clean the rust out of under-worked cash registers.

"Jot 'em all down.

"Take 'em all back to the office and give 'em the once over.

"There's no law against gathering hunches.

# Advertising Puts Fish Sales Across

ONE of the oldest fish firms in the City of Montreal is that of Henry Gatehouse and Son. An exclusive fish, poultry and vegetable business is done. For years, there has been a steady, consistent growth until many men are required to fill orders and fully half a dozen autos are necessary to whisk these orders promptly to the customers scattered everywhere in this big city.

The advertising of the Gatehouse store is generally "different." The average reader will be interested in the fact that these advertisements emanate from a feminine member of the staff. As Mr. Gatehouse remarked to a special representative of CANADIAN GROCER, "For a while this young lady was compelled to be away from the store and 'ads.' were not the same. They lacked the appeal which they have when written by this member of our staff."

An examination of the accompanying advertisement of the Gatehouse store indicates how effectively an appeal can be made. A prospective customer reading that advertisement is almost compelled to "lift the receiver" and say, "Send me a fresh fish—you pick it out for me."

The unusual advertisement is that which, in nine case out of ten, arrests attention. In no respect can the unusual headline be used to better purpose than in the appeal made to prospective purchasers.

Montreal is a good fish city. That is to say, its per capita fish consumption is reasonably large, and there are reasons for this. But aside from any advantages which may exist because of the character of its population, there are some really down-to-the-minute retailers who have managed to tell the public why they should use fish. They have gone after the business with energy and they have brought that business to their own counters. In some instances, CANADIAN GROCER is very well aware that it has been the steady, constant, and unfailing appeal which has won. And, among other things, the constant "dropping" of consistent daily or weekly advertising, has contributed largely to the attendant success of many firms.

While the Gatehouse store runs special advertisements from time to time on poultry, etc., they feature fresh fish "direct from the sea"—very frequently. Advertisements are constantly changed.

Another effective advertiser in Montreal is Stanford's Service Store. They make a strong bid for business through the daily paper and while the space is not large, it is quite sufficient to meet every requirement. It is the "quality" of the appeal that counts, and a glance at the accompanying "Ad" picked out of

*Average Customer Won by Persistent Appeal — Not Necessary to Use Large Space—Make the Customer Really Want Your Fish—How Some Fish Dealers Are Reaching the Buyer in Montreal*

a recent paper will serve to illustrate splendidly the class of argument which runs through Stanford advertising.

The busy housewife is compelled to change the menu from day to day if she is to "curry favor" with the man of the house. She picks up her evening paper and is attracted by this Stanford advertisement. "Spring Days Suggest Fish Dishes." What could be more to the point, even in a full page advertisement? Then immediately following the message practically says:—"Send you some Boston Blue Fish—12½c lb.?" A complete message which suggests action, is this one.

It may be that one's district is within small bounds and that the class of advertising, or the medium used by one store within the city would hardly suit the needs of the smaller one. It is the day of keen competition. The bigger the store, as a rule, the keener the demand for business. The departmental store, for instance, frequently makes a bid for the business of a large city by offering "specials," giving prices on certain lines that the small dealer cannot hope to offer.

In considering one's plans why not treat selling from a different angle? Two large stores have been referred to in the foregoing. They were not always enjoying the extensive trade which they enjoy to-day. In fact in both instances they had smaller beginnings, and an important feature in the progress of both has been attention to "service" rather than to the matter of low price.

Here is a lesson for others. Never has SERVICE been more appreciated than it is to-day. Recent experiences related to CANADIAN GROCER have revealed the fact that price is really secondary. It is service and real quality that count, and these the worthwhile consumer will pay for reasonably well. Attention, therefore, to the maintenance of service and quality in selling fish is, as far as can be gathered, far more important than the offering of a catch price.

In some of the other advertisements appearing herewith, it will be observed that the headline compels attention. As in a well-composed story, the message begins well. The attention of the prospective customer, once arrested, is likely to be drawn along if one gets right down to the heart of his message and makes a strong argument with the reader. Short, terse sentences, made in conversational style, but with little embellishment, strike home. They leave a good taste, so to speak, in the housewife's mouth, and she either calls at your store to buy what she requires if the appeal has been a strong one, or she uses the telephone and asks you to bring the desired article.

This is a likely time to give the coming season's selling program a careful consideration. What forms of advertising will you use this year?

# Produce, Provision and Fish Markets

## QUEBEC MARKETS

MONTREAL, April 22—Changes for the week are of an important nature. Live hogs are marked up to $21.75 per 100 pounds. The receipts were light this week. Beef is steadily firm, but unchanged. Cooked ham is up one cent per pound. Lard and shortening advanced half a cent per pound. Butter is marked up again and has reached record levels. There is a good demand for cheese and the supply is larger. Poultry export orders are still developing. Lobsters are down 5c.

### *Few Hog Receipts; Prices Higher*

Montreal

FRESH MEATS.—Prices scored another advance and live hogs are quoted at $21.75 per cwt., 75c per cwt. over the high point of last week. This means that abattoir-killed stock is bringing as high as $30 per cwt., and while there is a consequent firming of the various cuts the range given below still holds. Cows and steers are steadily firm but no quotable changes are put through here.

| | | |
|---|---|---|
| **Hogs, Dressed—** | | |
| Abattoir killed, small | $29 00 | $30 00 |
| Sows | 28 00 | 29 00 |
| Hogs (country dressed) | 28 00 | 29 00 |
| Hogs, live | .... | 21 75 |
| **Fresh Pork—** | | |
| Leg of pork | .... | 0 36 |
| Leg of pork (trimmed) | .... | 0 37 |
| Loins | 0 38 | 0 40 |
| Tenderloin, lb. | 0 46 | 0 48½ |
| Spare ribs | .... | 0 24 |
| Trimmed shoulders | 0 27 | 0 28 |

**Fresh Beef—**

| (Steers and Heifers) | | (Cows) | |
|---|---|---|---|
| $0 29½ | $0 33 Hind quarters. | $0 25½ | $0 28½ |
| 0 19½ | 0 22 Front quarters | 0 15½ | 0 17½ |
| .... | 0 41½.... Loins .... | 0 33½ | 0 36½ |
| .... | 0 31½.... Ribs ... | 0 28½ | 0 29½ |
| 0 16½ | 0 18 .... Chucks ... | .... | 0 15½ |
| 0 24½ | 0 25½.... Hips .... | .... | 0 23½ |
| Calves (as to grade) | | 0 17½ | 0 22 |
| Lambs—fresh killed | | 0 32 | 0 37 |
| Sheep | | 0 20 | 0 26 |

### *Cured Meats to Be Very Firm*

Montreal

CURED MEATS.—With demand very good the market rules firmly and prices are continuing high. The only quotable change of the week is made on bacon, the range being advanced a little at the high point. It will not be a surprise if barrel pork and hams advance, with fresh pork on the higher basis quoted this week.

| | | |
|---|---|---|
| **Cured Meats—** | | |
| Hams— | | |
| Medium, smoked, per lb.— | | |
| (Weights) 8-12 | | $0 40 |
| 12-16 | | 0 38 |
| 16-20 | | 0 37 |
| 20-35 | | 0 35 |
| **Backs—** | | |
| Plain | 0 43 | 0 44 |
| Boneless, per lb. | 0 46 | 0 47 |
| **Bacon—** | | |
| Breakfast, per lb. (as to qual.) | 0 42 | 0 47 |
| Roll, per lb. | 0 32½ | 0 33½ |
| **Dry Salt Meats—** | | |
| Long clear bacon, ton lots | 0 25 | 0 26 |
| Long clear bacon, small lots | 0 26 | 0 27 |
| Fat backs, lb. | .... | 0 30 |
| **Barrel Pork—** | | |
| Canadian short cut (bbl.) | .... | 55 00 |
| Clear fat backs (bbl.) (40-50 pieces) | .... | 60 00 |
| Do. (30-40 pieces) | .... | 59 50 |
| Short cut clear pork (bbl.) | 53 00 | 56 00 |
| Heavy mess pork (bbl.) | 43 00 | 44 00 |
| Bean pork (bbl.) | 43 00 | 44 00 |

### *Cooked Meats Firm; Ham Up Cent*

Montreal

COOKED MEATS.—One change is made this week, that of an advance of 1c per pound for cooked hams. This is in accord with higher pork prices, and it would seem that some of the other lines are due for a higher price basis though cooked meats are generally very slow to change. There is a good sale for cooked ham.

| | |
|---|---|
| Head cheese | 0 15 |
| Meat loaf with macaroni and cheese, lb. | 0 29 |
| Choice jellied ox tongue | 0 44 |
| Ham and tongue, lb. | 0 32 |
| Veal and tongue | 0 25 |
| Hams, roast | 0 53 |
| Hams, cooked | 0 51 |
| Shoulders, roast | 0 48 |
| Shoulders, boiled | 0 44 |

### *Lard Up Again; Very Active*

Montreal

LARD.—An additional ½c per pound has been added to the previous price of lard and this means that bricks are selling on the basis of 33c per pound. Demand is decidedly active, and with a likelihood of this continuing prices are likely to hold high.

| | |
|---|---|
| Lard, pure— | |
| Tierces, 400 lbs., per lb. | 0 31½ |
| Tubs, 50 lbs., per lb. | 0 31¾ |
| Pails, 20 lbs., per lb. | 0 32 |
| Bricks, 1 lb., per lb. | 0 33 |

### *Shortening Goes Up Half a Cent*

Montreal

SHORTENING.—Under the influence of lard shortening has scored an advance of price and the increase is ½c per pound. An active trade is reported and the undertone is firm.

| | | |
|---|---|---|
| Tierces, 400 lbs., per lb. | 0 26¼ | 0 26½ |
| Tubs, 50 lbs. | 0 26¾ | 0 27 |
| Pails, 20 lbs., per lb. | 0 26¾ | 0 27¼ |
| Bricks, 1 lb., per lb. | 0 28 | 0 29 |

### *More Sales Made of Margarine*

Montreal

MARGARINE.—From week to week the trade in margarine increases, jobbers report. Prices are firm and the range, according to grade, in prints, is from 34c to 37½c per pound.

| | | |
|---|---|---|
| **Margarine—** | | |
| Prints, according to quality, lb. | 0 34 | 0 37½ |
| Tubs, according to quality, lb. | .... | 0 32 |

### *Butter Soaring; is Heavy Demand*

Montreal

BUTTER.—Prices are soaring on butter and yet the demand continues. Fresh-made creamery is up to 67c per pound. Dairy is also much higher, prints being quoted at 55c this week. It seems that, regardless of the heavier sales of margarine, butter is in ever-increasing demand, and while factories have been operating in some places for the past three weeks there does not seem to be much increase in supplies here.

| | |
|---|---|
| **Butter—** | |
| Creamery prints, fresh made | 0 67 |
| Creamery solids, fresh made | 0 66 |
| Dairy prints | 0 54 |
| Dairy, in tubs, choice | 0 54 |

### *Larger Supplies Cheese Come In*

Montreal

CHEESE.—A steady improvement in the matter of supplies is apparent these days, factories delivering new-make cheese in increasing quantities. Produce men are expecting some announcement to be made by the Cheese Commission as to policy for the year. If supplies pile up an easier price basis might result.

| | | |
|---|---|---|
| Large, per lb. | $0 28½ | $0 29 |
| Twins, per lb. | .... | 0 30 |
| Triplets, per lb. | .... | 0 30 |
| Stilton, per lb. | 0 30 | 0 32 |
| Fancy, old cheese, per lb. | .... | 0 30 |

### *Eggs Are Held; May Come Down*

Montreal

EGGS.—Incessantly heavy demand has been responsible, in large measure, for the steadily high basis for eggs. Prices in the country are showing some shading from present levels, says one large produce man, while from another source it is said that export prices offered are higher—delivered to boatside, Montreal, than existing prices to the regular trade. If competition continues for supplies there is bound to be a maintenance of prices.

| | | |
|---|---|---|
| **Eggs—** | | |
| New-laids | $0 48 | $0 49 |

### *More Export Sale For Poultry*

Montreal

POULTRY.—Additional export business is offering for various lines of poultry. This is tending to hold prices on their present high level and there is nothing to indicate a recession from this basis. Local demand is fairly good, too, and the outlook is for a generally good demand.

| | | |
|---|---|---|
| Chickens, roast (3-5 lbs.) | 0 36 | 0 39 |
| Chickens, roast (milk fed) | 0 41 | 0 44 |
| Broilers (3-4 lb. pr.) | 0 41 | 0 46 |
| Brome Lake | 0 47 | 0 48 |
| Young Domestic | 0 40 | 0 41 |
| Turkeys (old toms), lb. | .... | 0 47 |
| Turkeys (young) | .... | 0 47 |
| Geese | 0 29 | 0 31 |
| Old fowls | | .... |

| | | |
|---|---|---|
| Large | | 0 35 |
| Small | | 0 31 |

## *Lobsters Lower; More Halibut In*

FISH.—Lobsters are down to 35c per pound and there is a fair demand for these. Western halibut were received and are being distributed at 22c to 23c per pound. Gaspereaux are also on the market now.

**FRESH FISH**

| | | |
|---|---|---|
| Haddock | 0 07½ | 0 08 |
| Halibut, Eastern | 0 24 | 0 25 |
| Steak Cod | 0 10 | 0 11 |
| Market Cod | 0 08 | 0 09 |
| Flounders | 0 07 | 0 08 |
| Prawns | | 0 40 |
| Live lobsters | | 0 35 |

**FROZEN FISH**

| | | |
|---|---|---|
| Gaspercaux, each | | 0 06 |
| Halibut, large and chicken | 0 20 | 0 21 |
| Halibut, Western | 0 22 | 0 23 |
| Halibut, medium | 0 22 | 0 23 |
| Haddock | 0 07 | 0 07½ |
| Mackerel | 0 14 | 0 16 |
| Dore | 0 14 | 0 15 |
| Smelts, No. 1, per lb. | 0 12 | 0 13 |
| Smelts, No. 2, per lb. | 0 07 | 0 08 |
| Pike, Headless and Dressed | 0 10 | 0 11 |
| Market Cod | 0 06 | 0 07½ |
| Whitefish, small | 0 11 | 0 12 |
| Sea Herrings | 0 07½ | 0 08 |
| Steak Cod | 0 08 | 0 09 |
| Gaspe Salmon, per lb. | 0 24 | 0 25 |
| Salmon Cohoes, round | 0 17½ | 0 18 |
| Salmon, Qualla, Hd. and Dd. | 0 13 | 0 14 |
| Whitefish | 0 15 | 0 16 |
| Smelts, extra large | | 0 22 |
| Lake Trout | 0 19 | 0 20 |
| Tom Cods, per bbl. | 3 50 | 4 00 |
| Lake Herrings, bag, 100 lbs. | | 6 00 |
| Alewires | 0 05½ | 0 06 |

**SALTED FISH**

| | | |
|---|---|---|
| Codfish— | | |
| Codfish, large bbl., 200 lbs. | | $20 00 |
| Codfish, No. 1, medium, bbl., 200 lbs. | 18 00 | |
| Codfish, No. 2, 200 lb. barrel | 17 00 | |
| Pollock, No. 1, 200 lb. barrel | | 15 00 |
| Codfish, strip boneless (30-lb. boxes), lb. | 0 20 | 0 25 |
| Codfish (boneless) (24 1-lb. cartons) | | 0 20 |
| Codfish (Ivory) (2-lb. blocks, 20-lb. bx) | | 0 18 |
| Boneless cod (2-lb.) | | 0 23 |
| Shredded codfish (12-lb. box) | | 2 50 |
| Dried codfish (100-lb. bbl.) | | 20 00 |

**PICKLED FISH**

| | |
|---|---|
| Herrings (Scotch cured), barrel | 12 00 |
| Scotia, barrel | 12 00 |
| Do., half barrel | 6 25 |
| Mackerel, barrel | 34 00 |
| Salmon, Labrador (200 lbs.) | 26 00 |
| Salmon, B.C. (200 lbs.) | 25 00 |
| Sea Trout (200-lb. bbls.) | 25 00 |
| Turbot (200 lbs.) | 17 00 |
| Codfish, tongues and sound, lb. | 0 15 |
| Eels, lb. | 0 16 0 17 |

**OYSTERS**

| | | |
|---|---|---|
| Cape Cod, per barrel | | $14 00 |
| Batouche, per barrel | | 15 00 |
| Scallops, gallon | | 4 00 |
| Can No. 1 (Solids) | | 2 25 |
| Can No. 3 (Solids) | 6 50 | 7 25 |
| Can No. 5 (Solids) | | 11 00 |
| Can No. 1 (Selects) | 2 50 | 3 00 |
| Can No. 3 (Selects) | | 3 40 |

**SUNDRIES**

| | |
|---|---|
| Paper Oyster Pails, ⅛ per 100 | 1 75 |
| Crushed Oysters Shell, 100-lbs. | $1 60 |
| Paper Oyster Pails, ¼-lb. per 100 | 2 25 |

# ONTARIO MARKETS

TORONTO, April 23—Considerably higher prices in barrel pork have been named this week. Fresh pork and provisions are up about 1c per pound all the way around. Butter is unchanged. Lard is very firm and undertone to shortening market is stronger. Poultry has strengthened, due to further export business. Eggs are slightly easier.

## *Hogs Remain High; Fresh Cuts Up*

Toronto.

FRESH MEATS.—The lower level named by buyers early last week did not remain long, and prices to-day on live hogs, fed and watered basis, is up to $21.50 per cwt. The run is not very heavy and demand keeps up well. Fresh cuts of pork are up about 1c per pound all around.

**FRESH MEATS**

| | | |
|---|---|---|
| Hogs— | | |
| Dressed, 70-100 lbs., per cwt. | $27 50 | $28 00 |
| Live, off cars, per cwt. | | 21 75 |
| Live, fed and watered, per cwt. | | 21 50 |
| Live, f.o.b., per cwt. | 20 75 | 21 00 |
| Fresh Pork— | | |
| Legs of pork, up to 18 lbs. | 0 32 | 0 35 |
| Loins of pork, lb. | 0 39 | 0 41 |
| Tenderloins, lb. | | 0 50 |
| Spare ribs, lb. | 0 20 | 0 21 |
| Picnics, lb. | | 0 26 |
| New York shoulders, lb. | | 0 28 |
| Montreal shoulders, lb. | | 0 29 |
| Boston butts, lb. | | 0 33 |
| Fresh Beef—From Steers and Heifers— | | |
| Hind quarters, lb. | 0 26 | 0 30 |
| Front quarters, lb. | 0 15 | 0 20 |
| Ribs, lb. | 0 24 | 0 30 |
| Chucks, lb. | 0 13 | 0 18 |
| Loins, whole, lb. | 0 34 | 0 38 |
| Do., short, lb. | 0 38 | 0 45 |
| Hips, lb. | 0 25 | 0 27 |
| Cow beef quotations about 2c per lb. below above quotations. | | |
| Calves, lb. | 0 18 | 0 25 |
| Lambs, whole, lb. | 0 29 | 0 35 |
| Sheep, whole, lb. | 0 20 | 0 24 |

Above prices subject to daily fluctuations of the market.

## *Barrel Pork Shows Sharp Advances*

Toronto.

PROVISIONS.—Barrel pork shows a sharp advance this week, mess pork being quoted at $50, $55 and $58; short-cut backs are quoted at $59 to $61, and rolls $57. Hams and bacon are up from 1c to 2c per pound.

| | | |
|---|---|---|
| Hams— | | |
| Medium | 0 38 | 0 40 |
| Large, per lb. | 0 30 | 0 35 |
| Backs— | | |
| Skinned, rib in | 0 47 | 0 49 |
| Boneless, per lb. | 0 50 | 0 53 |
| Bacon— | | |
| Breakfast, ordinary, per lb. | 0 40 | 0 45 |
| Breakfast, fancy, per lb. | 0 45 | 0 48 |
| Roll, per lb. | 0 31 | 0 34 |
| Wiltshire (smoked sides), lb. | 0 36 | 0 38 |
| Dry Salt Meats— | | |
| Long, clear bacon, av. 50-70 lbs. | 0 28 | 0 30 |
| Do., aver. 70-100 lbs. | | 0 27 |
| Fat backs, 16-20, lb. | | 0 30 |
| Out of pickle, prices range about 2c per pound below corresponding cuts above. | | |
| Barrel Pork— | | |
| Mess pork, 200 lbs. | 50 00 | 58 00 |
| Short cut backs, bbl., 100 lbs. | 59 00 | 61 00 |
| Pickled rolls, bbl., 200 lbs., heavy | | 57 00 |
| Do., Do., Do., lightweight | | 57 00 |

Above prices subject to daily fluctuations of the market.

## *Cooked Hams Advance 3c lb.*

Toronto.

COOKED MEATS.—Higher prices on cooked hams are in evidence again this week. All lines seem to show a somewhat improved movement.

**COOKED MEATS**

| | | |
|---|---|---|
| Boiled hams, lb. | $0 52 | $0 54 |
| Hams, roast, without dressing, lb. | 0 52 | 0 54 |
| Shoulders, roast, without dressing, per lb. | 0 50 | 0 52 |
| Head Cheese, 6s, lb. | | 0 14 |
| Meat Loaf with Macaroni and Cheese, lb. | | 0 24 |
| Choice Jellied Ox Tongue, lb. | 0 50 | 0 52 |
| Ham and Tongue, lb. | | 0 32 |
| Veal and Tongue, lb. | | 0 26 |

Above prices subject to daily fluctuations of the market.

## *Stronger Feeling Revealed in Lard*

Toronto.

LARD.—There is a stronger feeling in the market and prices have advanced again. The outside demand continues heavy and supplies are quickly taken up. Locally, movement is just fair.

| | | |
|---|---|---|
| Lard, tierces, 400 lbs., lb. | $0 31½ | $0 32½ |

In 60-lb. tubs, ½c higher than tierces, pails ¾c higher than tierces, and 1-lb. prints, 2c higher than tierces.

## *Shortening Makes ½c Advance*

Toronto.

SHORTENING.—The basis has advanced ½c per pound this week on shortening. Supplies are considered ample, though there seems to be some scarcity of best cotton seed oil. However, it is thought there will be sufficient to meet demands.

| | | |
|---|---|---|
| Shortening, tierces, 400 lbs., lb. | $0 26 | $0 26½ |

In 60-lb. tubs, ¼-½c per lb. higher than tierces; pails, ½-¾c higher than tierces, and 1-lb. prints, 1½-1¾c higher than tierces.

## *Margarine Active; Prices Maintained*

Toronto.

MARGARINE.—Dealers report supplies of margarine going out very freely. The high price of butter is what is given as a reason for this increased demand. Supplies are continued ample and prices remain unchanged.

| | | |
|---|---|---|
| Margarine— | | |
| 1-lb. prints, No. 1 | 0 34 | 0 35 |
| Do., No. 2 | 0 31 | 0 33 |
| Do., No. 3 | 0 27 | 0 28 |

Solids, 1c per lb. less than prints.

## *Butter Operations Restricted; Make Bigger*

Toronto.

BUTTER.—Operations in the butter market are confined to what might be termed "the hand-to-mouth variety." The make is increasing and with the Express strike now over an improvement in the situation is looked for. Dealers anticipate that prices may ease away slightly in another week's time. The range of prices for the week are unchanged at the following levels:

| | | |
|---|---|---|
| Butter— | | |
| Creamery prints (fresh made) | 0 65 | 0 66 |
| Creamery solids (fresh made) | | 0 65 |
| Dairy prts, fresh separator, lb. | 0 58 | 0 60 |
| Dairy prints, No. 1, lb. | 0 52 | 0 55 |

## *Cheese Holds in Steady Position*

Toronto.

CHEESE.—There is no change in the situation as far as can be determined. There seems to be a little bit more of-

A CARD THAT MAKES SALES FOR YOU

HANG IT IN YOUR STORE

This show card will be sent free to dealers. Hung in a conspicuous place in the store or in the window it will boost sales of the well-known Colman Keen Products.

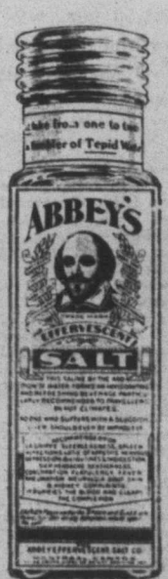
**Magor Son & Company, Limited, 30 Church St., Toronto, 191 St. Paul St., Montreal**

# Abbey's EFFERVESCENT SALT

A RELIABLE OLD ENGLISH SALINE

Makes Life WORTH LIVING

## IT'S A 50-50 PROPOSITION




The big advertising we are doing is making new friends every day for Abbey's Salt. The dependable quality of this standard preparation keeps people sold and brings them back for more. Every dealer in Canada is in a position to share in the extra business which our advertising is creating for Abbey's Salt.

## The Abbey Effervescent Salt Co.

MONTREAL

fering from the factories, and the price remains about the same as before. Prices as quoted to the trade to-day are:

| Cheese— | | |
|---|---|---|
| Old, large | $0 31 | $0 32 |
| New, large | .... | 0 30 |
| Stilton (new) | 0 31 | 0 32 |

Twins, ½c lb. higher than large cheese. Triplets 1½c higher than large cheese.

## *Eggs Easier; May Go Lower*

Toronto.

EGGS.—Eggs have actually eased away this week about 1c per dozen, and the feeling amongst the trade is that lower prices may be looked for in the almost immediate future. There is a good demand in evidence.

| Eggs— | | |
|---|---|---|
| New-laids, in cartons, doz. | $0 49 | $0 50 |
| New-laids, doz. | 0 46 | 0 47 |

Prices shown are subject to daily fluctuations of the market.

## *Firmer Basis to Poultry Prices*

Toronto.

POULTRY.—There has been some further export business done in poultry and the market has firmed up as a consequence. There is very little live stuff coming to hand, and heavy fat fowl are commanding anywhere from 35c to 40c per pound.

| Prices paid by commission men at Toronto: | Live | Dressed |
|---|---|---|
| Ducks, lb. | $....-$0 35 | $....-$0 40 |
| Geese, lb. | ....- .... | ....- 0 50 |
| Turkeys, old, lb. | ....- .... | 0 40- 0 42 |
| Do., young, lb. | 0 32- 0 35 | 0 45- 0 48 |
| Roosters, lb. | ....- 0 25 | ....- 0 28 |
| Fowl, 4 to 6 lbs., lb. | ....- 0 33 | ....- 0 35 |
| Fowl, over 6 lbs., lb. | 0 35- 0 40 | ....- .... |
| Fowl, under 4 lbs., lb. | ....- 0 28 | ....- 0 30 |
| Chickens, under 5 lbs., lb. | ....- 0 30 | ....- 0 32 |
| Chickens, over 5 lbs., lb. | 0 26- 0 32 | ....- 0 35 |
| Chickens, over 5 lbs., milk fed, lb. | ....- .... | ....- 0 38 |

Prices quoted to retail trade:

| | Dressed |
|---|---|
| Hens, light | $0 35 $0 37 |
| Do., heavy | 0 34 0 36 |
| Chickens, spring | 0 38 0 40 |
| Ducks | 0 40 0 42 |
| Turkeys | 0 47 0 50 |
| Geese | .... 0 52 |

## *Fresh Fish Supplies Better; Oysters Done*

Toronto.

FISH.—Arrivals of fresh caught fish are increasing and amongst those which are added to the list this week are halibut, which is being quoted at 25c per pound; trout and white fish, both of which are being quoted at from 23c to 25c; and lake herring at 12c. There is litle change in the rest of the list, although oysters are practically cleaned out of the market now. Business is very good and the trade as a whole is satisfied with the volume of business being handled.

| FRESH SEA FISH | | |
|---|---|---|
| Cod Steak, lb. | $0 11 | $0 12 |
| Do., market, lb. | 0 09 | 0 10 |
| Haddock, heads on, lb. | 0 09 | 0 10 |
| Halibut, lb. | .... | 0 25 |
| **FRESH FROZEN SEA FISH** | | |
| Cod Steak, lbs. | .... | 0 09 |
| Do., market, lb. | 0 05 | 0 07½ |
| Flat Fish, B.C., lb. | .... | 0 10 |
| Flounders, lb. | 0 08 | 0 10 |
| Gaspereau, lb. | 0 05½ | 0 07 |
| Haddock, lb. | .... | 0 07 |
| Halibut, medium, lb. | 0 22 | 0 23 |
| Do., chicken, lb. | 0 20 | 0 21 |
| Do., large, lb. | 0 21½ | 0 22 |
| Herring, lb. | 0 06 | 0 07 |
| Mackerel, lb. | .... | 0 11 |
| Salmon, Cohoe, lb. | .... | 0 19 |
| Do., Qualla, lb. | 0 12½ | 0 16 |
| Do., Red Spring, lb. | 0 23 | 0 24 |
| Do., Gaspe, lb. | 0 24 | 0 23 |
| Smelts, No. 2, lb. | .... | 0 09 |
| Do., No. 1, lb. | .... | 0 15 |
| Do., Extra, lb. | .... | 0 25 |
| Tomcods, lb. | .... | 0 07 |
| **FRESH LAKE FISH** | | |
| Lake herring, lb. | .... | 0 12 |
| Trout, lb. | 0 23 | 0 25 |
| Whitefish, lb. | 0 23 | 0 25 |
| **FROZEN LAKE FISH** | | |
| Herrings, Lake Superior | .... | 0 03 |
| Do., Lake Erie, lb. | 0 06 | 0 06½ |
| Mullets, lb. | 0 07 | 0 08 |
| Pickerel, lb. | 0 14 | 0 15 |
| Pike, round, lb. | 0 07 | 0 08 |
| Trout, lb. | 0 17 | 0 18 |
| Tullibees, lb. | 0 09 | 0 10 |
| Whitefish, lb. | .... | 0 11 |
| **SMOKED FISH** | | |
| Bloaters, 40 Count, box | .... | 1 30 |
| Cod, smoked, lb. | .... | 0 12 |
| Ciscoes, lb. | 0 14 | .... |
| Digby Chicks, bdle. | 1 85 | 1 90 |
| Boneless Digbys, box | 2 00 | 2 50 |
| Haddies, chicken | 0 08 | 0 08½ |
| Do., fillets, lb. | 0 15 | 0 16 |
| Do., Finnan, lb. | .... | 0 12½ |
| Herring, Kippered, box | 1 30 | 1 65 |
| **DRY AND PICKLED FISH** | | |
| Acadia Cod— | | |
| 20 1-lb. tablets, case | .... | 3 90 |
| 12 2-lb. boxes, crate | .... | 5 25 |
| Herring, Labrador, bbl. | .... | 10 00 |
| Do., Do., keg | .... | 5 00 |
| Do., Lake Superior, keg | .... | 4 75 |
| Imperial, 25 lbs., loose, case | .... | 2 75 |
| Quail on Toast, 24 1-lb. tablets, cs | 2 90 | 3 60 |
| Sea Trout, keg | .... | 12 00 |

# WINNIPEG MARKETS

## *Hog Prices Steady; Will Remain Firm*

Winnipeg.

PROVISIONS.—The hog market has been steady and firm this week, with no fluctuation from the level reached last week, nearly $20.

| Hams— | | |
|---|---|---|
| Light, lb. | 0 34 | 0 36 |
| Medium, per lb. | .... | 0 34 |
| Heavy, per lb. | .... | 0 33 |
| Bacon— | | |
| Breakfast, select, lb. | .... | 0 40 |
| Backs | 0 40 | 0 44 |
| Dry Salt Meats— | | |
| Long clear bacon, light | .... | 0 26 |
| Backs | 0 33 | .... |
| Barrelled Pork— | | |
| Mess pork, bbl. | .... | 42 00 |
| Lard, Pure— | | |
| Prints | .... | 0 32 |
| Cases, 5s | .... | 17 92 |
| Cases, 3s | .... | 18 00 |
| Tierces | .... | 0 29 |
| Tubs, 50s, net | .... | 14 63 |
| Pails, 20s, net | .... | 6 30 |
| Cheese— | | |
| Ontario, large fresh | .... | 0 29 |
| Manitoba, large fresh | .... | 0 28 |

## *Butter Advances; Receipts Heavier*

Winnipeg.

BUTTER.—Prices of creamery butter have advanced this week, and while receipts are becoming heavier they are not as yet sufficient to warrant any decline. Following are the latest prices:

| Butter— | | |
|---|---|---|
| Fresh made creamery, No. 1 cartons | 0 59 | 0 60 |
| Fresh made creamery, No. 2 | .... | 0 54 |
| Margarine | 0 31 | 0 32 |

## *Present Egg Prices To Be Maintained*

Winnipeg.

EGGS.—Prices remain firm with continual heavier receipts. There is a keen demand from both East and Western points. Dealers report that lower prices than present levels for early eggs cannot be expected. Present prices are from 43c to 44c per dozen.

## *Improved Demand For All Fish Stocks*

Winnipeg.

FISH.—Trade in fish is very strong at present and dealers expect the recent improvement in demand to be continued for some time. The slight decline anticipated on some lines is not in sight for a week or two yet. Supplies are plentiful.

| LAKE FISH | | |
|---|---|---|
| Whitefish (cleaned), lb. | .... | 0 12 |
| Whitefish (frozen), lb. | .... | 0 12 |
| Pickerel, lb. | .... | 0 13 |
| Pickerel Fillet, lb. | .... | 0 35 |
| Frozen Trout, lb. | .... | 0 16 |
| Round Jackfish, lb. | .... | 0 09 |
| Dressed Jackfish, lb. | .... | 0 09½ |
| Frozen Goldeye, lb. | .... | 0 07½ |
| Speckled Trout, lb. | .... | 0 35 |
| **SEAFISH** | | |
| Frozen Halibut, lb. | .... | 0 20 |
| Frozen Salmon, lb. | .... | 0 20 |

### NEW BRUNSWICK RETAIL SARDINE SITUATION FAR FROM BRIGHT

With an enormous amount of last season's pack still on hand, the outlook for the sardine season, which opened on April 15th, is not particularly bright. New Brunswick and Maine weirmen have agreed on a minimum of $20 per hogshead, which the packers say is much too high in view of the condition of the market.

### MUSTARD SUPPLY AND PRICE

With lessened restrictions and better shipping facilities there has been an improvement in the mustard supply in Canada. As yet this is not large, and the importers have been carefully distributing as widely and equitably as possible what came to hand. Said one of the largest Canadian representatives to CANADIAN GROCER in Montreal this week: "We do not expect any lower prices for mustard for another eight months at least. The manufacturers are working on present stocks and there will be no new crop of raw material before October. There may be better delivery and we will perhaps get 50 per cent. of our orders. We expect steady improvement in delivery from month to month."

### WHALING FLEET READY TO SAIL

Vancouver, B.C., April 22.—All dressed up in their new Easter coat of paint, the whaling fleet lies with steam up in Victoria Harbor apparently waiting for the first hostile spout. The open season for whales will continue until October, by which time a good many hundred leviathans will have been canned. Mr. Babcock, of the Department of Fisheries says he would sooner eat whale meat than Chicago beef. If the public feels the same, the Pacific Ocean is our stockyard.

# This is the time to push "H.A." Oleomargarine

BUTTER is soaring sky high. Your customers who have a moderate table allowance, are faced with a serious problem.

This is your opportunity to induce them to try "H.A" Oleomargarine. This is your chance to point to the Canadian housewife that she need not be dependent upon butter alone to supply her family with a nourishing spread for bread.

You know how delicious this fine, new product really is. A personal word from you will help many women to solve this serious household problem.

Don't lose this big opportunity to build up your future trade in "H.A." Oleomargarine.

H·A· BRAND

## OLEOMARGARINE

THE HARRIS ABATTOIR COMPANY, LIMITED
TORONTO, CANADA

Canada Food Board Blanket License No. 165

# Keep up the Sales Momentum!

THROUGH our special Easter advertising, thousands of new customers have learned to appreciate Swift's Premium Hams and Bacon.

By a little effort on **your** part, these newly-made friends, and **their** friends, as well as the **old** ones—can be kept coming to your store all through the year. A good meal is **always** welcome—and there's none better than

## Swift's Premium Hams and Bacon

Keep up the momentum—by keeping your stocks complete—by making prominent displays—and by suggesting Premium Hams and Bacon.

The result will be more satisfied customers, and a steady increase of profitable business.

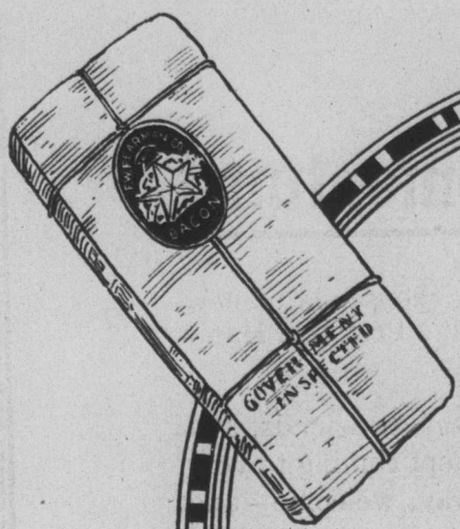
**Order from our Traveller, or write direct.**

**Swift Canadian Co.**
**Limited**

**TORONTO WINNIPEG EDMONTON**

**(Canada Food Board License Nos. 13-130, 171, 172)**

# They Always Please!




## FEARMAN'S
### Star Brand
## HAMS and BACON

The delicate, satisfying flavor of Star Brand Hams and Bacon is just the kind to appeal to the most fickle appetite.

This flavor that is "different" is a result of the extreme care we exercise in selecting the very finest stock and employing a special curing process that develops the very finest qualities of both Hams and Bacon and makes **"Star Brand"** a seller wherever known.

"Star Brand" Pure Lard is the finest on the market.

All made under the supervision of the Inspection Department of the Dominion Government.

**Order your supplies now.**

**F. W. Fearman Co., Ltd.**
**HAMILTON, CANADA**

# IF IT'S "EASIFIRST" IT'S GUNNS

FOR SHORTENING. FRYING FOR

## Are You Sure That Your Customers Are Satisfied?

You can be assured of this by supplying the well-known, the tried and true brands. *"EASIFIRST"* is one of these—a tried and proven success.

The name is familiar to almost every housewife in Canada.

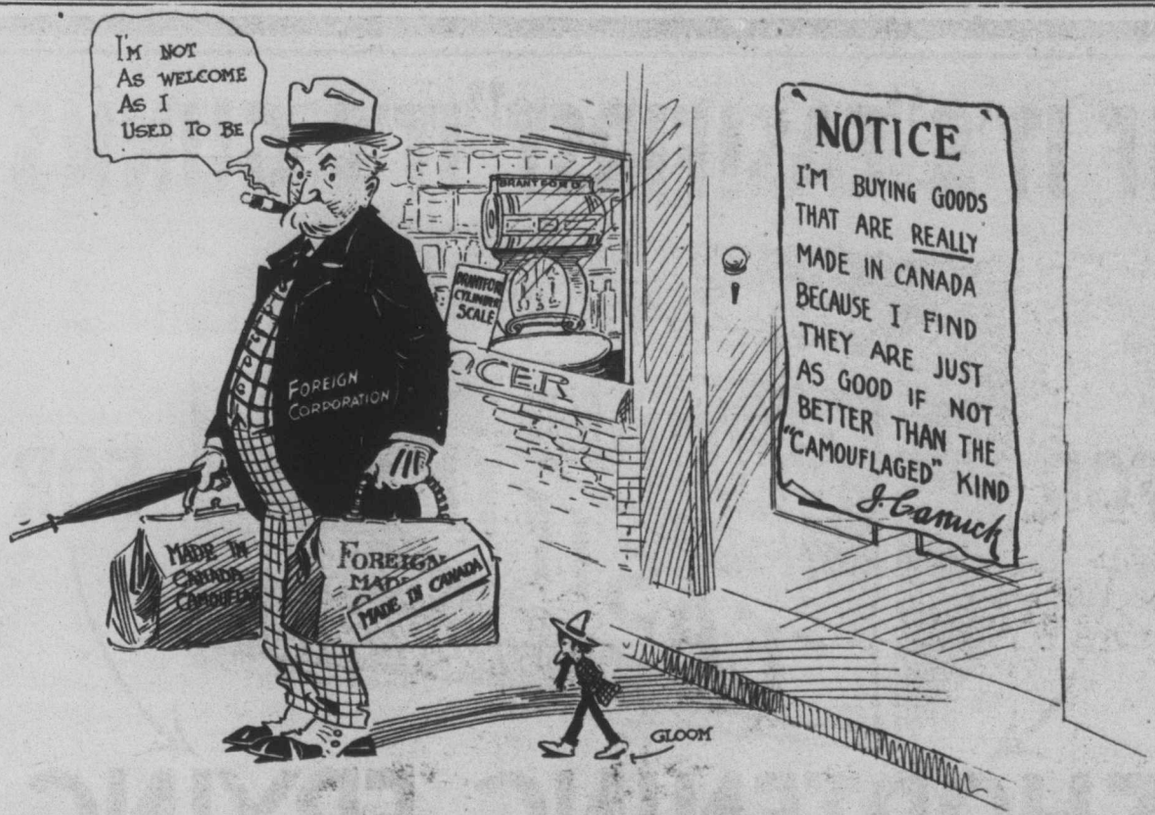
Your customers ask for *"EASIFIRST"* because it is always uniform; there is no uncertainty about results.

"EASIFIRST" is a particularly good summer shortening because it is not easily affected by warm temperature.

***The market is strong***

**Phone Junction 3400**

## GUNNS LIMITED - WEST TORONTO




# Brantford Computing Scales and Brantford Slicers

## are *really* Made-in-Canada

Made-in-Canada by Canadian Workmen and from Canadian materials, and financed by Canadian Capital.

But apart from that Brantford Scales and Slicers are, without doubt, the very finest of their kind on the market to-day. They have very many distinctive features, are simple in construction and are built to last.

For the evidence of confidence in Brantford Equipment shown by our steadily growing sales, we desire to thank the Trade, and beg to assure all Brantford users that we stand behind our goods and see to it that every customer is satisfied.

Every piece of Brantford Equipment is guaranteed. On the opposite page we show you two of them. What better looking or more practical store fixtures could you wish for?

## The Brantford Computing Scale Co. Limited

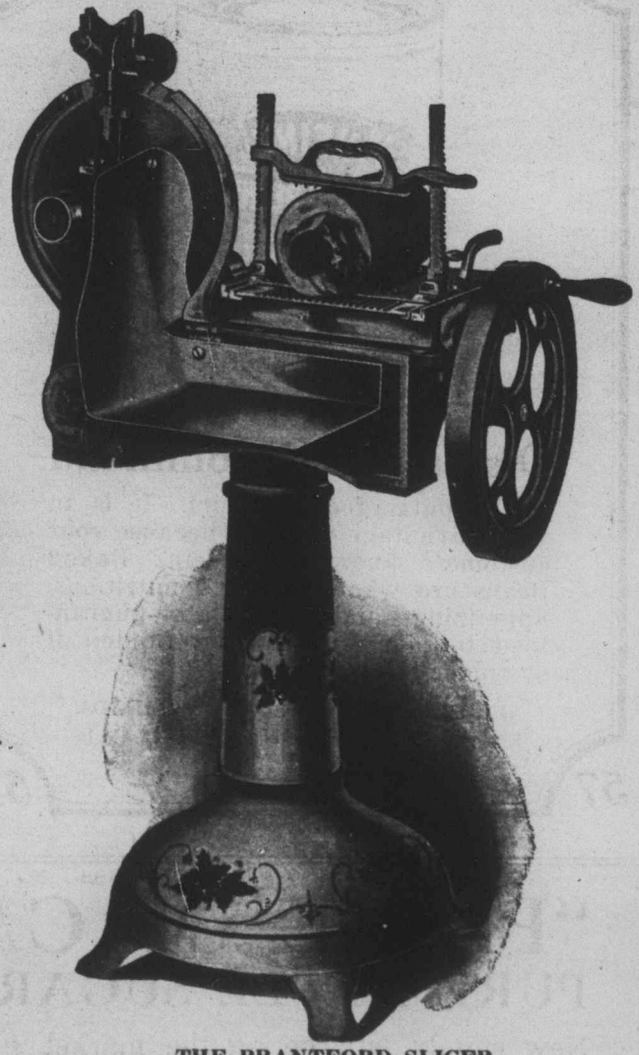
**BRANTFORD, CANADA**

# Here are two pieces of Brantford Equipment

## Money-Makers, both of them

Time-saving, waste-eliminating store fixtures are a profitable investment for the grocer. The cost of the Brantford Scale and the Brantford Slicer is trifling in comparison with the increased service facilities they afford.

THE BRANTFORD SCALE



THE BRANTFORD SLICER

Both fixtures are strictly sanitary and entirely dust-proof. The SCALE is fool-proof as well, because the working parts are all enclosed, while the SLICER will cut your cooked meats in any thickness desired, and cut them down to the very last slice.

Read full particulars about them both in our illustrated catalogue. We'll be glad to mail you a copy free of charge. Just send us your address.

## The Brantford Computing Scale Co. LIMITED

**BRANTFORD, CANADA**

## Have No Hesitation

in choosing

## 'Bluenose' Butter

it always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste "Bluenose" yourself! Then you'll feel more enthusiastic about it. Order from your grocer.

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.

**SMITH AND PROCTOR**

SOLE PACKERS

Halifax . N.S.

57 57

## Display and Recommend

this popular food product. It is to your advantage to do so, because your customers know that Heinz Baked Beans are wholesome and nutritious, appetizing, and above all—guaranteed to please. Money refunded if customer is not satisfied.

ALL HEINZ GOODS SOLD IN CANADA ARE MADE IN CANADA

57 57

## A Snap in Fish

Before buying, write for our prices on Lake Superior Herring, both pickled and frozen.

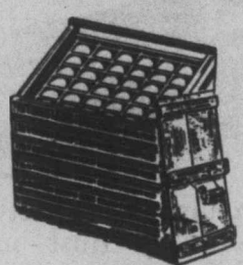
*We Invite Correspondence*

## LEMON BROS.

OWEN SOUND, ONT.

**EGG CASE FILLERS and EXTRA FLATS**

For 30 Doz. Egg Cases



And 12 Doz. Egg Crates

*The 12 Dozen Crate*

THE MILLER BROS. CO., LTD., 20-38 Dowd St., Montreal, Que.

# "PRIDE OF CANADA"

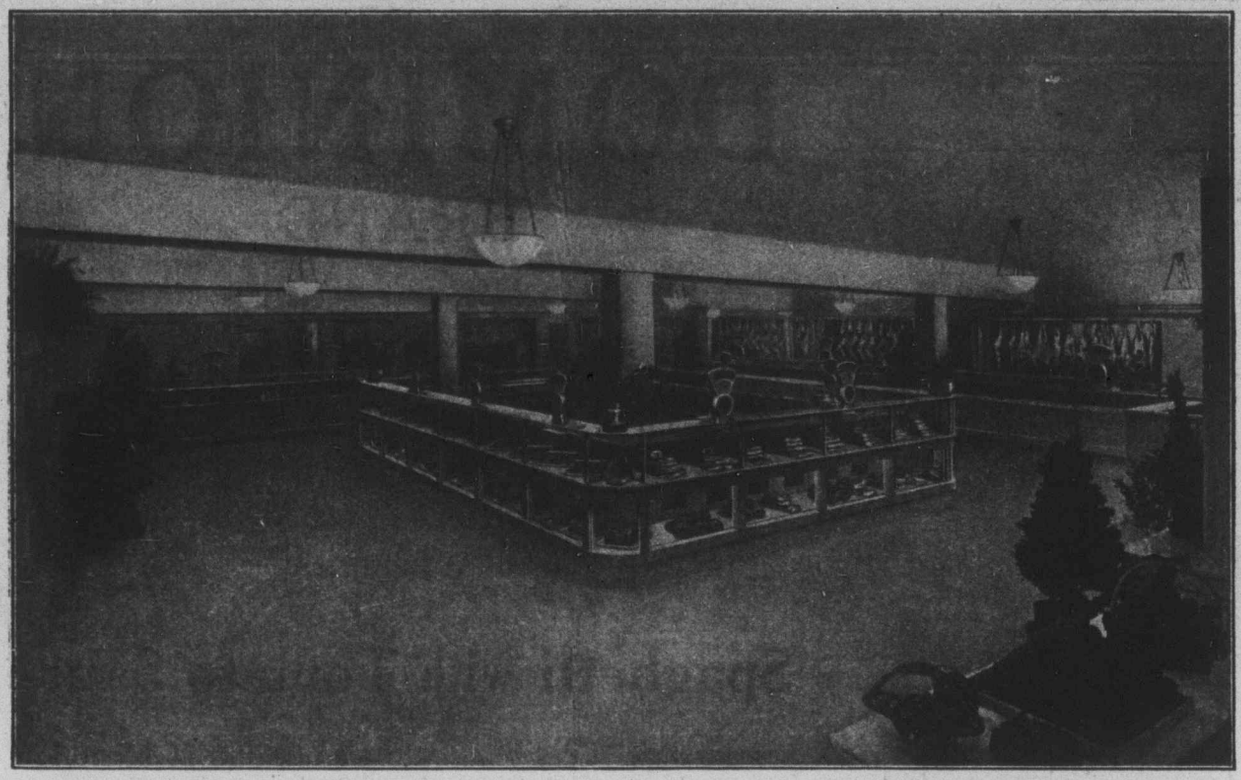
## PURE MAPLE SUGAR AND SYRUP

New supply will be on the market soon—order your supply now. Our goods are backed by a written guarantee to be absolutely pure maple only. Order direct or from our Agents.

REPRESENTATIVES:—W. L. Mackenzie & Co., Limited, Winnipeg, Regina, Saskatoon, Calgary, and Edmonton; Oppenheimer Bros., Limited, Vancouver, B.C.; S. H. P. MacKenzie & Co., 33 Yonge St., Toronto, Can.; J. W. Gorham & Co., Halifax, N.S., and The Canadian Maple Products Company, Limited, 5 Justice Walk, Church Street, Chelsea, London, S.W.

## MAPLE TREE PRODUCERS ASSOCIATION, LIMITED

**Offices: 58 Wellington St. W., Montreal, Canada**



# People Spend *More* and Buy *Oftener* When Perishables are Displayed as Temptingly as This——

Perhaps very little change would double the productiveness of **your** store.

THIS spring, scores of merchants are getting rid of awkward, unsanitary tables and shelves, and giving their perishables a chance to sell themselves by the tempting, fresh-looking display they get in Arctic Refrigerator Counters and Display Facilities.

Proper Display Refrigeration no longer is considered an expense. It has proven to be a profit-producing investment that gets right at the root of poor sales and ordinary profits.

With prices where they are, people have become more critical of the condition of the food they buy. They are avoiding the slightest suggestion of unsanitary condition. They prefer to shop and spend in the store where absolute protection of food is a first consideration, and where adequate display can bring them a new meal-time suggestion.

And no merchant need be without proper refrigeration display on account of cost. For the average store it is really small, especially in proportion to the difference it will make in sales and profits.

Why not find out just what could be done to make your store produce more and eliminate spoilage. Let the Arctic designers study out your store display problem and submit you profit-making plans. You will be under no obligation to accept the suggestions, but get them anyway, for the insight they will give you as to really getting the most out of your store and location.

Write to-day, describing your store, its size and arrangement, nature and amount of stock, etc., and have the Arctic designers study its improvement at once.

Agencies: A. Tilley, 86 Crescent St., Montreal; Geo. Cameron, Sparter St., Ottawa; J. McMillan, 200 Main St., Winnipeg; Western Butchers Co., Regina, Sask.; M. E. Watt, 572 Knox St., Vancouver, B.C.

**JOHN HILLOCK & CO.,**
**Limited**
Office, Salesroom and Factory
154 George St. - Toronto

# ARCTIC

**REFRIGERATORS & DISPLAY FACILITIES**

***Prevent Waste Create Sales Save Ice***

THE
GOODNESS
GOES
IN

BEFORE

THE
LABEL
GOES
ON

# DOMINION
## BRAND

### Vegetable Tomato Soup

The favorite of discriminating housewives—a line you can push with confidence—packed in our own Canadian factories.

### Spaghetti with Tomato Sauce

Recommend them strongly—once your customers are acquainted with this line a reminder is all that is necessary. Display it on your counter.

### Pork and Beans

A staple article of diet—Sells to all classes, at all seasons—Rich, nutritious, delicious. No trouble to serve.

### Tomato Soup

Its delicious flavor of ripe red tomatoes appeals to every taste. Be sure to carry a good stock of this popular line.

***Ask Your Jobber or Write Direct***

**DOMINION CANNERS, LIMITED**

**HAMILTON - CANADA**

# MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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**BRITISH COLUMBIA**

## Squirrel Brand PEANUT BUTTER

### C. T. NELSON
**GROCERY BROKER**

165 Hibben-Bone Bldg., Victoria, B.C.
In touch with all British Columbia wholesalers and jobbers, and can place your line to best advantage. Live men calling on retail trade.
VICTORIA VANCOUVER

### KELLEY-CLARKE CO.
VANCOUVER, B.C.
GROCERY AND SALMON BROKERS
MANUFACTURERS' AGENTS
Offices also at Seattle, Tacoma and Spokane, Wash.; Portland, Ore.; San Francisco, Los Angeles, Cal.; Boise, Idaho; New York City.

### The Robert Gillespie Co.
*Importers and Exporters*
323 Homer St., Vancouver
*Live Salesmen covering Alberta and B.C*

### M. DESBRISAY & CO.
Salmon Canners and Manufacturers' Agents
VANCOUVER, B.C.
Our organization is equipped to handle any manufacturers' line.
Our salesmen get results.

### North West Trading Co., Ltd.
*Importers of Australian and Oriental Produce*
*SALMON BROKERS*
DOMINION BLDG. VANCOUVER

EXCELLENT FACILITIES FOR SELLING AND DISTRIBUTING
**FREE and BONDED WAREHOUSE**
CAMPBELL BROKERAGE CO.
860 CAMBIE ST. - - VANCOUVER

### Interested in the B.C. Market?

We can place one or two good Specialty lines.
Our firm has back of it a 15 years' success reputation.
We have a staff of aggressive salesmen and first-class storage and warehousing facilities.
Write us if you want real representation.

**Little Bros. Ltd.**
VANCOUVER

### The McLay Brokerage Co.

WHOLESALE
COMMISSION MERCHANTS
AND BROKERS

*Write Us Regarding Your Account.*

WINNIPEG

### Watson's

FISH PASTE
in 4 oz.
GLASS JARS

BLOATER
ANCHOVY
SARDINE
SALMON

Packed by— WATSON BROS. FISHING & PACKING CO., LTD., VANCOUVER

Mention This Paper When Writing Advertisers

# MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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WESTERN PROVINCES

**A. M. Maclure & Co.**
MALTESE CROSS BUILDING
WINNIPEG
IMPORTERS, BROKERS
MAN'F'S. AGENTS
GROCERY, DRUG AND
CONFECTIONERY
SPECIALTIES

**Wholesale Grocery Brokers,**
**Commission Merchants**
410 Chamber of Commerce, Winnipeg
Personal attention given to all business entrusted to us.
Correspondence Solicited. Established here 1900.
GEORGE ADAM & CO.

**ALEX. BAIRD LTD.**
Manufacturers' Agents
300 Montreal Trust Bldg.
WINNIPEG, MAN.
Correspondence Solicited

WHEN WRITING TO ADVERTISERS KINDLY MENTION THIS PAPER

*If you want anything or have anything to sell this paper will get you results.*

**The McLay Brokerage Co.**
Wholesale
Commission Merchants and Brokers
*Write Us Regarding Your Account*
**Winnipeg**

MANITOBA
SASKATCHEWAN

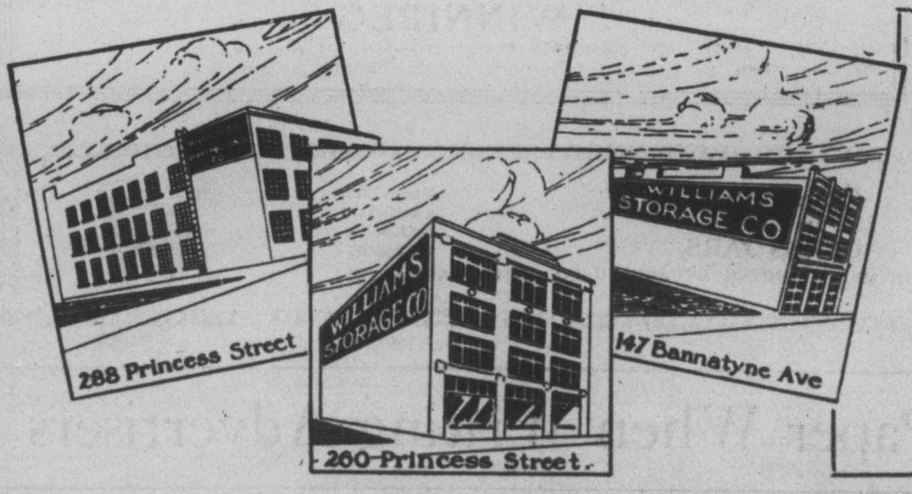
*Wholesale Grocery Commission Brokers*

ALBERTA
WESTERN ONTARIO

## H. P. PENNOCK & CO., Ltd.

Head Office: **WINNIPEG** Manitoba

*We solicit correspondence from large and progressive manufacturers wanting active and responsible representation west of the Great Lakes. An efficient selling organization, and an old-established connection with the trade, place us in a position to offer you unexcelled facilities for marketing your products. Write us now.*




## The Largest in Western Canada

We are the largest Storage Distributing and Forwarding House in the Western field. Total Storage space ninety-six thousand square feet of Bonded or Free Storage. Heated Warehouse. Excellent Track facilities. The Western House for Service.

**Williams Storage Co.**
WINNIPEG
and
Winnipeg Warehousing Co.

# MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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## WESTERN PROVINCES

### W. L. Mackenzie & Co., Ltd.

**Head Office: Winnipeg**

Branches at

Regina, Saskatoon, Calgary, Edmonton

We represent

W. C. Macdonald, Reg'd.
W. Clark, Limited.
Maple Tree Producers' Assn.
Lindners, Limited.
Aunt Jemima Mills Co.
Penick & Ford, Limited.
Marshall Milling Co.
Rosenberg Bros. & Co.
Pratt-Low Pres'g Co.
H. Bell-Irving Co., Ltd.
Hargreaves Canada, Ltd.,
etc., etc.

"Always On The Job"

### The H. L. Perry Co., Ltd., 214-216 Princess St., Winnipeg

As your Selling Agents, we can make a big success of your Account.

STORAGE DISTRIBUTING FORWARDING

### F. D. Cockburn Co., 149 Notre Dame Ave. E., Winnipeg

We represent some of the best manufacturers and will give your line the same attention. Pugsley, Dingman & Co., Ltd., John Taylor & Co., and John Bull Mfg. Co.

## Man Left You, Did He?

And for the life of you you don't know where to find another to replace him. Well, our advice to you—and it's good advice—is: Find him by advertising—a small condensed advertisement in CANADIAN GROCER.

If you wanted a blacksmith, we wouldn't recommend CANADIAN GROCER, but when it comes to finding a man for the grocery business, honestly we don't know of a better or cheaper way of finding him than the use of CANADIAN GROCER.

The way to find the man you want is to look for him where he is likely to be found—in the grocery business.

**Rate is 2 cents a word first insertion and 1 cent per word each subsequent insertion. Five cents additional per insertion when replies are to be sent to Box Number in our care.**
**Send your advertisement and remittance to**

**Canadian Grocer Want Ads.**

143-153 University Avenue
TORONTO

## EL ROI-TAN PERFECT CIGAR

# MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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ONTARIO

**T. M. SIBBALD & SON**
*GROCERY BROKERS*
Agent for KELLOGG'S Toasted Cornflakes
Another Agency Solicited
311 KING ST. E. - TORONTO
Storage and Bonded Warehouses

**MACLURE & LANGLEY**
LIMITED
Manufacturers' Agents
Grocers, Confectioners and Drug Specialties
12 FRONT ST. EAST, TORONTO

**LOGGIE, SONS & CO.**
Merchandise Brokers and Manufacturers' Agents
Grocery, Drug and Confectionery Specialties
Foy Building, - 32 Front Street
TORONTO - ONTARIO

**H. D. MARSHALL**
*Wholesale Grocery Broker*
OTTAWA MONTREAL HALIFAX

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

**J. TOBIN & SONS**
*Representing*
**British Export Service Co.**
of England
NEW MONEY MAKER FOR THE GROCERS
*CELEBRATED*
**English Lavender** *"A National Perfume"*
*Picked when in full bloom*
Handsome Silent Show Case furnished free. Will be on the market May 1st.
*Are you interested?*
**J. TOBIN & SONS - OTTAWA, ONT.**

*When in Doubt*
*Try the "Want Ad" Page*

Every week this page is being used to splendid advantage by others. If you have something to sell, or you want to buy a business, fixtures or equipment—or maybe you want a clerk, a traveller—try it out.

Two cents per word first insertion, and one cent per word for each subsequent insertion, and five cents extra per insertion for Box No. Payable in advance.

ADDRESS
CANADIAN GROCER - - 143-153 UNIVERSITY AVE., TORONTO

# MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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**QUEBEC**

**ROSE & LAFLAMME**
LIMITED
*Commission Merchants*
*Grocers' Specialties*
MONTREAL TORONTO
Canadian Food Control License Nos. 6-236/7/8

**THE S. G. BENDON UTILITY CO.**
*Brokers and Commission Agents*
30 St. Francis Xavier St., Montreal
Our Motto: Always at Your Service

**J. L. FREEMAN & CO.**
*Wholesale Grocery Brokers*
ROOM 122 BOARD OF TRADE BUILDING - Montreal

**C. B. HART, Reg.**
Montreal, P.Q.
*Grocery and Chemical Brokers*
*Commission Agents*

**Paul F. Gauvreau**
Wholesale Broker
FLOUR, FEEDS AND CEREALS
84, St. Peter Street, Quebec
Am buyer of Peas, Beans, mixed Grain of all kinds. Mail samples and prices. Need big quantities to fill contracts.

**GAETZ & CO.**
MANUFACTURERS' AGENTS AND GROCERY BROKERS
47-49 Upper Water St., Halifax, N.S.

**MARITIME PROVINCES**

**W. J. SHEELY**
Grocery Broker and Commission Merchant
AGENCIES WANTED
CONSIGNMENTS SOLICITED
Bankers: Home Bank of Can.
St. Nicholas Bldg. Montreal

**Schofield & Beer, St. John, N.B.**
Manfacturers Agents
Agents for: Acadia Sugar Refining Co., Ltd., of Halifax, N.S.; W. C. Macdonald, Regd., Montreal, P.Q.; F. W. Berk & Co., London, Eng.; The T. Upton Co., Ltd., Hamilton, Ont.

**The Colwell Brokerage Co., Ltd.**
*Mdse. Brokers, Man'f's Agents*
Liberal Advances Made on Consignments
18 Germain St., St. John, N.B.

**ATLANTIC MILLING CO., Limited**
PICTOU, N.S.
Wholesale Grocers, Millers Agents
Manufacturers Flour, Cornmeal and Feeds. Splendid connections with Western Elevators and P.E.I. Produce Dealers.

**We Want Agencies**
For Food Products for Montreal and Eastern Provinces. If you want good, live representation write us.
Forrest, Jackson, Forrest
222 Craig St., - MONTREAL

## DO YOU NEED ANYTHING?

**If so, turn to page 64 and look it over**

The opportunity you are looking for may not be there. Then create your opportunity by advertising. It is easily done. Write a concise description of what you need. Count the words. The rate is small, 2 cents per word for first insertion and one cent for each subsequent insertion. If you want your replies directed in our care the charge for Box is 5 cents per insertion extra.

**CANADIAN GROCER, 143 University Ave., Toronto, Ont.**

When Writing to Advertisers Kindly Mention this Paper.

# Do They Know?

It may be you want to rent that store; have a business for sale; seek a partner; or perhaps wish to purchase stock in a progressive grocery business. Then again it is likely to be some fixture you want taken off your hands owing to recent improvements.

Do the grocers in all parts of Canada know what you have to offer? They don't?

Then a *"Want Ad"* in *Canadian Grocer* will tell nearly all the progressive business men, together with their staffs, just what an opportunity you have, and in the way that you want them to know.

And the cost is so reasonable, too—2 cents a word for the first insertion, and 1 cent a word for each subsequent issue. 5 cents additional per insertion if answers are to be sent in care of a box number.

Is not that a good service at a low cost? It has accounted for many rapid turn-overs.

*Send in yours to-day.*

**Canadian Grocer**
**143-153 University Avenue**
**Toronto**

# Daily Arrivals

**Strawberries**
**Asparagus**
**Pineapples**
**Cucumbers**
**Lettuce**

*Send in your order.*

**WHITE & CO., LIMITED**

*Fancy Fruits and Vegetables*

TORONTO

Canada Food Board License No. 277

# PINEAPPLES

Finest quality, from Porto Rico, now coming along more freely.

# TOMATOES

Repacked in our own warehouse and all waste greens and spots taken out. You get good, ripe fruit only. All ready to sell.

**CALIFORNIA GRAPEFRUIT**
**(SUNKIST)**

Put up in boxes and half boxes (flats). Fine Quality—Bright—Smooth Skin.

*THE HOUSE OF QUALITY*

**HUGH WALKER & SON**

GUELPH, ONTARIO

*Established 1861*

# $1 FOR A MAN

*Perhaps you want a good man for your office, or store, or warehouse, or for the "road?" Would you pay $1 to find a good man? Sure you would.*

WHAT are you doing about it? We suggest that you advertise in CANADIAN GROCER—condensed advertisement, 2 cents a word. Make the advertisement brief as a telegram; but make it explicit. Tell all the other man wants to know—except your identity in the first instance. Use a box number to hide this.

**Some man somewhere would like, probably, to tie up with you,—if your proposition is good. At the same time good men are scarce—very scarce. So you'll have to do some bidding.**

**This means—keep on repeating the insertion of your advertisement—"until forbid."**

**It's reasonable to keep on. Hunting for a hard thing to find usually requires a long search. All CANADIAN GROCER can do is to put your advertisement in 5,600 places where men of the type you may want are likely to be found. We can't make men reply to advertisements—any more than the postman can make people to whom he delivers letters reply to them. We're pretty much like the postman.**

But we go to 5,600 and more likely places, remember that. No other single newspaper in the world gets into 5,600 Canadian grocery houses. So if you are in dead earnest about finding a man use CANADIAN GROCER. Rates—two cents per word first insertion and one cent per word each subsequent insertion, with five cents extra per insertion when replies are to be sent to Box No. in our care. Address:

**CANADIAN GROCER WANT ADS.**
**153 UNIVERSITY AVENUE, TORONTO**

If your jobber cannot supply you we invite your inquiry, when price lists and full information will be promptly sent to you.

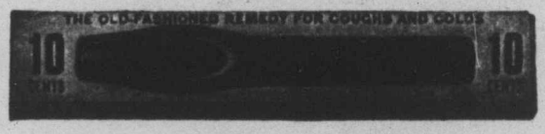
DOMINION SALT CO., Limited, SARNIA, Canada

Manufacturers and Shippers



# Y & S STICK LICORICE

## in 10c Cartons




**Everything in Licorice for all Industries using**

## LICORICE

**in any form.**

*Made in Canada by*

## National Licorice Company

**MONTREAL**


# QUOTATIONS FOR PROPRIETARY ARTICLES

**SPACE IN THIS DEPARTMENT IS $83.20 PER INCH PER YEAR**

### JAMS

DOMINION CANNERS, LTD.

"Aylmer" Pure Jams and Jellies. Guaranteed Fresh Fruit and Pure Sugar Only.

| Screw Vav top Glass Jars, 16 oz. glass, 2 doz. case. | Per doz. |
|---|---|
| Blackberry | $3 35 |
| Currant, Black | 3 90 |
| Pear | 3 25 |
| Peach | 3 25 |
| Plum | 2 95 |
| Raspberry, Red | 3 90 |
| Apricot | 3 35 |
| Cherry | 3 45 |
| Gooseberry | 3 35 |

### "AYLMER" PURE ORANGE MARMALADE

| | Per doz. |
|---|---|
| Tumblers, Vacuum Top, 2 doz. in case | $2 00 |
| 12 oz. Glass, Screw Top, 2 doz. in case | 2 55 |
| 16 oz. Glass, Screw Top, 2 doz. in case | 3 25 |
| 16 oz., Glass, Tall, Vacuum, 2 doz. in case | 3 25 |
| 2's Tin, 2 doz. per case | 5 10 |
| 4's Tins, 12 pails in crate, per pail | 0 82 |
| 5's Tin, 8 pails in crate, per pail | 1 01 |
| 7's Tin or Wood, 6 pails in crate | 1 42 |
| 30's Tin or Wood, one pail in crate, per lb. | 0 20 |

### PORK AND BEANS "DOMINION BRAND"

| | Per doz. |
|---|---|
| Individual Pork and Beans, Plain, 75c, or with Sauce, 4 doz. to case | $0 85 |
| 1's Pork and Beans, Flat, Plain, 4 doz. to case | 0 92½ |
| 1's Pork and Beans, Flat, Tom. Sauce, 4 doz. to case | 0 95 |
| 1's Pork and Beans, Tall, Plain, 4 doz. to case | 0 95 |
| 1's Pork and Beans, Tall, Tomato or Chili Sauce, 4 doz. to the case | 0 97½ |
| 1½'s (20 oz.) Plain, per doz. | 1 25 |
| Tomato or Chili Sauce | 1 27½ |
| 2's Pork and Beans, Plain, 2 doz. to the case | 1 50 |
| 2's Pork and Beans, Tomato or Chili Sauce, Tall, 2 doz. to case | 1 52½ |
| 2½'s Tall, Plain, per doz. | 2 00 |
| Tomato or Chili Sauce | 2 35 |
| Family, Plain, $1.75 doz.; Family, Tomato Sauce, $1.95 doz.; Family, Chili Sauce, $1.95 doz. The above 2 doz. to the case. | |

### CATSUPS—In Glass Bottles

| | Per doz. |
|---|---|
| ½ Pts., Aylmer Quality | $1 90 |
| Pts., Aylmer Quality | 2 35 |
| | Per jug. |
| Gallon Jugs, Aylmer Quality | 1 62½ |
| | Per doz. |
| Pints, Delhi Epicure | 2 70 |
| ½ Pints, Red Seal | 1 50 |
| Pints, Red Seal | 2 00 |
| Qts., Red Seal | 2 80 |
| Caltons, Red Seal | 7 45 |

### BORDEN MILK CO., LTD., CONDENSED MILK

Terms, net, 30 days.

| | |
|---|---|
| Eagle Brand, each, 48 cans | $9 25 |
| Reindeer Brand, each 48 cans. | 8 75 |
| Silver Cow, each 48 cans | 8 40 |
| Gold Seal, Purity, each 48 cans | 8 25 |
| Mayflower Brand; each 48 cans | 8 25 |
| Challenge Clover Brand, each 48 cans | 7 75 |

### EVAPORATED MILK

| | |
|---|---|
| St. Charles Brand, Hotel, each 24 cans | $6 65 |
| Jersey Brand, Hotel, each 24 cans | 6 65 |
| Peerless Brand, Hotel, each 24 cans | 6 65 |
| St. Charles Brand, Tall, each 48 cans | 6 75 |
| Jersey Brand, Tall, each 48 cans | 6 75 |
| Peerless Brand, Tall, each 48 cans | 6 75 |
| St. Charles Brand, Family, each 48 cans | 5 75 |
| Jersey Brand, Family, each 48 cans | 5 75 |
| Peerless Brand, Family, each 48 cans | 5 75 |
| St. Charles Brand, small, each 48 cans | 2 90 |
| Jersey Brand, small, each 48 cans | 2 90 |
| Peerless Brand, small, each 48 cans | 2 90 |

### CONDENSED COFFEE

| | |
|---|---|
| Reindeer Brand, large, each 24 cans | $6 25 |
| Reindeer Brand, small, each 48 cans | 6 50 |
| Regal Brand, each 24 cans | 5 90 |
| Cocoa, Reindeer Brand, large, each 24 cans | 6 25 |
| Reindeer Brand, small, 48 cans | 6 50 |

### W. CLARK, LIMITED MONTREAL

Compressed Corn Beef—½s, $2.85; 1s, $4.35; 2s, $9.25; 6s, $34.75.
Lunch Ham—1s, $6.95; 2s, $13.85.
Ready Lunch Beef—1s, $4.90; 2s, $9.
English Brawn — ½s, $2.85; 1s, $4.45; 2s, $9.25.
Boneless Pig's Feet—½s, $2.85; 1s, $4.45; 2s, $9.25.
Ready Lunch Veal Loaf—½s, $2.40; 1s, $4.40.
Ready Lunch Beef-Ham Loaf—½s, $2.40; 1s, $4.40.
Ready Lunch Beef Loaf—½s, $2.40; 1s, $4.40.
Ready Lunch Asst. Loaves—½s, $2.45; 1s, $4.45.
Geneva Sausage—1s, $4.35; 2s, $8.75
Roast Beef—½s, $2.85; 1s, $4.75; 2s, $9.45; 6s, $34.75.
Roast Mutton—$6.95; 2s, $12.95; square cans, $45.00.
Boiled Mutton—1s, $6.95; 2s, $12.95, $29.90; 6s, $45.
Boiled Beef—1s, $4.80; 2s, $9.25; 6s, $34.75.
Jellied Veal—½s, $3.25; 1s, $4.80; 2s, $9.25.
Cooked Tripe—1s, $2.90; 2s, $4.90.
Stewed Ox Tail—1s, $2.40; 2s, $4.40.
Stewed Kidney—1s, $4.40; 2s, $8.40.
Mince Collops—½s, $1.90; 1s, $3.85; 2s, $6.90.
Sausage Meat—1s, $3.90; 2s, $7.80.
Corn Beef Hash—½s, $1.90; 1s, $3.90; 2s, $5.90.
Beef Steak and Onions—½s, $2.90; 1s, $4.90; 2s, $8.90.
Jellied Hocks—2s, $9.90; 6s, $30.00.
Irish Stew—1s, $2.90; 2s, $5.80.
Cambridge Sausage—1s, $4.40; 2s, $8.40.
Boneless Chicken—½s, $5.90; 1s, $9.00.
Boneless Turkey — ½s, $5.90; 1s, $9.00.
Ox Tongue—½s, $3.90; 1s, $8.40; 1½s, $13.40; 2s, $17.20; 3½s, $29.70; 6s, $45.
Lunch Tongue—½s, $3.90; 1s, $6.90.
Beef Suet—1s, $6.40; 2s, $12.40.

*Corn Flakes* are the most popular of corn foods.

# POST TOASTIES

are the most popular of *Corn Flakes*.

Canada Food Board License No. 2-058



## Once Used, Always Used

**CREAM OF BARLEY, a delicious breakfast food, cooked in three minutes; a most healthful diet for youth and old age; the most sensitive stomach can retain it, and it is recommended by all the leading physicians. We are the originators and only manufacturers of CREAM OF BARLEY, PEARL BARLEY FLOUR for Babies and Invalids, and SISTER MARY'S PAN-CAKE FLOUR. Every package of CREAM OF BARLEY is guaranteed, and we say on label, "Use one-half package, and if not satisfied, return it to your grocer and he will refund your money." Our goods are recommended by Dr. McGill, chief analyst at Ottawa, so you take no chance when ordering goods from us. Our mill is the only exclusive barley mill on the continent. Use "CREAM OF BARLEY" and stop taking medicine, for it is the real Mackay and can be bought from all first-class wholesale grocers.**

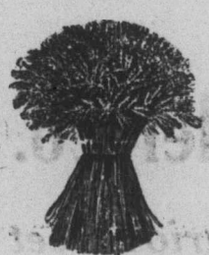
Our trade-mark is registered

*MANUFACTURED BY*

**John Mackay & Co., Limited**

**BOWMANVILLE, ONT.**





*Buy*

**Golden Sheaf**

*Brand*

**MACARONI**
**VERMICELLI**
**SPAGHETTI**

*It's Good*

Made from the best of Semolina Wheat and **Pure Spring Water.**

***Nutritious, Appetizing, Nourishing***

Order from your Wholesaler.

*Sole Sales Agents:*

**McLaren Imperial Cheese Co.**

**TORONTO .·. MONTREAL**

**GOLDEN SHEAF CO., Limited, Montreal**

# Chas. Lauder Co.

*95 and 97 Ontario Street*

*Toronto*

## Wholesale Confectioners

*FINE CHOCOLATES*

*CENT GOODS*


Mince Meat (Tins)—1s, $2.90; 2s, $4.30; 5s, $12.90.

Mince Meat (Bulk)—5s, 17c; 10s, 16c; 25s, 15; 50s, $15.

Chateau Brand Pork and Beans with Tomato Sauce—Ind., $1.05; 1s, $1.65; 2s, $2.35; 3s, $3.50. With Plain Sauce—Ind., 95c; 1s, $1.60; 2s, $2.30; 3s, $3.30.

Chateau Brand Concentrated Soups—Celery, $1.25; Consommé $1.25; Green Peas, $1.25; Julienne, $1.25; Mulligatawny, $1.45; Mutton Broth, $1.25; Ox Tail, $1.25; Pea, $1.25; Scotch Broth, $1.25; Vegetable, $1.25; Chicken, $1.45; Mock Turtle, $1.45; Tomato, $1.25; Vermicelli Tomato, $1.25; Assorted, No. 1, case, $1.35; Soups and Bouilli, 6s, $13.25.

Clark's Pork and Beans, Tomato Sauce, Blue Label—Ind., 85c; 1s, $1.00; 1½s, $1.85; 2s, $1.90; 3s, talls, $2.50; 6s, $8; 12s, $16. 85c; 1s, $1.00; 1½s, $1.45; 2s, $1.90; 3s (talls), $2.50; 6s, $8; 12s, $12.

Chili Sauce (red and gold label) Ind., 85c; 1s, $1.00; 1½s, $1.45; 2s, $1.90.

Vegetarian Baked Beans and Tomato Sause—2s, $1.90.

Sliced Smoked Beef—½s, $2.35; 1s, $3.75; 4s, $24.

Canadian Boiled Dinner—1s, $2.35; 2s, $5.95.

Army Rations—Beef and Vegetables, 1s, $2.25; 2s, $4.95.

Spaghetti with Tomato Sauce with Cheese—½s, $1.35; 1s, $1.85; 3s, $3.25.

Tongue, Ham and Veal Pates—¼s $2.30.

Ham and Veal Pates—½s, $2.30.

Smoked Vienna Style Sausage—½s $2.45.

Pate De Foie—¼s, 75c; ½s $1.40.

Plum Pudding—½s, $1.90; 1s, $3.85

Potted Beef Ham—¼s, 75c; ½s $1.40.

Beef—¼s, 75c; ½s, $1.40.

Potted Tongue—¼s, 75c; ½s, $1.40.

Potted Game (Venison)—¼s, 75c ½s, $1.40.

Potted Veal—¼s, 75c; ½s, $1.40

Potted Meats (Assorted)—¼s, 80c; ½s, $1.45.

Devilled Beef Ham—¼s, 75c; ½s, $1.40. Beef—¼s, 75c; ½s, $1.40.

Devilled Tongue—¼s, 75c $1.40. Veal—¼s, 75c; ½s, $1.40

Devilled Meats (Assorted)—¼s, 80c. ½s, $1.45.

**In Glass Goods**

Fluid Beef Cordial—20 oz. bottle $10; 10 oz., $5.

Ox Tongue — 1½s, $14.50; 2s $19.70.

Lunch Tongue (in glass)—1s, $9.90.

Sliced Smoked Beef (in glass)—¼s. $1.80; ½s, $2.80; 1s, $3.90.

Mincemeat (in glass)—1s, $3.25.

Potted Chicken (in glass)—¼s. $2.40.

Ham (in glass)—¼s, $2.40.

Tongue (in glass)—¼s, $2.40:

Venison (in glass)—¼s, $2.40.

Meats, Assorted (in glass)—$2.45.

Chicken Breast (in glass) — ½s. $3.90.

Tomato Ketchup—8s, $2.20; 12s $2.75; 16s, $3.40.

Chili Sauce—10 oz., $3.25.

Spaghetti with Tomato Sauce—½s. $1.40; 1s, $1.90; 2s, $3.30.

Peanut Butter — ¼s, $1.35; ½s, $1.85; 1s, $2.25; in pails, 5s, 26c; 12s, 24c; 24s, 23c; 50s, 23c.

### COLMAN'S OR KEEN'S MUSTARD

| | Per doz. tins |
|---|---|
| D.S.F., ¼-lb. | $2 80 |
| D.S.F., ½-lb. | 5 30 |
| D.S.F., 1-lb. | 10 40 |
| F.D., ¼-lb. | |
| | Per jar |
| Durham, 1-lb. jar, each | $0 60 |
| Durham, 4-lb. jar, each | 2 25 |

**Canadian Milk Products, Ltd., Toronto and Montreal.**

### KLIM

| | |
|---|---|
| Hotel | $13 50 |
| Household size | 8 25 |
| Small size | 5 75 |

F.o.b. Ontario jobbing points, east ofan including Fort William. Freight allowance not to exceed 50c per 100 lbs., to other points, on 5-case lots or more.

### THE CANADA STARCH CO., LTD.

Manufacturers of the Edwardsburg Brands Starches

| Laundry Starches— Boxes | Cents |
|---|---|
| 40 lbs. Canada Laundry | .09¼ |
| 40 lbs., 1-lb. pkg., Canada White or Acme Gloss | .09¾ |
| 48 lbbs., No. 1 White or Blue Starch, 3-lb. cartons | .10¼ |
| 100-lb. kegs, No. 1 white | .09¾ |
| 200-lb. bbls., No. 1 white | .09¾ |
| 30 lbs., Edwarsburg Silver Gloss, 1-lb. chromo pkgs. | .11¼ |
| 48 lbs., Silver Gloss, in 6-lb. tin canisters | .12¾ |
| 36 lbs. Silver Gloss, in 6-lb. draw lid boxes | .12¾ |
| 100 lbs., kegs, Silver Gloss, large crystals | .10¾ |
| 40 lbs., Benson's Enamel, (cold water), per case | 3.25 |
| Celluloid, 45 cartons, case | 4.40 |
| Culinary Starch | |
| 40 lbs., W. T. Benson & Co.'s Celebrated Prepared | .11 |
| 40 lbs. Canada Pure or Challenge Corn | .09½ |
| 20-lb. Canon Refined Potato Flour, 1-lb. pkgs. | .16 |
| (20-lb. boxes, ¼c higher, except potato flour) | |

### GELATINE

| | |
|---|---|
| Cox's Instant Powdered Geltatine (2-qt. size), per doz. | 1 50 |
| Knox Plain Sparkling Gelatine (makes 4 pints), per doz. | $2 00 |
| Knox Acidulated Gelatine (Lemon Flavor), makes 4 pints, per doz. | 2 10 |

### SYRUP

**THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP**

| | |
|---|---|
| Perfect Seal Jars, 3 lbs. 1 doz. in case | $4.00 |
| 2-lb. tins, 2 doz. in case | 4.85 |
| 5-lb. tins, 1 doz. in case | 5.45 |
| 10-lb. tins, ½ doz. in case | 5.15 |
| 20-lb. tins, ¼ doz. in case | 5.10 |
| (Prices in Maritime Provinces 10c per case higher) | |
| Barrels, about 700 lbs. | $0 07¼ |
| Half bbls., about 350 lbs. | 0 07½ |
| ¼ bbls., about 175 lbs. | 0 07¾ |
| 2-gal. wooden pails, 25 lbs. | 2.30 |
| 3-gal. wooden pails, 38½ lb. | 3.45 |
| 5-gal. wooden pails, 65 lbs. | 5.55 |

**LILY WHITE CORN SYRUP**

| | |
|---|---|
| 2-lb. tins, 2 doz. in case | $5.35 |
| 5-lb. tins, 1 doz. in case | 5.95 |
| 10-lb. tins, ½ doz. in case | 5.65 |
| 20-lb. tins, ¼ doz. in case | 5.60 |
| (5, 10, and 20-lb. tins have wire handles) | |

### INFANTS' FOOD

**MAGOR, SON & CO., LTD.**

| Robinson's Patent Barley— | Doz. |
|---|---|
| 1 lb. | $4 00 |
| ½ lb. | 2 00 |
| Robinson's Patent Groats— | |
| 1 lb. | 4 00 |
| ½ lb. | 2 00 |

### NUGGET POLISHES

| | Doz. |
|---|---|
| Polish, Black, Tan, Tonay Red and Dark Brown | $1.15 |
| Card Outfits, Black and Tan | 4.15 |
| Metal Outfits, Black and Tan | 4.80 |
| Creams, Black and Tan | 1.25 |
| White Cleaner | 1.20 |

### IMPERIAL TOBACCO CO. OF CANADA, LIMITED EMPIRE BRANCH

| | |
|---|---|
| Black Watch, 10s, lb. | $1.20 |
| Bobs, 12s | 1 00 |
| Currency, 12s | 1 00 |
| Stag Bar, 9s, boxes 6 lbs. | 1 08 |
| Pay Roll, thick bars, | 1 25 |
| Pay Roll, plugs, 10s, 6-lb. ¼ caddies | 1 25 |
| Shamrock, 9s, ½ cads., 12 lbs., ¼ cads., 6 lbs. | 1 08 |
| Great West Pouches, 9s, 8-lb. boxes, ½ and 1-lb. lunch boxes | 1 12 |
| Forest and Stream, tins, 9s, 2-lb. cartons | 1 44 |

# L. H. Major & J. Soubliere, Ltd.

**Wholesale Grocers**

**OTTAWA, ONT.** **Phone Rideau 25 and 26.**

*Sidings on all main lines of railroads entering Ottawa.*

**Prompt Deliveries** **Reasonable Prices** **Dependable Quality of Goods.**

*Quotations gladly furnished at our expense by telephone or wire.*

FOR SANDWICHES **SCOTCH SNACK** FOR SALADS CROQUETTES, ETC.

**You will have a big demand for this New Product.**

IT'S DELICIOUS FOR PICNICS, PARTIES, CAMPERS, ETC.

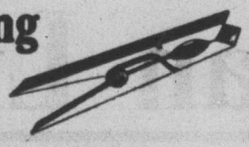
Be sure you have a good supply on hand. No waste. Keeps a long time. Packed in glass jars.

*Order a case of each size. We Guarantee the Sale.*

# The ARGYLL BUTE Ltd., MONTREAL.

Ontario Agents: WALTER S. BAYLEY, 20 Front St., E., Toronto. Western Agents: WATSON AND TRUESDALE, Winnipeg.
Eastern Agents: ANGEVINE & McLAUGHLIN, St. John N.B., Truro, N.S.

## Dominion Spring Clothes Pins



An excellent pin that will please the housewife. You can get a supply from any good Wholesale Grocer or Jobber.

**The J. H. Hanson Co., Ltd.**
**244 St. Paul St. West, Montreal**

## Let us tell you how you can increase your profits on bulk teas

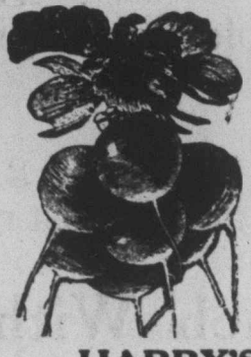
We specialize on bulk teas of quality and our prices are graded right to give you a sizeable profit. Minto Teas satisfy always.

**Minto Bros.**
**TORONTO**
*Originally Established 1873*

## My Country Merchant

We are constantly in the market for all lines of Farm Produce. If you want to sell for cash—write

**CRAWLEY & McCRACKEN Co.,**
**LIMITED**
**425 Power Building** **Montreal**



# SEEDS

**of every description**

*Ask for free catalogue and illustrated booklet entitled*

**Making the Garden Pay**

**HARRY'S SEED STORE**
**360 DORCHESTER ST. WEST**
Send us your orders. MONTREAL Tel. Up-town 777

# Announcing

the amalgamation of the business of

## HERBERT PETERS

**88 Front Street East and 22-24 West Market Street**

**TORONTO**

with the firm of

## DUNCAN'S LIMITED

**NORTH BAY, ONT.**

**With Branches at Sudbury, Cobalt and Timmins.**

The new firm will be known as

# Peters Duncan Limited

***Wholesale Dealers in***

## Fruits, Vegetables and Produce

Our increased buying and distributing facilities will enable us to give our customers better service.

Our aim will be to give you the finest quality products at the most reasonable prices.

**Get In Touch With Our Nearest Branch**

# Peanuts

The market for Peanuts is on the jump. Every day or so brings us news of an increase in price from the growers, and it looks as if they had not stopped mounting yet and were good property at present prices.

We have just received a supply of new Nuts, bought a little under to-day's market, and we think you would do well to stock up with a few bags for Summer trade.

| | | |
|---|---|---|
| **Choice Jumbo Peanuts, green** | - | **.13¼** |
| **Choice Jumbo Peanuts, roasted** | - | **.15¼** |
| **Fancy Jumbo Peanuts, green** | - | **.15½** |
| **Fancy Jumbo Peanuts, roasted** | - | **.17½** |

A Special in Pie Peaches:

**Whole, Peeled, Unpitted, gallons $3.25 doz.**

***Send us an order***

## H. P. ECKARDT & CO

**WHOLESALE GROCERS**

**CHURCH STREET & ESPLANADE TORONTO**

Canada Food Control License No. 6-312

# Profitable Beverages

The demand for good beverages is daily increasing. Your big selling season is at hand. Prepare for it. Stock

O'Keefe's

IMPERIAL BEERS

ALE LAGER STOUT

You never lose a sale when you have O'Keefe's ideal beverages to offer, and the call for them is incessant. Don't take chances—order O'Keefe's—always the ready sellers.

**The O'Keefe Brewery Company**
Limited

**Toronto - Ontario**



# Do you need a good man?

Are you looking for a suitable partner, a wide-awake clerk, or an aggressive salesman?

Our Want Ad. Page is the most direct, the surest way to reach the man you want. The men who will read your ad. in the CANADIAN GROCER are men of ambition, keen-edged fellows—the very best class from which to select the man to fit in with your requirements.

And it only costs you two cents a word to talk to these men through a CANADIAN GROCER Want Ad. Just two cents a word to reach your man quickly!

**Send along your ad. to-day. Forms close Tuesday each week. Rates: 2c word first insertion, 1c word each subsequent insertion; 5c extra for Box No. per insertion.**

***Send along your ad. to-day.***

**The Canadian Grocer**
**143-153 University Ave., Toronto**


| | |
|---|---|
| **Forest and Stream, ⅛s, ¼s, and 1-lb. tins** | **1 50** |
| **Forest and Stream, 1-lb. glass humidors** | **1 75** |
| Master Workman, bars, 7s 3½ lbs. | 1 20 |
| Derby, 9s, 4-lb. boxes | 1 06 |
| Old Virginia, 12s | 1 50 |
| Old Kentucky (bars), 8s, boxes, 5 lbs. | 1 25 |

WM. H. DUNN, LTD., Montreal

BABBITTS

| | |
|---|---|
| Soap Powder, case 100 pkgs. | $5 65 |
| Cleanser, case 50 pkgs. | 3 10 |
| Cleanser (Kosher), cs. 50 pkgs. | 3 10 |
| Pure Lye, case of 4 doz. | 5 95 |

JELL-O

Made in Canada

| | |
|---|---|
| Assorted case, contains 4 doz. | $5 40 |
| Lemon, 2 doz. | 2 70 |
| Orange, 2 doz. | 2 70 |
| Raspberry, 2 doz. | 2 70 |
| Strawberry, 2 doz. | 2 70 |
| Chocolate, 2 doz. | 2 70 |
| Cherry, 2 doz. | 2 70 |
| Vanilla, 2 doz. | 2 70 |
| Weight, 8 lbs. to case. Freight rate second class | |

JELL-O ICE CREAM POWDERS

Made in Canada

| | |
|---|---|
| Assorted case, contains 2 doz. | $2 70 |
| Chocolate, 2 doz. | 2 70 |
| Vanilla, 2 doz. | 2 70 |
| Strawberry, 2 doz. | 2 70 |
| Lemon, 2 doz. | 2 70 |
| Unflavored, 2 doz. | 2 70 |
| Weight, 11 lbs. to case. Freight rate second class | |

BLUE

| | |
|---|---|
| Keen's Oxford, per lb. | $0 24 |
| In cases 12—12 lb. boxes to case | 0 25 |

COCOA AND CHOCOLATE
THE COWAN CO., LTD.

COCOA—

| | |
|---|---|
| **Perfection Cocoa, lbs., 1 & 2 doz. in box, per doz.** | **$4 60** |
| **Perfection, ½-lb. tins, doz.** | **2 45** |
| **Perfection, ¼-lb. tins, doz.** | **1 25** |
| **Perfection, 10c size, doz.** | **0 95** |
| **Perfection, 5-lb. tins, per lb.** | **0 37** |
| **Supreme Breakfast Cocoa, ½-lb. jars, 1 & 2 doz. in box, doz.** | **2 75** |

(Unsweetened Chocolate)

| | |
|---|---|
| Supreme Chocolate, 12-lb. boxes, per lb. | 0 36 |
| Supreme Chocolate, 10c size, 2 doz. in box, per box | 1 80 |
| Perfection Chocolate, 10c size, 2 doz. in box, per box | 1 80 |

| SWEET CHOCOLATE— | Per lb |
|---|---|
| Eagle Chocolate, ¼s, 6-lb. boxes | 0 32 |
| Eagle Chocolate, ½s, 6-lb. boxes, 28 boxes in case | 0 31 |
| Diamond Chocolate, ¼s, 6 and 12-lb. boxes, 144 lbs., in case | 0 32 |
| Diamond Chocolate, 8s, 6 and 12-lb. boxes, 144 lbs. in case | 0 33 |
| Diamond Crown Chocolate, 28 cakes in box | 1 10 |

CHOCOLATE CONFECTIONS

| | |
|---|---|
| Maple Buds, 5-lb. boxes, 30 boxes in case, per lb. | 0 40 |
| Milk Medallions, 5-lb. boxes in case, per lb. | 0 40 |
| Chocolate Ginger, 5-lb. boxes, 30 boxes in case, per lb. | 0 55 |
| Crystallized Ginger, 5-lb. boxes, 30 boxes in case, per lb. | 0 55 |

5c LINES

| | Toronto Prices Per box |
|---|---|
| Filbert Nut Bars, 24 in box, 60 boxes in case | $0 95 |
| Almond Nut Bars, 24 in box, 50 boxes in case | 0 95 |
| Puffed Rice Bars, 24 in box, 50 boxes in case | 0 95 |
| Ginger Bars, 24 in box, 50 boxes in case | 0 95 |
| Fruit Bars, 24 in box, 50 boxes in case | 0 95 |
| Active Service Bars, 24 in box, 50 boxes in case | 0 95 |
| Victory Bar, 24 in box, 60 boxes in case | 0 95 |
| Queen's Dessert Bar, 24 in box, 60 boxes in case | 0 95 |
| Regal Milk Chocolate Bar, 24 in box, 50 boxes in case | 0 95 |
| Royal Milk Cakes, 24 in box, 50 boxes in case | 0 95 |
| Maple Buds, 6c display boxes, 6c pyramid packages, 6c glassine envelopes, 4 doz in box | 1 90 |

10c LINES

| 10c LINES | |
|---|---|
| Maple Buds, 10c, 1 doz. in box, 50 boxes in case, per doz. | $0 95 |
| Medallions, 10c, 1 doz. in box, 50 boxes in case, per doz. | 0 95 |

## A Request to Our Readers

You have often thought that some friend or acquaintance would be interested in articles which you have read in CANADIAN GROCER. Obey the impulse to pass a good thing along.

It will be a pleasure to send sample copies to your friends if you will send us their names and addresses.

# We Have Moved!

MR. C. H. GRANT

In our new offices at **810 Confederation Life Building** we are more commodiously situated and better fitted in every respect to give our clients a uniformly good service. For one thing we are located nearer the wholesale district of the Western Metropolis and are in direct touch with just such people as you would wish to reach with your product.

We represent the very cream of Canadian and United States manufacturers, including such people as:

**Guggenhime & Co., San Francisco, Dried Fruits, etc.; Grace & Co., Ltd., Montreal, Importers; Martin & Robertson, Ltd., Vancouver, Rice, etc.; The Meiji Trading Co., Ltd., Montreal, Japan Tea, etc.; Defiance Packing Co., Vancouver, Canned Salmon, etc.; Lummis & Co., Suffolk, Va., Peanuts; Lange Canning Co., Eau Claire, Wis., Canned Goods; W. R. Grace & Co., New York, Importers; Balfour, Guthrie & Co., Vancouver; Geo. Hodge & Son, Montreal.**

**Let us number you among them.**

## C. H. GRANT CO. Manufacturers Agents WINNIPEG

CROWN

Screw Top

# Be Ready to Supply the Demand

## Buy Right and Buy NOW

These Fruit Jars Produce Results

Extra Quality Rubber Ring in Each

GEM

Screw Top

PERFECT SEAL

Lightning Fastener

The Names Are
Household Words
The Jars Household
Necessities

Secure Styles That
Reduce
Both Labour And
Cost

**Dominion Glass Company, Limited**

# Lloyd Harris Had to Appeal to Lloyd George to Get Square Deal for Canadian Manufacturers

**Here are extracts from an intensely interesting article on page 1 of THE POST of April 19th:**

AFTER the war—big business for Canada from the reconstruction required in Europe—you remember the idea?

It is being realized, but not without effort. How is it being realized, and by whose effort? From THE FINANCIAL POST you will gain interesting inside information on the situation—valuable first-hand information direct from the most reliable sources.

The significance of the important concessions to Canadian trade secured through the activities of Lloyd Harris and his associates on the Canadian Trade Commission, Frank P. Jones and W. C. Noxon, in working out Sir Robert Borden's practical export trade policy is becoming more and more appreciated. THE FINANCIAL POST, which instantly recognized in the first place the big idea behind the sending of practical business executives and sales experts to develop export trade, has appreciated — evidently as no other Canadian publication — the importance of what has been accomplished.

Here are extracts from an intensely interesting article on page one of THE POST of April 19th:

## Canadian Trade Mission Conquered Many Difficulties

Canadian business men who have been on the ground and who have recognized the difficulties which faced Mr. Harris and his asssociates are returning to give first hand information regarding what has been accomplished and as to how results were won in the face of such discouragements as only determined business men could have overcome — discouragements which would never have been surmounted by the easy-going, easy-living politicians usually sent on such errands.

* * * *

There was no enthusiastic welcome awaiting the men who went out to seek trade for Canada with each European nation fighting for every available advantage in the period of readjustment. Not only was it soon evident that there would be few orders forthcoming from Great Britain, but it was seen that France would not be an important buyer of our manufactured products and that Belgium would be in little better position.

* * * *

To add to these disappointments were the restrictions on Canadian trade, which hampered Canada's manufacturers in getting even a square deal after it was evident that preference would not be shown. To meet such a situation it was necessary to conduct a strenuous campaign in Canada's interests. Publicity and other methods were used to bring about a realization of the position of the Canadian exporter.

* * * *

Finally Mr. Harris, who was there to get things done for Canada, went direct to the man who was doing things for England—Premier Lloyd George. And it was through putting the issue up to the Little Welshman in a straightforward manner, as a climax to other efforts, that such important concessions were secured.

* * * * *

Now industrial Britain faces the problem of manufacturing successfully on the basis of the new values of labor and raw materials which have been established. Its solution has an interest for the Canadian manufacturer in competitive export markets.

***Get First-Hand Information on developments of this and other important business matters from***

# THE FINANCIAL POST

***The April 19th Issue contained amongst other important matter interesting articles on these subjects:***

**Opinion Grows Favoring Open Steel Market**
**Japaneses Bid for Place in Canada's Trade**
**Profits Taxes Serious Blight Upon Industry**
**Cannot Deprive Individual of Fruits of Effort**
**Sensational Charges About Alberta 'Phones**
**Textile Mills Announce Cut in Price Lists**
**B.C. Electric Co. has Scheme to House Workers**
**C.P.R. Has Claims Against Austrians**
**Steel of Canada Cut Deeply for Depreciation**
**Earnings of the Nipissing Mines Maintained**
**The Hines Steel Controversy in United States**
**Royal Bank Has Linked up With London County**
**Paper Money a Big Factor in Price Situation**
**Says the Banks Charged One Per Cent. a Month in West**
**Quietness Characterizes Bond Market**
**U.S. Victory Loan Terms Receive Commendation**
**Alberta Makes Changes in its Municipal Law**
**Oak Bay District Has Nice Surplus in Sinking Fund**
**Drastic Action to Prevent Fires will be Taken**
**Nova Scotia is Legislating on Fair Rents**
**Fire Companies' Good Prospects for Current Year**
**Facts for Use of Exporters to Roumania**
**Loan Companies Want Consideration**
**Farm Help the Big Problem in Western Canada**
**Borden for High Commissionership**
**Investment Markets Hold Their Strength**
**National Policy for Development of Our Resources**
**$20,000,000 Sales for Rubber Co.**

THE above are only a few of the many subjects of real profit-making interest to active men of affairs which have been dealt with by expert writers and editors in THE POST of April, 1919. THE POST will keep you informed on Canadian business matters in a way unrivalled by any other publication. A good plan—and one followed by a number of leading executives—is to have an assistant receive and read THE POST carefully, marking special items to which your attention should be drawn. Send for a subscription to-day for yourself or for your assistant. The price is $3.00 per year, and you have only to fill in this form.

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C.G.

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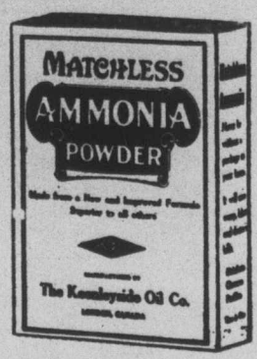


Produces quick results and never injures the most sensitive skin. You can depend upon this Ammonia to satisfy every customer.

## ARGO CORN STARCH *and* LIBERTY GLOSS STARCH

(IN BULK OR PACKAGE)

are two other excellent lines we supply. Both are the sort of high grade goods you can pass across your counter with confidence in their ability to please.

We also carry a complete stock of general groceries.

Quotations given on request.

# The Keenleyside Co.

## London, Ontario

*Western Distributors:* **THE H. L. PERRY CO., WINNIPEG**

# You Want a Man

Then the first thing to be considered is the kind of man you are looking for.

Your business calls for a man of keen perception; and ambitious man; a man who looks to everything that helps him become efficient in the business he has chosen.

You need just such qualities in the man you are seeking, combined with specialization in your line, and the surest, quickest and most economical way to reach him is through the "WANT AD" columns of CANADIAN GROCER.

The man who takes time to study the pages of Canada's Only Weekly Grocery Paper is ambitious, progressive, has a good understanding of the grocery trade, and is more likely to fill your particular requirements than the haphazard man who never looks beyond to-day.

CANADIAN GROCER is the Trade Show Window for more than 5,600 grocers and their staffs in all parts of Canada. Your message will be read by these wide-awake business men and your choice will be from a select field.

Furthermore, the cost is indeed a small item—2 cents a word first insertion, and 1 cent a word for each subsequent insertion. Five cents extra per insertion if replies are to be sent to Box No. in our care.

Send it right along now. Let CANADIAN GROCER find the man.

*Canadian Grocer*
*143-153 University Avenue*
*TORONTO, ONTARIO*

## "Betcher I Can Eat a Ton of It"

There are only two things, we believe, which children like well enough to contemplate with satisfaction eating them in quantities of a ton or more.

One is ice cream and the other is Jell-O.

No grocer can safely ignore that kind of an appetite when he is making up his stock.

There are six flavors of Jell-O—all pure fruit flavors, and all so good that no two persons ever seem to agree as to which is the best of the six.

Beautiful ten-color window display material of high quality will be sent to you, free of all expense to you, of course, if you can use it to advantage, and we believe you can.

**The Genesee Pure Food Company of Canada, Limited**
Bridgeburg, Ontario
Made-in-Canada

---

IF YOU WANT THE BEST IN
**EGGS**
and
**FANCY DRESSED POULTRY**
*Write to us.*
Our Fancy Dressed Poultry is killed to order. Let us know your requirements.
**C. A. MANN & CO.**
LONDON, ONT.

KINDLY MENTION THIS PAPER WHEN WRITING TO ADVERTISERS

## Getting Results

A large firm in a Western Canada city recently advertised in CANADIAN GROCER Want Ad. Page for a man to fill a responsible position—result 21 replies. This indicates that the want ad. page is followed closely. The man YOU want to reach is reading this page.

## Baker's Cocoa and Chocolate

REGISTERED TRADE-MARK

MAKE AND KEEP GOOD CUSTOMERS

They are most reliable goods sold with a positive guarantee of purity and superior quality; put up in conformity with the Pure Food laws; are readily sold, giving a quick turnover of stock.

*MADE IN CANADA*

**WALTER BAKER & CO. Limited**
Montreal, Can. Dorchester, Mass.
Established 1780

**Parke's Smoke Essence** painted on meat will smoke and cure it better than the old smoke house method. It is cleaner to use, requires no long delays and keeps the meat tender because the moisture is retained.
35c size, enough for about 100 lbs., is packed in compartment corrugated cases, 36 bottles in each. Price, $8.40 per case.
75c size, enough for about 300 lbs., is $6.00 per dozen.

**Parke & Parke Ltd.**
Macnab St. and Market Sq., Hamilton, Ont.

ESTABLISHED 1849

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Offices Throughout the Civilized World
OFFICES IN CANADA:

| | |
|---|---|
| Calgary, Alta. | Vancouver, B.C. |
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| Ottawa, Ont. | Toronto, Ont. |
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Reputation gained by long years of vigorous, conscientious and successful work.

**Thomas C. Irving** General Manager Western Canada
TORONTO

If you have a business to dispose of, or are in need of efficient help, try a Want Ad. in Canadian Grocer, and let it assist you in filling your needs.

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Name and address of the Manufacturers' Agent or Broker given *below* the name of the firm or line they represent.

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B

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**CRESCENT MFG. CO.**—Mapleine.
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Loggie Sons & Co., Toronto.

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The C. H. Grant Co., Winnipeg.

**CREAMETTE CO., Minneapolis, Minn.**—Macaroni, Vermicelli,, etc.
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**CROWN BROM WORKS, Vancouver, B.C.**
Mason & Hickey, Winnipeg.

**CRESCENT MFG. CO., Seattle**
C. T. Nelson, Victoria, B.C.

**CATELLI'S MACARONI**
H. D. Marshall, Montreal.

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C. B. Hart, Reg., Montreal.

**CARR & CO., Ltd.**
Wm. H. Dunn, Ltd., Montreal.
Dunn-Hortop, Ltd., Toronto.

**COTTAM'S BIRD SEED CO.**
Wm. H. Dunn, Ltd., Montreal.

**CANADA THREAD MILLS, Ltd., Toronto.**—Thread.
Scott-Bathgate Co., Ltd., Winnipeg.

**CATZ & CO., Rotterdam, Holland.**—Carraway, Poppy, and other seeds.
Scott-Bathgate Co., Ltd., Winnipeg.

**J. CARAMANDANI CO., Ltd., Patras, Greece.**—Currants.
Scott-Bathgate Co., Ltd., Winnipeg.

**CHRISTIE, BROWN & Co., Ltd., Toronto.**—Biscuits.
Scott-Bathgate Co., Ltd., Winnipeg.

D

**DELTA TRADING CO., John E. Turton, Montreal**—Delight Flour.
J. L. Freeman & Co., Montreal.

**DADELSZEN & CO., Bordeaux, France.**—Shelled Walnuts, Marbot Walnuts.
Scott-Bathgate Co., Ltd., Winnipeg.

**DE BLOIS BROS., Charlottetown**
Gaetz & Co., Halifax.

**DEFIANCE CHECK PROTECTORS**
W. G. Patrick & Co., Toronto.

**DESICCATED COCOANUT**
C. T. Nelson, Victoria, B. C.

**DEVON & CO.**—Ground Pepper and Ginger.
John E. Turton, Montreal.

**DICKENSON, ALBERT, & CO., Minneapolis.**—Popping Corn, etc..
Donald H. Bain & Co., Winnipeg.

**DISHER, C. E. & CO., Vancouver.**—Tapioca, Beans, Peanuts, Tapioca, Australian Honey.
H. P. Pennock & Co., Ltd., Winnipeg.

**DOMINION BUTTON MFRS., Ltd., Kitchener.**—Ivory, Fresh Water and Ocean Pearl.
F. D. Cockburn Co., Winnipeg.

**DOMINION BRUSH CO.**—Brooms and Brushes.
H. P. Pennock & Co., Ltd., Winnipeg, Man.

**DISTRIBUTORS**
William Storage Co., Ltd., Winnipeg.
T. L. Perry Co., Ltd., Winnipeg.

**DOMINION CANNERS, Ltd.**
H. D. Marshall, Montreal.
Tees & Persse, Ltd., Winnipeg.

**DOMINION CARAMEL CO., Ltd., Montreal.**—Diastasic Malt Flour for bakers.
Watson & Truesdale, Winnipeg.

**DOMINION FISH CO., Ltd., Port Arthur.**—Lake Superior Herring.
Donald H. Bain Co., Winnipeg.

**DOMINION CHICORY Co.**
R. G. Bedlington & Co., Ltd., Vancouver, B.C.

**DOMINION TEXTILE CO.**
R. G. Bedlington & Co., Ltd., Vancouver, B.C.

**DOMENECH'S VAL. RAISINS.**—
Rose & Laflamme, Ltd., Montreal.

**DEFIANCE PACKING CO., Vancouver, B.C.**
C. H. Grant Co., Winnipeg.

**DRIED FRUITS**
C. B. Hart, Reg., Montreal.

**DODWELL & CO., Ltd.**
C. T. Nelson, Victoria, B.C.

**DOMINION MOLASSES CO., Halifax**
W. H. Escott & Co., Winnipeg.

**DOMINION SALT CO., Ltd., Sarnia, Ont.**
Donald H. Bain Co., Winnipeg.

**DOMINION SUGAR CO.**—Sugar.
Mason & Hickey, Winnipeg.

**DOMINION TOBACCO CO., Montreal.**—Tobacco, Cigarettes.
Donald H. Bain Co., Winnipeg.

**DOWNEY, W. P., Montreal.**—Cocoanut and Essential Oils.
Watson & Truesdale, Winnipeg.

**DRY EGG YOLK**
C. T. Nelson, Victoria, B.C.

**DUTCH TEA RUSKS**
The Robert Gillespie Co., Winnipeg.

**DWINELL-WRIGHT CO., Boston, Mass.**
W. H. Escott Co., Winnipeg.

**DUVAL SOAPS**
A. Maclure & Co., Winnipeg.

**DYER'S PORK AND BEANS, Vincennes, Ind.**
Watson & Truesdale, Winnipeg.

E

**EAGLE HARBOR PACKING CO., Vancouver**
W. H. Escott & Co., Winnipeg.

**EDDY, E. B., CO., Ltd., Hull, Que.**
Tees & Persse, Ltd., Winnipeg.

**ELMER CANDY CO., New Orleans**
Gaetz & Co., Halifax

**EGG ALBUMEN**
C. T. Nelson, Victoria, B.C.

**EGG-O BAKING POWDER**
Little Bros., Vancouver, B.C.

**EPPS, JAMES & CO., London, Eng.**—Cocoa and Chocolates.
F. D. Cockburn, Winnipeg.

**ESSEX CANNING AND PRESERVING CO., Essex, Ont.**—Canned Goods.
Mason & Hickey, Winnipeg.

**EMPRESS MFG. CO., Vancouver, B.C.**—Jams, Pickles, etc.
H. P. Pennock & Co., Ltd., Winnipeg.

**EVANS, COLEMAN & EVANS, Vancouver.**—Salmon.
Donald H. Bain Co., Winnipeg.

**EVERTON TOFFEE**
W. G. Patrick & Co., Toronto.

**EXCELSIOR MACARONI CO., Winnipeg**
Donald H. Bain Co., Winnipeg.

**EDGE, WM., & SONS, LTD.**
F. D. Cockburn Co., Winnipeg.

**EUROPEAN CANNED GOODS**
C. B. Hart, Reg., Montreal.

F

**N. K. FAIRBANKS CO., Ltd., Montreal**
Tees & Persse, Winnipeg.

**FELS & CO., Philadelphia.**—Fels Naptha Soap.
Donald H. Bain & Co., Winnipeg.

**FEDERICO GARRET & CO., Malaga, Spain.**—Olive Oil
Mason & Hickey, Winnipeg.

**FLAVELLES, LTD., Lindsay.**—Cheese, Honey, Poultry.
W. L. Mackenzie & Co., Ltd., Winnipeg.

**FREADS Ltd., Edmonton, Alta.**—Non-alcoholic Extracts.
Tees & Persse, Ltd., Winnipeg.

**FREMO CEREAL CO., Minneapolis**
W. H. Escott Co., Winnipeg.

**FOSTER, CLARK, Ltd.**—Custard Powders, H. D. Health Salts, Lemonade Powders.
Howe McIntyre Co., Montreal.
Watson & Truesdale, Winnipeg.

**FOSTER & HOLTERMAN, Brantford, Ont.**—Honey
Mason & Hickey, Winnipeg.

**FRAME & CO., New York.**—Spices, etc.
Donald H. Bain & Co., Winnipeg.

**FORWARDERS**
Williams Storage Co., Winnipeg.
H. L. Perry Co., Winnipeg.

**FUNSTEN, R. E., DRIED FRUIT & NUT CO., St. Louis, Mo.**—Pecans, etc.
Donald H. Bain & Co., Winnipeg.

**FURNIVALL-NEW LTD., Hamilton.**—Pure Jam.
The H. L. Perry Co., Winnipeg.

**FRENCH CASTILE SOAP**
A. P. Tippet & Co., Montreal.

**FOLEY, R. E. (Raisins), Fresno, California**
Watson & Truesdale, Winnipeg.

**FUGITA & CO.**
W. H. Escott & Co., Winnipeg.
C. B. Hart, Reg., Montreal.

**FREYSING CORK CO.**
R. G. Bedlington & Co., Ltd., Vancouver, B.C.

G

**GEORGE & BRANDAY, Kingston, Jamaica.**—Pimento, Jamaica Ginger.
Scott-Bathgate Co., Ltd., Winnipeg.

**GELATINE, GROUND**
W. G. Patrick & Co., Toronto.

**GINGER**
West India Co., Montreal.

**GINGER IN JARS AND TINS**
W. G. Patrick & Co., Ltd., Toronto.

**GLUTEN FLOUR**
Howe, McIntyre & Co., Montreal.

**GRAPE NUTS**
W. H. Dunn, Ltd., Montreal.
The C. H. Grant Co., Winnipeg.
(Sask. and Alberta.)

**GRIFFITH DURNEY CO., San Francisco.**—Canned Goods, Salmon, etc.
Donald H. Bain & Co., Winnipeg.

**GOLDEN GATE FRUIT CO., New York.**
Gaetz & Co., Halifax.

**A. GOLDMARK & SONS**—Peas, Beans, Sardines.
John E. Turton.

**GRACE, W. R. & CO., New York.**—Coffee.
Watson & Truesdale, Winnipeg.

**GRANBY ELASTIC WEB CO., Granby, Que.**—Elastic Webs and Cords, Fine Garter and Suspender Webs.
F. D. Cockburn, Winnipeg.

**GIBSON, ROBT. & SONS**
The Robert Gillespie Co., Vancouver.

**GILLESPIE'S OATCAKES**
D. A. Maclure & Co., Winnipeg.

**GOODWILLIES, Ltd.**—Preserved Fruits (Eastern Canada.)
Rose & Laflamme, Montreal.

**GOODWIN'S IVORY SOAP**—Toilet Soap.
Howe, McIntyre & Co., Montreal.

**GORMAN, ECKERT & Co., London.**—Olives, Spices.
Mason & Hickey, Winnipeg.

**GRIFFIN & SKELLEY.**—Dried Fruits.
Mason & Hickey, Winnipeg.
A. P. Tippet & Co., Montreal.

**THE GUGGENHEIM CO., San Francisco, Cal.**—Dried Fruits, Nuts, etc.
The C. H. Grant Co., Winnipeg.
Rose & Laflamme, Ltd., Montreal.

**THE GRAHAM CO., Ltd., Belleville, Ont.**—Evaporated Apples, Dessicated Vegetables.
Donald H. Bain Co., Winnipeg.

**GOLD SEAL FLOUR**
H. D. Marshall, Montreal.

**GRANGER & CO.**—Coffee.
C. B. Hart, Reg., Montreal.

**GARCIE & MAGGINI CO., San Francisco.**—Dried Fruits.
Watson & Truesdale, Winnipeg.

**GULDEN'S MUSTARD**
W. G. Patrick & Co., Toronto.
John E. Turton, Montreal.

**GRANT'S SCOTCH OATMEAL**
Rose & Laflamme, Ltd., Montreal.

H

**HANSEN'S JUNKET AND BUTTERMILK TABLETS**
Loggie Sons & Co., Toronto.
O'Loane, Kiely & Co., Vancouver.

**HANSEN'S PURE FOOD COLOR**
Loggie Sons & Co., Toronto.

**HANSEN'S RENNET TABLETS**
Loggie Sons & Co., Toronto.

**HANSEN'S CHEESE AND BUTTER COLOR TABLETS**
Loggie Sons & Co., Toronto.

**GEORGE HODGE & SON, Montreal**
C. H. Grant Co., Winnipeg.

**HADDIES, GOLDEN**
Howe, McIntyre & Co., Montreal.

**HERBERT'S BREAKFAST CEREALS**
A. Maclure & Co., Winnipeg.

**RICHARD HUDNUT PERFUME CO.**
Wm. H. Dunn, Limited, Montreal
Dunn-Hortop, Ltd., Toronto.

**HAMILTON COTTON CO., Hamilton, Ont.**—Twine, Clothes Lines, Lamp Wicks, etc.
Scott-Bathgate Co., Ltd., Winnipeg.

**HAWAIIAN PINEAPPLE**
W. G. Patrick & Co., Toronto.

**HEAVY CHEMICALS**
C. B. Hart, Reg., Montreal.

**HENDERSON & CO., Ceylon.**—Ceylon Teas.
H. P. Pennock & Co., Winnipeg.

**HICKMOTT CANNING CO.**—Canned Asparagus.
C. B. Hart, Reg., Montreal.

**HYSLOP'S JAMS**
T. M. Sibbald & Son, 311 King St. E., Toronto.

**HILLS BROS., New York.**—Royal, Excelsior and Dromedary Dates, Currants.
Donald H. Bain Co., Winnipeg.

**HARD & HAND, Inc., New York.**—Coffees.
Donald H. Bain Co., Winnipeg.

**H. P. SAUCE**
W. G. Patrick & Co., Ltd., Toronto.

**HARRY HORNE CO., Toronto.**—Health Salts and Custard.
Gaetz & Co., Halifax.
The A. Maclure Co., Winnipeg.

**HARPER-PRESNAIL CIGAR CO.**—Cigars.
Mason & Hickey, Winnipeg.

**HAZARD & CO., New York, U.S.A.**—Rock Salt.
H. P. Pennock & Co., Ltd., Winnipeg.

**HOLLINGSHEAD TOFFEE**
A. Maclure & Co., Winnipeg.

**H. O. CO., Hamilton.**—Force.
Tees and Persse, Ltd., Winnipeg.

**S. J. HOUTEN & JOON, Weesp, Holland.**—Cocoa.
Scott-Bathgate Co., Ltd., Winnipeg.

**HONEY**
C. B. Hart, Reg., Montreal.
Howe, McIntyre & Co., Montreal.
C. T. Nelson, Victoria, B.C.

**HUNT BROS., San Francisco.**—Canned Fruits, Hawaiian Pineapple.
Donald H. Bain Co., Winnipeg.

**HUNTLEY & PALMERS, Ltd.**
Rose & Laflamme, Ltd., Montreal.

I

**INGERSOLL PACKING CO.**—Cheese, Meats.
Gaetz & Co., Halifax.
Mason & Hickey, Winnipeg.

**IMPERIAL RICE MILLING CO., Vancouver, B.C.**—Rice.
Scott-Bathgate Co., Ltd., Winnipeg.

**ICY-HOT MFG. CO., Cincinnati, O.**—Thermos Goods.
H. P. Pennock & Co., Ltd., Winnipeg.

**INSTANTANEOUS TAPIOCA**
Howe, McIntyre & Co., Montreal.

**ISINGLASS**
C. T. Nelson, Victoria, B.C.

**INTERNATIONAL STOCK FOOD CO., Toronto.**—Stock Food.
Scott-Bathgate Co., Winnipeg.

J

**JARDINE, MATHESON & CO., Ltd., New York**
Watson & Truesdale, Winnipeg.

**THE JERVIS INLET CO., Steveston, B.C.**—Canned Salmon.
The C. H. Grant Co., Winnipeg.

**W. & R. JACOB & CO., LTD., Dublin, Ireland.**—High Class Biscuits.
Watson & Truesdale, Winnipeg.

**JIRCH FOOD CO., Maitland, Ont.**
F. D. Cockburn Co., Winnipeg.

**JIRCLE WHEAT AND BARLEY**
Howe, McIntyre & Co., Montreal.

K

**KERR BROS., Toronto**
F. D. Cockburn Co., Winnipeg.

**KEMBALL, BISHOP & CO., London, England.**—Citric and Tartaric Acid.
Scott-Bathgate Co., Ltd., Winnipeg.

**KEENAN WOODENWARE MFG. CO., Owen Sound**
Tees & Persse, Ltd., Winnipeg.

**W. K. KELLOGG CO., Toronto.**—Dominion Corn Flakes, Krumbles, Rice Flakes, etc.
Mason & Hickey, Winnipeg.

**KELLY CONFECTION CO., Vancouver, B.C.**—Molasses
Mason & Hickey, Winnipeg.

**KING BEACH MFG. CO., Mission City, B.C.**—Jams and Jellies.
Mason & Hickey, Winnipeg.

**KELLOGG'S TOASTED CORN FLAKES**
H. D. Marshall, Montreal.
T. M. Sibbald & Son, Toronto, Ont.

L

**LOCK, LANCASTER & JOHNSTON, London, England.**—Tea Lead.
Scott-Bathgate Co., Ltd., Winnipeg.

**LEA BROS.**—Pickles.
The A. Maclure Co., Winnipeg.

**LEA & PERRINS, Worcester, Eng.**—Worcestershire Sauce.
H. P. Pennock & Co., Ltd., Winnipeg.

**LANGE CANNING CO., Eau Claire, Wis.**—Canned Goods.
The C. H. Grant Co., Winnipeg.

**LESLIE SALT REFINING CO.**
R. G. Bedlington & Co., Ltd., Vancouver, B.C.

**LUMMIS & CO., Suffolk, Va., and Philadelphia.**—Peanuts.
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Watson & Truesdale, Winnipeg.
(Sask. and Alberta.)

**LOGGIE, A. R., & CO., Loggieville, N.B.**—Eagle Lobsters, Blueberries.
Loggie Sons & Co., Toronto, Ont.
Mason & Hickey, Winnipeg.

**LOBSTER PASTE**
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W. G. Patrick & Co., Toronto.

**LIBERTY OATS**
J. L. Freeman & Co., Montreal.

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Donald H. Bain Co., Winnipeg.

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**LION BRAND VINEGAR, Montreal**
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**LIEBENTHAL BROS. & CO., Cleveland.**—Humpty Dumpty Lumps.
F. D. Cockburn Co., Winnipeg.

M

**MALONE OIL CO**
W. G. Patrick & Co., Toronto.

**MACKAY, JOHN, & CO., LTD.**—Barley.
The Robert Gillespie Co., Vancouver.

**FRED NAGLE, Port Elgin, N.B.**
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**THE MENDLESON CORPORATION.** — Heavy Chemicals.
C. B. Hart, Reg., Montreal.

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W. L. Mackenzie & Co., Ltd., Winnipeg.

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Mason & Hickey, Winnipeg.

**MAPLES, Ltd., Toronto**
W. H. Escott & Co., Winnipeg.

**MASON, EHRHMAN & CO., Portland, Ore.**—Oregon Prunes.
Watson & Truesdale, Winnipeg.

**MICHIGAN TEA RUSK CO.**—Dutch Tea Rusks.
The Robert Gillespie Co., Vancouver.
The A. Maclure Co., Winnipeg.

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Rose & Laflamme, Ltd., Montreal.

**McCLINTON, Ltd., Donaghmore, Ireland.**—High Grade Soaps.
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**MacNUTT & SON, PETER, Malpeque, P.E.I.**—Canned Chicken and Lobsters.
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**MARTIN & ROBERTSON, Ltd., Vancouver, B.C.** Rice, etc.
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**MAPLE-FLAKE MILLS, Battle Creek, Mich.**—Cereals.
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C. H. Grant Co., Winnipeg.

**MONTREAL BISCUIT CO.**
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West India Co., Montreal.

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Rose & Laflamme, Ltd., Montreal.

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Watson & Truesdale, Winnipeg.

**MARITIME FISH CORPORATION, Ltd., Montreal.**—Fresh, Frozen and Smoked Fish.
Watson & Truesdale, Winnipeg.

**McMEEKIN & CO., London, Eng.**—Teas,
Donald H. Bain Co., Winnipeg.

**MILLAR BROS. CO., Montreal.**
Tees & Persse, Ltd., Winnipeg.

**MOUNT ROYAL MILLING CO.**
Tees & Persse, Ltd., Winnipeg.

**MONKLAND OATS**
H. D. Marshall, Montreal.

**MACE**
West India Co., Montreal.

**CHAS. MUELLER & CO., Waterloo, Ont.**
W. H. Escott & Co., Winnipeg.

**MUTUM PACKING CO.**—Cake Flour.
John E. Turton, Montreal.

N

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Wm. H. Dunn, Ltd., Montreal.
Mason & Hickey, Winnipeg.

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Mason & Hickey, Winnipeg.

**NEW METHOD BROOM CO.**
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**NORTH ONTARIO PACKING CO., California.**—Dried Fruits.
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C. B. Hart, Reg., Montreal.

**NOVELTY RUBBER SALES CO.**—Balloons, etc.
The Robert Gillespie Co., Vancouver.
A. Maclure Co., Winnipeg.

**NUTMEGS**
West India Co., Montreal.

**NUTS**
West India Co., Montreal.
C. B. Hart, Reg., Montreal.

**NEW SELPHOSA SALT CO.**—Package Salt.
John E. Turton, Montreal.

O

**ORIENTAL PRODUCTS**
C. N. Nelson, Victoria, B.C.
S. Tamura, Vancouver, B.C.

**G. T. OLIVIER, Medicine Hat, Alta. (O.K.Toffees)**
Watson & Truesdale, Winnipeg.

**O'LOANE, KIELY & CO.**—Oriental Products.
John E. Turton, Montreal.

**OLIVER SALT CO.**
R. G. Bedlington & Co., Ltd., Vancouver, B.C

**O'LEARY & LEE.**—Canned Lobsters.
C. B. Hart, Reg., Montreal.

**OREGON PRUNES**
Rose & Laflamme, Ltd., Montreal.

P

**PEANUTS**
C. T. Nelson, Victoria, B.C.

**PEANUT SALAD OIL**
Howe, McIntyre & Co., Montreal.

**PEANUTS**
S. Tamura, Vancouver, B.C.

**PEANUTS, SALTED.**
Howe, McIntyre & Co., Montreal.

**PEAS**
S. Tamura, Vancouver, B.C.

**PRYTZ & CO., Alicante, Spain.**—Shelled Almonds.
Scott-Bathgate Co., Ltd., Winnipeg.

**PATERSON, SIMONS & CO., Singapore.**—Tapioca, Sage, Pepper, Nutmegs, Pineapples.
Scott-Bathgate Co., Ltd., Winnipeg.

**PAN CONFECTION FACTORY, Chicago, Ill.**—Confectionery.
Scott-Bathgate Co., Ltd., Winnipeg.

**PIN MONEY PICKLES**
Howe, McIntyre & Co., Montreal.

**POSTUM CEREAL CO., LTD.**
W. H. Dunn, Ltd., Montreal.

**PEERLESS OYSTER CO., Baltimore, Md.**
W. H. Escott & Co., Winnipeg.

**PEERLESS CEREAL MILLS, Woodstock, Ont.**
J. L. Freeman, Montreal.

**PARKINSON ROLLED OATS CO., Thornbury, Ont.**
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**PARSONS' AMMONIA**
Rose & Laflamme, Ltd., Montreal.

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STAG is a trade-winner and a profit-maker.

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**POULTON & NOEL'S**
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**PROCTOR & GAMBLE CO.**—Crisco, Soaps, etc.
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F. D. Cockburn, Winnipeg.

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Donald H. Bain Co., Winnipeg (West. Can.)
Rose & Laflamme, Ltd., Montreal (Eas. Can.)

**PATERSON, R., & SONS, Glasgow.**—Camp Coffee
W. L. Mackenzie & Co., Ltd., Winnipeg.

**PIONEER LIVE STOCK PRODUCTS, London, Ont.**—Bird Seed, Stock Foods.
Donald H. Bain Co., Winnipeg.

**POSTUM CEREAL CO., Battle Creek, Mich.**—Postum, Grape Nuts, Post Toasties, etc.
Donald H. Bain Co., Winnipeg.

**H. J. PRINCE & CO.**
R. G. Bedlington & Co., Ltd., Vancouver, B.C.

**J. L. PRESCOTT & CO., New York.**—Rising Sun Stove Polish, X-ray Polish.
Donald H. Bain Co., Winnipeg.

**PURITY CROSS PRODUCTS**
W. G. Patrick & Co., Toronto.

**A. PUCCINI & CO., St. Catharines, Ont.**
W. H. Escott & Co., Winnipeg.

Q

**QUAKER CANDY CO., Toronto.**
F. D. Cockburn Co., Winnipeg.

**QUEBEC PRESERVING CO.**—Jams, etc.
John E. Turton, Montreal.

R

**RAW SUGARS**
H. P. Pennock & Co., Ltd., Winnipeg.
West India Co., Montreal.

**RELEG**
Loggie, Sons & Co., Toronto.

**ROCHESTER CANDY WORKS, Rochester, N.Y.**—Royal Delcara Marshmallows.
F. D. Cockburn, Winnipeg.

**ROGERS, WM., & CO., Denia, Spain.**—Valencia Raisins.
Mason & Hickey, Winnipeg.

**ROBERTSON BROS., LTD., Toronto.** — Confectionery.
Scott-Bathgate & Co., Ltd., Winnipeg.

**RIT SOAP DYES**
Loggie, Sons & Co., Toronto.

**RALSTON'S WHEAT FOOD**
J. L. Freeman & Co., Montreal.

**ROWNTREE CO., York, Eng.**—Confectionery.
Scott-Bathgate & Co., Ltd., Winnipeg.

**REEDSBURG CANNING CO., Reedsburg, Wis.**—Canned Goods.
The C. H. Grant Co., Winnipeg.

**ROMAN MEAL CO., West Toronto**
Gaetz & Co., Halifax.
O'Loane, Kiely & Co., Ltd., Vancouver, B.C.
Tees & Persse, Ltd., Winnipeg.

**RICE**
West India Co., Montreal.
C. B. Hart, Reg., Montreal.
S. Tamura, Vancouver, B.C.

**RED WING GRAPE JUICE**
Dunn-Hortop, Ltd., Toronto.

**ROBERT HOOD MILLS, Ltd.**
Wm. H. Dunn, Ltd., Montreal.
Dunn-Hortop, Ltd., Toronto.

**ROLA EGG POWDER**
Rose & Laflamme, Ltd., Montreal.

**ROBIN, JONES & WHITMAN, Ltd., Lunenburg, N.S.**—Dried Fish.
Watson & Truesdale, Winnipeg.

**ROSENBERG BROS. & CO., San Francisco.**—Dried Fruits, Nuts.
C. B. Hart, Montreal.
C. T. Nelson, Victoria, B.C.

S

**SANITARIS CO., Ltd.**—Mineral Water.
John E. Turton, Montreal.

**SEWARDS, Ltd., Montreal.**—Toilet Soaps.
The Robt. Gillespie Co., Vancouver.
The A. Maclure Co., Winnipeg.

**ST. LAWRENCE SUGAR REFINERIES, Ltd., Montreal**
Tees & Persse, Ltd., Winnipeg.

**ST. LAWRENCE STARCH CO., Ltd., Port Credit, Ont.**
Tees & Persse, Ltd., Winnipeg.

**SNAP CO., Ltd., Montreal**
Tees & Persse, Ltd., Winnipeg.

**SMALLS, Ltd., Montreal.**—Maple Syrup.
Donald H. Bain Co., Winnipeg.

**SMITH, E. D. & SON, Ltd., Winona, Ont.**—Jams, Jellies, Marmalade, etc.
Wm. H. Dunn, Ltd., Montreal.
Watson & Truesdale, Winnipeg.

**STANDARD REMEDIES**
A. Maclure & Co., Winnipeg.

**STEWART BROS.**—Essential Oils.
R. G. Bedlington & Co., Ltd., Vancouver, B.C.

**STORAGE**
H. L. Perry Co., Winnipeg.
Williams Storage Co., Winnipeg.

**SEA CREST LOBSTERS**
Rose & Laflamme, Ltd., Montreal.

**SMITH & PROCTOR, Halifax.**—Bluenose Butter in tins.
Watson & Truesdale, Winnipeg.

**SMITH, N. & M., Halifax.**—Herring in Barrels, etc.
Watson & Truesdale, Winnipeg.

**SNOW CAP PILCHARDS**
C. T. Nelson, Victoria, B.C.
Tees & Persse, Winnipeg.

**STUART, FOSTER, Toronto**
W. H. Escott Co., Winnipeg.

**STERLING CHOCOLATE CO, Ltd., Montreal.**—Turkish Delights and Marshmallows.
Watson & Truesdale, Winnipeg.

**SEALY, JOHN, St. John, N.B.**—Salt Fish.
Donald H. Bain Co., Winnipeg.

**SABATER & CO., Reus, Spain.**—Tarragona Almonds, Filberts.
Scott-Bathgate & Co., Ltd., Winnipeg.

**SANDBACH TINNE & CO.**—Nuts, etc.
West India Co., Ltd., Montreal.

**SANDBACH, PARKER & CO.**—Sugars.
West India Co., Ltd., Montreal.

**SHARWOOD & CO.**
Rose & Laflamme, Ltd., Montreal.

**SHURLY & DERRETT, Ltd., Toronto.**—Ropes, Twines, Clothes Lines, Tennis Nets, etc.
F. D. Cockburn, Winnipeg.

**WM. SYMINGTON & CO., Market Harborough, Eng.**—Custard Powder, Soups, Pea Flour.
F. D. Cockburn, Winnipeg.

**SNOWFLAKE AMMONIA**
Howe, McIntyre Co., Montreal.

**SUNLIT FRUIT CO.**—Canned Fruits.
C. B. Hart, Reg., Montreal.

**STOP-ON SHOE POLISH**
J. L. Freeman & Co., Montreal.

**SUNBEAM BRAND FOOD PRODUCTS**
John E. Turton, Montreal.

**SWAIZEMA**
Loggie Sons & Co. Toronto.

T

**TECO PANCAKE MIXTURES**
H. D. Marshall Montreal.

**JOHN TAYLOR & CO., Toronto.**—Taylor's Borax Soap and Soap Powder, Infant's Delight Soap, Perfume, Cologne, Toilet Water and Talcum Powder.
F. D. Cockburn Winnipeg.

**W. A. TAYLOR & CO. Winnipeg.**—Horse Radish Relishes.
Mason & Hickey, Winnipeg.

**TEA, India, Ceylon and China.**
Watson & Truesdale, Winnipeg.

**THAMES CANNING CO., Thamesville, Ont.** — Canned Goods.
The C. H. Grant Co., Winnipeg.

**THEROZ FUEL CUBES AND STOVES**
W. G. Patrick & Co., Toronto.

**THE TURTLE MT. MILLING CO., Boissevain, Man.**—Flour and Feed.
The C. H. Grant Co., Winnipeg.

**TRENOR & CO., Valencia, Spain.** — Valencia Raisins.
Scott-Bathgate Co., Winnipeg.

**MATT. THOMPSON CO., Winnipeg.**—Fruit Cakes.
The Robert Gillespie Co., Vancouver.
The A. Maclure Co., Winnipeg.

**O. & W. THUM CO., (Tanglefoot), Grand Rapids, U.S.A.**
Tees & Persse, Ltd., Winnipeg.
Rose & Laflamme, Ltd., Montreal.

**THISTLE BRAND CANNED FISH**
A. P. Tippet & Co., Montreal.

**THORNTON & CO., Malaga, Spain.**—Blue Fruits and Almonds.
Mason & Hickey, Winnipeg.

**TORBITT & CASTLEMAN CO., Louisville, Ky.**—Molasses and Syrup.
Tees & Persse, Ltd., Winnipeg.

**TOKSTED BURGER CO.**—Imported Canned Goods.
C. B. Hart, Reg., Montreal.

**TUCKETTS Ltd., Hamilton.**—Cigars, Tobacco.
Tees & Persse, Ltd., Winnipeg.

**TURMERIC**
C. T. Nelson, Victoria, B.C.

**TURNER WINE CO., Toronto.**
W. H. Escott & Co., Winnipeg.

**TOOTH'S EXTRACT OF MEAT CO.**—"Verox" Fluid Beef and Soup.
John E. Turton, Montreal.

U

**UPTON'S JAMS**
Gaetz & Co., Halifax, N.S.
Rose & Laflamme, Ltd., Montreal.
Scott-Bathgate Co., Winnipeg.
Schofield & Beer, St. John, N.B.

V

**VAN DYK, EDMUND, CO., New York**
Gaetz & Co., Halifax.

**VENIERE, P., Montpelier, France.**—Cream of Tartar.
Scott-Bathgate Co., Ltd., Winnipeg.

**VAN HOUTON COCOA**
R. G. Bedlington & Co., Ltd., Vancouver, B.C.

**VAN CAMP PRODUCTS CO., Indianapolis, Ind.**
W. H. Escott & Co., Winnipeg.

W

**WAGSTAFF, LTD., Hamilton, Ont.**
W. H. Escott & Co., Winnipeg.

**WADDELL PRESERVING CO., Brantford, Ont.**—Jams, Marmalades, etc.
Loggie Sons & Co., Toronto.
A. Maclure & Co., Winnipeg.

**WAVE KIST, TUNA FISH**
W. G. Patrick & Co., Toronto.

**WETHEY, J. H., Ltd.**—Mince Meat, Jams, etc.
Mason & Hickey, Winnipeg.

**WHITNEY, J. C., Co., Chicago and Japan.** — Japan Tea.
Scott-Bathgate Co., Ltd., Winnipeg.

**WHITE, COTTELL & CO.**—Malt Vinegar, Worcester Sauce, etc.
John E. Turton, Montreal.

**WEST, FRED J., Inc., New York.**—Coffee.
Scott-Bathgate Co., Ltd., Winnipeg.

**WESTERN SALT CO., Courtright, Ont.**
Tees & Persse, Ltd., Winnipeg.

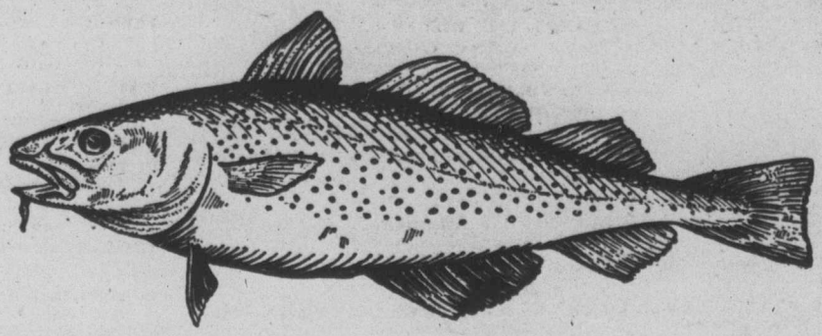
**WEST, TAYLOR, BICKLE & CO., Ltd., Norwich,**—High Class Brooms.
Watson & Truesdale, Winnipeg.

**WASHBURN-CROSBY CO., Minneapolis.**—Corn Meal, Rye Flour.
Donald H. Bain Co., Winnipeg.

**WILLAMETTE VALLEY PRUNE ASS'N, Salem, Ore.**—Prunes, Dried Loganberries.
Donald H. Bain Co., Winnipeg.

**WHITE SWAN SPICES & CEREALS, Ltd., Toronto**
W. H. Escott & Co., Winnipeg.

**GEO. F. WILMANN.**—Coffee.
John E. Turton, Montreal.

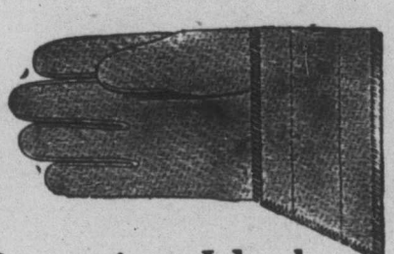


# What about your supply of FISH for the summer trade

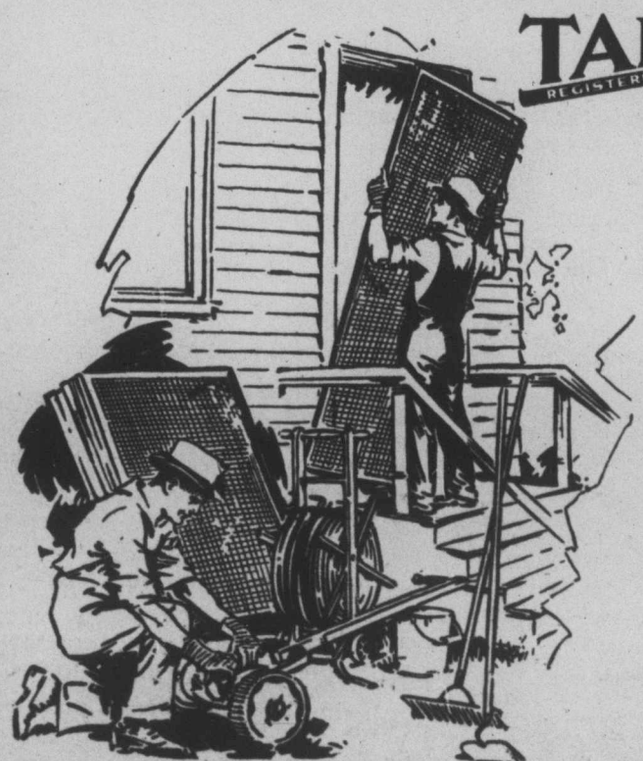
***Leave us your standing order. We will ship regularly. And the best quality.***

**D. HATTON COMPANY - MONTREAL**

For any little household jobs like this



**TAPATCO**
REGISTERED TRADE MARK
BRAND



## GLOVES are just Ideal

The men of your town will soon be busily engaged in the season's annual activities—putting up screens and awnings, raking up the yard, sprinkling the lawn and planting the garden.

You can meet everybody's requirements with a TAPATCO stock. They are made in Gauntlet, Knit Wrist and Band Top Styles, heavy, medium and light, Leather Tip, and Leather Faced Gloves, Slate and Oxford.

*Ask your jobber*

The
American Pad & Textile Co.
Chatham, Ont.

# WHO MAKES _____?

*A Directory of Lines Made by Advertisers. Compiled from information furnished by these firms for the use of Readers of* CANADIAN GROCER.

Notice to Readers:—To find who makes the grocery line you want, look under the heading for that class of goods. In most cases the brand name is given as well as the firm name and address of the manufacturer. If the line you want is not listed in this directory, write THE CANADIAN GROCER, and our Service Department will try to get the information for you.

See directory of store equipment advertisers for lines of equipment and fixtures on page 39. That directory faces Equipment Section in this issue.

**ABBEY'S EFFERVESCENT SALT**
The Abbey Effervescent Salt Co., Montreal.

**ALUM**
R. G. Bedlington & Co., Vancouver.

**ALMONDS (Roasted and Salted)**
Montreal Nut & Brokerage Co., Montreal.

**ANCHOR CAPS**
Anchor Cap & Closure Corp., Toronto.

**ANCHOVY PASTE**
Watson Bros., Fishing & Packing Co., Vancouver B.C.
E. W. Jeffress Ltd., Walkerville, Ont.

**APPLES**
Peters, Duncan Co., Toronto.
Fancy, Oregon Apples, British Columbia Apples—
Hugh Walker & Son, Guelph.

**APPLE CIDER**
Annapolis Valley Cyder Co., Bridgetown, N.S.
Blackwoods Ltd., Winnipeg.

**APPLE CIDER SYRUP**
E. W. Jeffress Ltd., Walkerville, Ont.

**AMMONIA POWDER**
Snowflake Ammonia Powder—
S. F. Lawrason & Co., London.

**AMMONIA (Household)**
Kelly Confection Co., Vancouver, B.C.

**AUSTRALIAN TALLOW**
O'Loane, Kiely Co., Vancouver.

**ARROWROOT**
West India Co., Ltd., Montreal.

**ADAMS ROOT BEER**
Parke & Parke, Ltd., Hamilton, Ont.

**ADAMS GINGER BEER**
Parke & Parke Ltd., Hamilton, Ont.

**AWNINGS, TENTS**
Edmonson & Petch, Ottawa.

**BACON**
Wm. Davies Co., Ltd., Toronto.
F. W. Fearman & Co., Hamilton, Ont.
Gunns Ltd., West Toronto.
Swift Canadian Co., Toronto.
J. M. Schneider & Sons, Kitchener.
Harris Abattoir Co., Toronto.

**BAGS, PAPER**
E. B. Eddy Co., Hull, Que.
Walter Woods & Co., Hamilton.

**BAGS (Second-Hand)**
E. Pullan, Toronto.

**BAGS, EMPTY GLASSINE (for Salted Peanuts)**
Bayle Food Products, St. Louis, Mo.

**BAKED BEANS**
W. Clark Ltd., Montreal.
H. J. Heinz Co., Toronto.
Dominion Canners Ltd., Hamilton.

**BAKERS' SPECIALTIES**
E. W. Jeffress Ltd., Walkerville, Ont.

**BAKING POWDERS**
Blackwoods Ltd., Winnipeg.
F. F. Dalley Corporation Ltd., Hamilton.
Egg-O Baking Powder Co., Hamilton.

**BAKING SODA**
Church & Dwight, Montreal.

**BANANAS**
Hugh Walker & Son, Guelph.

**BANANA FRUIT FOODS**
Anerley, London, England.

**BARLEYS**
Jno. MacKay Co., Bowmanville, Ont.
Western Canada Flour Mills, Toronto.

**BARRELLED PORK AND BEEF**
The Wm. Davies Co., Toronto, Ont.
Swift Canadian Co., Toronto.

**BARRELLED FISH**
Gosse-Millerd & Co., Vancouver, B.C.

**BATHTUBS (Indurated)**
E. B. Eddy Co., Hull, Que.

**BARREL COVERS**
The E. B. Eddy Co., Hull, Canada.

**BEANS, DRIED (Oriental and Domestic)**
O'Loane, Kiely Co., Vancouver.
Fujita & Co., Vancouver.

**BASKETS**
Walter Woods & Co., Hamilton.

**BEEF**
F. W. Fearman & Co., Hamilton, Ont.
Gunns Ltd., Toronto.
Swift Canadian Co., Toronto.

**BEEF BOUILLON**
E. W. Jeffress Ltd., Walkerville.

**BEEF EXTRACT**
E. W. Jeffress, Walkerville, Ont.

**BEEF CUTS**
J. M. Schneider & Sons, Ltd., Kitchener.

**BEEFSTEAK AND ONIONS**
W. Clark, Limited, Montreal.

**BEEFSTEAK SAUCE**
H. J. Heinz Co., Toronto.

**BLOATER PASTE**
Watson Bros., Fishing & Packing, Vancouver

**BISCUITS**
Huntley & Palmers Ltd., London, Eng.
McCormick Mfg. Co., London, Ont.
Vogans Ltd., Toronto, Ont.

**BLUE**
Keen's & Colman's Blue—
Magor, Son & Co., Montreal.
Ocean Blue—
Hargreaves (Canada), Ltd., Toronto.

**BOLOGNA**
Wm. Davies Co., Ltd., Toronto.
Gunns Ltd., Toronto.
Swift Canadian Co., Toronto.
F. W. Fearman & Co., Hamilton, Ont.
Harris Abattoir Co., Toronto, Ont.

**BONELESS CHICKEN**
Clark's Boneless Chicken—
W. Clark, Limited, Montreal.

**BONELESS AND PREPARED FISH**
D. Hatton Co., Montreal.
O'Loane, Kiely Co., Vancouver, B.C.

**BONELESS PIGS FEET**
W. Clark Ltd., Montreal.

**BOND'S STOUT**
Blackwoods Ltd., Winnipeg.

**BOND'S EXPORT ALE**
Blackwoods Ltd., Winnipeg.

**BORAX**
B. & S. H. Thompson & Co., Montreal.

**BOXES (Tin and Fibre)**
American Can Co., Hamilton, Ont.

**BREAD**
Dent, Harrison, Westmount, Que.

**BREAD PLATES**
Cane's Bread Plates—
Wm. Cane, Sons & Co., Newmarket, Ont.

**BREAKFAST FOODS**
Battle Creek Toasted Corn Flake Co., London, Ont.
W. K. Kellogg Cereal Co., Toronto.
Quaker Oats Co., Peterborough, Ont.
Chisholm Milling Co., Toronto.
Western Canada Flour Mills Co., Ltd., Toronto.

**BROOMS**
Megantic Broom Co., Lake Megantic, Que.
Stevens-Hepner Co., Port Elgin, Ont.
T. S. Simms & Co., Ltd., Fairville, St. John.
Walter Woods & Co., Hamilton, Ont.

**BRUSHES**
Stevens-Hepner Co., Port Elgin, Ont.
T. S. Simms & Co., Ltd., Fairville, St. John, N.B.
Walter Woods & Co., Hamilton.

**BRUSHES, TOOTH AND HAIR**
R. G. Bedlington & Co., Vancouver.

**BUTTER**
Wm. Davies Co., Ltd., Toronto.
F. W. Fearman & Co., Hamilton, Ont.
Gunns Ltd., Toronto.
Harris Abattoir Co., Toronto.
Smith & Proctor, Halifax, N.S.
Swift Canadian Co., Toronto.

**BUTTER MOULDS**
Wm. Cane, Sons & Co., Newmarket, Ont.

**BUTTER WRAPS**
Walter Woods & Co., Hamilton.

**BUTTER CROCKS**
Toronto Pottery Co., Ltd., Toronto.

**BUTTER PAILS (Indurated)**
E. B. Eddy Co., Hull, Que.

**CAKES (Fruit Cake, Box Cake)**
Dent, Harrison, Westmount, Que.
Vogans Ltd., Toronto.

**CALF CHOW (Purina)**
Chisholm Milling Co., Toronto.

**CANADIAN BOILED DINNER**
W. Clark, Ltd., Montreal.

**CAMPHOR**
R. G. Bedlington & Co., Vancouver.

**CANNED CHEESE**
E. W. Jeffress Ltd., Walkerville, Ont.

**CANNED FISH**
Clayoquot Sound Canning Co., Vancouver.
Connors Bros., Ltd., Black's Harbor, N.B.
Gosse Millerd Packing Co., Vancouver, B.C.
D. Hatton Co., Montreal.
Maritime Fish Corporation, Montreal.
Nootka Packing Co., Nootka, B.C.

**CANNED LOBSTERS**
Connors Bros., Ltd., Black's Harbor, N.B.
D. Hatton Co., Montreal.

**CANNED FRUITS**
Broder Canning Co., New Westminster, B.C.
California Packing Corp., San Francisco, Cal.
Dominion Canners, Hamilton, Ont.
Swift Canadian Co., Toronto.

**CANNED MEATS**
The Wm. Davies Co., Toronto, Ont.
Swift Canadian Co., Ltd., Toronto.
W. Clark Ltd., Montreal.

**CANNED HAWAIIAN PINEAPPLE**
California Packing Corp., San Francisco, Cal.

**CANNED SALMON**
Gosse Millerd Packing Co., Vancouver, B.C.
D. Hatton Co., Montreal.
Nootka Packing Co., Nootka, B.C.

**CANNED VEGETABLES**
Broder Canning Co., New Westminster, B.C.
California Packing Corp., San Francisco, Cal.
Swift Canadian Co., Ltd., Toronto.

**CARCASS BEEF, VEAL, MUTTON**
Swift Canadian Co., Ltd., Toronto.

**CARTON FILLERS**
Trent Mfg. Co., Ltd., Trenton, Ont.
American Can Co., Hamilton, Ont.

**CASINGS**
Swift Canadian Company, Toronto.

**CASTOR OIL**
B. & S. H. Thompson & Co., Montreal.

**CATTLE FEEDS**
Chisholm Milling Co., Ltd., Toronto.

**CATSUP**
California Packing Corp., San Francisco, Cal.
W. Clark, Limited, Montreal.
Taylor & Pringle Co., Ltd., Owen Sound.

**CHAMPAGNE DE POMME**
P. Daoust, Montreal.

**CHEMICALS**
R. G. Bedlington & Co., Vancouver.

**CEREALS**
Chisholm Milling Co., Toronto.
Western Canada Flour Mills, Winnipeg and Toronto.

**CIGARS**
El Rol Tan Cigar Co., Winnipeg.
Rock City Tobacco Co., Que.

**CHEESE**
Wm. Davies Co., Ltd., Toronto.
Lambton Creamery Co., Petrolia, Ont.
Swift Canadian Company, Toronto.
F. W. Fearman, Hamilton, Ont.

**CANS, TIN**
A. R. Whittall Can Co., Montreal.
American Can Co., Hamilton, Ont.

**CAUSTIC SODA**
The Canadian Salt Co., Windsor, Ont.

**CHILI CON CARNE**
E. W. Jeffress, Ltd., Walkerville.

**CHICKEN A LA KING**
E. W. Jeffress, Ltd., Walkerville.

**CHICKEN BOUILLON**
E. W. Jeffress, Ltd., Walkerville.

**CHICKEN SOUP**
W. Clark, Limited, Montreal.
Dominion Canners Ltd., Hamilton.

**CHICKEN CHOWDER (Purina)**
Chisholm Milling Co., Toronto.

**CHICK FEED (Purina)**
Chisholm Milling Co., Toronto.

**CHLORIDE OF LIME**
The Canadian Salt Co., Windsor, Ont.

**CHILI SAUCE**
W. Clark Ltd., Montreal.
H. J. Heinz Co., Toronto.
Taylor & Pringle, Owen Sound.

**CHOCOLATE**
Walter Baker & Co., Montreal.
Cowan Co., Toronto.

**CHOCOLATE BARS**
Baines Ltd., Montreal.

**CHOCOLATE BUTTER**
Baines Ltd., Montreal.

**CHOCOLATE BURNT ALMONDS**
Baines Ltd., Montreal.

**CHOC-O-BUT**
Smalls Ltd., Montreal.

**CHOCOLATES**
Baines Ltd., Montreal.

**CHOCOLATTA**
Nutrient Food Co., Toronto.

**CHOW CHOW**
H. J. Heinz Co., Toronto.

**CIDER**
Annapolis Valley Cyder Co., Bridgetown, N.S.
Blackwoods, Ltd., Winnipeg.
Taylor-Pringle Co., Ltd., Owen Sound.

**FRUIT CIDERS (Concentrated)**
E. W. Jeffress Ltd., Walkerville, Ont.

**CITRIC ACID**
B. & S. H. Thompson & Co., Montreal.

**CIGARETTES**
Imperial Tobacco Co., Montreal.
Rock City Tobacco Co., Quebec.

**CLAMS**
O'Loane, Kiely Co., Vancouver, B.C.

**CHEMICAL WARE**
Toronto Pottery Co., Ltd., Toronto.

**CHURNS**
Toronto Pottery Co., Ltd., Toronto.

**CLEANSERS**
B. T. Babbitt Co., New York, N.Y. and Montreal.

**CLOTHES LINE PULLEYS**
Megantic Broom Mfg. Co., Lake Megantic, Que.

**CLOTHES PINS**
Wm. Cane, Sons & Co., Newmarket, Ont.
Megantic Broom Co., Lake Megantic, Que.

**COCA-COLA**
Coca Cola Co. of Canada, Winnipeg.

**COCOAS**
Walter Baker & Co., Montreal.
Borden Milk Co., Montreal.
Cowan Co., Toronto.
Malcolm Condensing Co., St. George, Ont.
West India Co., Ltd., Montreal.

**COFFEES**
Gorman Eckert Co., London, Ont.
Hudon, Hebert & Co., Montreal.
Minto Bros., Toronto.
White Swan Spices & Cereals, Ltd., Toronto.

**COFFEE, CONDENSED**
Armour & Co., Toronto.
Borden Milk Co., Montreal.
Malcolm Condensing Co., St. George, Ont.

**COFFEE, SOLUBLE**
Baker Importing Co., Minneapolis, Minn.
G. Washington Sales Co., New York.

**COFFEE, ESSENCE**
Armour & Co., Toronto.
Distil Mfg. Co., London, Eng.
E. W. Jeffress, Ltd., Walkerville.

**COCOANUT**
E. B. Thompson, Toronto.

**COLLAR PADS**
American Pad & Textile Co., Chatham.

**CONDENSED MILK**
Borden Milk Co., Montreal.
Canadian Milk Products Co., Toronto. Ont.
Malcolm Condensing Co., St. George, Ont.
Laing Provision & Storage Co., Brockville,

**CONFECTIONERY**
The Cowan Co., Toronto.
John Gray Co., Glasgow, Scotland.
Henry Thorne & Co., Leeds, Eng.
O-Pee-Chee Gum Co., London, Ont.

**CONFECTIONERS' SUPPLIES**
Borden Milk Co., Montreal.

**CONTAINERS—Metal and Fibre—**
American Can Co., Hamilton, Ont.

**COOKED MEATS**
Wm. Davies Co., Ltd., Toronto.
F. W. Fearman & Co., Hamilton, Ont.
Gunns Ltd., Toronto.
Harris Abattoir Co., West Toronto.
Swift Canadian Company, Toronto.

**COOKIES**
Vogans Ltd., Toronto.

**CORNED BEEF**
W. Clark, Limited, Montreal.

**CORN MEAL**
Chisholm Milling Co., Toronto.

**CORN FLOUR, WHITE**
Chisholm Milling Co., Toronto, Ont.

**CORN SYRUP**
Canada Starch Co., Montreal.

**COUGH SYRUP**
J. L. Mathieu & Co., Sherbrooke, Que.

**COTTON WASTE**
E. Pullan, Toronto.

**CREAM BARS**
Baines Ltd., Montreal.

**CREAM CAKES**
Baines Ltd., Montreal.

**CREAM POWDER**
Canadian Milk Products Ltd., Toronto.

**CREAM SUGAR**
Baines Ltd., Montreal.
Small's Ltd., Montreal.

**CREAM OF TARTAR**
B. & S. H. Thompson & Co., Montreal.

**CREAM OF TARTAR (Substitutes)**
Prescott & Co., Manchester, Eng.
B. & S. H. Thompson & Co., Montreal.

**CREAMERY PRINTS**
Lambton Creamery Co., Petrolea, Ont.

**CREAMERY SOLIDS**
Lambton Creamery Co., Petrolea, Ont.

**CREMOIL**
Swift Canadian Co., Ltd., Toronto.

**CUSPIDORS**
The E. B. Eddy Co., Hull, Canada.

**CROCKERY**
Toronto Pottery Co., Ltd., Toronto.

**CRANBERRIES**
Duncan's Ltd., North Bay.
Hugh Walker & Son, Guelph.
McBride Bros., Toronto.
White & Co., Toronto.

**CURED MEATS**
Wm. Davies Co., Toronto.

**CUCUMBERS IN BRINE**
Taylor & Pringle, Owen Sound.

**CURRANTS**
West India Co., Montreal.

**DATES**
Field & Co., London, Eng.

**DIAMOND K—SATINS, FRUIT DROPS, CHOCOLATES, BARS, GROSS GOODS.**
Kelly Confection Co., Vancouver, B. C.

**DILL PICKLES**
H. J. Heinz Co., Leamington.

**DOG FOODS**
Spratt's Patent, Ltd., London, Eng.

**DRY SALTED MEATS**
The Wm. Davies Co., Ltd., Toronto.
Gunns, Ltd., West Toronto.
Swift Canadian Co., Toronto.

**DUSTERS**
O-Cedar Dusters—
Channell Chemical Co., Toronto.

**DUSTING CLOTHS**
O-Cedar Dusting Cloth—
Channell Chemical Co., Toronto.
E. Pullan, Toronto.

**DUSTING MOPS**
O-Cedar Dusting Mops—
Channell Chemical Co., Toronto.

**DYES**
Sunset Soap Dye—
North American Dye Co., care Harold F. Ritchie Co., Toronto.

**DYES (Household)**
North American Dye Corp., Mount Vernon, N.Y.

**DRAIN PIPES**
Toronto Pottery Co., Toronto.

**DRIED FRUITS**
California Packing Corp., San Francisco, Cal.
O'Loane. Kiely & Co,, Vancouver.

**EAST INDIA PICKLE**
Blackwoods, Ltd., Winnipeg.

**EAST INDIA RELISH**
Taylor & Pringle, Owen Sound.

**EASTER EGGS**
Baines, Ltd., Montreal.
Chas. Lauder & Co., Toronto.

**EARTHENWARE**
Toronto Pottery Co., Ltd., Toronto.

**EGGS**
The Bowes Co., Ltd., Toronto.
Wm. Davies Co., Ltd., Toronto.
F. W. Fearman & Co., Hamilton, Ont.
Gunns, Ltd., West Toronto.
Harris Abattoir Co., Toronto.
Lambton Creamery, Petrolea, Ont.

**EGG CRATES**
Wm. Cane, Sons & Co., Newmarket, Ont.

**EGG POWDER**
Rose & Laflamme Co., Montreal.

**ELECTRIC AUTO LIGHT**
R. G. Bedlington & Co., Vancouver.

**ELECTRIC FLASHLIGHTS**
R. G. Bedlington & Co., Vancouver.

**ELECTRICAL SUPPLIES**
R. G. Bedlington & Co., Vancouver.

**ENGLISH BRAWN**
W. Clark, Limited, Montreal.

**ENGLISH HARD BOILED CANDY**
Baines, Ltd., Montreal.

**ENGLISH PICADILLI**
Blackwoods, Ltd., Winnipeg.

**EGYPTIAN BEET RELISH**
Blackwoods, Ltd., Winnipeg.

**EVAPORATED MILK**
Borden Milk Co., Montreal.
Carnation Milk Products Co., Aylmer, Ont.
Malcolm Condensing Co., St. George, Ont.

**EXTRACTS**
Blackwoods, Ltd., Winnipeg.
Horton-Cato Co., Windsor, Ont.
Imperial Extract Co., Toronto.
Pure Gold Mfg. Co., Toronto.
White Swan Spices & Cereals, Ltd., Toronto.

**EXTRACTS (Bulk)**
E. W. Jeffress, Ltd., Walkerville, Ont.

**FILBERTS, ROASTED AND SALTED**
Montreal Nut & Brokerage Co., Montreal.

**FISH PASTES (Glass)**
Argyll Bute, Montreal.
O'Loane Kiely Co., Vancouver, B.C.
Watson Bros., Fishing & Packing, Vancouver.

**FILTERS (Water)**
Toronto Pottery Co., Ltd., Toronto.

**FIRE BRICK**
Toronto Pottery Co., Ltd., Toronto.

**FISH, FRESH, FROZEN, ETC.**
D. Hatton Co., Montreal.
White & Co., Toronto.
Gosse-Millerd Packing Co., Ltd., Vancouver, B.C.

**FLOOR DRESSING**
Imperial Oil Co., Toronto.

**FLOOR WAX**
Hargreaves (Canada), Limited, Toronto.

**FLOOR POLISH**
Imperial Oil Co., Toronto.

**FLOUR**
Canadian Flour & Cereal Mills Co., Stratford, Ont.
Chisholm Milling Co., Toronto.
Quaker Oats Co., Peterborough and Saskatoon.
Western Canada Flour Mills Co., Ltd., Head Office, Toronto.

**FLOUR—FANCY PATENT RYE, STRAIGHT, DARK**
B. B. Rye Flour Mills, Ltd., Winnipeg, Man.

**FLOUR SACKS**
The E. B. Eddy Co., Hull, Canada.

**FLOWER POTS**
Toronto Pottery Co., Ltd., Toronto.

**FOOT WARMERS**
Toronto Pottery Co., Ltd., Toronto.

**FOREST CREAM BUTTER**
Small's, Ltd., Montreal.

**ERASERS, RUBBER**
R. G. Bedlington & Co., Vancouver.

**FRESH MEATS**
The Wm. Davies Co., Toronto, Ont.

**FRENCH CREAMS**
Baines, Ltd., Montreal.

**FRUITS (Fresh)**
Lemon Bros., Owen Sound, Ont.
McBride Bros., Toronto.
Peters Duncan, Ltd., North Bay and Toronto.
White & Co., Toronto.
Hugh Walker & Son, Guelph.

**FRUIT CAKE**
Vogans, Ltd., Toronto.

**FRUIT SYRUPS, FOUNTAIN SUPPLIES**
Blackwoods, Ltd., Winnipeg.

**FRUIT CORDIALS (Ginger, Port, Sloe, Grape, Black Cherry)**
Blackwoods, Ltd., Winnipeg.

**FRUIT JELLIES**
Baines, Ltd., Montreal.

**FROZEN FISH**
D. Hatton Co., Montreal.

# What Would You Think of a Manufacturer—

—who wrote to you with a lead pencil—"We are saving much money because we do not use typewriters and telephones"? You might well wonder whether his merchandise was as much out of date as his business methods.

You know that modern time and labor-saving appliances are not added expenses, but that they have superseded slower and more costly processes.

The concern which uses your business paper to tell you its business story is simply using a modern piece of selling machinery to make it easier for you to buy intelligently with the least waste of your time and theirs.

For the right kind of advertising shortens the distance between human minds just as certainly as the railroad shortens the distance between places. It is still possible to walk from New York to Chicago, and it is still possible for a business to get along without advertising, BUT—

—bear in mind that the seller who does not advertise does NOT save the cost of advertising, for it costs more to do the work of advertising by other means. Consistent advertisers are progressive merchandisers, and it pays to do business with them.

**You are invited to consult us freely about Business Papers or Business Paper Advertising**

## THE ASSOCIATED BUSINESS PAPERS INC.

*The International Association of Trade and Technical Papers*

**Headquarters, 220 West 42nd Street, New York**

## LIST OF MEMBERS

*Each has subscribed to and is maintaining the highest standard practice in its editorial and advertising service.*

Advertising and Selling
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American Blacksmith
American Exporter
American Funeral Director
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American Paint and Oil Dealer
American Printer
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Automobile Dealer and Repairer
Automotive Industries
Boot and Shoe Recorder
Brick and Clay Record
Buildings & Building Management
Bulletin of Pharmacy
CANADIAN GROCER
Canadian Railway & Marine World
Candy and Ice Cream
Chemical and Metallurgical Engineering
Clothier and Furnisher
Coal Age
Coal Trade Journal
Concrete
Cotton
Daily Iron Trade & Metal Market Report
Domestic Engineering
Dry Goods Economist
Drygoodsman
Dry Goods Reporter
Electric Railway Journal
Electrical Merchandising
Electrical Record
Electrical Review
Electrical World
Embalmers' Monthly
Engineering World
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Engineering News-Record
Factory
Farm Machinery—Farm Power
Foundry (The)
Furniture Manufacturer & Artisan
Furniture Merchants' Trade Journal
Gas Age
Gas Record
Grand Rapids Furniture Record
Haberdasher
Hardware Age
Heating & Ventilating Magazine
Hide and Leather
Hotel Monthly
Illustrated Milliner
Implement and Tractor Age
Industrial Arts Magazine
Inland Printer
Iron Age
Iron Trade Review
Lumber Trade Journal
Lumber World Review
Manufacturers' Record
Manufacturing Jeweler
Marine Engineering
Marine Review
Metal Worker, Plumber & Steam Fitter
Mining and Scientific Press
Modern Hospital
Motor Age
Motorcycle & Bicycle Illustrated
Motor World
National Builder
National Druggist
National Petroleum News
Nautical Gazette
Northwestern Druggist
Power
Power Boating
Power Plant Engineering
Price Current—Grain Reporter
Railway Age
Railway Electrical Engineer
Railway Maintenance Engineer
Railway Mechanical Engineer
Railway Signal Engineer
Retail Lumberman
Rubber Age
Shoe Findings
Shoe and Leather Reporter
Shoe Retailer
Southern Engineer
Southern Hardware & Implement Journal
Sporting Goods Dealer
Starchroom Laundry Journal
Tea and Coffee Trade Journal
Textile World Journal
Timberman
Transfer and Storage
Woodworker

**FURNITURE POLISH**
O-Cedar Polish—
Channell Chemical Co., Toronto.

**GARGOYLE MOBILOILS**
Imperial Oil Co., Toronto.

**GAS MANTLES**
R. M. Moore & Co., Vancouver, B. C.

**GASOLINE**
Imperial Oil Co., Toronto.
R. M. Moore & Co., Vancouver, B.C.

**GELATINE**
F. S. Jarvis & Co., Toronto.

**GINGER ALE (Dry)**
Blackwoods, Ltd., Winnipeg.
O'Keefe's Brewery Co., Toronto.

**GINGER BEER**
Blackwoods, Ltd., Winnipeg.

**GLOVES (Canvas)**
American Pad & Textile Co., Chatham.

**GRAIN DEALERS**
Canadian Cereal & Flour Mills Co., Ltd., Stratford, Ont.
Chisholm Milling Co., Ltd., Toronto.

**GRANITEWARE MENDER**
"Vol-Peek"—
H. Nagle Co., Montreal.

**GRAPE NUTS**
Postum Cereal Co., Windsor, Ont.

**GRAPE JUICE**
R. L. Fowler Co., Calgary, Alta.
Marsh Grape Juice Co., Niagara Falls.
Niagara Wine Co., Niagara Falls, Ont.
Ontario Grape Growing & Wine Mfg. Co., St. Catharines, Ont.
The Welch Co., St. Catharines, Ont.

**GUM**
O-Pee-Chee Gum Co., London, Ont.

**HAMS**
Wm. Davies Co., Ltd., Toronto.
F. W. Fearman & Co., Hamilton, Ont.
Gunns, Ltd., Toronto.
Harris Abattoir Co., Toronto.
Swift Canadian Company, Toronto.

**HAMS (Boiled and Smoked)**
J. M. Schneider & Sons, Ltd., Kitchener.

**HEATHER BRAND TEA**
Blackwoods, Ltd., Winnipeg.

**HEADACHE POWDERS**
J. T. Mathieu & Co., Sherbrooke, Que.

**HERRINGS**
Defiance Packing Co., Vancouver, B.C.
Connors Bros., Ltd., Black's Harbor, N.B.
O'Loane Kiely Co., Vancouver.
Gosse-Millerd Packing Co., Ltd., Vancouver, B.C.

**HERRINGS (Pickled, Boneless)**

**HERRINGS IN BARRELS (Kippered)**

**HERRING CHICKS**
Watson Bros., Fishing & Packing, Vancouver B.C.

**HOMINY**
Chisholm Milling Co., Toronto.

**HONEY**
F. W. Fearman & Co., Hamilton, Ont.
O'Loane Kiely Co., Vancouver.
Kelly Confection Co., Vancouver.

**HONEY BUTTER**
Baines, Ltd., Montreal.

**HORSE RADISH**
Blackwoods, Ltd., Winnipeg.
H. J. Heinz Co., Toronto.

**HORSE RADISH (Prepared and Grated)**
Bayle Food Products Ltd., St. Louis, Mo.

**HORSE RADISH CREAM**
Bayle Food Products Co., St. Louis, Mo.

**HOUSEHOLD LUBRICANT**
Imperial Oil Co., Toronto.

**HOGS**
Swift Canadian Company, Toronto.

**HOPS**
Dole Bros., Hops & Malt Co., Boston, Mass.

**HO-NO-BUT**
Small's, Ltd., Montreal.

**HONO-MO-LEEN**
Small's, Ltd., Montreal.

**ICE BLANKETS**
Parke & Parke, Ltd., Hamilton, Ont.

**ICE CREAM POWDER**
E. W. Jeffress, Ltd., Walkerville, Ont.

**IMPERIAL ROYALITE COAL OIL**

**IMPERIAL TOCO LIQUID GLOSS**

**IMPERIAL STANDARD FLOOR DRESSING**

**IMPERIAL PAROWAX**

**IMPERIAL HOUSEHOLD LUBRICANT**

**IMPERIAL NITE LITES**

**IMPERIAL TUMBULAR CANDLES**

**IMPERIAL PREMIER GASOLINE**

**IMPERIAL LUBRICANTS**
Imperial Oil Co., Toronto.

**INDIA RELISH**
H. J. Heinz Co., Toronto.
Blackwoods, Ltd., Winnipeg.

**INFANTS' FOOD**
Borden Milk Co., Montreal.
Jno. Mackay Co., Bowmanville, Ont.
Magor, Son & Co., Montreal.

**IRISH STEW**
W. Clark, Limited, Montreal.

**IRON BOARDS**
Megantic Broom Mfg. Co., Lake Megantic, Que.

**ISINGLASS**
R. G. Bedlington & Co., Vancouver.

**JAMS**
Broder Canning Co., New Westminster, B.C.
California Packing Corp., San Francisco.
Dominion Canners, Ltd., Hamilton, Ont.
John Gray & Co., Glasgow, Scotland.
St. Williams Fruit Preservers, Ltd., Simcoe and St. Williams, Ont.
Furnivall-New, Limited, Hamilton.
The King Beach Mfg. Co., Mission City, B.C.
Stuart Limited, Sarnia, Ont.
Wagstaffe, Limited, Hamilton.
J. H. Wethey, Ltd., St. Catharines, Ont.

**JAM MFR.'S SPECIALTIES**
E. W. Jeffress, Ltd., Walkerville, Ont.

**JAR CAPS (Air Tight)**
Anchor Cap & Closure Corp., Toronto.

**JELLIES**
California Packing Corp., San Francisco.
Dominion Canners, Ltd., Hamilton, Ont.
Furnivall-New, Limited, Hamilton, Ont.
The King Beach Mfg. Co., Mission City, B.C.
Stuart Limited, Sarnia, Ont.
Wagstaffe, Ltd., Hamilton, Ont.
J. H. Wethey Ltd., St. Catharines.

**JELLIED HOCKS**
W. Clark, Limited, Montreal.

**JELLY POWDERS**
Genesee Pure Food Co., Bridgeburg, Ont.
Imperial Extract Co., Toronto.
Pure Gold Mfg. Co., Toronto, Ont.

**JERSEY GLOVES AND MITTS**
American Pad & Textile Co., Chatham.

**JUGS**
Toronto Pottery Co., Ltd., Toronto.

**KELLOGG'S DOMINION CORN FLAKES**
W. K. Kellogg Cereal Co., Toronto.

**KELLOGG'S BRAN**
W. K. Kellogg Cereal Co., Toronto.

**KELLOGG'S KRUMBLES**
W. K. Kellogg Cereal Co., Toronto.

**KIPPERS**
D. Hatton Co., Montreal.
O'Loane, Kelly Co., Vancouver, B.C.

**KLIM**
Canadian Milk Products Ltd., Toronto.

**KNIFE POLISH**
John Oakey & Sons, Ltd., London, Eng.

**KRUMBLES**
W. K. Kellogg Cereal Co., Toronto.

**LACKOLA**
Blackwoods, Ltd., Winnipeg.

**LAMB**
F. W. Fearman & Co., Hamilton, Ont.

**LARD**
Wm. Davies & Co., Ltd., Toronto.
F. W. Fearman & Co., Hamilton, Ont.
Gunn's, Ltd., Toronto.
Harris Abattoir Co., Toronto.
Swift Canadian Co., Toronto.

**LARD (Kettle Rendered)**
J. M. Schneider & Sons, Ltd., Kitchener.

**LARD JARS**
Toronto Pottery Co., Ltd., Toronto.

**LAUNDRY SODA**
Swift Canadian Company, Toronto.

**LEAD PENCILS**
R. G. Bedlington & Co., Vancouver.
Wm. Cane & Sons Co., Newmarket, Ont.

**LEMON SQUASH**
Blackwoods, Ltd., Winnipeg.

**LEMONADE**
Taylor & Pringle, Owen Sound, Ont.

**LICORICE**
National Licorice Co., Montreal.

**LIQUID VENEER, POLISH**
Buffalo Specialty Co., Buffalo, N.Y., and Bridgeburg, Ont.

**LIME JUICE**
Blackwoods, Ltd., Winnipeg.

**LOAF MEATS**
Wm. Clark, Ltd., Montreal.

**LOBSTERS**
D. Hatton Co., Montreal.

**LYE**
Babbitt's Pure Lye—
B. T. Babbitt Co., New York.

**MACARONI**
Excelsior Marcaroni Products Co., Winnipeg.
Kelly Confection Co., Vancouver.

**MALTED MILK**
Borden Milk Co., Montreal.

**MALTBRU**
Blackwoods, Ltd., Winnipeg.

**MAPLE BUTTER**
Small's, Ltd., Montreal.
Baines, Ltd., Montreal.

**MAPLE SUGAR**
Baines, Ltd., Montreal.
Maple Tree Producers Ltd., Montreal.
Forest Cream—
Small's, Ltd., Montreal.
E. B. Thompson, Toronto.

**MAPLE SYRUP**
The Bowes Co., Ltd., Toronto.
Baines, Ltd., Montreal.
F. W. Fearman & Co., Hamilton, Ont.
Maple Tree Producers Ltd., Montreal.
Small's, Ltd., Montreal.

**MARASCHINO CHERRIES**
Imperial Extract Co., Toronto.

**MARMALADE**
Dominion Canners, Ltd., Hamilton, Ont.
John Gray & Co., Glasgow, Scotland.
Furnivall-New, Limited, Hamilton, Ont.
The King Beach Mfg. Co., Ltd., Mission City, B.C.
mperial Extract Co., Toronto.
St. Williams Fruita Preservers, Ltd., St. Williams, Ont.
Stuarts, Ltd., Sarnia, Ont.
J. H. Wethey, Limited, St. Catharines, Ont.
Wagstaffe, Ltd., Hamilton.

**MAROMA**
E. W. Jeffress, Ltd., Walkerville, Ont.

**MEATS (Smoked, D.S. Cured, Cooked Meats and Specialties. Fancy Meats, Jellied Meats)**
Swift Canadian Co., Toronto.

**MATCHES**
The E. B. Eddy Co., Limited, Hull, Que.

**MEAT SKEWERS**
The Wm. Cane & Sons Co., Newmarket, Ont.

**METAL CAPS**
Anchor Cap & Closure Corp., Toronto.

**METAL POLISH**
Hargreaves (Canada), Limited, Toronto.

**MENTHOL**
R. G. Bedlington & Co., Vancouver.

**MILK (Powdered)**
Canadian Milk Products Co., Toronto.

**MILK PRODUCTS**
Borden Milk Co., Montreal.
Canadian Milk Products Co., Toronto.
Carnation Milk Products Co., Ltd., Aylmer, Ont.

**MILK CANS (Stone)**
Toronto Pottery Co., Ltd., Toronto.

**MILKSTOCK**
Canadian Milk Products Ltd., Toronto.

**MINCE MEAT**
F. W. Fearman & Co., Hamilton, Ont.
E. B. Thompson, Toronto.
J. H. Wethey, Limited, St. Catharines.
Kelly Confection Co., Ltd., Vancouver, B.C.

**MINT SAUCE**
Horton-Cato Co., Windsor, Ont.

**MILK PAILS (Indurated)**
E. B. Eddy Co., Hull, Que.

**MOLASSES**
Kelly Confection Co., Vancouver, B.C.
Small's, Ltd., Montreal.
West India Co., Ltd., Montreal.

**MOLASSES, FEEDING**
Dominion Sugar Co., Chatham, Ont.

**MOPS**
T. S. Simms & Co., Fairville, St. John, N.B.
The Wm. Cane Sons & Co., Newmarket, Ont.

**MUSHROOM CATSUP**
E. W. Jeffress, Ltd., Walkerville, Ont.

**MUSTARD**
Blackwoods, Ltd., Winnipeg.
H. J. Heinz Co., Toronto.

**MUSTARD PREPARED, and PREPARED MUSTARD IN BARRELS**
Bayle Food Products Co., St. Louis, Mo.
Taylor & Pringle, Owen Sound, Ont.

**MUSTARD PICKLES (Sweet)**
H. J. Heinz Co., Toronto.

**NEWSPRINT**
E. B. Eddy Co., Hull, Que.

**NUGGET OUTFITS**
Nugget Polish Co., Toronto.

**NUT BARS**
Baines, Ltd., Montreal.

**NUTS, COCOANUTS, WALNUTS, ALMONDS, PEANUTS**
West India Co., Montreal.

**NUT-O-BUT**
Small's, Ltd., Montreal.

**OATMEAL**
Canadian Cereal & Flour Mills Co., Ltd., Stratford, Ont.
Chisholm Milling Co., Toronto.
Western Canada Flour Mills, Toronto.
Quaker Oats Co., Peterborough.

**O-CEDAR POLISH MOPS**
Channell Chemical Co., Ltd., Toronto.

**OIL PUMPS AND OIL STORAGE EQUIPMENT (Gilbert & Barker)**
Imperial Oil Co., Toronto.

**OLEOMARGARINE**
Wm. Davies & Co., Toronto.
F. W. Fearman & Co., Hamilton, Ont.
Harris Abattoir Co., Toronto.
Swift Canadian Co., Ltd., Toronto.

**OLIVES**
Blackwoods, Ltd., Winnipeg.
California Packing Corp., San Francisco, Cal.
H. J. Heinz Co., Toronto.
Gorman Eckert & Co., London, Ont.
Swift Canadian Co., Ltd., Toronto.

**OLIVE BUTTER**
E. W. Jeffress, Ltd., Walkerville, Ont.

**OLIVE OIL**
H. J. Heinz Co., Toronto.

**ORIETIAL OIL WOF MANUFACTURERS**
O'Loane, Kiely Co., Vancouver.

**ONIONS, PICKLED**
H. J. Heinz Co., Toronto.

**ORANGEADE**
Taylor & Pringle, Owen Sound.

**ORIENTAL SAUCE**
E. W. Jeffress, Ltd., Walkerville, Ont.

**OX TONGUE**
W. Clark, Limited, Montreal.

**OYSTER COCKTAILS**
Blackwoods, Ltd., Winnipeg.

**PACKAGES, Metal and Fibre**
American Can Co., Hamilton, Ont.

**PADS FOR HORSES**
American Pad & Textile Co., Chatham.

**PAILS**
The Wm. Cane Sons & Co., Newmarket, Ont.
The E. B. Eddy Co., Ltd., Hull, Que.

**PAPER**
The E. B. Eddy Co., Ltd., Hull, Que.

**PAPER BALERS**
Megantic Broom Mfg. Co., Lake Megantic, Que.

**PAPER BAGS**
The E. B. Eddy Co., Ltd., Hull, Que.

**PARKE'S CATSUP FLAVOR**
Parke & Parke, Ltd., Hamilton.

**PARKE'S PICKLE MIXTURE**
Parke & Parke, Ltd., Hamilton.

**PARKE'S STRAW HAT DYE**
Parke & Parke, Ltd., Hamilton.

**PARKE'S SKIDOO**
Parke & Parke, Ltd., Hamilton.

**PARKE'S SMOKE ESSENCE**
Parke & Parke, Ltd., Hamilton.

**PARKE'S FLY AND MOSQUITO OIL**
Parke & Parke, Ltd., Hamilton.

**PARKE'S DUTCH DROPS**
Parke & Parke, Ltd., Hamilton.

**PARKE'S WHITE LINIMENT**
Parke & Parke, Ltd., Hamilton.

**PARKE'S BUTTER COLOR**
Parke & Parke, Ltd., Hamilton.

**PARKE'S CONDITIONS POWDER**
Parke & Parke, Ltd., Hamilton.

**PARKE'S CATTLE WASH**
Parke & Parke, Ltd., Hamilton.

**PARKE'S OLD ENGLISH HEALTH SALTS**
Parke & Parke, Ltd., Hamilton.

**PARKE'S PERFECT FRUIT SALTS**
Parke & Parke, Ltd., Hamilton.

**PARKE'S GLASSINE SUPERIOR EGG PRESERVER**
Parke & Parke, Ltd., Hamilton.

**PATENT MEDICINES**
J. L. Mathieu & Co., Sherbrooke, Que.

**PEELS**
J. H. Wethey, Ltd., St. Catharines, Ont.

**PEANUTS, ROASTED AND SALTED**
Montreal Nut & Brokerage Co., Montreal.
Fujita & Co., Vancouver, B.C.

**PEANUTS, SALTED**
Canada Nut Co., Vancouver, B. C.
R. L. Fowler & Co., Calgary, Alta.

**PEANUT BUTTER GRINDERS**
Bayle Food Products Co., St. Louis, Mo.

**PEANUTS (Blanched, Salted, Shelled, Salted in Cartons and Bags; Salted Peanuts in Bulk; Salted Peanuts in Package)**
Bayle Food Products Co., St. Louis, Mo.

**PEANUT BUTTER**
Baines Ltd., Montreal.
Kelly Confection Co., Vancouver.
The Bowes Co., Ltd., Toronto.
Bayle Food Products Co., St. Louis, Mo.
Canada Nut Co., Vancouver, B.C.
W. Clark, Limited, Toronto.
H. J. Heinz Co., Toronto.
R. L. Fowler, Ltd., Calgary, Alta.

**PEANUT BUTTER (Glass, Kegs, Barrels)**
Bayle Food Products Co., St. Louis, Mo.

**PEAS (Oriental and Domestic)**
O'Loane Kiely Co., Vancouver.

**PEARL HOMINY**
Chisholm Milling Co., Toronto.

**PICKLES**
Blackwoods, Ltd., Winnipeg.
Wm. Davies Co., Ltd., Toronto.
Gillard & Co., London, Eng.
H. J. Heinz Co., Toronto.
Taylor & Pringle, Owen Sound, Ont.

**PILCHARDS, CANNED**
Anderson & Miskin, Vancouver, B.C.
Clayoquot Sound Canning Co., Victoria, B.C.
Defiance Packing Co., Ltd., Vancouver, B.C.
Gosse-Millerd Packing Co., Vancouver, B.C.
Nootka Packing Co., Nootka, B.C.
O'Loane Kelly Co., Vancouver.

**PICKLED MEATS**
J. M. Schneider & Sons, Kitchener.
Nootka Packing Co., Nootka, B.C.

**PITCHERS**
Toronto Pottery Co., Ltd., Toronto.

**PLUM PUDDING**
W. Clark, Limited, Montreal.
Dominion Canners, Ltd., Hamilton.
Tuxford & Nephews, England.
Wagstaffe, Limited, Hamilton, Ont.

**POLISHES**
Channell Chemical Co., Toronto.

**POLISH MOPS (O-Cedar)**
Channell Chemical Co., Toronto.

**POLISHING CLOTHS**
E. Pullan, Toronto.

**PORK AND BEANS**
W. Clark, Limited, Montreal.
Wm. Davies Co., Ltd., Toronto.
Gunn's, Ltd., Toronto.
Dominion Canners, Ltd., Hamilton, Ont.

**PORK CUTS**
J. M. Schneider & Sons, Kitchener.
Swift Canadian Company, Toronto.

**POTTED MEATS**
W. Clark, Ltd., Montreal.

**POSTUM**
Postum Cereal Co., Windsor, Ont.

**POTATO FLOUR**
R. G. Bedlington & Co., Vancouver.

**POTTERY**
Toronto Pottery Co., Ltd., Toronto.

**PREPARED MUSTARD**
H. J. Heinz Co., Toronto.

**PRESERVE JARS (Stone)**
Toronto Pottery Co., Ltd., Toronto.

**PRODUCE**
Swift Canadian Company, Toronto.

**POULTRY**
Lambton Creamery, Petrolea, Ont.
C. A. Mann & Co., London, Ont.

**POULTRY FEEDS**
Chisholm Milling Co., Ltd., Toronto.

**POULTRY FOUNTAINS**
Toronto Pottery Co., Ltd., Toronto.

**POTS AND PANS, MENDERS**
H. Nagle Co., Montreal.

**PREPARED BLANCHED PEANUTS (Candy Makers)**
Bayle Food Products Co., St. Louis, Mo.

**PREPARED BLANCHED PEANUTS (Bakers)**
Bayle Food Products Co., St. Louis, Mo.

**PRESERVES**
California Packing Corp., San Francisco, Cal.

**PRICE'S RENNET WINE**
Parke & Parke, Ltd., Hamilton.

**PURINA**
Chisholm Milling Co., Toronto.

**RALSTON WHEAT FOOD**
Chisholm Milling Co., Toronto.

**RADIATOR NEVERLEEK**
Buffalo Specialty Co., Buffalo.

**RAISINS**
California Packing Corp., San Francisco, Cal.
The California Associated Raisin Co., Fresno, Cal.
West India Co., Montreal.

**RASPBERRY VINEGAR**
Blackwoods, Ltd., Winnipeg.
Marsh Grape Juice Co., Niagara Falls, Ont.

**RED ROSE TEA AND COFFEE**
T. H. Estabrooks Co., Ltd., Toronto, St. John, N.B., and Winnipeg, Man.

**RICE**
Imperial Rice Mill Co., Vancouver, B.C.
S. Lowrie, Vancouver, B.C.
Mount Royal Milling & Mfg. Co., Montreal.
O'Loane Kiely Co., Vancouver.
West India Co., Montreal.

**RICE FLOUR**
Mount Royal Milling & Mfg. Co., Montreal.

**RICE PRODUCTS**
Mount Royal Milling & Mfg. Co., Montreal.

**ROLLS**
Dent, Harrison, Westmount, Que.

**ROLLED OATS**
Chisholm Milling Co., Toronto.
Canadian Cereal & Flour Mills, Ltd., Stratford, Ont.
Robin Hood Mills, Montreal and Moose Jaw.
Quaker Oats Co., Peterborough, Ont.

**ROAST BEEF**
W. Clark, Limited, Montreal.

**RYE MEAL**
B. B. Rye Flour Mills, Ltd., Winnipeg.

**SALAD DRESSINGS**
Bayle Food Products Co., St. Louis, Mo.
Horton-Cato Co., Windsor, Ont.

**SALAD OIL**
Kelly Confection Co., Ltd., Vancouver.

**SALT**
Canadian Salt Co., Windsor, Ont.
Dominion Salt Co., Sarnia, Ont.
Toronto Salt Works, Toronto.
Western Salt Co., Ltd., Courtright.

**SALT AND PICKLED FISH**
D. Hatton Co., Montreal.

**SALMON, PICKLED**
O'Loane Kiely Co., Vancouver.

**SALMON, CANNED**
Clayoquot Sound Canning Co., Victoria, B.C.
O'Loane Kiely Co., Vancouver.
Anderson & Miskin, Vancouver.
Defiance Packing Co., Vancouver, B.C.
Gosse-Millerd Packing Co., Vancouver.
Nootka Packing Co., Nootka, B.C.
Swift Canadian Co., Toronto.

**SALMON PASTE**
Watson Bros. Fishing & Packing, Vancouver.

**SAUCES, MEAT, FISH, ETC.**
Blackwoods, Ltd., Winnipeg.
Escoffier, Ltd., London, Eng.
Taylor & Pringle, Owen Sound, Ont.
H. P. Sauce—
W. G. Patrick Co., Ltd., Toronto.

**SAUCES, TABASCO**
Horton-Cato Co., Windsor, Ont.
O'Loane, Kiely & Co., Vancouver.

**SAGO**
West India Co., Montreal.

**SARDINE PASTE**
Watson Bros. Fishing & Packing, Vancouver.

**SARDINES**
Connors Bros., Black's Harbor, N.B.
Field & Co., London, Eng.
D. Hatton Co., Montreal.
Gosse-Millerd Packing Co., Vancouver, B.C.
Swift Canadian Co., Toronto.

**SAUER KRAUT**
Blackwoods, Ltd., Winnipeg.
Taylor & Pringle, Owen Sound, Ont.

**SAUSAGES**
Wm. Davies Co., Ltd., Toronto.
Swift Canadian Co., Toronto.
W. Clark, Limited, Montreal.
J. M. Schneider & Son, Ltd., Kitchener.
Harris Abattoir Co., Toronto.

**SEPARATED MILK POWDER**
Canadian Milk Products, Ltd., Toronto.

**SEWER PIPE**
Toronto Pottery Co., Ltd., Toronto.

**SCRAP LEATHER, FUR, FELT, IRON, METALS**
E. Pullan, Toronto.

**SHOE POLISHES**
Nugget Polish Co., Toronto.
Whittemore Bros., Corp., Boston, Mass.

**SHORTENING**
Wm. Davies Co., Ltd., Toronto.
Gunn's, Ltd., West Toronto.
Swift Canadian Co., Toronto.
Harris Abattoir Co., Toronto.
F. W. Fearman & Co., Hamilton, Ont.

**SLICED SMOKED BEEF**
W. Clark, Limited, Montreal.

**SMOKED FISH**
D. Hatton Co., Montreal.
O'Loane, Kiely Co., Vancouver, B.C.

**SODA (Cow Brand)**
Church & Dwight, Montreal.

**SOFT DRINKS**
Blackwoods, Ltd., Winnipeg.
Coca Cola Co., Winnipeg.
O'Keefe Brewery Co., Toronto.

**SPAGHETTI**
Excelsior Marcaroni Products Co., Winnipeg.
Kelly Confection Co., Vancouver.

**SOAPS**
Guelph Soap Co., Guelph, Ont.
Palmolive Soap Co., Toronto.
Swift Canadian Co., Toronto.

**SOAP CHIPS**
Guelph Soap Co., Guelph, Ont.

**SOAP POWDERS**
Babbitt's "1776" Soap Powder—
B. B. Babbitt Co., New York, N.Y.

**SODA FOUNTAIN SUPPLIES**
Imperial Extract Co., Toronto.

**SOOT DESTROYER**
Canadian Chemical Co., Vancouver.

**SONORA "APPETIZER"**
E. W. Jeffress, Ltd., Toronto.

**SOUPS**
Dominion Canners, Ltd., Hamilton.
W. Clark, Limited, Montreal.

**SOUP (Concentrated)**
W. Clark, Limited, Montreal.

**SOUP, MACARONI**
Excelsior Macaroni Products Co., Winnipeg.

**SPAGHETTI, CANNED**
W. Clark, Ltd., Montreal.
H. J. Heinz Co., Toronto.

**SPICES**
R. G. Bedlington & Co., Vancouver.
Gorman Eckert & Co., London, Ont.
O'Loane, Kelly Co., Vancouver.
White Swan Spices & Cereals, Ltd., Toronto.
West India Co., Ltd., Montreal.

**SPIRIT VINEGAR**
Taylor & Pringle, Owen Sound, Ont.

**SPRING CLOTHES PINS**
J. H. Hanson Co., Ltd., Montreal.
Megantic Broom Mfg. Co., Lake Megantic Que.

**STOVE POLISH**
Hargreaves (Canada), Limited, Toronto.

**STANDARD REMEDIES**
Chamberlain Medicine Co., Toronto.
J. L. Mathieu Co., Sherbrooke, Que.

**STARCH, CORN AND LAUNDRY**
The Canada Starch Co., Montreal.

**S.P. MEATS**
The Wm. Davies Co., Toronto.

**STEWED KIDNEYS**
W. Clark, Ltd., Montreal.

**STERILIZED WIPERS**
E. Pullan, Toronto.

**STOMACH AND LIVER TABLETS**
Chamberlain Medicine Co., Toronto.

**STONE JARS AND STONEWARE**
Toronto Pottery Co., Ltd., Toronto.

**SUGAR, ALL KINDS**
Atlantic Sugar Co., Montreal.
Acadia Sugar Refining Co., Halifax, N.S.
Dominion Sugar Co., Ltd., Chatham, Ont.

**SUGAR BAGS**
E. Pullan, Toronto.

**SUGAR BEET MEAL**
Dominion Sugar Co., Ltd., Chatham, Ont.

**SUGAR, RAW**
West India Co., Ltd., Montreal.

**SULPHITE SHEATHING**
The E. B. Eddy Co., Ltd., Hull, Que.

**SUNSET SOAP DYES**
North American Dye Corp., Mount Vernon, N.Y.

**SWEEPING COMPOUND**
Soclean Ltd., Toronto.

**SWEET NUT BUTTER**
Baines, Ltd., Montreal.

**SWEET WHEY POWDER**
Canadian Milk Products Ltd., Toronto.

**SYRUP FRUITS**
Dominion Canners, Ltd., Hamilton, Ont.
Blackwoods, Ltd., Winnipeg.

**SYRUP, TABLE**
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Small's, Ltd., Montreal.

**SYRUPS**
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**TAPIOCA PRODUCTS**
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**TAPIOCA**
West India Co., Montreal.

**TAPIOCA FLOUR**
Jones Packing & Provision Co., Smith's Falls.

**TANGLEFOOT**
O. & W. Thum Co., Detroit.

**TEA**
J. W. Berry, Vancouver, B.C.
Blackwoods, Ltd., Winnipeg.
H. P. Eckardt & Co., Toronto.
T. H. Estabrooks Co., St. John, Toronto, Winnipeg.
Hudon, Hebert & Cie, Montreal.

**TEA LEAD**
Island Lead Mills, Ltd., London, Eng.

**TINWARE**
American Can Co., Hamilton, Ont.

**TEMPERANCE LIQUEURS**
H. T. Special, grape, port, claret, sloe gin, trench rum, black cherry—
Blackwoods, Ltd., Winnipeg.

**TISSUE PAPER**
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**TOBACCO, SMOKING, PLUG**
W. C. Macdonald Reg'd., Montreal.
Rock City Tobacco Co., Quebec, Que.
Imperial Tobacco Co., Montreal.

**TONIC, INVALID**
Brotman Bros., Winnipeg.

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E. W. Jeffress, Ltd., Walkerville, Ont.

**TOMATO KETCHUP**
W. Clark, Limited, Montreal.
H. J. Heinz Co., Toronto.

**TOMATO CHUTNEY**
H. J. Heinz Co., Toronto.
Taylor & Pringle, Owen Sound.

**TOMATO SOUP**
H. J. Heinz Co., Toronto.

**TOMATO PASTE**
E. W. Jeffress, Ltd., Walkerville, Ont.

**TOMATOES8 HOT HOUSE**
British Columbia Farmers Exchange, Vancouver, B.C.

**TONGUE**
W. Clark, Ltd., Montreal.

**TUBS**
Wm. Cane & Sons Co., Newmarket, Ont.
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**TWINES, ETC.**
Hamilton Cotton Co., (W. B. Stewart Co., Toronto Agents).
Walter Woods & Co., Hamilton.

**UNFERMENTED WINE FLAVORINGS**
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**UNIVERSAL SAUCE**
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**VINEGARS**
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H. J. Heinz Co., Toronto.
Midland Vinegar Co., Manchester, Eng.
White Cottell & Co., England.
Taylor & Pringle Co., Ltd., Owen Sound.

**VINEGAR, CIDER**
Annapolis Valley Cyder Co., Ltd., Bridgetown, N.S.

**VINEGAR MEASURES**
Walter Woods & Co., Hamilton.

**VI-COCOA**
Watford Manufacturing Co., Watford, Eng.

**VIGNOL WASHING COMPOUND**
H. Nagle & Co., Montreal.

**"VOL-PEEK"**
H. Nagle & Co., Montreal.

**VINEGAR FUNNELS (Stone)**
Toronto Pottery Co., Ltd., Toronto.

**WASHING SODA**
Swift Canadian Co., Toronto.

**WASTE PAPER**
E. Pullan, Toronto.

**WASHING POWDER**
The N. K. Fairbanks Co., Ltd., Montreal.
Swift Canadian Co., Toronto.

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H. Nagle Co., Montreal.

**WASHBOARDS**
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The E. B. Eddy Co., Ltd., Hull, Que.
Megantic Broom Mfg. Co., Lake Megantic, Que.
Walter Woods & Co., Hamilton.

**WASH TUBS (Indurated)**
The E. B. Eddy Co., Ltd., Hull, Que.

**WASTE FOR POLISHING**
E. Pullan, Toronto.

**WASTE (Cotton)**
E. Pullan, Toronto.

**WINE**
Brotman Bros., Winnipeg.

**WHISKS**
T. S. Simms & Co., Ltd., St. John, N.B.

**WORCESTERSHIRE SAUCE**
W. B. Armour Co., Toronto.
Taylor & Pringle Co., Owen Sound.
H. J. Heinz & Co., Toronto.
Blackwoods, Ltd., Winnipeg.

**WOOLEN RAGS**
E. Pullan, Toronto.

**WOOL WASTE**
E. Pullan, Toronto.

**WRAPPING PAPERS**
The E. B. Eddy Co., Ltd., Hull, Que.


# A Satisfied Customer the Best Advertisement

*We are pleased to inform you that we are simply delighted with your* CANADIAN GROCER.

*It is certainly most interesting, and your market reports are about as reliable as they can be. In fact, we do not see how we could do without it now, and the best proof we can give you that we really appreciate your paper is in subscribing to another one of your trade papers,* HARDWARE AND METAL, *which you will please send along with* CANADIAN GROCER.

*P. PAUL & CO.,*
*Duncan Station, Que.*

# Everybody's Favorite

## Make it your big Summer Seller

When Old Sol begins to chase the mercury up to the century mark there comes an increased call for a thirst-quenching invigorating beverage like Marsh's Grape Juice.

And it will require very little suasion on your part to make Marsh's a regular item in the weekly grocery order.

One sip of its delicious Concord goodness will captivate. People who buy it once will buy it regularly, and there's a good wide profit for you on every bottle you sell.

**Stock Marsh's Grape Juice then and keep it well displayed. Back every sale with your strongest recommendation.**

## The Marsh Grape Juice Co.

**NIAGARA FALLS, ONT.**

*Distributors*

The MacLaren Imperial Cheese Co., Limited, Toronto.
Rose & Laflamme, Limited, Montreal.

The Best Coffee the World Can Grow

# QUALITY—

**that you can conscientiously recommend**

Leave nothing to chance when it comes to recommending a food product to your customer. She builds upon your recommendation —if the product lives up to it she'll have confidence in the quality of the merchandise you carry.

The group illustrated here is a case in point. **Club House Brand of Olives, Catsup,** etc., and **Rideau Hall Coffee** have the goodness and the flavor that "gets across" big with the most discriminating housewife.

***Try a sample order of these first quality products.***

## Gorman, Eckert & Co., Ltd.

**LONDON, ONT.**

**Sold to the Western Trade through Mason & Hickey, Winnipeg**


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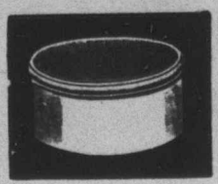
# BUYERS' MARKET GUIDE
## Latest Editorial Market News



**STONEWARE**

Buy Now—Butter Crocks, Jugs, Churns, Flower Pots, etc. Ask for latest catalogue.

The Toronto Pottery Co.
Limited
Dominion Bank Bldg.
TORONTO

We are now located in our new and more spacious warehouse at

**60-62 JARVIS ST.**

**TORONTO SALT WORKS**

GEO. J. CLIFF

**WHITE-COTTELL'S**
*Best English Malt Vinegar*
**QUALITY VINEGAR**
White, Cottell & Co., Camberwell, London, Eng.
*Agent:*
W. T. COLCLOUGH, 53 Silver Birch Ave., Toronto
Beach 2170

**The LV PICKLE**
Manufactured by
**GILLARD & CO., LIMITED**
London, England
*An English Delicacy of High Repute*
Magor, Son & Co., Ltd., 403 St. Paul St., (Place Royale), Montreal.

**EDMONDSON & PETCH**
Manufacturers of
**E. & P. Awnings and Tents**
THE BEST IN THE LAND
Write for Price Lists and Measurement Charts. Address
OTTAWA, CANADA

Order from your jobber to-day.
**"SOCLEAN"**
the dustless sweeping compound
**SOCLEAN, LIMITED**
Manufacturers TORONTO, Ontario

**COCOANUT**
For immediate or future deliveries.
**E. B. THOMPSON**
20 Front Street East, Toronto

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
¼-INCH CUSHION FILLERS
CORRUGATED FLATS.
**The TRENT MFG. CO., Ltd.**
TRENTON - - ONTARIO


### HOG PRICES SOARING

Another price record was created on Tuesday of this week, when live hogs at f.o.b. points went up to $21 per cwt. Just what the limit is cannot be determined, and there seems to be an undercurrent of uneasiness throughout the situation as it exists to-day that is not altogether healthy. Packers claim that prices on fresh cuts of pork have not advanced in proportion to increased price paid for the hogs, and retailers are loth to take full advantage of the advances made by the packer. However, the consumer has to pay more and is not delighted with the idea, with the result that the retailer bears the brunt of the abuse. Export business is considered responsible, but there is no indication that the higher prices being paid are bringing more hogs to the market, so why keep on boosting the figures? The reaction must be that much greater when it does start. Altogether, the outlook is not a satisfactory one, and buying far ahead on pork products would not seem a wise policy on the part of the retailers.


**CHOCOLATTA**
contains chocolate, milk and sugar in powdered form.
Makes a delicious drink served hot or cold. Suggest it to your customers for Home and Overseas.
*NUTRIENT FOOD CO., TORONTO*

Now is the time to see us regarding Salted Lake Herring in pails, tubs or half barrels. Write us at once. Herring any quantity our specialty.
BOWMAN FISH CO.
66 Jarvis Street, Toronto

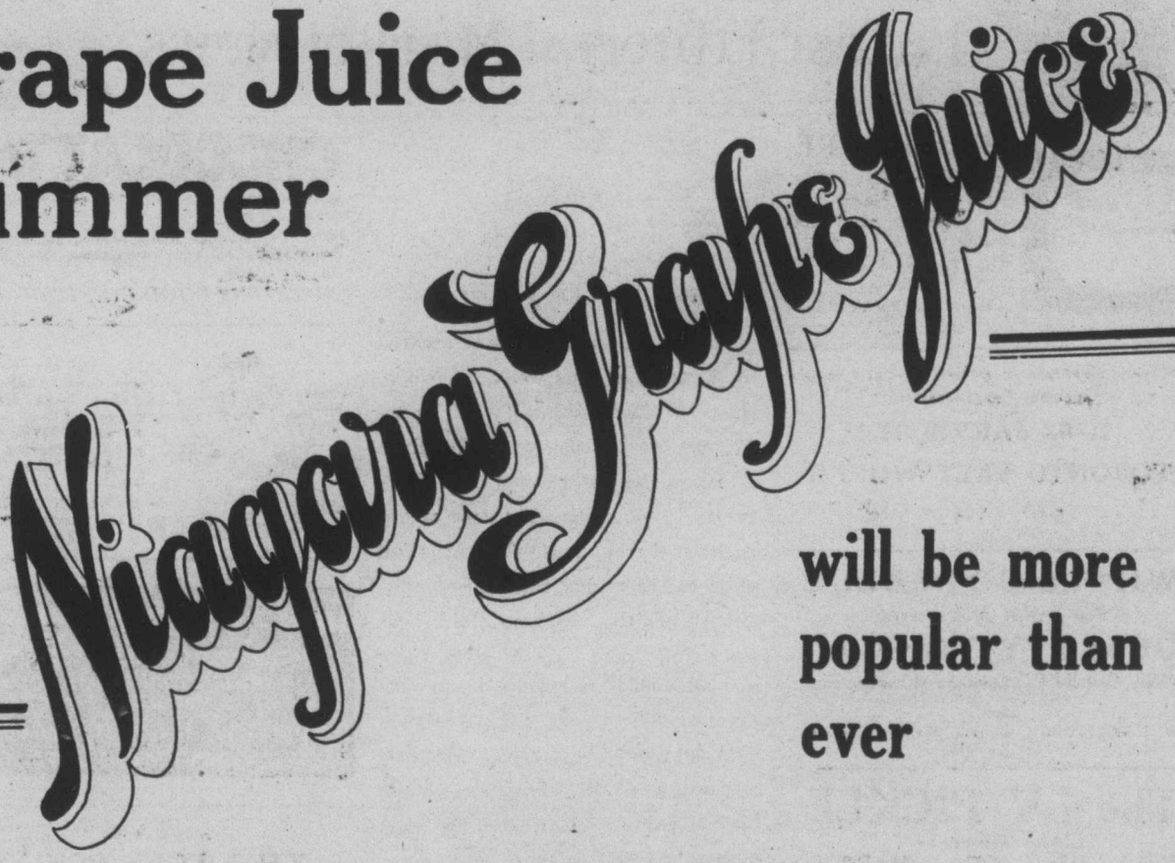
Ship us your
**BUTTER, EGGS, POULTRY Etc.**
We pay highest wholesale prices
KAVANAGH PROVISION CO.
Bleury Street, Montreal
Phones:
Uptown 4620, Uptown 4621, After 7 p.m. Uptown 1980

**TANGLEFOOT**
The Non-Poisonous Fly Destroyer
The United States Public Health Service advises: "Arsenical Fly-Destroying devices must be rated as extremely dangerous, and should never be used."

These one-inch spaces only $1.60 per insertion if used each issue in the year.

**CREAMERY BUTTER**
We solicit a trial order so we may convince you that our freshly churned creamery butter is choice. Packed in 50 lb. Print Boxes or Solids. Quality guaranteed. Market prices. Prompt shipments made.
LAMBTON CREAMERY CO., Ltd.
PETROLIA - ONTARIO

# A Grape Juice Summer




**will be more popular than ever**

This is going to be Canada's biggest year for Grape Juice.

More and more people are learning to appreciate the wholesomeness of good Grape Juice as a hot weather beverage.

You, Mr. Grocer, can ring up a handsome bit of extra profit by catering to this summer demand with such an entirely dependable line as *Niagara Grape Juice.*

Made in the heart of the grape-growing district in the Niagara Peninsula. Put up attractively in handy-sized bottles (4, 16 and 32 ozs.) with the kind of labels that make effective counter and window displays. Get a trial supply.

## Niagara Falls Wine Company

**T. G. BRIGHT CO., *Proprietors*, NIAGARA FALLS, ONT.**

*"Member Audit Bureau Circulation"*
*"Member Associated Business Papers"*

# CANADIAN GROCER

*CANADA'S NATIONAL GROCERY PAPER*

Vol. XXXIII TORONTO, APRIL 25, 1919 No. 17

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## THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, *President.* H. T. HUNTER, *Vice-President.*
H. V. TYRRELL, *General Manager.*

Publishers of Canadian Grocer, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmers' 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, The Canadian Motor, Tractor and Implement Trade Journal.

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C. W. BYERS, Western Representative.
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GREAT BRITAIN—London, The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C., E. J. Dodd, Director; Telephone Central 12960. Cable Address: Atabek, London, England.

UNITED STATES—New York, R. B. Huestis, Room 620 111 Broadway, Telephone Rector 8971; Boston, C. L. Morton, Room 733, Old South Building, Telephone Main 1024; Chicago, A. H. Byrne, Room 900, Lytton Bldg., 14 E. Jackson Street, Phone Harrison 1147.

SUBSCRIPTION PRICE—Canada, $3 a year; Great Britain, South Africa and West Indies, 12s. 6d. a year; United States, $3.50 a year; other countries, $4 a year; Single copies, 10 cents. Invariably in advance.

# Wanted

## Classified Advertising

Advertisements under this heading 2c per word for first insertion. 1c for each subsequent.

Where copies 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 remittance to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittances cannot be acknowledged.

### WANTED

WANTED—EXPERIENCED GROCERY CLERK, Ontario. State age, salary expected and references. Box 606, Canadian Grocer.

WANTED—AN EXPERIENCED SALESLADY and salesman for general store in Renfrew County. State salary expected and references. Box 616, Canadian Grocer, 143-153 University Ave., Toronto.

SALESMAN—RETURNED SOLDIER—IS OPEN for position. Salary no object. Box 618, Canadian Grocer, 143-153 University Ave., Toronto, Ont.

WANTED AT ONCE — MAN CLERK FOR general store, not less than ten years' experience. State salary expected. Apply to A. M. McCormick & Son, Pelee Island.

### FOR SALE

FOR SALE — PRESSED BRICK RESIDENCE with general store attached. This is an old established business. Now running seventy cases of eggs a week. Annual turnover $30,000. No opposition. Mostly country trade. Reason for selling, advancing years and lack of help. Box 620, Canadian Grocer, 143 University Ave., Toronto.

FOR SALE—BUHR PEPPER MILL, THIRTY-inch stone. Buhr Coffee Mill, twelve-inch stone. Holmes & Blanchard Co., Boston, manufacturers. For particulars write G. E. Barbour Co., Ltd., St. John, N.B.

SPECIALTY SALES ORGANIZER—CAPABLE of qualifying for sales manager. Real opportunity for a business-getter. McCaskey Systems Limited, 235 Carlaw Ave.

FOR SALE OR PARTNER—MORE CAPITAL needed. For particulars write H. Tomkinson, Grindrod, B.C.

WHITE COTTON
SUGAR LINERS
E-PULLAN
TORONTO

## TO THE TRADE

This Want Ad. page offers opportunities to YOU!

There were thirteen replies received to a recent advertisement on this page, the results being satisfactory to the adver-iser.

CANADIAN GROCER offers you Dominion-wide circulation among the grocery trade, which means that this page is read by Business men; men who are as deeply interested in the Grocery trade as you are.

Advertisements are classified under suitable headings, so that they can be located at a glance.

The cost is trivial—2 cents per word first insertion. and one cent per word for each subsequent insertion.

If you wish your replies directed to a box, the charge is 5 cents per insertion extra, to cover cost of postage.

Send your want ads along and please enclose remittance to cover, as it saves unnecessary bookkeeping, etc.

### TRANSLATIONS

ENGLISH INTO FRENCH — COMMERCIAL, Financial and Technical Literature. Advertising booklets, catalogues, circulars, posters. Private correspondence. Manufacturers and Manufacturers' Agents desiring English to French translations will secure expert service at a moderate rate by addressing Leon A. Archambault, P.O. Box 135, Station B, Montreal.

### AGENCIES WANTED

LONDON HOUSE OPEN TO RECEIVE agency from reliable manufacturers of Commodities suitable for British markets. Specialties, Condensed Milk, Canned Foods, etc. Write O. B. Laggett, 17 Harp Lane, London, E.C. 3, England.

WANTED—YOUNG MAN WITH GROCERY experience who can prepare literature and write advertisements and who has had some knowledge of salesmanship. Must be careful and energetic. Splendid opportunity afforded the right party for advancement. In writing, state complete experience, age, names of previous employers, references, etc. Apply Box 612, Canadian Grocer, 143-153 University Ave., Toronto.

When answering
Advertisements please mention
Canadian Grocer

COLLECTIONS

You want those bad accounts cleaned up?
All right, sir, if that's your desire, let us know.
We have helped others—we are ready to help you.
We have a large, well-reputed organization, thoroughly qualified to collect anywhere. Let us know your need—we will do the rest.

Nagle Mercantile Agency
Westmount, Montreal, Que.

EVERYWHERE
NO COLLECTION
NO CHARGE
EFFICIENT
RELIABLE

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