

**PAGES
MISSING**

34th ANNUAL SPRING AND SUMMER NUMBER

CANADIAN GROCER

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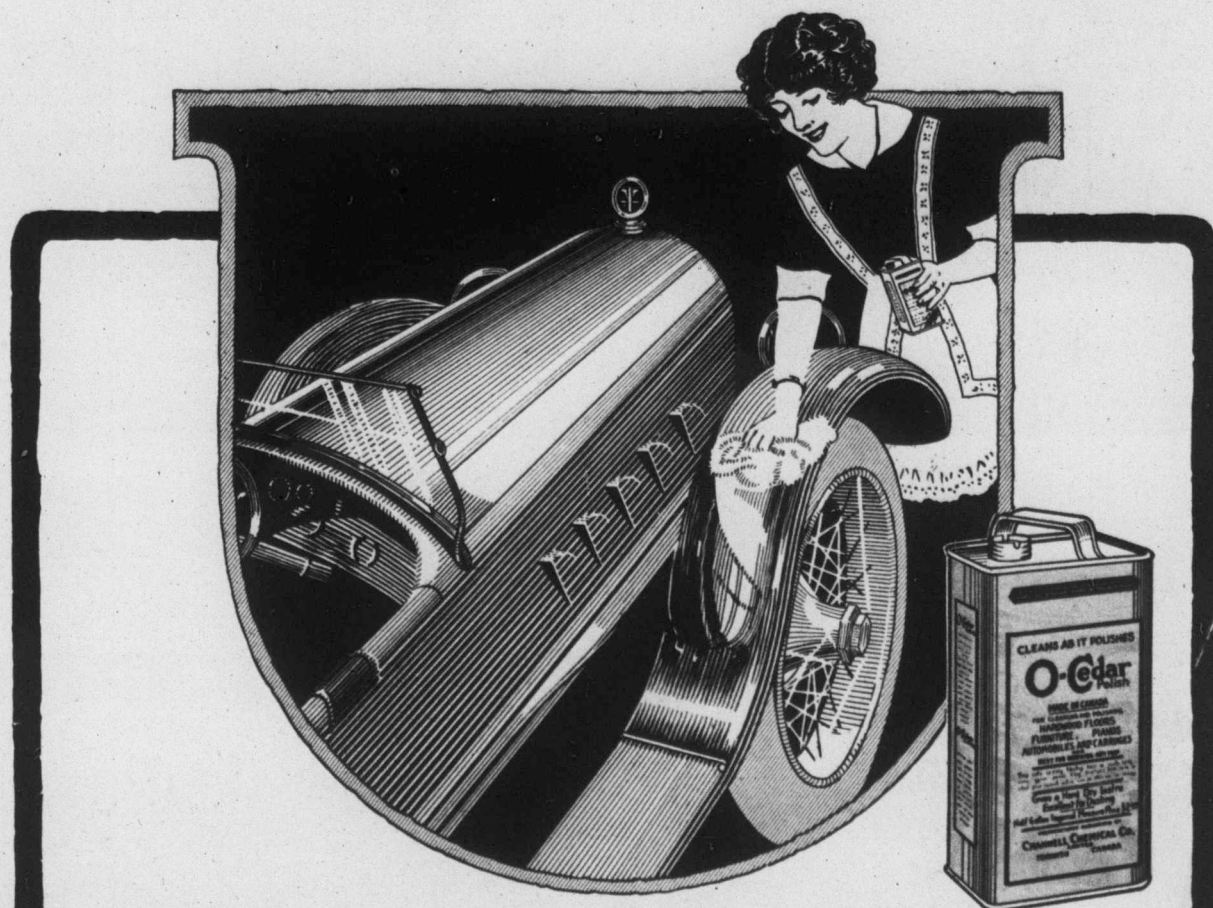
PUBLICATION OFFICE : TORONTO, MAY 7, 1920

No. 19

DEL MONTE Brand Products on your shelf mean easier, quicker sales and increased profits on more than a hundred varieties of Canned Fruits, Vegetables, Dried Fruits, Raisins and Food Specialties. Your customers know DEL MONTE Quality and have confidence in it because it is the most-asked-for brand in America today.



The DEL MONTE Brand covers a wide line of canned fruits and vegetables; jellies, jams and preserves; catsup, olives, etc.; Hawaiian pineapple; dried fruits and raisins—all famous for their goodness and purity—all of the same high Del Monte quality.



Price -- Quality -- Service and Satisfaction

A RETAIL store may make a success through special attention to one or more of the above features.

But for a manufactured product to make a real success it must have **all** of them.

O-Cedar Products have been giving satisfaction ever since introduced. Let us examine the basis for that satisfaction.

First they are sold to the public at a reasonable and popular price.

Secondly, they possess a quality which is apparent to all who use them.

Thirdly, they perform a service which renders them invaluable to the housewife.

These three features of O-Cedar Products work together for that attainment which is the manufacturer's ultimate aim—satisfaction.

That O-Cedar Products do embody these characteristics, is proved by the ever-increasing consumer demand that has been built up for them.

That they do give satisfaction is evidenced by the manner in which people continue to purchase them after giving them fair trial.

They have to-day the prestige which a product can attain only by giving satisfaction.

A merchant may increase his prestige by linking-up his local advertising with the O-Cedar country-wide advertising.

There is enhanced prestige and greater profit in store for the dealer who will identify himself with the sale of O-Cedar products.

CHANNELL CHEMICAL COMPANY, LIMITED
TORONTO

O-Cedar Polish

Borden's

MILK PRODUCTS LEAD IN QUALITY

Sixty-Three Years of Leadership



Since the year 1857 Borden's Milk Products have set a standard of quality that has placed them far above competition.



They contain a higher percentage of butter fats and solids than required by Government standard—they are made in Canada for Canadians and they are the most popular and largest selling milk products on the market.



Borden's Milk Products are steady year round sellers, but summer, with its sour milk problems, always adds a host of new friends to the ever-growing Borden list and swells the profits of Borden dealers.



Prepare for a big summer selling by ordering now from your wholesaler.



SIX CANADIAN FACTORIES

The
Borden
Co., Limited
Leaders of Quality

Montreal

Vancouver

SWEETHEART BRAND COFFEE

*Gratifies the Taste
Satisfies the Purse*



You can always rest assured of "Friendly customers" when you recommend

SWEETHEART BRAND COFFEE

because in this blend you have a delicious coffee, blended from the highest grade beans, picked only from matured mountain grown trees, and roasted in special ovens, that retain every particle of natural aroma.

Packed in attractive air tight 8-oz. and 16-oz. tins.

**MADE IN CANADA—
BETTER STILL—MADE IN ONTARIO
BEST OF ALL—MADE BY CANADIANS**

I X L SPICE & COFFEE MILLS, LIMITED
LONDON, ONT.

We are also manufacturers of high grade Sweetheart Peanut Butter, Baking Powder, Mustard, Spices, etc.

WE offer for prompt shipment, deliveries corresponding exactly to description, the following commodities:---

BEANS

California, Cranberry
California, Lady Washington
California, Lima
California, Pinks
California, Small White
California, Tepary
Michigan, Pea Bean
Michigan, Black Bean
New York State, Marrow
New York State, Red Kidney
Brazilian, Black

Chilean, Almidones
Chilean, Caballeros
Japanese, Kintoki
Japanese, Kotenashi
Japanese, Kumamoto
Japanese, Pea Bean
Japanese, Long Cranberry
Madagascar, Lima
Manchurian, Long Cranberry
Manchurian, Short Cranberry
Mexican, Red Kidney

PEAS

California, Blackeye
California, Green
Split Pea, Green
Split Pea, Yellow
Chilean Lentils
Japanese, Green Wrinkled
Manchurian, Large White
Manchurian, Small White
Mexican Chick (Garbanzos)

RICE

Siam, Usual
Siam, Garden
Saigon, Long No. 1
Saigon, Round, No. 2
Saigon, No. 2 (Standard Quality) Ran-
goon
Blue Rose, Fancy
Blue Rose, Choice
California Japan, Fancy
California Japan, Choice.

J. ARON & COMPANY, Inc.

NEW YORK

We can supply your demands in these lines and our following Can-
adian representatives will gladly quote you upon request:

NICHOLSON-RANKIN, LTD.,
Calgary, Alberta.

NICHOLSON-RANKIN, LTD.,
Saskatoon.

NICHOLSON-RANKIN, LTD.,
Regina.

NICHOLSON-RANKIN, LTD.,
Edmonton, Alta.

NICHOLSON-RANKIN, LTD.,
Winnipeg, Man.

ALEX. F. TYTLER,
London, Ont.

J. T. PRICE & CO.,
Hamilton, Ont.

LIND BROKERAGE CO., LTD.,
Toronto, Ont.

JAMES KYD,
Ottawa, Ont.

HENRY M. WYLIE,
Halifax, N. S.

HUGHES TRADING CO
OF CANADA, LTD.,
Montreal, Que.

DASTOUS & CO., REG.,
Sherbrooke, Que.

SCHOFIELD & BEER,
St. John, N. B.

O. N. MANN,
Sydney, N. S.

A. T. CLEGHORN,
Vancouver, B.C.



**COX'S
INSTANT POWDERED
GELATINE**

Established 1725

COX'S

Instant Powdered

GELATINE

not only makes an almost endless variety of dainty desserts, but it also is a valuable adjunct in the preparation of soups, salads and savories.



Used in the preparation of appetizing dishes from left-over meats, poultry, fish and vegetables, this little checker-board package is a most economical enemy of the high cost of living. How many of your customers know these facts? Your intelligent recommendation of Cox's Gelatine will boost your sales appreciably.

**Made in Edinburgh, Scotland, by
J. & G. Cox, Limited**

AGENTS IN CANADA

**A. P. Tippet & Co.
MONTREAL and TORONTO**

**Tees & Persse, Ltd.
WINNIPEG**

**Martin & Robertson, Ltd.
VANCOUVER**

"GLO"

THE SATIN FINISH POLISH

At all First Class Stores

"Glo" Polish endorsed and used by Officials of Parliament Bldgs., Royal Bank Bldg., C. P.R. Bldg., King Edward Hotel, Chateau Laurier, Hotel Carls-rite, Ryrie Bldg., Fairweathers Limited, the Agents of the Marmon Car, as well as all progressive housewives.

Increase your satisfied Motor Polish customers. Sell them "Glo" Motor Body Polish, to give their cars that rich satin finish.

Order through your Jobber

Office and Factory:
 16 Gould Street
 Toronto.

**MADE
 IN
 CANADA**



HIP-O-LITE MARSHMALLOW CREME

(Ready-to-use)

Now Made in Canada by
Bowron Bros.



1 Gal.—160 oz.
Lacquered can, 4 tins
to case.
Wt. 27 lbs. per case
\$19.00 doz.



32 oz.
Screw Top Jar,
1 doz. to case.
Wt. 18 lbs. per case
\$5.50 doz.



16 oz.
Mason Jar Screw Top
1 doz. to case.
Wt. 19 lbs. per case
\$3.50 doz.



1 Pt.
Fibre Carton,
1 doz. to case.
Wt. 10 lbs. per case
\$2.60 doz.



Half Pint.
Fibre Carton,
4 doz. to case.
Wt. 20 lbs. per case
\$1.75 doz.

ALL SIZES QUOTED ARE IMPERIAL MEASURE

An exquisite Marshmallow of spreadable consistency, light, tender and short. It is used for desserts, cake fillings, frostings, sauces and a hundred and one delicious dishes. Always ready for use—no cooking and the contents of these handy containers will not spoil after opening.

HIP-O-LITE offers an excellent profit. Take for instance the 16 oz. size jar (the big family size seller), this costs you 30c and sells for 40c.

A national advertising campaign in leading magazines is daily creating a demand for **HIP-O-LITE**—the delicious Marshmallow Cream that is "different."

On drop shipments of 100 lbs. or over we pay the freight. Send for our free booklets on simplified candy-making, dessert recipes, etc. A post card brings any quantity you wish. Order **HIP-O-LITE** from your wholesaler or send his name to us with your order and we will ship direct.

BOWRON BROS., Limited

Hamilton, Canada



How a Doubter Multiplied *his* Orange Sales *by* 5

WINEGARDEN Brothers, wholesale fruit merchants of Flint, Michigan, wished to help a certain retailer increase his orange business.

They suggested a window display of ten boxes, but the retailer stated he never sold more than two boxes per week.

"Take the ten anyway," said Winegarden; "we'll lend you the fruit and take back the unsold remainder."

"No," replied the retailer, "my window is too valuable to turn over to a commonplace product like oranges."

"We will pay you \$5.00 for the window and lend the fruit besides," said Winegarden. The dealer reluctantly accepted.

The window was put in on Monday. The ten boxes were sold out by Friday and the retailer was forced to order more to supply his customers.

What You Could Do

If *you* would make regular window displays of oranges you could sell twice as many oranges regularly as you have ever sold before.

And if you turned these oranges once a week you could make 52 profits yearly.

With a margin of 25% on the selling price you would make 5% net on sales each week

and a profit of nearly 350% on the capital invested.

Scores of retailers who have figured it out now make oranges a leader.

Do you know of another product that offers equal return? If you made the same profit on your *total* investment think what you would earn!

Write Us—

Mail the coupon for our new book, "Salesmanship in Fruit Displays," and our Display Material Option List, from which you can select window cards and other selling helps that will help to increase your business.

California Fruit Growers Exchange

A Non-Profit, Co-operative
Organization of 10,000 Growers
Dealer Service Dept.
Los Angeles, California

**California
Fruit Growers
Exchange**
Dealer Service Dept.

Los Angeles, California.

Please send me your book, "Salesmanship in Fruit Displays" and your "Merchant's Display Option List" without any obligation on my part.

Name.....

Street.....

City.....





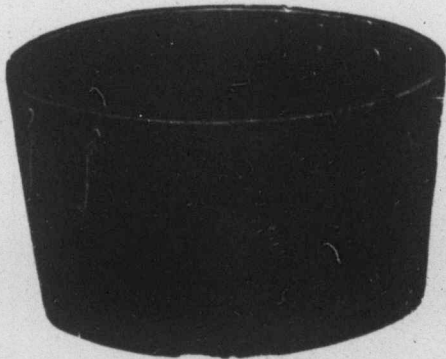
Eddy's "Silent Five"—the safest and best selling match in the world.

Business builders of

The Canadian housewife has years ago learned that the name "Eddy" is a guarantee of high quality, good value and better service. It is this "quality" reputation, combined with a Dominion-wide Educational Advertising campaign that has built up such a tremendous selling force behind every Eddy product.



Grocers find the profits on Eddy lines are exceptionally good.



Wash Tub or Babies' Bath Tub—
4 Sizes

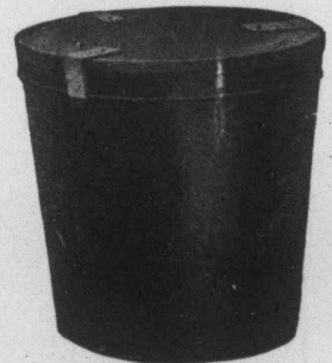
Eddy's "Silent 5" are the safest and most satisfactory match on the market—the result of 69 years' practical match-making experience.

They are made from selected wood, clear-grained and will not break off in striking.

They are Sesqui-tipped, non-poisonous and perfectly safe.

They strike silently and heads do not fly off.

They are non-smouldering, chemically self-extinguishing and they burn with a clear strong flame.



Butter or Spice Pail

E. B. EDDY COMPANY, LIMITED

Makers of Canada's Famous Matches since 1851

HULL, CANADA

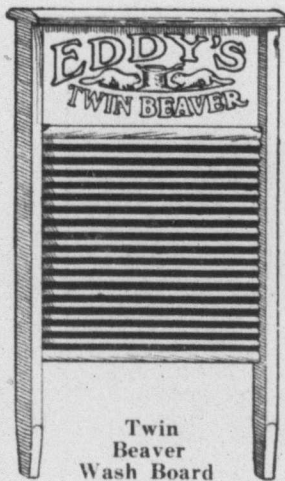
the highest calibre



Send for our illustrated price list. It contains a great number of useful articles that are excellent sellers.

Eddy's

Indurated Fibreware



Twin
Beaver
Wash Board

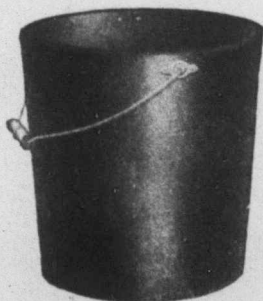
looks better and gives better service than the Zinc, Tin or Galvanized Iron article

There are many selling features possessed by Eddy's Indurated Fibreware that places them in a class by themselves. For instance, there are no seams, therefore they cannot shrink, fall apart or become watersoaked. They are light, strong, durable, good looking, absolutely sanitary and very reasonably priced.



Fire Bucket

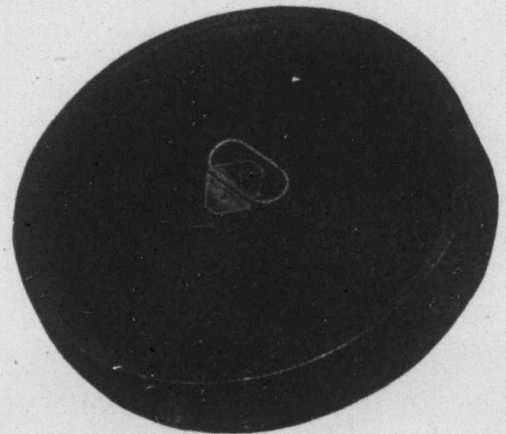
There are from 30 to 40 brands and 15 to 20 Domestic lines of Eddy Matches, also Wax Vestas, Gas Lighters, Flamers, etc.



General Utility "Star" Pail



Cuspidor — 2 Sizes



Barrel Cover — 2 Sizes

E. B. EDDY COMPANY, LIMITED

Makers of Canada's Famous Matches Since 1851

HULL, CANADA

*Black,
Tan
Toney Red
Dark Brown
White*



*That
NUGGET
Smile*

"NUGGET" White Dressing

The demand for a Nugget White has been most insistent, but unsettled trade conditions made it impossible to meet this demand before.

At Last

We have a supply, but in a limited quantity, so we advise you to place your order **now** with your jobber.

Nugget White Dressing is a summer necessity and the Nugget quality is fully maintained in this new white.

Make your Nugget stock complete by sending in your order to-day.

The Nugget Polish Co., Limited
TORONTO - CANADA



“Norse Crown”

NORWEGIAN

BRISLING (SARDINES)

“Get the
Habit”

Habits are small things after all—not unlike Sardines—for instance, in buying Brisling the habit of saying “NORSE CROWN” Brand makes all the difference in the world. It assures you of those little, tempting, full-flavoured, tasty morsels of

goodness that wise judges insist on when buying Sardines. They know it pays to be particular and that is the important habit to cultivate. Simply say “NORSE CROWN” next time and cooperate with us in this principle.

“Quality will tell”

If your wholesaler cannot supply you, write us at once

and ensure an early shipment.

The Oversea Export & Import Co., Ltd.
NORWAY

Sole Agents for
Canada and
Newfoundland

Stewart Menzies & Company

32 Front St. W. - Toronto



Try a sample order to-day if you are not already selling these lines. You'll find them worth-while sellers.

Two Wash-day Favorites that earn handsome profits

Here are two dependable satisfaction-winners that have proven popular sellers wherever they have been introduced.

Wonderful Soap and Crystal Soap Chips

leave fabrics soft and snowy white and the housewife's remembrance of them means steady sales for grocers selling these soaps.

Both are absolutely pure and are made in Canada. They will not injure the most delicate fabrics. They wash quickly and make bleaching unnecessary.

Make up a display of Wonderful Soap and attract "Wonderful" users to your store.

The Guelph Soap Co.

Guelph, Ontario

**Your customers
will appreciate
this superb product**

Quality Rolled Oats are made from the finest Canadian grown oats. They are thinly rolled and semi-cooked and the special pan-dried process they undergo gives them an unequalled, rich, nut-like flavor.

Quality Rolled Oats



Excellent profits

The great popularity of Quality Rolled Oats wins big sales for grocers. Women are loud in their praise of the delicious flavor of Quality Oats and because they cook quickest they have become the big favorite with Canadian housewives. An aggressive advertising campaign is helping to increase sales, on everyone of which is an excellent profit.

Get our prices on Split Peas, Pot and Pearl Barley, Manitoba Blended and Ontario Wheat Flour.

Our large daily capacity and special railway facilities enable us to guarantee prompt shipments.

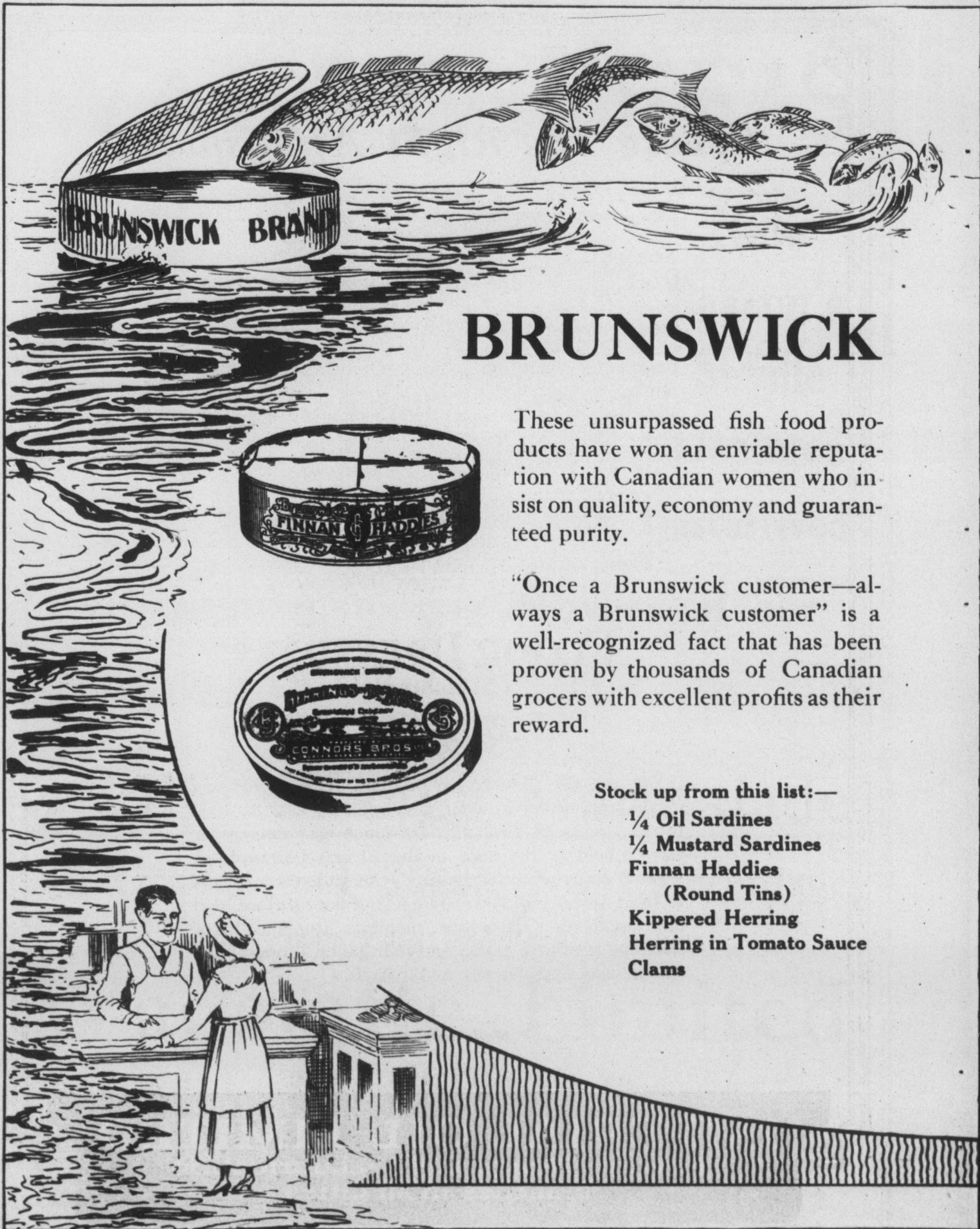
Canadian Cereal & Flour Mills Co., Limited

TILLSONBURG, ONTARIO

Head Office - - Stratford, Ont.

Selling Agents for Ontario:

Cruickshank and Guild - - 32 Front St. West, Toronto



BRUNSWICK

These unsurpassed fish food products have won an enviable reputation with Canadian women who insist on quality, economy and guaranteed purity.

"Once a Brunswick customer—always a Brunswick customer" is a well-recognized fact that has been proven by thousands of Canadian grocers with excellent profits as their reward.

Stock up from this list:—

- 1/4 Oil Sardines
- 1/4 Mustard Sardines
- Finnan Haddies
(Round Tins)
- Kipperd Herring
- Herring in Tomato Sauce
- Clams

Fresh from the clear cool depths to
your customer's table.

BRAND Fish Foods

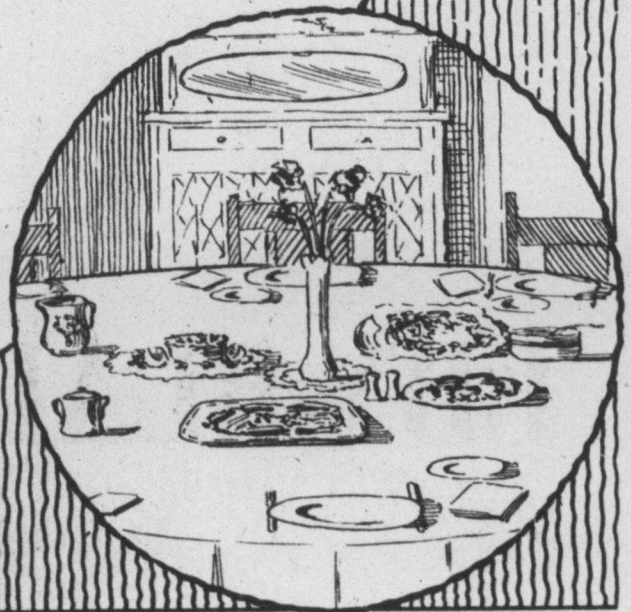
Situated on the coast of the finest fishing grounds in the world we are in a position to select the finest catches and carefully process them immediately they are brought in from the clear, cool depths.

In every process through which these peerless products undergo the strictest surveillance and the most rigid sanitary regulations are observed. It is this constant care and scientific processing that have made Brunswick Brand the symbol of purity, goodness and economy to thousands of Canadian families.



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

Representatives in Winnipeg :
CHARLES DUNCAN & SON, WINNIPEG, Man.



Announcement—

In order to take care of our rapidly increasing business in NORTHERN ONTARIO, we are amalgamating our interests in this territory with those of The WATSON CO. Limited, New Liskeard, under the name of

EBY-BLAIN-WATSON, LIMITED

NEW LISKEARD, ONT.

who will be able to give the trade UNEXCELLED SERVICE

QUICK SHIPMENTS and
SPOT DELIVERIES

The New Company will carry a complete range of our well known

“ANCHOR” BRAND PRODUCTS

COFFEES, COCOAS, EXTRACTS, SPICES, JELLY
POWDERS and GROCERY SUNDRIES

as well as a full line of

“ANCHOR”
“KOLONA”
“ORIENT”
in packages

OUR CELEBRATED
TEAS

Our Standard
BLENDS
in Bulk

EBY-BLAIN, LIMITED

Wholesale, Importing and Manufacturing Grocers
TORONTO, CAN.

Established 1880



In the spring the young girls' fancy lightly turns to thoughts of . . .

Chocolates

"ELGIN"
"PEERLESS"
"NOBILITY"
Chocolates

Three Profitable Sellers

These "time-tried" dependable lines have proven remarkable sellers with Canadian grocers. Their quality is superb and their delicious flavor and moderate price win instant approval.

We also have an excellent line of pan and hard candies and bulk chocolates that are worthy profit-earners and satisfaction-winners. Send for our price quotations. They'll make as big a "hit" with you as our delicious candies will with your customers.

NOBILITY CHOCOLATES LIMITED

St. Thomas, Ontario

CANADA

DIRECT FROM THE BEAUTIFUL
APPLE ORCHARDS OF THE
ANNAPOLIS VALLEY

The demand this Spring will be larger than ever

— FOR —

**“EVANGELINE”
APPLE
CYDER**

IN BOTTLE.—For high class trade, this is, without exception, the very finest beverage on the market. It is supplied in crown pint bottles, attractively “got up” and will keep sweet and clear and sparkling indefinitely in any climate.

IN BULK.—Supplied in kegs of 10, 15, 20 and 30 gallons. Is absolutely reliable as to alcoholic strength. Shows a handsome margin of profit when sold at the popular price of 5c per glass.

ALSO **“EVANGELINE” CYDER VINEGAR**

“EVANGELINE” WHITE WINE VINEGAR

“EVANGELINE” ORANGE AND CHERRY CYDER

WRITE TO

Annapolis Valley Cyder Co., Limited

BRIDGETOWN, Nova Scotia

FOR PRICES, ETC., AND NAME OF NEAREST AGENT

Brodie's XXX Self-Raising Flour

For Your Summer Trade

Sells
all the
year
around



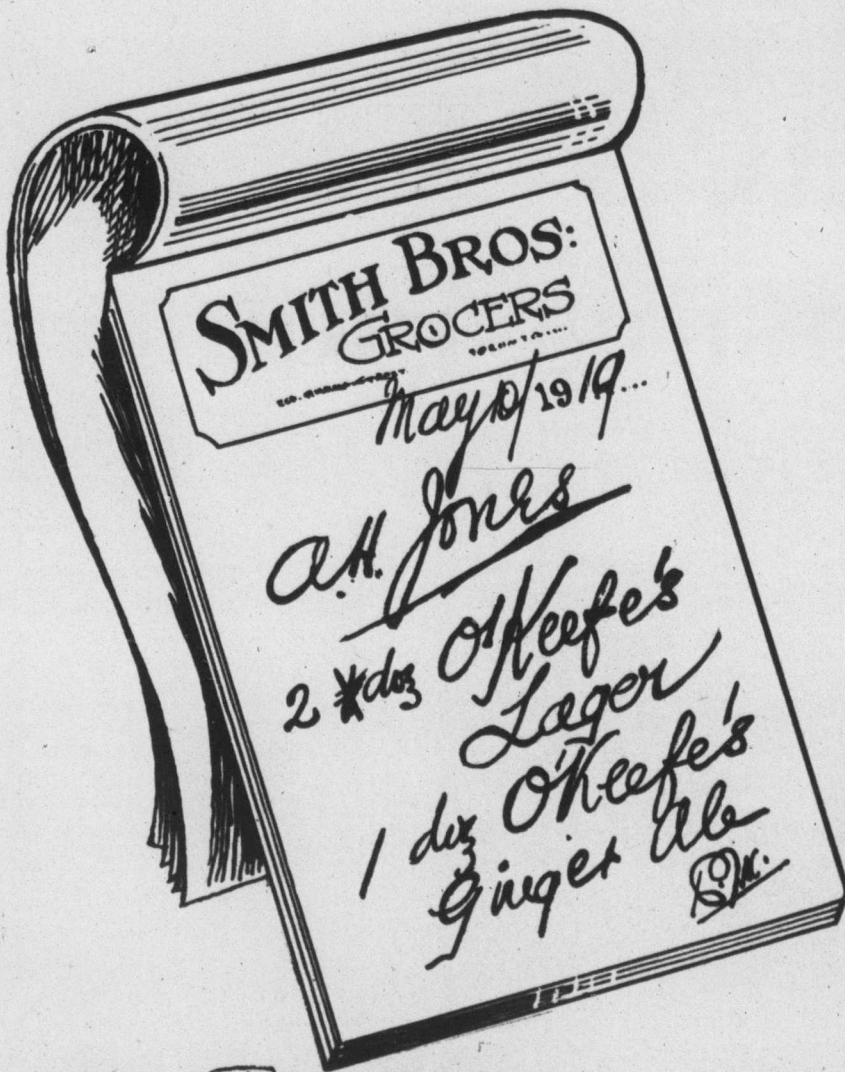
And
is a
Trade
Winner

There is no other Self-Raising Flour that can compare with Brodie's XXX for making Cakes, Pies, Doughnuts, Muffins, etc.

YOU can sell Brodie's XXX the year around increase your sales and make a nice profit.

Order from your wholesaler.

BRODIE & HARVIE, LIMITED, Montreal



Greater Demand

You don't just *hope* for profitable orders—you are certain of them, many times repeated, if you feature O'Keefe's Beverages.

The ever-increasing demand for our famous thirst-quenchers is convincing proof that they satisfy.

O'Keefe's

BEVERAGES



meet the universal need for something snappy, something with a zip, a sparkle and a tang.

There are O'Keefe's beverages for every taste—

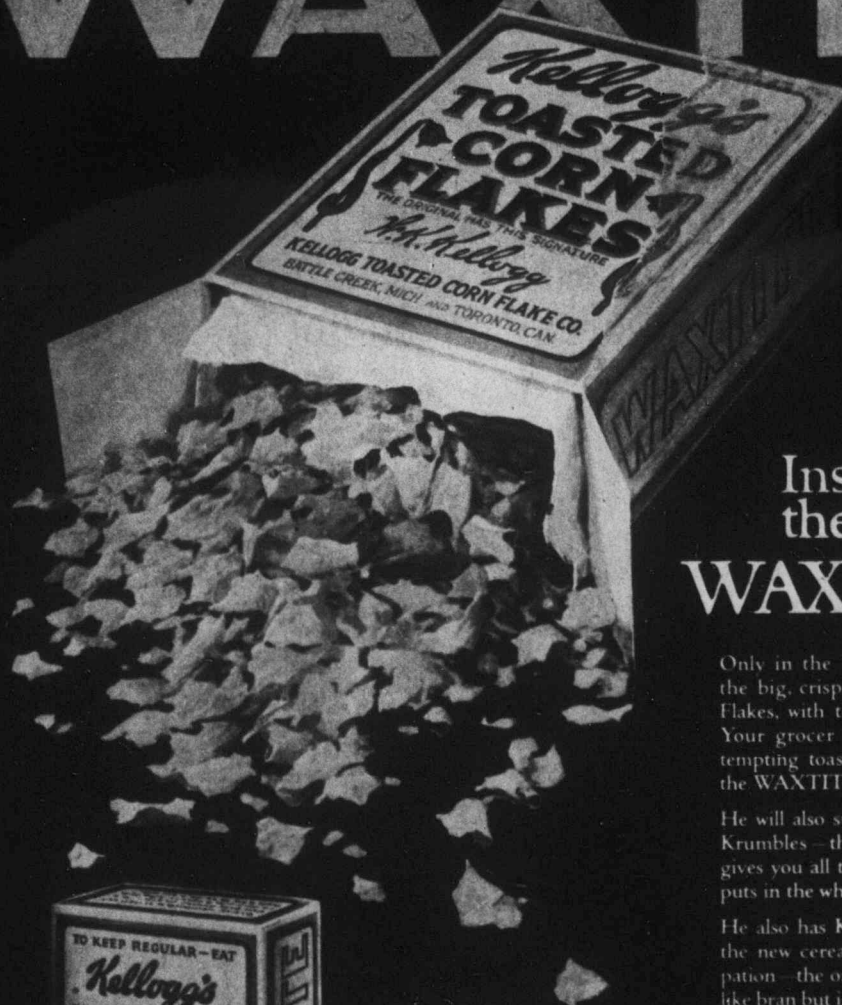
Mildly stimulating drinks, such as the Imperial Brews—Ale, Lager and Stout—or—Soft drinks, such as O'Keefe's Ginger Ale, Special Pale Dry Ginger Ale, Sarsaparilla, Cola or Lemonade, etc.

Be ready for warm weather demands. Place orders now for immediate delivery.

O'KEEFE'S - TORONTO

Phone Main 4202

Kellogg's
WAXTITE



Insist on
 the genuine
WAXTITE Package

Only in the WAXTITE package can you get the big, crisp, delicious Kellogg's Toasted Corn Flakes, with their wonderful *sugar-saving* flavor. Your grocer is glad to supply you with these tempting toasted corn flakes if you ask him for the WAXTITE package.

He will also supply you with Kellogg's Shredded Krumbles—the all-wheat, ready-to-eat food that gives you all the vital, nourishing elements nature puts in the wheat grain.

He also has Kellogg's Krumbled Bran for you—the new cereal bran food that overcomes constipation—the only bran that neither looks nor tastes like bran but is *all* bran. It makes the finest breads, muffins, etc., you ever tasted, and is also ready to eat as a cereal at breakfast.

All of these famous Kellogg products, made right here in Toronto, come to you with their oven-fresh goodness retained in the WAXTITE package and guaranteed by the signature of

W.K. Kellogg



This advertisement will be reproduced in four colors in May 15th MacLean's Magazine and June 1st Canadian Home Journal. Others of similar artistic character will follow. Very effective display advertising is appearing also in the daily and weekly newspapers throughout Canada.

It pays to handle KELLOGG'S products in the WAXTITE package—No waste—No loss.

Mr. Grocer—

**... you'll like our service and
our high quality goods**

Ask for quotations and let us show you what our service will mean to your business. You'll find our prices reasonable, our goods of the highest quality—the kind which win and hold customers and our reputation for square dealing substantiated.

We have excellent warehouse and storage facilities, sidings on all railroad lines entering Ottawa and we are specially equipped to fill your orders, large or small, with the greatest care and promptness.

'Phone or wire us at our expense for further information. May we add your name to our large and growing list of satisfied customers?

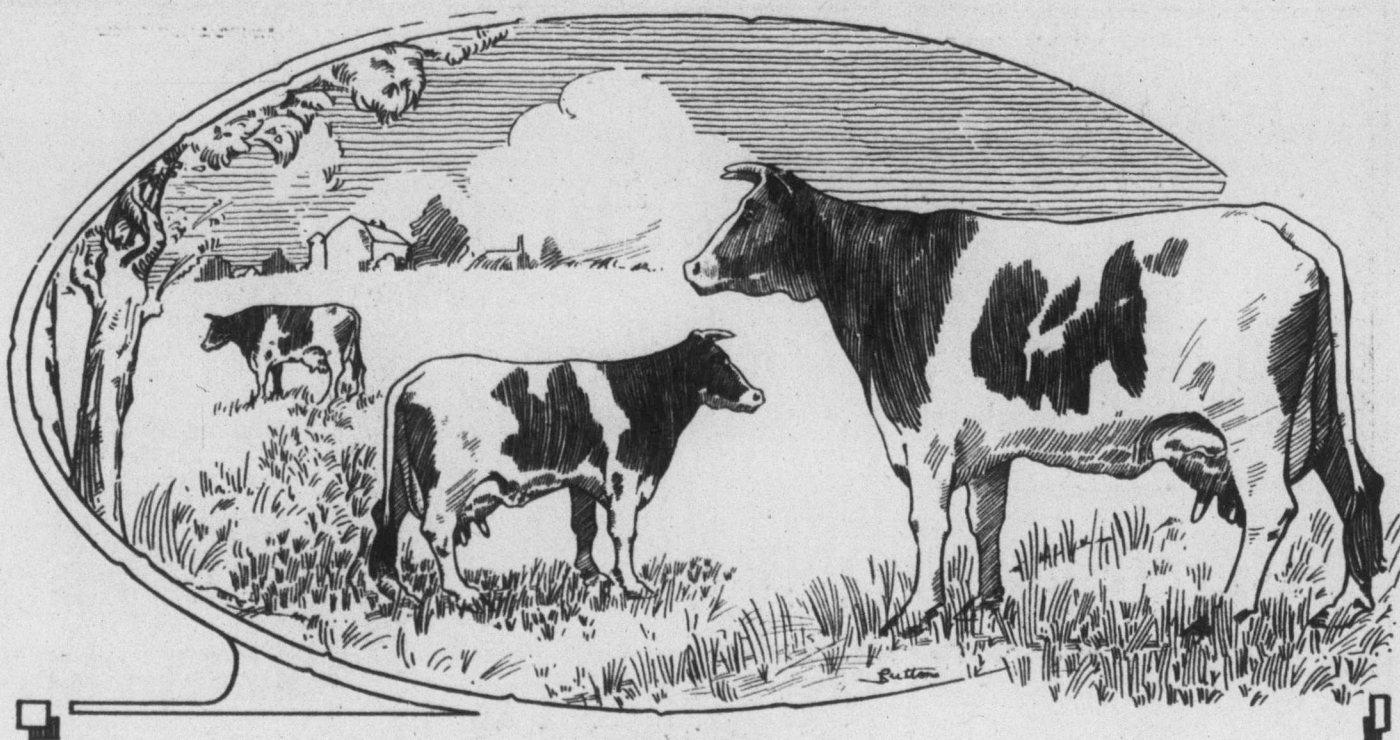
L. H. MAJOR & J. SOUBLIERE

LIMITED

Wholesale Grocers

OTTAWA, ONTARIO

Phone Rideau 25 and 26



MALCOLM MILK PRODUCTS



the "All-Canadian" leaders, are made from the rich, pure milk of Government inspected cattle, processed under the most rigid sanitary regulations in a manner that retains all the natural flavor of the milk and destroys all bacteria. That's why "Malcolm Canadian-Made" lines are the safe milk products for children and grown-ups.

They are attractively packaged, make excellent displays and offer a handsome profit margin.

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

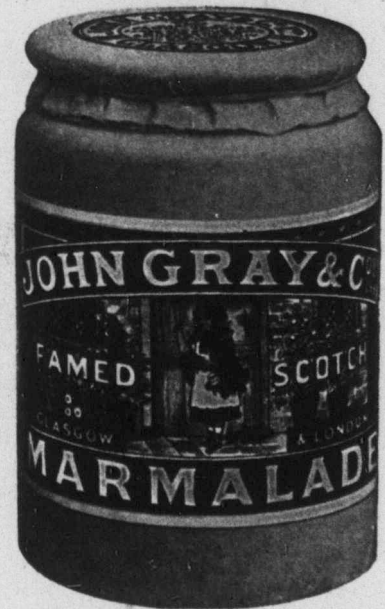
The Malcolm Condensing Co., Limited
 ST. GEORGE, ONTARIO

**JAMS
MARMALADES
PEELS**

John Gray & Co., Ltd., Glasgow
Established over a Century

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

**CONFECTIONERY
MARZIPAN
CHOCOLATE**



Agents:

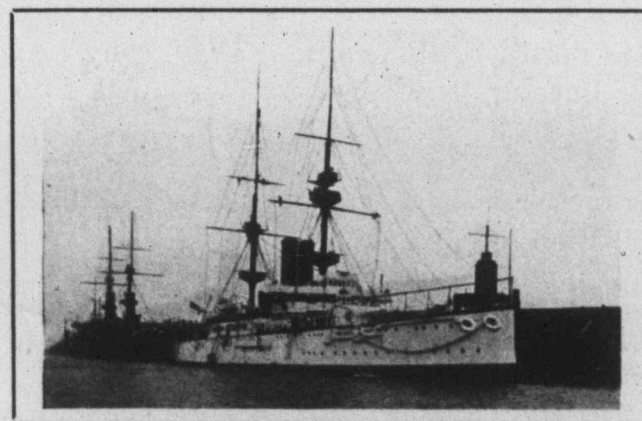
Wm. H. Dunn, Limited, Montreal
Maritime Provinces and Western Canada
Lind Brokerage Co., Ltd., Toronto



SAUCES, PICKLES, Etc.

As used by H.R.H. The Prince of Wales and Suite on their recent tour in H.M.S. "Renown"

SAUCE ROBERT
FOR ALL MEATS ETC.



SAUCE DIABLE
FOR ALL KINDS OF FISH

SAUCE MELBA
FOR PUDDINGS AND FRUIT

Sole Selling Representatives:
MESSRS. ARGYLL BUTE, LTD.
357 St. Catherine St. West, Montreal, Canada

SAUCE DERBY
FOR ALL COLD MEATS AND STEWS

THE BISCUITS OF HUNTLEY & PALMERS, Limited READING AND LONDON

are renowned throughout the whole world as being the finest that are made, and unequalled both for quality and for keeping properties.

Amongst their greatest favourites are the following :—

BREAKFAST	The most perfect type of unsweetened rusk.
DIGESTIVE	Made from selected meal. Short eating, highly nourishing and easily digested.
DINNER	Especially suitable for serving with soup or for use with butter or cheese.
GINGER NUTS	Unique, delicious and unrivalled. As popular now as in the days of our grandfathers.
NURSERY	An excellent food for children and invalids. For many years they have had a large and increasing consumption both in England and abroad.
OSBORNE	Often imitated — never equalled. Slightly sweet.
PETIT BEURRE	Favourites even when our parents were young.
TEA RUSKS	Very delicate and much appreciated at Afternoon Tea.

Representatives :

NOVA SCOTIA and PRINCE EDWARD ISLAND

John Tobin & Co.
Matin Street, Halifax, N.S.

NEW BRUNSWICK

Angevine & McLaughlin
P.O. Box 5, St. John, N.B.

QUEBEC

Rose & Laflamme, Ltd.
500 St. Paul Street West, Montreal.

ONTARIO

The MacLaren Imperial Cheese Co., Ltd.
69 Front Street East, Toronto.

MANITOBA, SASKATCHEWAN and ALBERTA

W. Lloyd Lock & Co.
104 Princess Street

BRITISH COLUMBIA—

MAINLAND
Kelly, Douglas & Co., Ltd.
Water Street, Vancouver, B.C.

VANCOUVER ISLAND

R. P. Rithet & Co., Ltd.
Victoria, B.C.

NEWFOUNDLAND and LABRADOR

P. E. Outerbridge
P.O. Box 1131, St. John's, N.F.

HUNTLEY & PALMERS, LIMITED

READING AND LONDON, ENGLAND

Purnell's

England's Best

Pure Malt Vinegar Pickles & Sauces

Speciality B V Fruit Sauce



*Have Stood the Test of Time
Having Been Established Since 1750*

Canadian Agents

J. Billman & Son, Pickford & Blacks Wharf, Halifax, N.S.
J. Hunter White, 7 and 8 North Market Wharf, St. John, N.B.
R. B. Hall & Son, Room 21, 212 McGill St., Montreal.
W. T. Donohue, 401 Richmond St., London, Ont.
The Lind Brokerage Co., Ltd., 49 Wellington St. E., Toronto.
J. E. Huxley & Co., P.O. Box 815, Winnipeg.
C. E. Jarvis & Co., Duncan Buildings, Pender St. West, Vancouver, B.C.

**Our agents have a full
range of samples**



Purnell & Panter, Ltd., Bristol, England

**The
Custard that
brings trade**

Be sure you stock Garton's
Custard in readiness for the
demand created by its wide
advertising.

*Shows a good profit and
attracts much trade . . .*

Garton's
CUSTARD

Sole Agents:
W. G. Patrick & Co., Ltd.
Toronto Montreal

If You SELL

MALT VINEGAR

Be Sure You BUY

MALT VINEGAR

The public deserves to get the
purity for which it pays.

All Grimble's Vinegars are pure
brewed Vinegars.

Not synthetic imitations.

Grimbles do not compete with
your productions.

Grimble's Breweries are in LON-
DON and LEITH, Great Britain.

Are you letting your customers "do it all"?



IN other words, do your customers "drift" into your store and "drift" into asking for what goods they want—or do you direct their desires?

This may be classed as foolish question No. 99,999. Of course, every live grocer gets every possible purchase out of his community—or **thinks** he does. But remember: It is high-grade specialties like Lea & Perrins' that are elevating the taste and increasing the desire of the public for similar high-class articles.

So it will pay you handsomely not to "let your customers do it all"—Prompt them judiciously—suggest such a line as Lea & Perrins' and watch your turnover in all "Quality" goods increase.

Lea & Perrins
The ^L
Worcestershire Sauce

HAROLD SEDDON

137 McGill St.

MONTREAL

Special Agent

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 particulars

WHITE-COTTELL & Co.

Camberwell, London, S.E. 5.
ENGLAND

AGENTS:

W. Y. COLCLOUGH, 592 Kingswood Road, Toronto.
J. E. TURTON, Board of Trade Building, Montreal.
OPPENHEIMER BROS., LTD., Vancouver, B.C.

DIRECT

SHIPPERS



Field & Co

(F. M.) LTD.

40-42 KING WILLIAM STREET,
LONDON, E.C.4. ENGLAND.

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

There are plenty of fine fish in the sea, but the best of all Sardines are the

OBAYO REAL SARDINES

The Élite of the Sea

(Packed in Pure Olive Oil)

STOCK Quality, Mr. Grocer, for successful business. The **Obayo Real Sardines** are of top-grade quality because **only** the finest selected sardines find their way into Obayo tins labelled gold and blue. Thus we are able to guarantee each tin to be of regular first-class quality. Moreover, the fish are packed in pure olive oil. Your enterprise requires big business in all your lines. Be quite certain of this:

Obayo Real Sardines

will bring

**BIGGER AND BIGGER
REDOUBLED AND REDOUBLED
SARDINE BUSINESS**

When next you order Sardines,
ORDER

Obayo Real Sardines

Direct Importers:

FIELD & CO. (F.M.), Ltd.,
40-42, King William St., London, E.C. 4

JOHN STEPHENS, SON & CO. LTD.

GLOUCESTER, ENGLAND

Manufacturers

English Pickles and Sauces
 English Malt Vinegar
 English Candied Peel
 English Jams and Marmalade

Agencies required in every centre where not already represented. Wholesale trade only. Car load lots.

S.A.P. "The World's Premier Polishes"

Write off by next mail for our advantageous terms for these excellent preservatives and polishes.

S.A.P. Boot Polishes.
 In three sizes, No. 1, No. 8 and No. 9, and in four colours, Black, Light Brown, Dark Brown, and Mahogany.

S.A.P. White Preparation.
 In one size only. Specially prepared for canvas shoes, equipment, cricket boots, etc.

S.A.P. Furniture and Floor Polish.
 In two sizes, No. 8 and No. 9, Cleans, Polishes and Preserves at the same time.

S.A.P. Prepared Wax
 In one size only, No. 8. This Polish has been specially prepared for Automobile Bodywork, Upholstery, Carriages, Woodwork, Leatherwork.

S.A.P. Harness Polish.
 In two sizes, No. 8 and No. 9. In two colours, Black and Brown. Specially prepared for polishing harness, accoutrements, etc.

HERBERT & CO. (S.A.P.) LTD.

Export Department
 Finsbury Square London, Eng.

Special Appointment



"FISH"

We have a full stock of Lake Superior herring in kegs and other pickled fish, also a quantity of frozen Georgian Bay trout, B.C. halibut and qualla salmon.

LEMON BROS.

Owen Sound, Ont.

We manufacture all kinds of

Box Shooks

And Can Guarantee Prompt Delivery

Write or Wire for Prices

W. C. Edwards & Co., Limited

Ottawa, Ontario

Advertising to Buyers is one way to surely make Advertising Pay

Advertise Your Product in Canadian Grocer

It reaches the Buyers

It's a Business-Getter

Rates and Information on Request

CHAMPAGNE DE POMME

Made from the juice of Apples. Makes a delicious, refreshing drink. Can be sold without a license.

GROCCERS

You can sell this line to all your customers by the case.



GROCCERS

You can make a handsome profit and increase trade

Pints and Splits packed 4 doz. to the case
Ontario, Quebec, Maritimes and Western Provinces.

We supply "Champagne de Pomme" according to Government regulations. Send your orders to

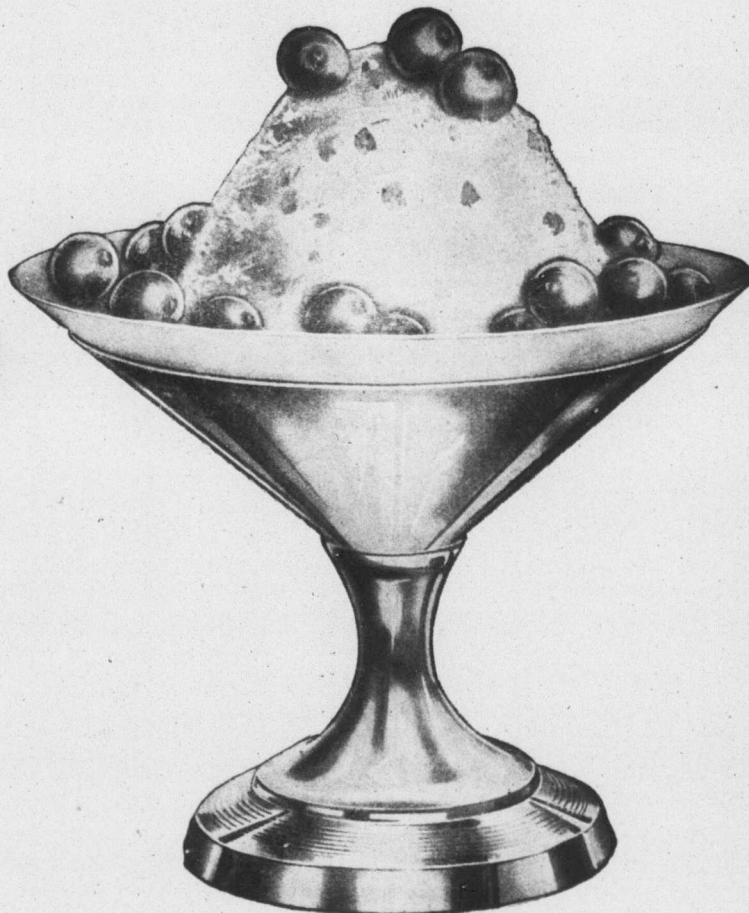
Cie Canadienne d'Importations

P. DAOUST, Selling Agents. Office, 140 St. Catherine St. E., Montreal

THE Vortex Service

The clean, dainty and sensible way to serve Soft Drinks and Ice Cream.

Pure white paper cups with silver-plated holders



Vortex Saves - Time - Money - Work and Serves More People in Less Time

A clean paper cup is always ready, used but once, then thrown away. No broken glassware to pay for—NO GLASSES OR DISHES TO WASH. No matter whether you serve at tables or over the counter, your store will always be fresh and clean, because with Vortex there is no clutter—no muss—no fuss and very little space is required.

The remarkable time and labor-saving features as well as its economy make VORTEX the only satisfactory way for you to serve refreshments.

Our 1920 receipt book is now ready and will be mailed you on request. Write to-day for full information.

Over Three Thousand Canadian Merchants are now using VORTEX SERVICE.

Vortex Division

CANADIAN WM. A. ROGERS, Limited

570 KING ST. W., TORONTO



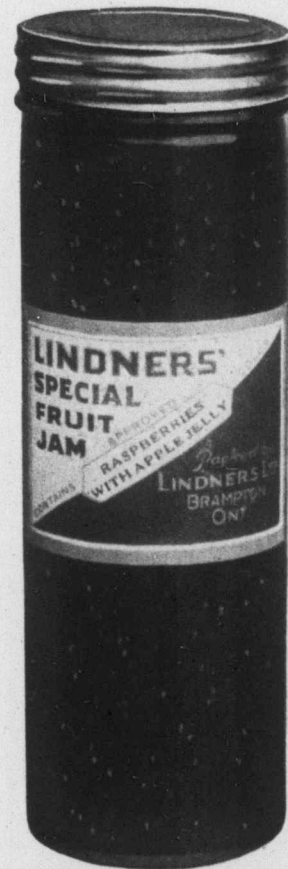
Specialize

in your stock of jams and you will have the satisfaction of knowing that when your customers ask for "the best jam you keep," you are selling them present and future satisfaction.

"The Quality Jam"

Lindners' "Special" Fruit

is an economical answer to the repeated requests of both wholesale and retail grocers for a moderate priced, high quality jam. It differs from **Lindners' Pure Jam** in only one way—it contains a greater proportion of apple jelly. Let your next jam order be Lindners' Special or Pure Jams.



SEE OUR PRICE LIST.

Lindners Limited

Brampton, Ont.

SELLING AGENTS:

Ontario—R. S. McIndoe, Wellington St. E., Toronto. Ottawa and Kingston—H. D. Marshall, 39 Mosgrove St., Ottawa. Montreal—H. Whissell, 639 St. Hubert St. Halifax—J. W. Gorham & Co. Sydney, N.S.—D. J. Macdonald. Winnipeg and Western Province—W. L. Mackenzie & Co., Ltd.

Leave your money in Canada where a dollar is worth 100 cents.

The TORONTO CANADIAN MADE SLICER

The best Slicing Machine on earth. Has all the very latest features.

MONEL METAL TRIMMINGS.

Never tarnishes or wears off.

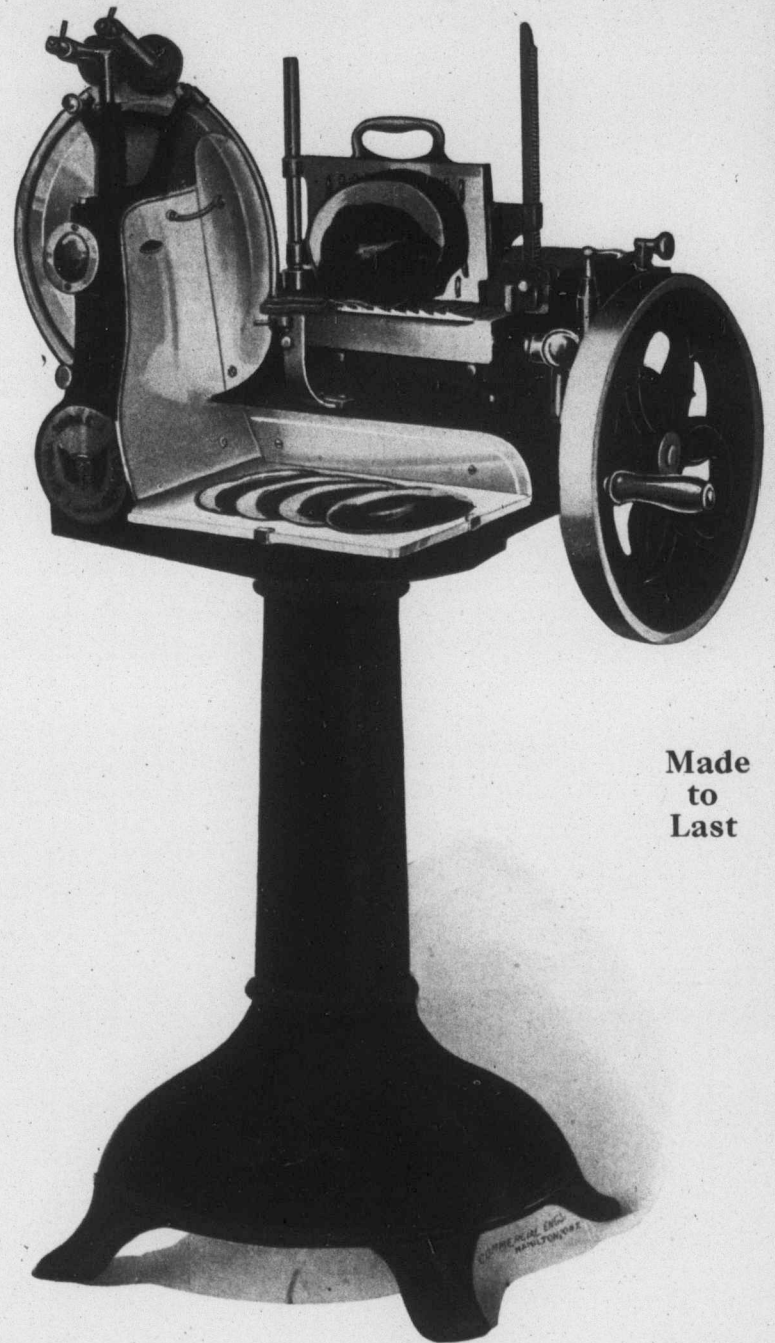
BALL BEARING AUTOMATIC GRINDER.

JESSOP STEEL KNIFE.

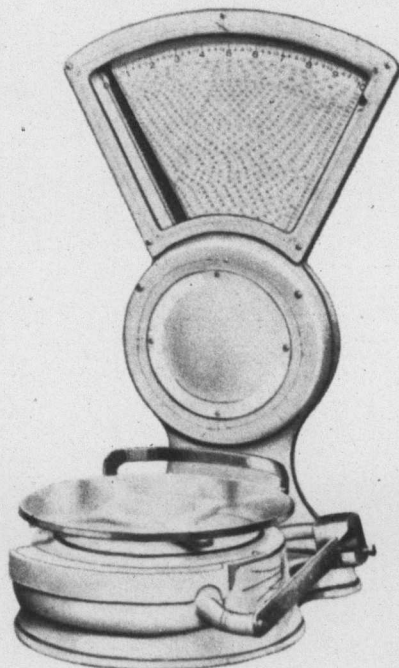
The LAST SLICE ATTACHMENT and a DEVICE FOR REMOVING THE RIND.

No other Slicer will satisfy you.

Fully Guaranteed.



Made
to
Last



COMPUTING SCALES—all sizes for the GROCER, BUTCHER and CONFECTOR. Embraces all the latest improvements.

FULL AGATE BEARING

Our NEW CHART computes from 10c to 80c. Easy to read and very necessary on account of the prevailing high prices. All the mechanism is enclosed, which prevents the accumulation of dirt on the bearings. Sold on the easy-payment plan and fully guaranteed.

MADE IN CANADA BY

THE CANADA SCALE & SLICER CO.; LIMITED

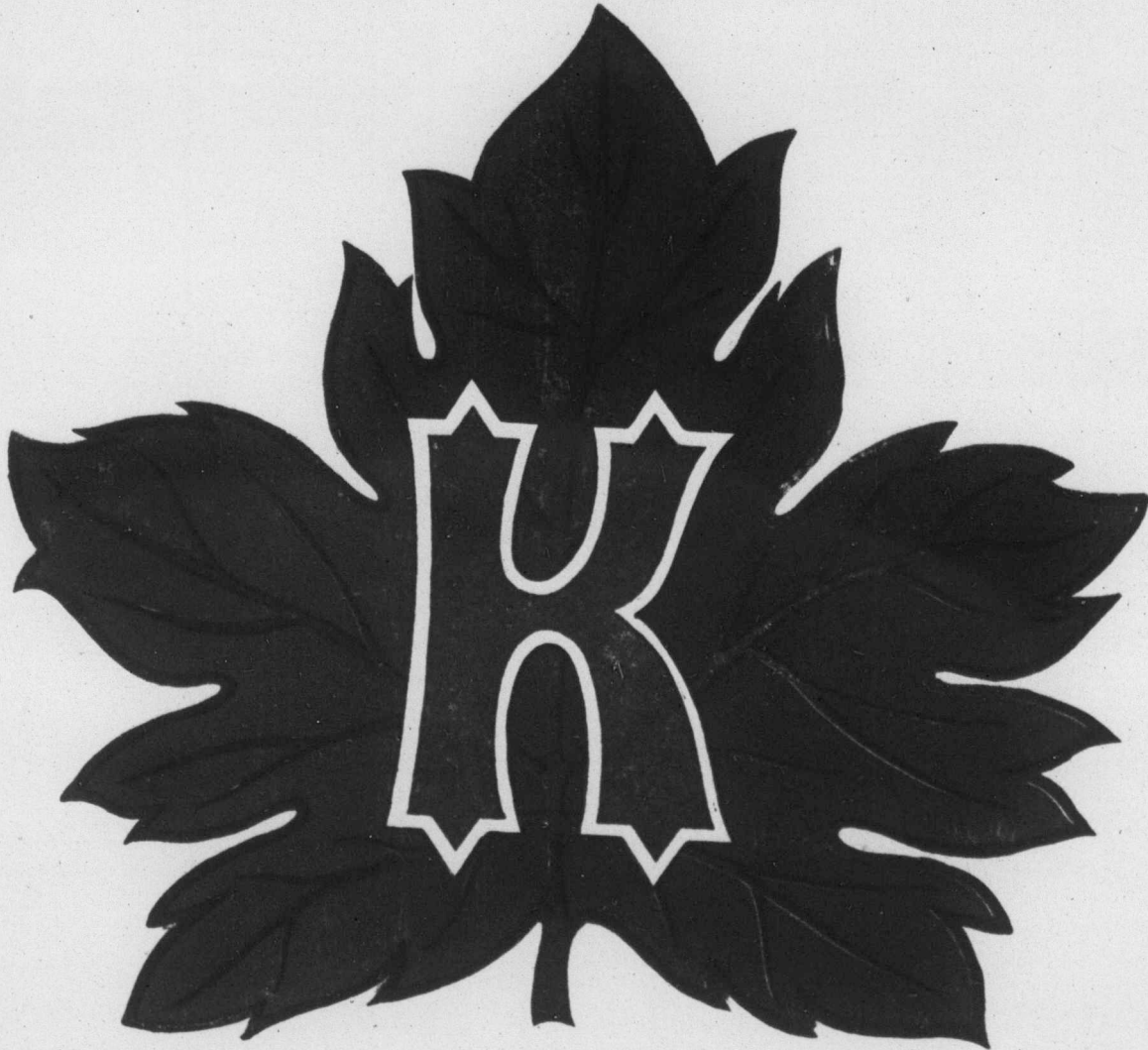
Write for Prices and Terms.

THOS. FERGUSON
482 College St., TORONTO, Ont.

GEO. CAMERON
223 Sparks St., OTTAWA, Ont.

F. H. HUNGERFORD
54 Notre Dame St. E., MONTREAL, Que.

FACTORIES AT BOWMANVILLE, ONT.



After all, how much it means to be safely placed in a buying sense in your choice of Jobbers. We feel that at all times, nobody could better serve the retail grocer than ourselves, and this is proven by our heavily increasing turn-over and our continuous old-time friends.

MAPLE LEAF TEAS AND COFFEES
MAPLE LEAF SEEDED RAISINS

Distributers of Lacrosse Sockeye Salmon

T. Kenny & Co., Limited
WHOLESALE GROCERS

SARNIA
Phones 5, 85

PROMPT DELIVERY
NO CARTAGE

CHATHAM
Phones 154, 155

Our Fair Trading Policy Canada's Premier Brand

Embodies three essential features to proper merchandising

QUALITY PRICE PROFIT

Our goods are made in Canada and are of the highest known quality. Our prices are absolutely one price to all purchasers. Your profit is assured under our "Fair Trading Policy," and you have our positive guarantee, so that you can buy our goods with confidence as to **QUALITY, PRICE and FAIR PROFIT.**



C.P. (Canada's Premier) Brand Thick Sauce
C.P. (Canada's Premier) Brand Worcestershire Sauce
C.P. (Canada's Premier) Brand Indian Chutney

C.P. (Canada's Premier) Brand Tomato Catsup
C.P. (Canada's Premier) Brand Chili Sauce
C.P. (Canada's Premier) Brand Horse Radish

"Scotch Standard" (Real Scotch) Marmalade (Guaranteed Pure)
Jams, Jellies, etc.

Manufactured and Guaranteed Pure by

The Dominion Food Products Co., Ltd.
Guelph, Ontario, Canada

Selling Agents:—

Chadwick & Co.,
34 Duke St.,
Toronto, Ont.

Sheely-Mott Co.,
St. Nicholas Bldg.,
Montreal, Que.

Transoceanic Trading Company, Ltd.
Winnipeg,
Man.

S. A. Robinson & Son,
Canning, Nova Scotia

W. S. Clawson, & Co.
St. John, N.B.



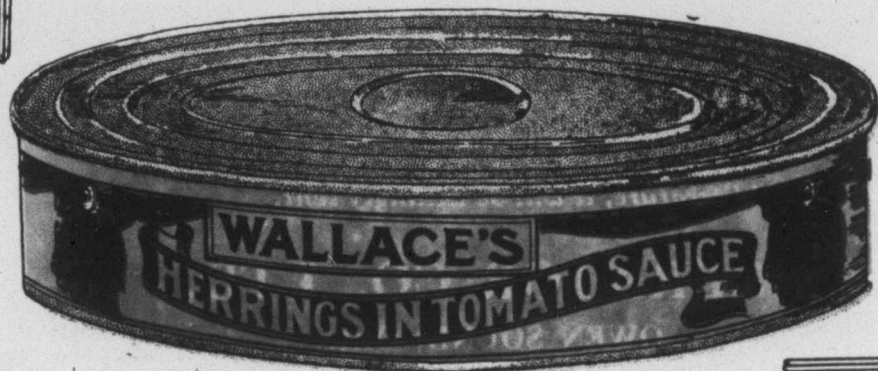
Throughout The Warmer Days SUGGEST WALLACE'S HERRING

Your customers do not enjoy cooking over a hot range during the warm weather. A timely suggestion will often swing into grocery channels some of the money otherwise spent for fresh meat. On Wallace's Herrings we have done the cleaning; we have done the cooking, and all your customer has to do is turn out, ready for serving, the delicately flavored herring, cooked to perfection and made tempting with tomato sauce.

MORE HEALTHFUL THAN MEAT

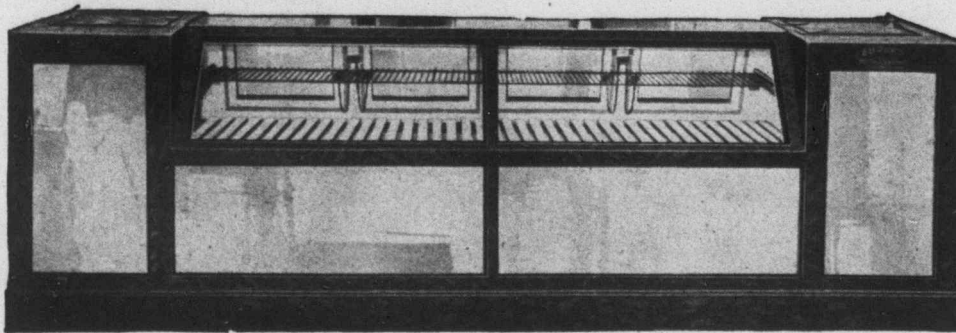
Caught and packed by the
WALLACE FISHERIES, LIMITED

at their six canneries
at the fishing grounds



Head Office:
VANCOUVER

TO THE ENTERPRISING MERCHANT



One of our models of Eureka Freezer Counter Case (Patented).

Wouldn't you like to make your store the most pleasant and easiest place for your customers to shop in, in your vicinity?

Wouldn't you like to attract customers who now perhaps buy at a store a little further up the street?

People like to shop where sanitary, up-to-date methods are used in displaying the perishable foodstuffs they want to buy.

Why lose this trade when by installing a Eureka Freezer Counter Case or one of our High-Class Eureka Refrigerators, these conditions can be fulfilled.

We guarantee this equipment to do all and more than we claim for it.

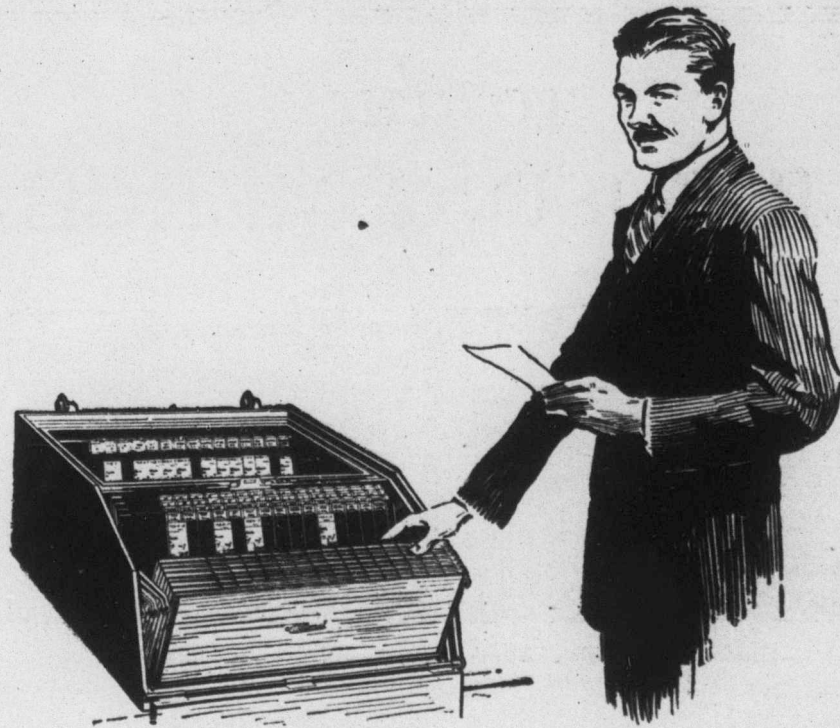


One of our popular designs of Eureka Grocers' Refrigerators

Write for our free illustrated literature, it will be willingly sent.

EUREKA REFRIGERATOR CO., LTD.

Head Office and Factories : OWEN SOUND, Ont.



The common-sense way of handling credit accounts

MERCHANTS in 182 different lines of business are using the N.C.R. Credit File.

These merchants have found that the file gives them the common-sense way of handling credit accounts.

It is a one-writing system. It eliminates book posting of accounts.

It keeps each day's credit business separate.

It prevents forgetting to charge goods sold on account.

It prevents neglecting to credit money paid on account.

It gives each charge customer a statement of account on every purchase.

It protects every credit record until it is paid in full.

It saves time, work, and worry. It stops leaks and saves profits.

Investigate this common-sense way of handling credit accounts

The National Cash Register Company of Canada, Limited

BRANCH OFFICES:

Calgary	714 Second Street W.
London	350 Dundas Street
Edmonton	5 McLeod Bldg.
Ottawa	306 Bank Street
Halifax	63 Granville Street
Quebec	133 St. Paul Street
Hamilton	14 Main Street E.
Regina	1820 Cornwall Street
Montreal	122 St. Catherine Street W.
Vancouver	524 Pender Street W.
Toronto	40 Adelaide Street
St. John	50 St. Germain Street
Saskatoon	265 Third Avenue S.
Winnipeg	213 McDermot Avenue

FACTORY: TORONTO, ONTARIO.

FILL OUT THIS COUPON AND MAIL TO-DAY

Dept. 25, The National Cash Register Company of Canada, Limited,
97 Pelham Ave., Toronto, Ontario:

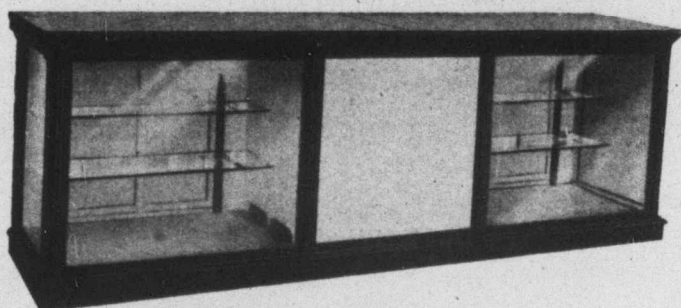
Please give me full particulars about the N. C. R. Credit File way of handling credit accounts.

Name

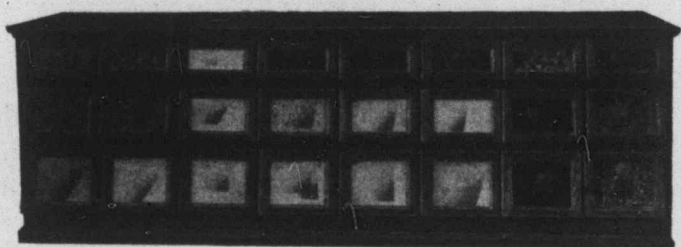
Business

Address

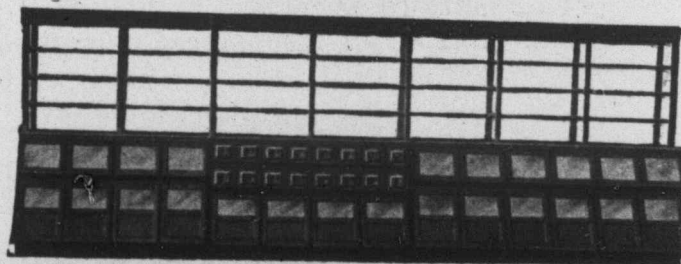
Cutting the "Overhead" and increasing profits with Walker Equipment



No. 9-M Counter



No. 3 Counter



Interchangeable Bin Sections

By actual tests it has been proven that grocers with Walker Store Equipment can serve more customers with **25 per cent. less help** and give those customers a better type of service. It has been proven that proper equipment eliminates waste in foodstuffs, that it saves time and increases sales through its greater and more attractive display features, that it attracts trade and stamps you as a wide-awake and progressive dealer—as a good man to deal with, and last, but not least, it will enable you to **solve the growing labor problem with greatest economy.**

If you have never considered the question of "labor saving," "efficiency making" equipment a matter of importance, just weigh the above statements when considering your steadily mounting expense account, then take the first step to cutting your overhead and increasing your profits, by sending a plan of your store, with measurements, getting the best arrangement of Wall Case sections and Counters and installing **Walker Bin Equipment.**

A rough plan or sketch with your ideas or preferences will secure a detailed plan with quotations.

The Walker Bin and Store Fixture Company Limited

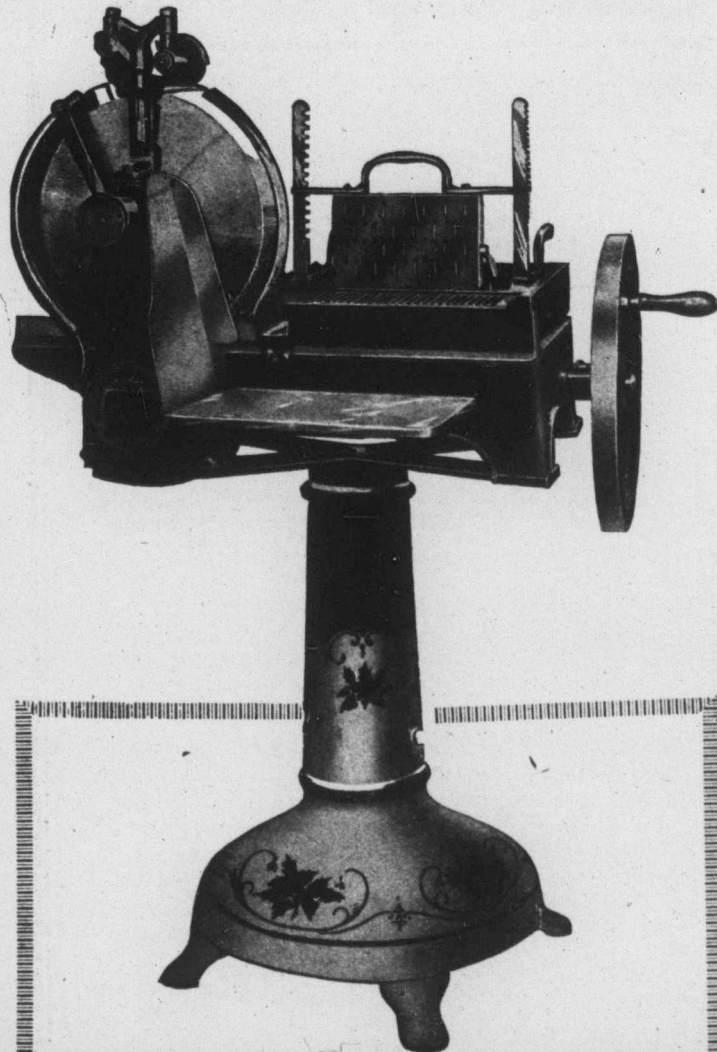
Kitchener

:-:

Ontario

Eastern Agents: J. H. Galloway, Hamilton, Ont.; Letts & Skene, Toronto, Ont.; Geo. Cameron, Ottawa, Ont.; H. O'Reilly, Montreal City; Albert Dunn, Quebec City; C. E. Rioux, Sherbrooke, Que., Quebec Province; R. R. Rankine, St. John, N.B., Maritime Provinces.

Brantford Scales and word in mech



THE BRANTFORD SLICER

Equip your store with these two handsome Brantford money-makers. They will soon pay for themselves by eliminating waste and enabling you to win increased patronage and bigger profits through better and quicker service.

The "Brantford" Slicer is the best "buy" on the slicer market to-day. It is positively guaranteed to give perfect satisfaction and is absolutely reliable in every way.

It will cut any boneless meat down to the last slice, as thick or as thin as you wish, positively eliminating waste meat ends. The Brantford "All-Canadian" Slicer is exceptionally speedy and operates most easily. Made in Canada in our Canadian factory by skilled Canadian workmen. The Brantford Slicer has proven itself a "masterpiece" of mechanical perfection.

Send for our illustrated catalogue showing different Brantford styles with detailed information.

The Brantford Computing Scale Co.

LIMITED

Brantford, Canada

Offices and showrooms in the larger centres

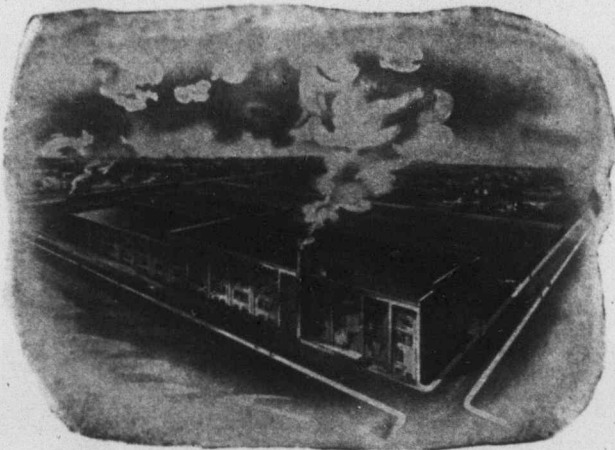
Slicers are the last anical perfection

The Brantford Computing Scale is the most complete and perfect piece of scale mechanism ever assembled.

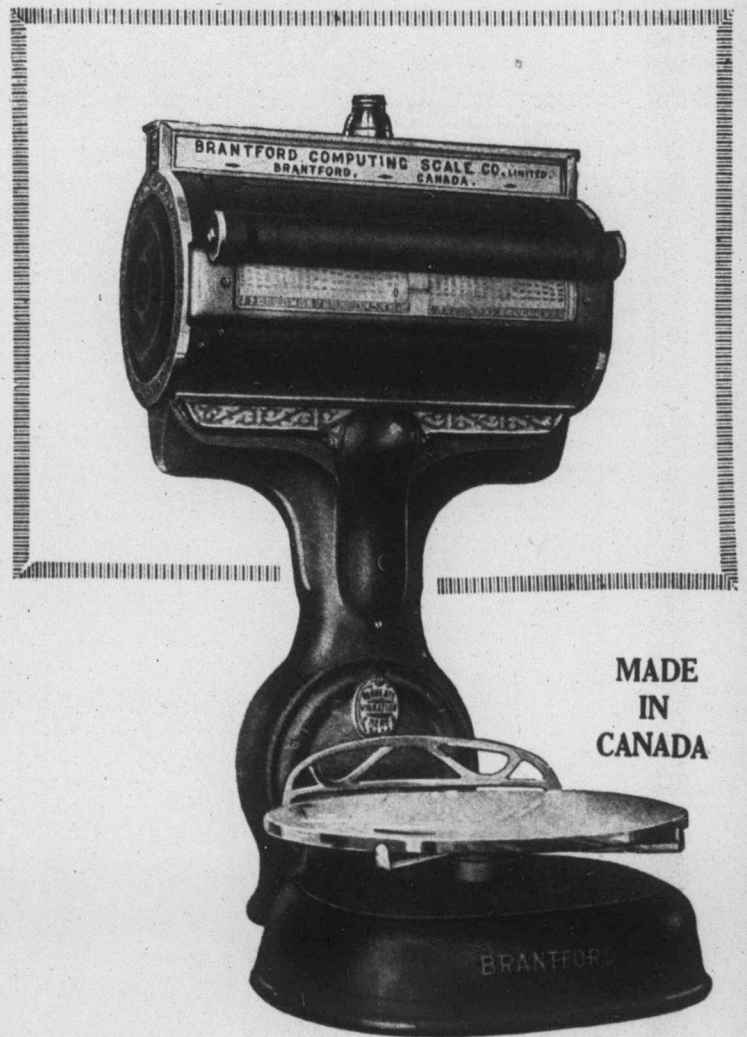
It possesses so many exceptional features that it will pay you to investigate this Brantford superiority before you buy.

There is a Brantford Computing Scale for every purpose and each one is agate bearing, absolutely enclosed to exclude dust and is backed by the well-known Brantford Guarantee to give dependable, accurate service.

Write for our illustrated booklet describing these peerless scales in detail. Each one is built in our large Canadian factory by expert scale mechanics, handsomely finished and made to give "life-long" satisfaction.



View of the Plant where Brantford Scales and Slicers are made



MADE
IN
CANADA

The Brantford Computing Scale Co.
LIMITED

Brantford, Canada

Offices and showrooms in the larger centres

Riteshape

for SERVICE -



Standardize Your Packages Do it in the RITESHape

Why not lift the entire plane of your bulk food business up onto a higher level? Make your packages standard and make that standard the highest there is.

There is a **Riteshape** for every package. It's the big line—one-half up to ten pounds. And the **Riteshape** always improves the apparent quality of whatever it contains.

Display it in the **Riteshape**
Sell it in the **Riteshape**

Ask your jobber or

VICTORIA PAPER & TWINE CO., LIMITED

Wholesale Distributors

430 Wellington Street West, TORONTO

Branches: Montreal, Halifax

The Oval Wood Dish Company, Manufacturers, Factory at Tupper Lake, N.Y.

Clean Goods Make the Strongest Selling Appeal

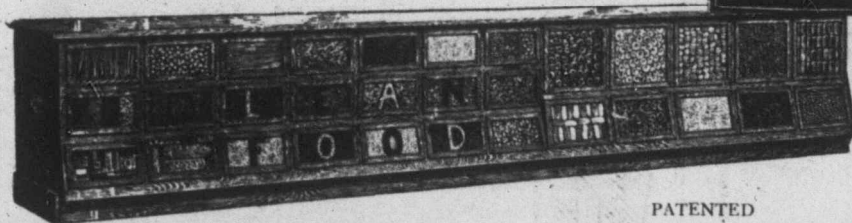
THE SHERER COUNTER is the best means to keep bulk goods clean and fresh; displays them better and creates a larger volume of sales. In this counter every article is completely protected, kept fresh and in full view.

Right next to the article your customer selects is another equally tempting. *Here is a faultless salesman suggesting "buy more."* The same advantage cannot be gained in four times the floor space displaying the goods in boxes and crates. Every display pocket in a Sherer urges "buy now—buy more."

The Sherer Counter makes you more money through repeat business. More sales begin the moment your customers find they get what they want from you at a lower price. You save them 38% and make an additional 12% on certain bulk goods.

Your customer is assured of clean foods when they are kept in the Sherer Counter, because the drawers, carefully constructed having three ply bottoms, keep out the dust vermin: and prevent excessive shrinkage.

By the Pound



Model 66 Sherer

The most popular model with grocers. 15 feet 8½ inches long, 33½ inches high, 28½ inches wide; housing 2,000 lbs. of bulk goods of 31 kinds.

SHERER-GILLETT CO.
GUELPH, ONT.



Make more money—SAVE 12% on certain bulk goods.

STORES that have Sherer Counters are always more popular with the housewife. She sees what she wants and knows she is getting what she selects. The display pockets are a constant reminder of "what will be good to-morrow."

It pays for itself by earning a minimum of 60c per day. We'll tell you how. Write us to-day for the plan.

SHERER-GILLETT CO.
Dept. 57, Guelph, Ont.

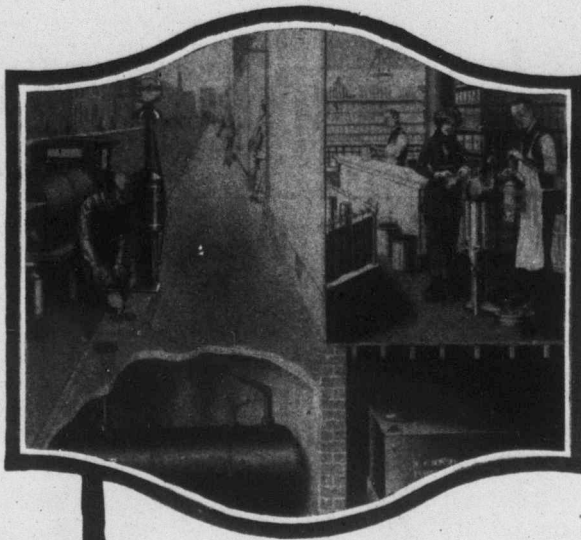
Please send us your catalogue, giving full particulars of the "Sherer" Counter and include a copy of your plan for making 12% extra on certain bulk goods.

Street

City

State

Name



Make Your Street Pay

Can you see the possibilities for profitable business in the automobiles passing your store ?

Put in a **BOWSER**
ESTABLISHED 1893
Gasoline Pump

Our literature explains how and why Bowser Gasoline and Oil Storage Systems are popular with automobile drivers and profitable to store owners. It will be sent to anyone interested.



S. F. BOWSER Company, Limited

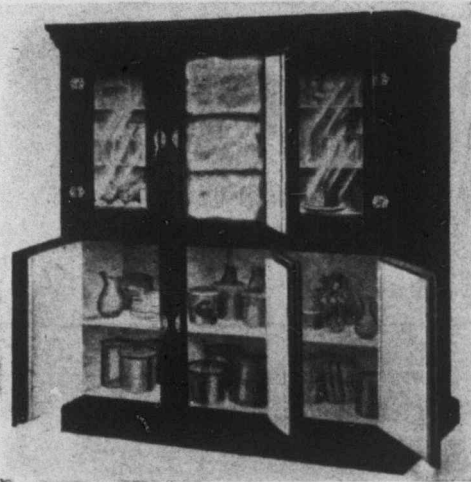
66 to 68 Fraser Ave.,

Toronto, Ontario, Can.

Representatives
Everywhere

Sales Offices
in all Centers

HANSON'S
GROCER OR INSTITUTION REFRIGERATORS



Perfect Refrigeration

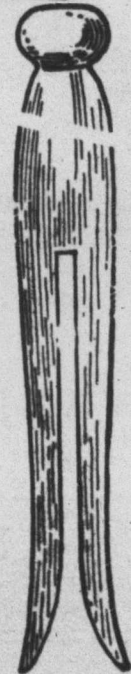
and excellent display features make Hanson's the ideal refrigerators for grocers. They are made from the finest materials with a style for every requirement. Write us for particulars. Prompt deliveries.

The J. H. Hanson Co., Ltd.
244 Paul St. West **MONTREAL**

The Megantic Broom Mfg. Co., Ltd.
Manufacturers of Brooms and Clothes Pins



Lake Megantic, Que.



Our clothes pins are made and designed to stay on the line. And they do. Dealers know that by the way housewives are asking for them. Made of the best wood, that insures against splitting. Splendid profits and customers' satisfaction assured to the dealer selling them. Write our nearest agent.

AGENTS: Bovin & 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. Pyke Bros., Halifax, N.S.



—Stores are judged by
the goods they sell—

Del Monte

CANNED FRUITS
AND VEGETABLES

Distributed in
OTTAWA and District
by

**E. M. LERNER
& SONS**

Wholesale Grocers
OTTAWA

Over
120,000
cans of



products were
distributed in our
territory last year.

**NOW BOOKING ORDERS
FOR 1920 PACK**

Let us have your order,
subject to your approval of
opening prices and assortment.

WRITE, PHONE OR WIRE,—COLLECT

—Easier Sales, Quicker
Profits, Bigger Business—

DOMESTIC SHORTENING

BETTER THAN BUTTER—CHEAPER THAN LARD



... a steady, profitable seller

Domestic Shortening is a remarkably good seller and offers dealers a good wide profit margin. Its great economy appeals to every housewife and its excellent quality wins steady, satisfied customers.

For every use where a shortening or frying fat is needed, *Domestic Shortening* takes the place of both lard and butter, giving better results than either at much lower cost.

It is made from pure, highly refined vegetable oil, which is very nourishing and healthful.



THE HARRIS ABATTOIR COMPANY, Limited

TORONTO, CANADA

Display *Furnivall's* FINE FRUIT PURE JAM

Preferred by your
particular Customers



Mother likes it because it is saving on butter, in addition to being delicious. Father says it's "dandy" as an appetizing dessert for breakfast and the kiddies pronounce it "swell" all the time and particularly for an after-school lunch.

This jam is guaranteed absolutely pure and in your displays you can feature "Made-in-Canada"—a slogan needing your support at the present time.

The quality of FURNIVALL'S Fine Fruit Pure Jam will bring many repeat sales. Try it!

FURNIVALL-NEW
Limited

Hamilton - Canada

AGENTS—The City of Ottawa, Quebec and the Lower Provinces with the exception of Cape Breton: Messrs. Geo. Hodge & Son, Ltd., Montreal, Que. Toronto: C. H. Grainger & Co., 406 Parliament St. Manitoba: A. D. Norman, Scott Block, Winnipeg, Man. Northern Ontario: E. A. Cuff, North Bay. Hamilton: J. T. Price & Co., 35 Mary St., Hamilton, Ont. Cape Breton Island, N.S.: O. N. Mann, Sydney, N.S. Saskatoon: Gilbert Stroyan, Saskatoon, Sask. Newfoundland: E. J. Godden, St. John's, Newfoundland.

BUTTERFLY TINTS

offer dealers handsome profits

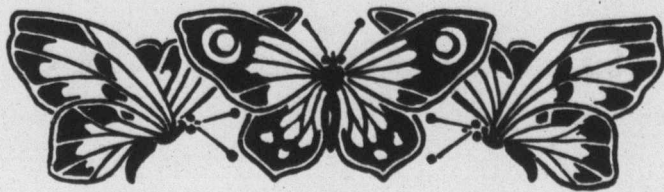
This handy \$7.25 Counter Carton shows \$3.55 profit. In larger quantities better discounts and larger profits.

**Not a Soap or a Compound,
but a Pure Basic Dye.**

They are "The Original Cold Water Tints" for silk, wool and cotton. Can be made strictly fast colors if desired.

Will not harm the daintiest fabrics. So simple a child can use them.

Why not sell the BEST when it shows the MOST PROFIT?



Canadian Distributors

LOGGIE SONS & CO., Toronto

THE BUTTERFLY TINTING CO.

MINNEAPOLIS, MINN.

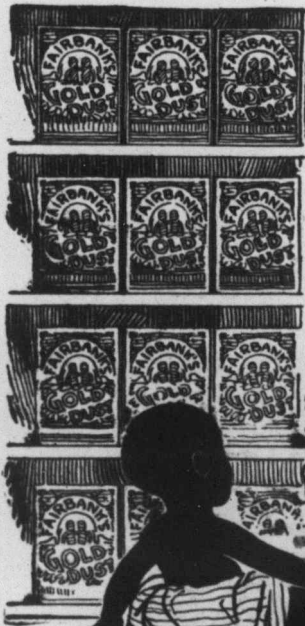
36 POPULAR SHADES



6 dozen
assorted
Best
Sellers
in a
12" x 15"
Counter
Carton

This is the case that catches the customer.

Her "look" registers in your cash-drawer



Put Gold Dust packages where your customers can see them.

Our advertising puts Gold Dust in a woman's mind. Then it is up to you to display it on your shelves and she will buy.

The demand for this "Made in Canada" product grows every day because of our widespread advertising.

THE N.K. FAIRBANK COMPANY
LIMITED
MONTREAL

Junket
MADE with MILK



NESNAH

Junket Powder

Two quick selling favorites which offer real good profits

JUNKET — An economical dessert that is put up in an attractive 10-tablet package which retails for 15c with an excellent profit.

Junket is highly nutritious and wholesome, and its wide variety of uses in preparing delicious economical desserts makes it a ready seller.

JUNKET POWDER (Nesnah) is a Junket in powder form and it is quickly and easily prepared.

Put up in four flavors in attractive packages, retailing for 15 cents. Its great economy and deliciousness will appeal to your customers. Try a sample order of those two favorites.

Chr. Hansen's Canadian Laboratory
Toronto, Canada
LOGGIE, SONS and COMPANY
SELLING AGENTS FOR CANADA
32 FRONT STREET WEST - TORONTO





Order from your wholesaler.

Master Mason

&

Canada's joy smoke

For a real good smoke recommend to your customers Master Mason.

Made from the finest leaf, fully matured, perfectly aged tobacco.

You can build up a good tobacco trade by selling Master Mason.

Rock City Tobacco Co.

Limited

QUEBEC and WINNIPEG

BARBADOS MOLASSES

Insist Upon Having the Best
It Is Not The Best Unless It Is

DACOSTA & CO.'S BRAND

This year prices are the highest yet. Therefore it is necessary to obtain the highest quality, especially when the best costs no more than the rest. Insist upon getting the best.

ORDER THROUGH YOUR WHOLESALER



“The Goods Sell Well”

DEALERS in all parts of the country report that Imperial Parowax, Imperial Household Lubricant and Imperial Ioco Liquid Gloss “sell well” all the year round.

And no wonder: These household products are used in many ways around the house. The good housewife uses them regularly every week in her daily work.

Dealers who have handled them know that they are not seasonal but regular, year-round-in-demand, staple specialties.

Profit! Splendid on a regular turnover—more than on competing lines.

Is your stock of each sufficient?

IMPERIAL OIL LIMITED
 Power - Heat - Light - Lubrication
 Branches in all Cities



THE NATIONAL DESSERT of CANADA

NO HOME SHOULD BE WITHOUT IT



You Never Tasted Custard Half So Nice.

Sold in three different style packages.

4 oz. 6 oz. 16 oz.

Sold by the leading wholesale and retail grocers in all parts of Canada.

Extensively advertised in all Canadian homes, and preferred by the most particular.

Write for Prices and Quantity Terms.

THE HARRY HORNE CO., LTD., TORONTO, CAN.

Recommend Beecham's Pills

because this famous remedy has made good for over sixty years relieving Sick Headache, Constipation, Indigestion, Bilioussness, Kidney and Liver Troubles;—it is the largest advertised of any medicine in the world and enjoys the largest sale of any medicine in the world. This all means quick turn-over and good profits for you.



The Largest Sale of any Medicine in the World

The satisfied customer is a steady customer, and steady customers mean regular profits. Get the point? Put Beecham's Pills on your push list to-day! **Free Material for your Store!** We will be pleased to send you on request Beecham's Help to Scholars, Oracles, Window Display, Decalcomania, Almanacs and Show Cards.

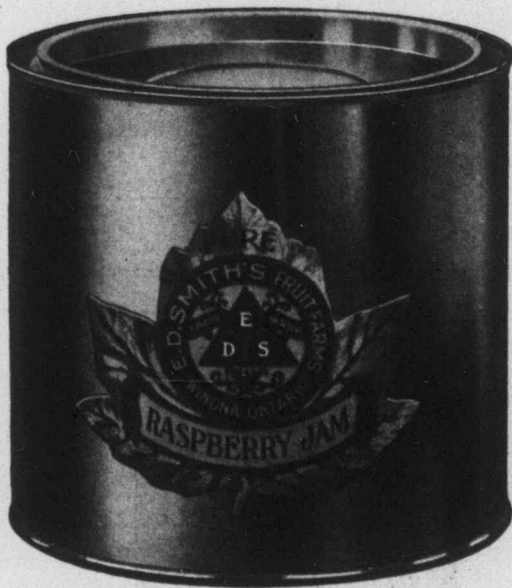
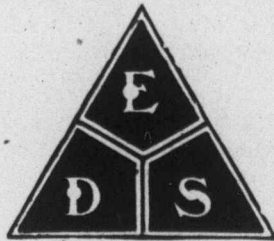
Harold F. Ritchie & Co., Ltd.

Sole Agents

Toronto, Ont.

Canada

SELL MORE JAM IN 4-POUND PAILS



Be sure you suggest a 4-Pound Pail to every customer who asks for a small jar

and you'll be surprised at number of pails of E. D. S. Jams, Jellies and Marmalades that the method will sell for you.

E. D. S. JAMS, JELLIES, and MARMALADES

All E. D. S. products are made from nature-ripened, sound fruit and pure cane sugar, and their quality is guaranteed.

Push the 4-pound pail for a greater profit; order from your wholesaler.

E. D. SMITH & SON LIMITED WINONA - - ONTARIO

AGENTS:

Newton A. Hill, Toronto
W. H. Dunn, Ltd., Montreal

Watson & Truesdale, Winnipeg
Donald H. Bain Co., Calgary, Alta.
Donald H. Bain Co., Edmonton, Alta.

Are You Ready to Meet the Demand for "B" Brand Ciders?



11 Distinctive Fruit Flavors.

Grape, Cherry, Loganberry, Strawberry
Cream, Blackberry, Raspberry, Apricot,
Peach, Orange, Lemon, Apple.

Never has a soft drink taken a constituency by storm as has the famous "B" brand of Ciders, and the way orders are shaping up this Spring the demand for this popular brand of drinks will pass the most sanguine expectations. This means that wide-awake dealers will want to have on hand an ample stock to quickly keep step with the demand.

How about YOU, Mr. Dealer? Going to be able to supply the demand in YOUR locality sure to develop as a result of our advertising?

How About Your Stock of Soda Fountain Syrups?

In addition to the "B" Brand Ciders we are marketing what we believe to be the best line of Soda Fountain Syrups that ever went to make up a palatable drink for mankind! May I tell you more about this branch?

Write us for prices, etc.

The Maritime Syrup & Beverage Co.
HALIFAX, N.S.

Consolidated with the
MARITIME CIDER CO., ST. JOHN, N.B.

We have openings for Local Agents; for information write us at once.

Selling Idea No. 3

Educate
Your
Clerk
as to
the
Value
of

APROL



W. J. Bush Citrus Products Co., Inc.
NATIONAL CITY, CALIFORNIA. MONTREAL AND TORONTO



The Recognized Leader

Cow Brand Baking Soda is known and preferred in most every Canadian household. Its great strength and purity have placed it in a "class" by itself.

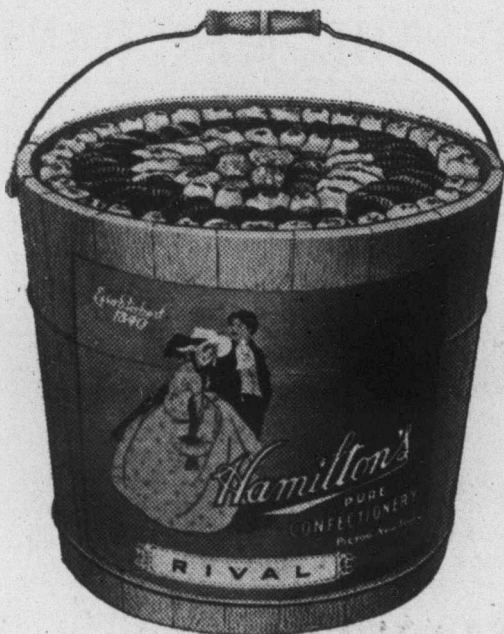
Women have learned that Cow Brand Soda lasts longer and insures better results from their baking operations because of this extra strength and purity.

Church & Dwight, Ltd.
MONTREAL

The very high prices asked for chocolates prevents the family man of moderate means from taking home a "Sunday treat" each week, without scrimping on some other necessity the home needs.

To meet the demand for a HIGH GRADE candy to retail at a FAIR price, a candy to please all the family—little folks and grown-ups—to allow the dealer a quick turn-over and a substantial profit, was the mark we set to reach over three years ago, and

RIVAL MIXTURE



is the result of our efforts. The number of stores selling Rival Mixture as a popular-price "Sunday treat" has grown beyond our expectations and has **DOUBLED DURING THE LAST YEAR.** Rival will pull the business while gaudy-packaged-sky-high-priced chocolates are gathering dust in your show windows.

How Rival Mixture Comes To You

RIVAL is put up in two styles of package—the standard size 30-pound pail and a case which can be used for a 30-dozen Egg Case. This egg case idea speaks for itself. The grocers of Maritime Provinces and Quebec invariably order RIVAL shipped this way, as the candy—each kind—is packed in a five-pound box, and arrives in the best condition. Using your natural taste

in display, it is possible to make the candy look worth 5 to 10c per pound more than had it been shipped already mixed. The Pail method meets the need of the busy store keeper who has not the time to make up his own mixtures; but whichever package you choose, we can promise you that RIVAL will prove a continual source of profit and satisfaction.

G. J. HAMILTON & SONS, PICTOU, N. S.

ESTABLISHED IN 1840



Gathering Maple Sap for Small's in the heart of the forests of Quebec
Recoltant la sere pour Small's dans les bois de Quebec

3 FACTS THAT ARE EVER MOMENTOUS AND VITAL TO THE VERY EXISTENCE OF THE MERCHANT

- 1 Advertiséd Brands. The above advertisement appeared in the Art Section of the Montreal Standard, April 10th, circulation of which is about 100,000. We have been and are using similar space in the Canadian Home Journal, MacLean's National Magazine, Farmers' Magazine, Toronto; The Farmers' Advocate, The Canadian Power Farmer and The Grain Growers' Guide, of Winnipeg. The above-mentioned journals reach nearly 600,000 of the best homes in Canada, exceeding approximately 1,000,000 readers. Aggressive advertising of this character is bound to assist the dealer by creating demand.
- 2 We make no concession or allow no special discount to departmental or chain stores, but to jobbers only. We feel that by handling **Small's** brands mutual satisfaction will be the continued result.
- 3 **Small's** brands are of long standing, the result of many years' experience. We are continually making improvements where we find it possible. Results or merits of **Small's** brands have been appreciated and recognized the world over, having received gold and silver medals, also diplomas from all leading countries, including the Orient.

SMALL'S LIMITED, MONTREAL

SYRUP AND MOLASSES REFINERS

THE RETAILER'S BEST SELLING LINE



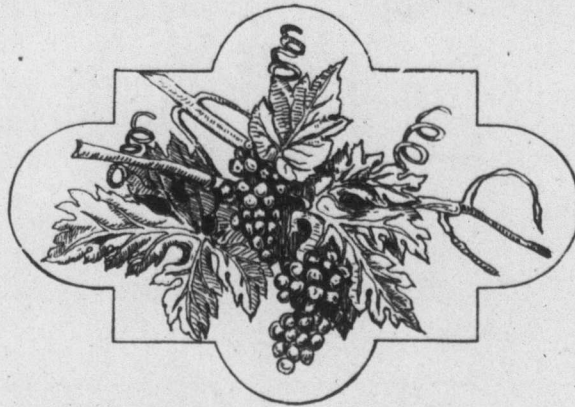
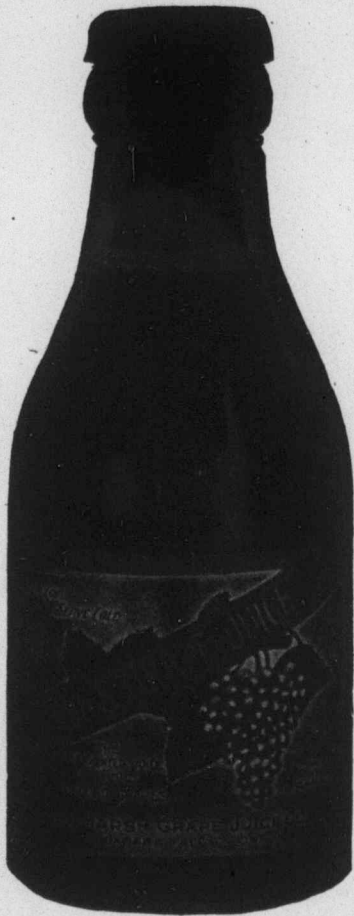
All over Canada they
are asking for

"The Tobacco with a heart"

Do you get your share
of the profits?

MACDONALD'S

W. C. MACDONALD REG'D.
INCORPORATED
MONTREAL



The "Use" in Grape Juice

There are so many different ways your customers can use

Marsh's Grape Juice

that a suggestion here and there will not only open up new dessert delights for them, but will boost your sales in this commodity.

As a rich flavoring for jellies, in light fluffy desserts, for Sherbets — there are endless ways to add to the attractiveness of the family meals, and to your profits.

A case to-day will grow to five
the next time you order.

The Marsh Grape Juice Co.

NIAGARA FALLS, ONT.

Agents for Ontario, Quebec and
Maritime Provinces:

The MacLaren Imperial
Cheese Company Limited
Toronto and Montreal



JAPAN TEA



The tender leaves — carefully picked and more carefully prepared—impart that same charm to your cup of Japan Tea as to the sacred tea ceremonial of Japan. Japan Tea carries a government guarantee of purity.

*"Tea purifies the blood
and cheers the heart!"*
—Ten Rhyne,
8th Century.

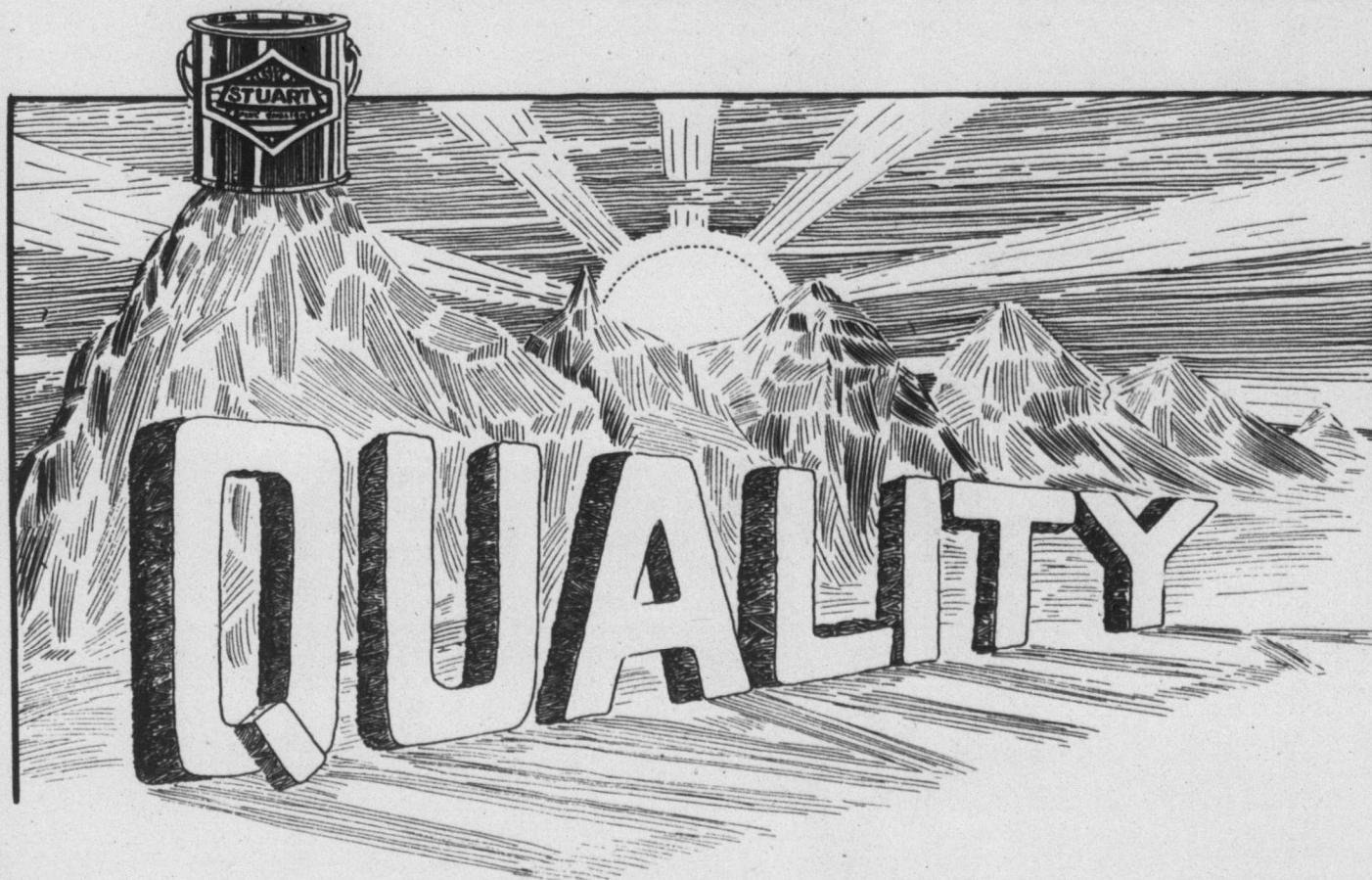
17

One of our consumer ads.

ORDER a supply of Japan Tea to-day and note difference in your turnover.

Behind your selling efforts is its unexcelled reputation for extra good quality and an aggressive and widespread consumer advertising campaign.

Ask your wholesaler for Japan Tea.



The pinnacle of quality

Stuart's pure jams, jellies and marmalades have reached the pinnacle of quality and popularity only through strict adherence to purity and by careful selection and perfect blending of the finest fruits and pure cane sugar.

You will find them an excellent line of business-builders—a brand that will turn your casual customer's to steady, satisfied patrons.

STUART LIMITED

SARNIA, ONT.



Stuart's Pure Jams

Royal Salad Dressing

**Made in Canada for Thirty-five
Years**

Spring and Summer is salad season. By displaying this popular favorite either in your windows or on your counters you will be gratified with the increased sale. Your customers will not make their own after once using Royal.

Royal Mayonnaise Dressing

A milder dressing than Salad Dressing, especially for fruit salads. Recommend Royal Mayonnaise Dressing to your customers who want a mayonnaise dressing. They will thank you.

The Two Royals Are Made Only By—
THE HORTON-CATO MFG. CO.

Windsor - Ontario

50% MORE PROFIT ON DIAMOND DYES

After January 1, 1920, the retail price of each package of Diamond Dyes will be 15c everywhere—instead of 10c.

Have Clerks ask 15c a Package

We know you will welcome this necessary increase in price by the big leader. It means 50% more profit for you on each sale hereafter. While your price increases proportionately, your profit is 50% increased as well.

New price, \$1.13 per dozen—Same quantity discounts as heretofore.

In our million dollar advertising campaign which will include your city, and every city, town and hamlet, we lay great stress upon the "Diamond Dye Direction Book" and the "Diamond Dye Color Card." Women will come to you for a Direction Book and ask to see your Color Card. If not supplied, write us to-day.

WELLS & RICHARDSON CO., Limited

200 MOUNTAIN ST.

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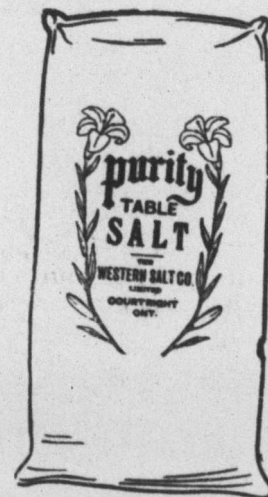
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MONTREAL, P.Q.

PURITY

Appeals to All

As its name implies, **Purity Table Salt** is pure and made in the most sanitary and up-to-date Canadian plant. These facts have been appreciated by the most particular housewives throughout the country and the steadily increasing demand for this salt is certain to greatly assist in your profitable sales. Send your request at once to ensure an early shipment.



The Western Salt Company
COURTRIGHT, ONTARIO

ELKHORN CHEESE

IN TINS - 8 VARIETIES



- Roquefort
- Camembert
- Pimento
- Kraft
- Chile
- Swiss
- Rarebit
- Limburger

THERE are eight delicious varieties, each of national flavor. You can keep a full line of cheese on hand at all times without fear of loss from drying up or crumbling.

Your profit is sure—Sales are continuous the year around—**NO ICE NECESSARY.** Every tin guaranteed to keep in any season or climate.

MR. DEALER — Elkhorn Cheese in Tins is the Dependable Cheese in a convenient, sanitary container. This is the best season of the year to push its sale. Urge your customers to stock their pantry shelves.

Sales Representatives

- Wm. H. Dunn - Montreal, Que.
- Dunn-Hortop - Toronto, Ont.
- J. A. Tilton - St. John, N.B.
- Pyke Bros. - Halifax and Sydney, N.S.
- Buchanan & Ahern - Quebec, Que.
- Richardson, Green, Ltd. - Winnipeg
- Oppenheimer Bros., Vancouver, B.C.

Manufactured by
J. L. KRAFT & BROS. CO.

This Mop Wins

the instant approval of women everywhere and the complete confidence of dealers, like yourself, who aim to sell **the best there is** at fair prices and with profit. In this wonderful Liquid Veneer Mop you deliver **quality** and

Your Profit is

67%



MADE
IN
CANADA

5 Big, New features make this mop by far the best on the market and a rapid seller.

Oh, but it's a beauty!

LIQUID VENEER MOP

Thousands of Liquid Veneer users will want this mop. Every buyer of a mop will use far more Liquid Veneer. Therefore every mop you sell will pave the way for a great big Liquid Veneer business.

This mop builds business. Easily retails at \$1.75, packed in individual lithographed container. Complete with 54-inch handle.

Write your jobber or us for full particulars.

Buffalo Specialty Company
Bridgeburg, Ontario

Hustle Your Stock by Selling More Flour



Selling Purity Flour hustles a hundred and one other lines—baking powder, sugar, shortening, currants, raisins, syrup, eggs, spice, flavoring extracts, butter, canned goods—everything that goes into bread, pies, cakes, cookies, pastry, puddings, etc., the goods that stock every grocer's shelves.

PURITY FLOUR

will speed up your turnover on all these lines, because flour sales are the foundation of a grocer's business. The quicker the turnover the greater the gross profits.

Western Canada Flour Mills Co., Limited

Head Office - - - Toronto

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



Whittemore's
Shoe Polishes
Are Superior

Preserve the Leather
Give a More Lasting Shine
Keep Shoes Looking New

Send for Complete Catalog

Canadian cheques on Montreal accepted at Par



Whittemore Bros. Corp., Boston, Mass., U.S.A.

Norcanner Brand

Norwegian canned fish delicacies will make a "hit" with your customers

**"Bravo" Brand
Sild Sardines**

**Norcanner Brand
Brisling Sardines**

A High-Class brand, perfectly cured, lightly smoked and packed in pure olive oil in Quarter Dingley and eighth size tins. These superb Norwegian Sardines are exceptionally good sellers and their price is most reasonable.



packed in Quarter Dingley tins. The finest, carefully selected, Summer caught Brisling sardines with Virgin Olive Oil. You'll find Norcanner brand an exquisitely flavored line of high standard Norwegian Sardines.

**NORCANNER
BRAND**

**Kippered Herring, Herring in Tomato,
and Baby Mackerel in Tomato**

are all sterling quality, active-selling products. They are packed under the most rigid Sanitary inspection. Norcanner Brand of fish food products is the leading brand of Norway's largest Packing organization comprising over 130 Modern sanitary canneries. Each one is a guarantee of purity, perfection and complete customer satisfaction. Order from your jobber.

Canadian Agents:
A. S. May & Co.
Toronto

Donald H. Bain Co.
Winnipeg

C. B. Hart, Reg.
Montreal

NORCANNERS, LIMITED
STAVANGER, NORWAY

American Headquarters: 105 Hudson Street, New York

GOOD FOR KIDDIES AND LIKED BY EVERYONE

WHEAT GOLD

BREAKFAST CEREAL

Formerly "Wheatine"

Makes Delicious Porridge

Wheat Gold is a nutritious and economical breakfast cereal. Makes appetizing porridge, puddings, pancakes, etc.

Profitable displays can be made in window or on counter with Wheat

Gold, as it is packed in attractive cartons.

Your wholesaler will supply you with this high-grade Canadian hard wheat breakfast cereal.

W. B. Browne & Co.

TORONTO, ONTARIO

Chamberlain Family Remedies

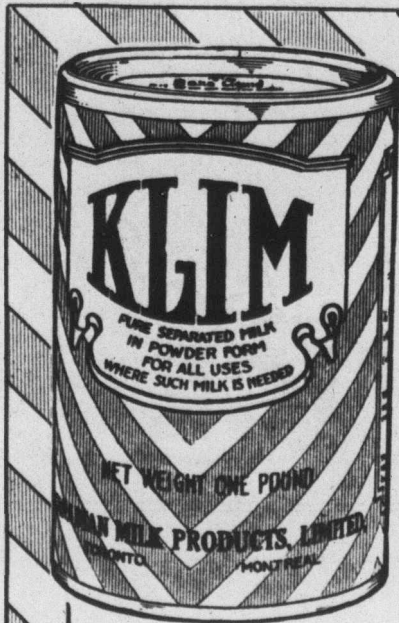


Known from coast to coast and famous for their efficacy. Every one of the Chamberlain list of family medicines is an active seller and is guaranteed to be absolutely free from harmful drugs.

Send for our price list to-day and cash in on Chamberlain "worth-while" profits.

There are a number of peerless remedies on the Chamberlain list and each one is a dependable, steady profit-earner and a winner of satisfaction.

Chamberlain Medicine Co., Limited
TORONTO



KLIM Will Be Widely Advertised This Summer

COMMENCING early in May, large space will be used in newspapers and magazines of national circulation, to emphasize the advantages of Klim—powdered separated milk—for household use during the hot summer weather.

Hot Weather Doubles KLIM Sales

Thousands of women begin to use more Klim when the hot weather comes because it does not turn sour and waste. Klim has the natural flavor of fresh separated milk and remains sweet and fresh until all used. The grocer has a quick turnover and a good profit on Klim. It is packed in attractive blue and white striped tins—half-pound, one-pound and ten-pound sizes.

Canadian Milk Products Limited

HEAD OFFICE: TORONTO

Branch Offices and Warehouses:

ST. JOHN

MONTREAL

WINNIPEG

Good for Customers—Good for You

H.P. Sauce is such capital value, and we spare no pains to acquaint the public with this fact. It is in big and constantly growing demand, and offers you a generous profit—that's why it is certainly the same for you.

H.P.

SAUCE

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



Owing to the high
 freights prevailing
 CONTINUE TO IMPORT
 supplies of

SPRATT'S
 DOG CAKES
 POULTRY FOODS
 CANARY & PARROT MIXTURES
 Etc.,

through **SPRATT'S**
 PATENT (AMERICA) LIMITED
 NEWARK, - NEW JERSEY

SPRATT'S PATENT LIMITED
 24-25 Fenchurch St., London, E.C. 3, Eng.

Tie up your small
 packets and boxes
 neatly and watch
 your sales increase

Use the Albion
 Silky Cotton Cords

A wide range of sizes
 and colors always in
 stock.
 Send your enquiries
 direct or through in-
 dent agent to

The Albion Sewing Cotton Co.
 Limited
 Fawley Mills, Tottenham Hale
 LONDON, N. 17.
 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 prepara-
 tion for Cleaning and Polishing Cut-
 tery, etc.

John Oakey & Sons, Ltd.

Manufacturers of
 Emery, Black Lead, Emery Glass and
 Flint Cloths and Papers, etc.
 Wellington Mills, London, S.E.1., Eng.

Agents:

F. Manley, 42 Sylvester-Wilson Bldg.,
 Winnipeg
 Sankey & Mason, 839 Beatty Street,
 Vancouver.





For Insect Pests
KEATING'S

The World-Wide Insecticide

Private houses and public buildings are equally sure to be troubled with insect pests during the summer months, and Keating's will be in demand. Keep a good supply of Keating's on hand.

Used for generations for the extermination of
FLIES, FLEAS, MOSQUITOES, ANTS, WASPS, BEETLES, BUGS, ROACHES, MOTHS, etc.

Keating's is harmless to human life.

Careful housekeepers, the medical profession, and progressive dealers everywhere recommend Keating's.

Are YOU getting your share of this steady, profitable business?

MADE BY

THOMAS KEATING

LONDON, ENGLAND

Established 1788

Sole Agents for Canada

Harold F. Ritchie & Co., Limited
10 McCaul Street TORONTO



Canada Beaver Brand Brooms



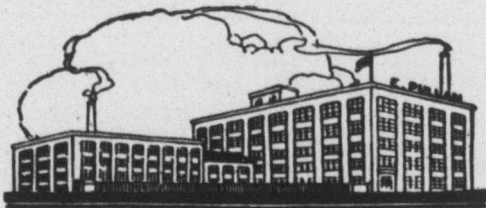
SATISFACTION and unusual wearing qualities are built into every Canada Beaver Brand Broom. They are made by experts in the following grades—
Household Brooms—10 different grades.
Toy Brooms—3 different grades.
Whisks—10 different grades.
Warehouse Brooms—a specialty.

The Canada Broom & Brush Co.
Limited
Ridgetown, Ont.

Sales Manager—M. Webber, London, Ont.
Western Sales Agency—Messrs. Nicholson-Rankin, 707-708
Confederation Life Building, Winnipeg, Man.
Toronto Agents—Messrs. Scott & Thomas, Foy Bldg., 32 Front
St. West, Toronto, Ont.

BAGS

AND COTTON LINERS



The Highest Prices Paid

for Jute Sugar Bags and Cotton Liners—in large or small quantities. Just gather them together to-day before you forget—and send to us.

Scientific Reclamation of Commercial Waste

E-PULLAN

6 Maud Street, TORONTO

Willow
Clothes
Baskets

3 Popular Sizes

Walter Woods & Co.
Hamilton and Winnipeg

Sloane's "Excelsior" Brand Brooms



The system back of this product Lives!—The stock and workmanship are of the highest order, and still are priced in competition with all others.

Nothing in connection with this reputable line of brooms is done on the cheap. Our travellers don't wait to use "The Homeseekers' Special." We prefer to hear—

"There goes Sloane"
to
"Doesn't he look natural?"

You will ultimately *stick* to Sloane's "Excelsior" line. Better start now.

J. C. Sloane Co. - - Owen Sound

Pumpkin Pie Without Eggs

Canned Pumpkin is one of the cheapest canned foods on the market.

Sale has been restricted owing to the popular opinion that pumpkin pie requires eggs.

A first-class *Pumpkin Pie* can be made *without eggs* with the following recipe:—

1 Can Pumpkin
1 Cup Milk
 $\frac{3}{4}$ Cup Sugar
1 Tablespoon Flour mixed with the milk
Salt and Spices to taste.

ASK FOR DOMINION BRAND CANNED PUMPKIN

Every tin guaranteed by

DOMINION CANNERS LIMITED

HAMILTON, CANADA

Important Announcement

by

The Hooton Chocolate Co., Limited

Revival of Popular 5-Cent Price to Customer

EXPERIENCE has shown, and every dealer knows, that 5c is a far more convenient price than the awkward six cents or seven cents. For this reason, and in view of the greater volume of sales thus made possible by selling bars at 5c each to consumers, we have decided to revive the price to the dealer of—

95c. a Box of 24 Bars
(Subject to usual Trade Discounts)

Hooton's Chocolate has established throughout the Dominion a reputation for the Highest Quality, and as a result we have built up a large output and are daily increasing our production.

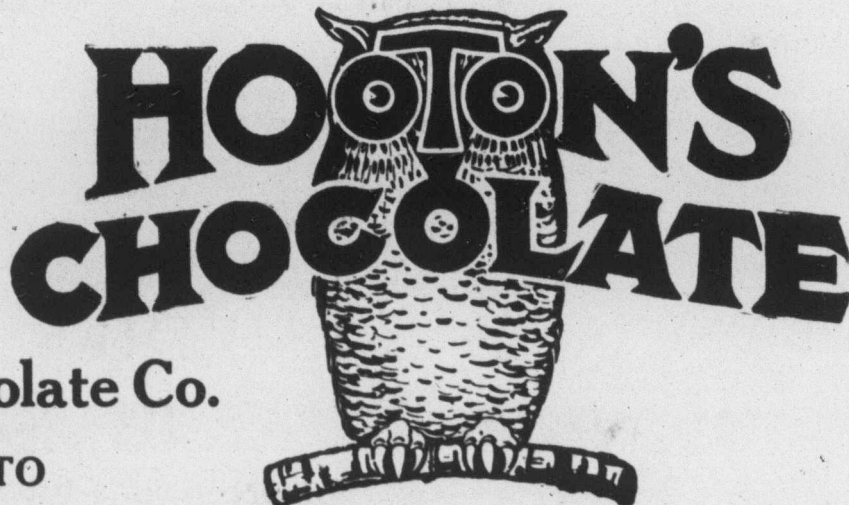
It is on account of this *volume* that, despite the high cost of raw materials, we are able to maintain the high quality of Hooton's, and yet at the same time revive the five-cent consumer price.

For on no account would we jeopardize the good name of Hooton with the public.

The Quality of Hooton's is Always Uniform

This reputation for quality will be jealously maintained, and while the present margin of profit is infinitesimal, we are satisfied that the increased turn-over will, as explained above, somewhat offset the reduction of profit per unit.

And it is our intention to rigorously maintain this price as long as it is humanly possible to do so, with the slightest margin of profit, in face of steadily rising costs in the high quality of ingredients that we use.



Hooton Chocolate Co.
LIMITED
TORONTO

Sal Manitou
Effervescent Saline
Always keep in your medicine cabinet a bottle of **Sal Manitou** Effervescent Saline. It is a perfect preventive against all common ailments and Lindbergh's grip on durum. **Martin's Manitou Health Salt** is a wonderful skin healer. Sold at all good druggists. **Standard Remedies Ltd.** Winnipeg - Manitoba.

Sal Manitou
Effervescent Saline
Keeps Your System Well regulated. **Martin's** simple saline remedy which cures the body organs to get properly regulated. Sold at all Druggists. **Standard Remedies Ltd.** Winnipeg - Manitoba.

Sal Manitou
Effervescent Saline
A Glass a Day Keeps the Doctor Away. **Effervescent Saline** restores even profuse sweating to regulate the bowels—restores the condition. It invigorates and refreshes. **Martin's Manitou Health Salt** (which does) is the **Martin's Manitou Eczema Ointment**. A wonderful skin healer. Sold at all Druggists. **Standard Remedies Ltd.** Winnipeg - Manitoba.

Sal Manitou
Effervescent Saline
Have Where it is Handy. Always keep in your medicine cabinet a bottle of **Sal Manitou** Effervescent Saline. It is a perfect preventive against all common ailments and Lindbergh's grip on durum. **Martin's Manitou Health Salt** is a wonderful skin healer. Sold at all good druggists. **Standard Remedies Ltd.** Winnipeg - Manitoba.

Sal Manitou
Effervescent Saline
START THE DAY RIGHT with a glass of **Sal Manitou** Effervescent Saline. It cleans the blood and cleanses the system. Sold at all good Druggists. **Standard Remedies Ltd.** Winnipeg - Manitoba.

THE INDIANS
Long ago discovered the curative properties in the waters of **LITTLE MANITOU LAKE**. Their salt drink of the saline water had were healed. **Sal Manitou** Effervescent Saline is a refined powder form of medicinal compounds taken from these waters. It immediately relieves Stomach Disorders, Sluggish Liver and builds up Menstrual Systems. Take **Sal Manitou** regularly — a temperance and abstinence. **Martin's Manitou Health Salt** (which does) is the **Martin's Manitou Ointment**. A wonderful skin healer. Sold at all good druggists. **Standard Remedies Ltd.** Winnipeg - Manitoba.

Sal Manitou
Effervescent Saline
An Aperient Since the Time of The Indians. **Sal Manitou** Effervescent Saline is a refined powder preparation of the medicinal compounds of this water. It has all the healing and curative properties of the water itself. Those with stomach, liver and kidney troubles will find **Sal Manitou** brings immediate relief. **Martin's Manitou Health Salt** (which does) is the **Martin's Manitou Eczema Ointment** — a wonderful skin healer. Sold at all good druggists. **Standard Remedies Ltd.** Winnipeg, Man.

Sal Manitou
Effervescent Saline
Have Where it is Handy. Always keep in your medicine cabinet a bottle of **Sal Manitou** Effervescent Saline. It is a perfect preventive against all common ailments and Lindbergh's grip on durum. **Martin's Manitou Health Salt** is a wonderful skin healer. Sold at all good druggists. **Standard Remedies Ltd.** Winnipeg - Manitoba.

Advertising That Brings Increased Sales

The above advertisements are appearing in all the leading papers throughout the Dominion.

They present to the people of Canada the quality and merit of

SAL MANITOU MARTIN'S MANITOU HEALTH SALTS and MARTIN'S MANITOU OINTMENT

These remedies are refined directly from the medicinal compounds extracted from the saline waters of Little Manitou Lake, Saskatchewan.

We realized the importance to the dealer of placing our goods before the ultimate consumer. It means quicker and increasing sales for every dealer who stocks these remedies.

Co-operate with us—make bigger profits for yourself by having a stock on hand to supply any immediate demand. Display them prominently. Offer them to your customers. You'll find it pays.

Your jobber or our distributor is ready to promptly attend to your order.

STANDARD REMEDIES LIMITED

Winnipeg, Man.

DISTRIBUTORS:

Robt. Gillespie Co. Ltd. Vancouver, B.C. A. M. MacLure & Co. Ltd. Winnipeg, Man. Loggie Sons & Co., Toronto, Ont. W. Clare Shaw & Co., Montreal, Que. W. E. Bowman St. John, N.B.

Special Announcement To Manufacturers

In the following section are the announcements of a large number of Manufacturers' Agents and Brokers. The Manufacturers' Agent and Broker perform a very important service in representing the foreign grower, or manufacturer, and acting as a link between them and the wholesaler and retailer.

The majority of these agents, and particularly those in Western Canada, have detail salesmen out among the retail, as well as wholesale trade, introducing new lines and creating enthusiasm for lines already on the market.

Manufacturers desiring agents or brokers in the various sections of the country to look after their interests, should read carefully the announcements of these firms. Most of them have selling organizations in existence that can readily be used in placing new lines on the market, because of the present connections they have with the wholesale and retail trade. CANADIAN GROCER suggests that manufacturers, growers and producers place this issue on file so that it can be brought to their attention quickly when desired.

TEES AND PERSSE LIMITED

MANUFACTURERS' AGENT

Here Since 1884

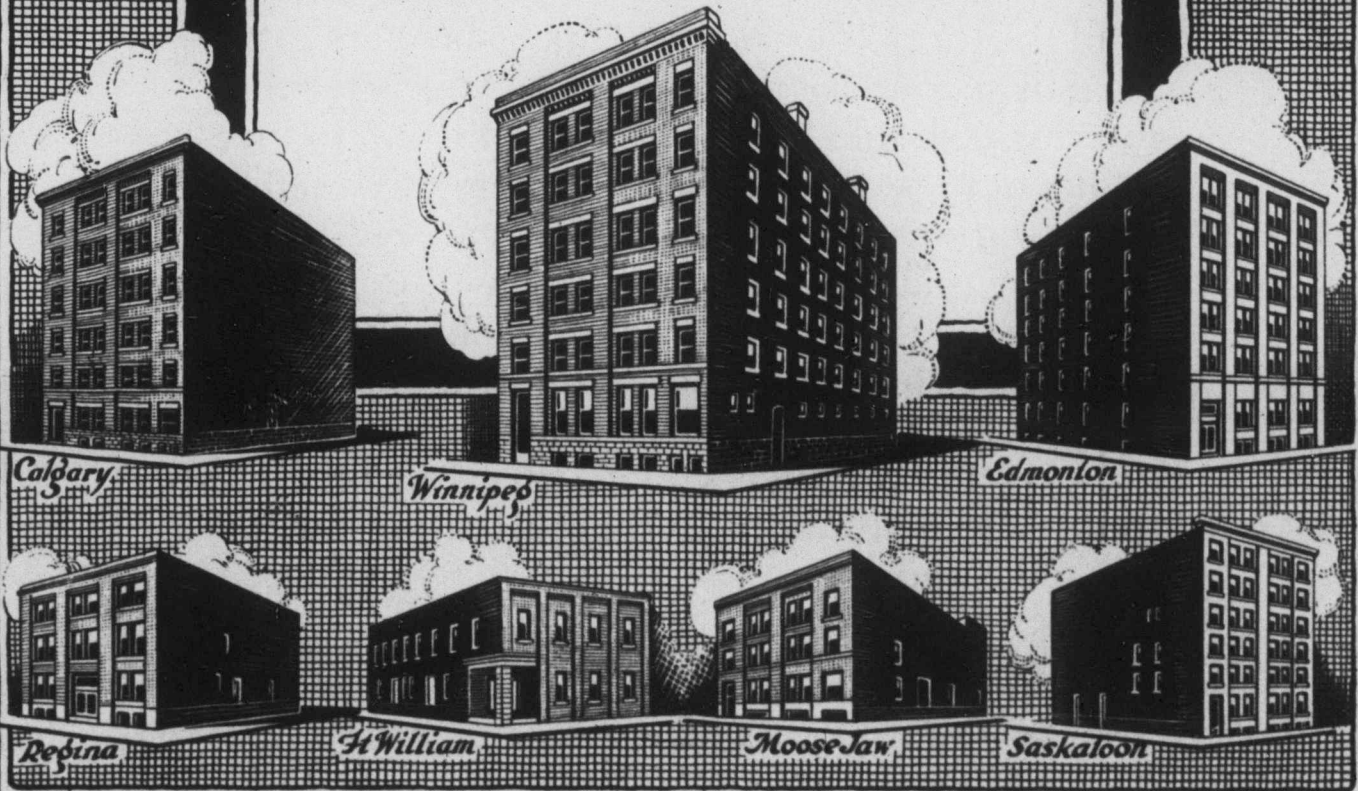
"From the Great Lakes to the Rockies"

Our present organization and chain of warehouses, totalling 31 acres of floor space, are silent tributes to the quality of the products we handle.

We are located at strategic points in Western Canada, giving our principals a daily contact with the wholesale and retail trade. Our progress is continuous—can we be of service to you?

Winnipeg, - - Man.

Fort William	Regina	Moose Jaw
Saskatoon	Calgary	Edmonton



WESTERN CANADA

A MARKET AND AN ORGANIZATION THAT EXPANDS

To a limited number of manufacturers who wish to extend their connections in the ever-increasing markets of Western Canada, we offer the services of an unequalled Sales Organization.

WE PROVIDE

- 1 A LIVE SALES ORGANIZATION
- 2 DETAIL SPECIALISTS
- 3 IMMEDIATE RESULTS
- 4 RESPONSIBLE REPRESENTATION
- 5 AGGRESSIVE FOLLOW UP
- 6 THE GOOD WILL OF THE MARKET.

WE SOLICIT

We solicit enquiries from manufacturers and shippers regarding market and trade conditions and possibilities of the Western field. Our information is compiled from authentic sources and will be gladly furnished.

H. P. PENNOCK & CO., LIMITED

WHOLESALE GROCERY BROKERS

MANITOBA
SASKATCHEWAN

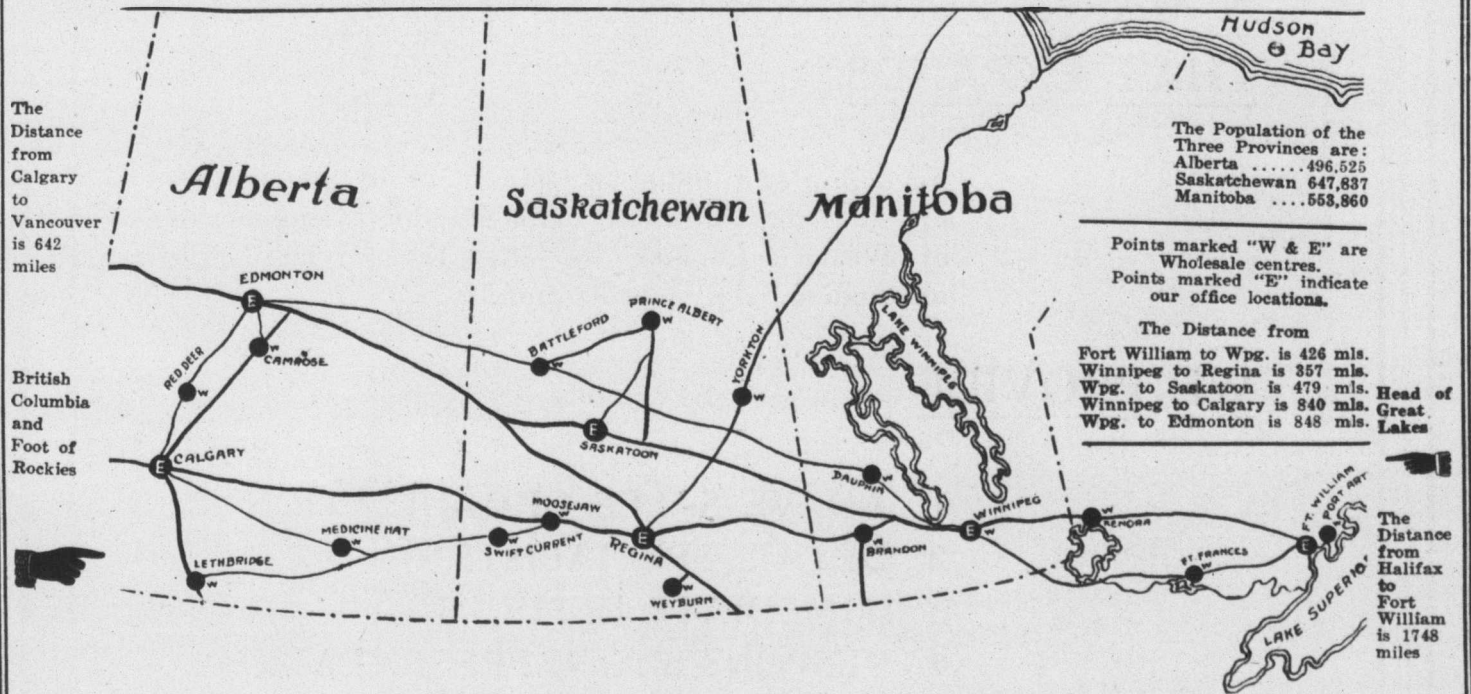
Head Office **WINNIPEG** Manitoba

ALBERTA
WESTERN ONTARIO

Representing The Canadian Salt Co., Limited; Atlantic Sugar Refineries, Limited; Lea & Perrins, etc.

Cable Address: "PENCO" Winnipeg

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



O'Loane, Kiely & Co. Limited

HEAD OFFICE:
VANCOUVER, CANADA

ASSOCIATED OFFICES:

SEATTLE
326 Colman Bldg.

SAN FRANCISCO
619 Robert Dollar Bldg.



PACKED
48 1-lb., shipping weight, 71 lbs.
96 ½-lb., shipping weight, 79 lbs.

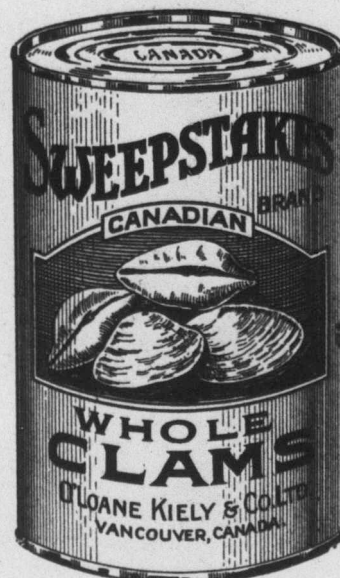
WHOLESALE EXPORTERS FOOD PRODUCTS

CANNED FISH

Salmon, Pilchards, Herring,
Clams.

PICKLED FISH

Salmon—Hard Cured and Mild
Cured.
Herring—Scotch and Norway
style cure. Bellycuts and
Bismarks.



PACKED
48 1-lb., shipping weight, 71 lbs.

CANNED FRUITS AND VEGETABLES

Fruit Pulp
Cold Process Berries
Jams
Dried Fruits
Beans—Peas—Rice.

We are
Proprietors of the following
brands:

O.K.	Sockeye	Salmon
Victory	Red Spring	Salmon
Pacific Chief	Pink	Salmon
Equality	Chum	Salmon
Sweepstakes	Cohoe	Salmon
Sweepstakes	Pilchards	
Herring and Clams.		



PACKED
48 1-lb., shipping weight, 71 lbs.



PICKLED HERRING
Barrels, 250 lbs. net 320 lbs. gross,
21 in. diam. x 31 in. high.
Half barrels, 125 lbs. net, 175 lbs.
gross, 18 in. diam. x 24 in. high.

Reference:

The
Dominion Bank
Vancouver,
Canada.



48 1-lb. ovals, shipping weight, 72 lbs. 96 ½-lb. ovals, shipping weight, 81 lbs.

Cable Address:
BRITSALMON
All commercial
codes.

IMPORTERS

Oriental Produce—including Beans, Peas, Rice, Tapioca, Spice, Peanuts, Walnuts, Oil,
Dried Egg Products, Albumen, etc.



*By Royal Warrants to H.M. King George V. and to
H.M. Queen Alexandra*

Jeyes' Fluid

For Spring Housecleaning Jeyes' Fluid, the safe and efficient disinfectant, will be found a profitable selling article.

Possesses pleasing odor and is an excellent germ destroyer and may be used in sinks, baths, lavatories, etc.

Put up in 4 and 8 oz. bottles—dozen to the case—1 pint tins, quart tins, gallon drums and casks for use in stables, etc.

Order at once to insure an early shipment.

Sole Agents for Canada:

MACLURE & LANGLEY, LIMITED

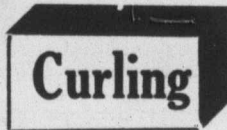
WINNIPEG

TORONTO

MONTREAL



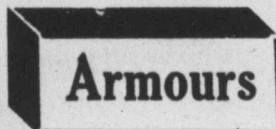
Maclure & Langley Limited



Manufacturers' Agents
Grocers, Confectioners and
Drug Specialties

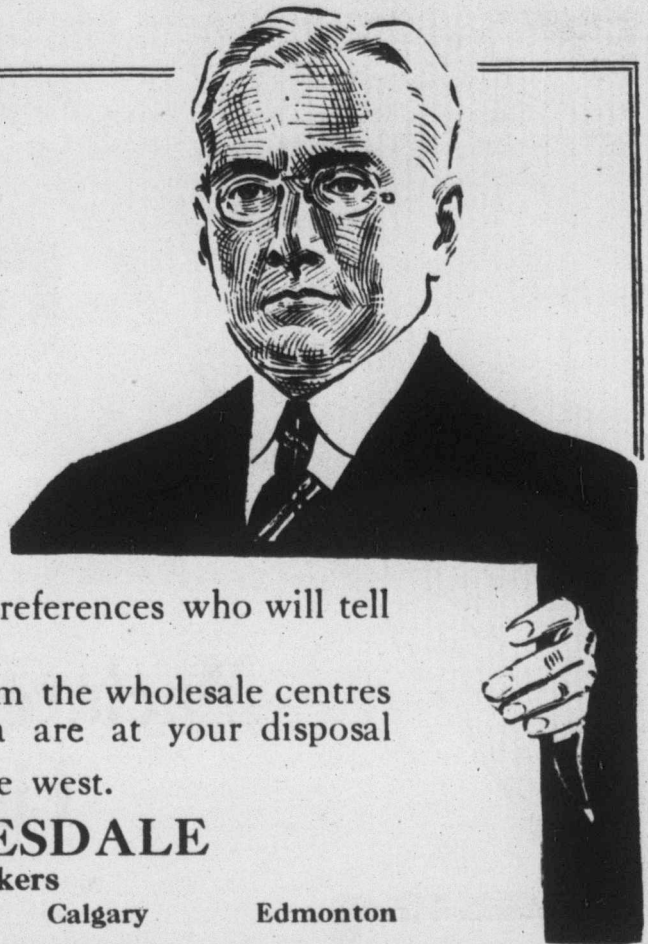


TORONTO
Montreal Winnipeg



To MANUFACTURERS
and
PACKERS

You are looking for
RESULTS



Write us and we will give you our references who will tell you what we have done for them.

Our staff of detail men operating from the wholesale centres of Manitoba, Saskatchewan and Alberta are at your disposal

Business is exceptionally good in the west.

WATSON & TRUESDALE

Wholesale Grocery Brokers

Regina

Saskatoon

WINNIPEG

Calgary

Edmonton

IMPORTANT NOTICE

TO

Manufacturers and Shippers

Representing :
CONNORS BROS., Ltd.
Brunswick Brand Sardines, etc.
GEO. PAYNE & CO., Ltd.
England, Ceylon & India Teas
ARNOLD DORR & CO., N.Y.
Coffees
SUFFOLK PEANUT CO.
Peanuts
And other First Class Firms

If you want to properly establish your products in this rich Western Country

TRY OUR SERVICE

We enjoy the Confidence and Goodwill of ALL the WESTERN TRADE and Guarantee to give careful attention to any reliable agencies entrusted to us

C. DUNCAN & SON

GROCERY BROKERS

WINNIPEG, CANADA

ESTD. 1899

What is Your idea of a BROKER?

SOMEbody who merely represents you occasionally or officially? Just a convenient way of having inquiries handled? Or is it just a Western address or a necessary connection on the market in case of emergency?

Our idea of our job is to aggressively push the sale of our principals, open up new fields and opportunities for them, and keep ahead of them always. Our people consider us an essen-

tial part of their organization naturally. We serve them with that spirit of loyalty and devotion of their interests in keeping with this conception of the relationship.

RICHARDSON, GREEN, LIMITED

WINNIPEG REGINA SASKATOON CALGARY EDMONTON

WE REPRESENT:

For Western Canada:

Cleveland Macaroni Company, Cleveland, Ohio.
GOLDEN AGE MACARONI.

Indian Packing Corporation, Chicago, Ill.
COUNCIL MEATS.

S. C. Johnson & Son, Racine, Wis.
FLOOR WAX, WOOD DYES, ETC.

King's Food Products Co., Portland and Chicago.
KING'S DEHYDRATED FRUITS.

New Orleans Coffee Co., New Orleans, La.
MOLASSES.

Sunbeam Chemical Co. of Canada, Ltd., Toronto.
RIT DYE.

The United Fig & Date Co., Chicago, Ill.
FIGS, DATES, NUTS.

Goderich Salt Co., Ltd., Goderich, Ont.
SALT

Jiffy Dessert Company, Waukesha, Wis.
JIFFY-JELL.

J. L. Kraft & Bros. Co., Chicago, Ill.
ELKHORN CHEESE

New York Consolidated Card Co., Windsor, Ont.
PLAYING CARDS.

Sinclair Manufacturing Co., Toledo, Ohio.
CHIEFTAIN CHLORINATED LIME.

Sauquoit Toilet Paper Co., New Hartford.
TOILET PAPER.

W. T. Welisch & Co., San Francisco, Cal.
RICE.

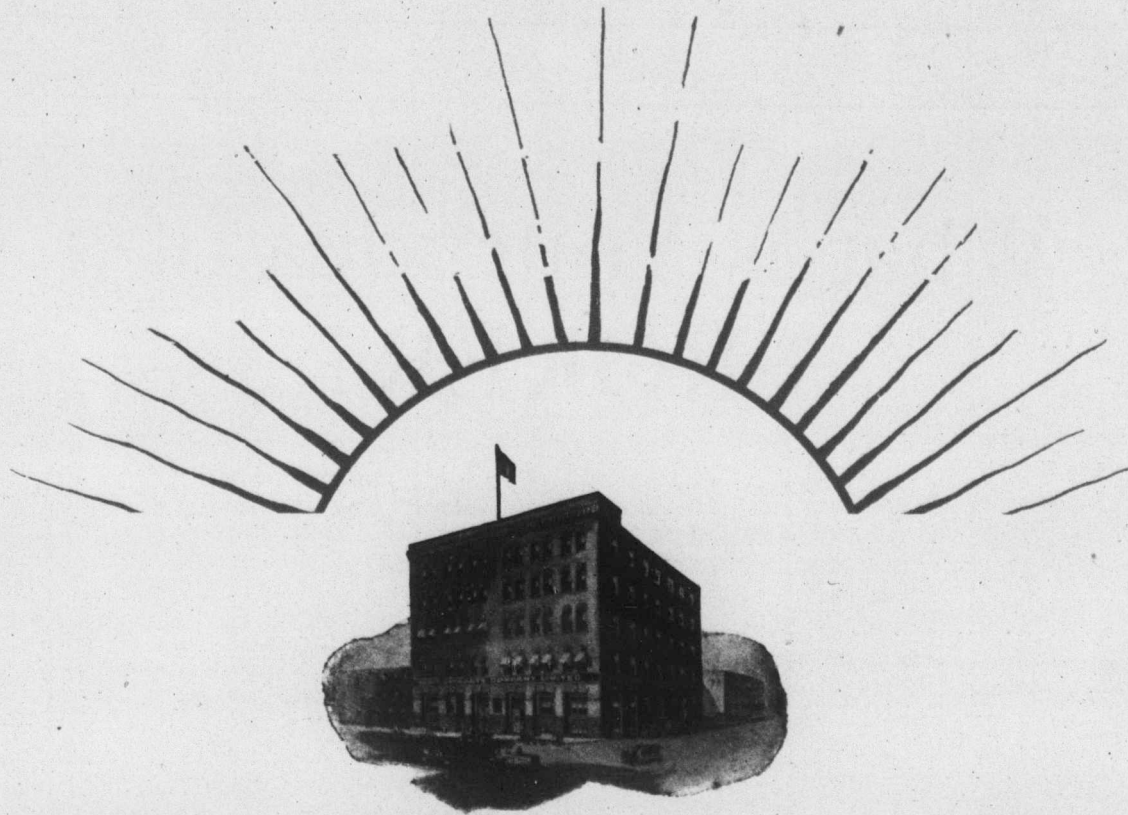
For Manitoba and Saskatchewan:

Crosse & Blackwell Limited, London, Eng.
**PICKLES, JAMS, MARMALADES, SAUCES,
ETC.**

Jas. Keiller & Son, Limited, London, Eng.,
MARMALADES JAMS, ETC.

E. Lazenby & Sons, Limited, London, Eng.,
PICKLES, SAUCES, ETC.

Overseas Export & Import Co., Ltd., Norway.
SARDINES AND HERRINGS.



The House of Scott-Bathgate Co., Ltd.

shines out as a peerless marketing
organization

Our enviable past record, our steady growth and development, and our long list of satisfied clients give ample testimony to the character of this energetic organization.

Unusual service, reliability, ample

capital, 17 years' experience, a fully equipped organization, excellent storage facilities, and a staff of strong salesmen who look after the wholesale and retail trade—all these are behind your product the moment you enlist our services.

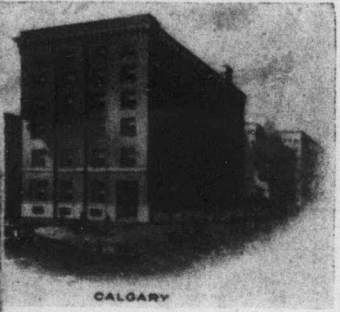
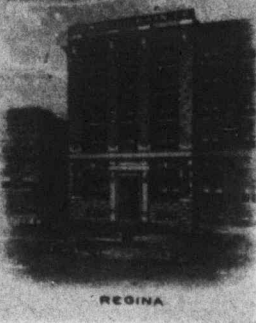
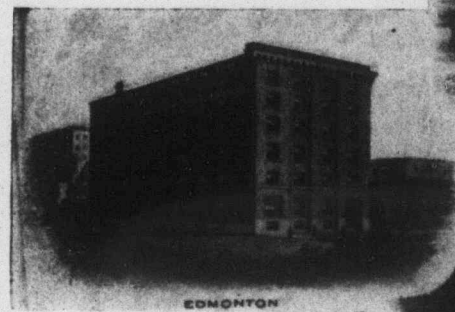
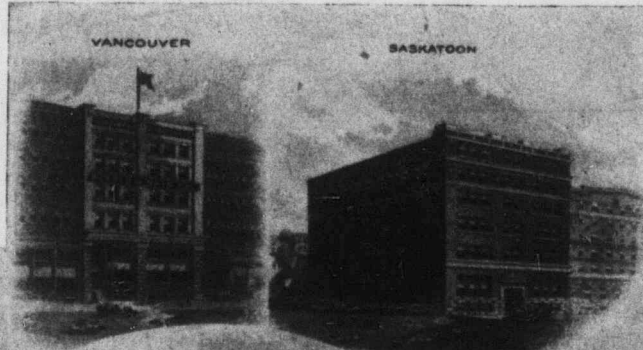
We have placed Christie's Biscuits and Robertson's Confectionery throughout the West and we can market your product with the same success.

Scott-Bathgate Co., Limited

Importers and Commission Merchants

149 Notre Dame Avenue E.

Winnipeg



Cable Address—All Branches
"DONBAIN"

CODES:
A.B.C., 4th and 5th Editions
Armsby 1911, Western Union
and Bantleys

DONALD H. BAIN CO.

Wholesale Grocery Commission Agents, Brokers and Importers

CAN GIVE YOU THE
SERVICE
 WHICH SPELLS
SUCCESS

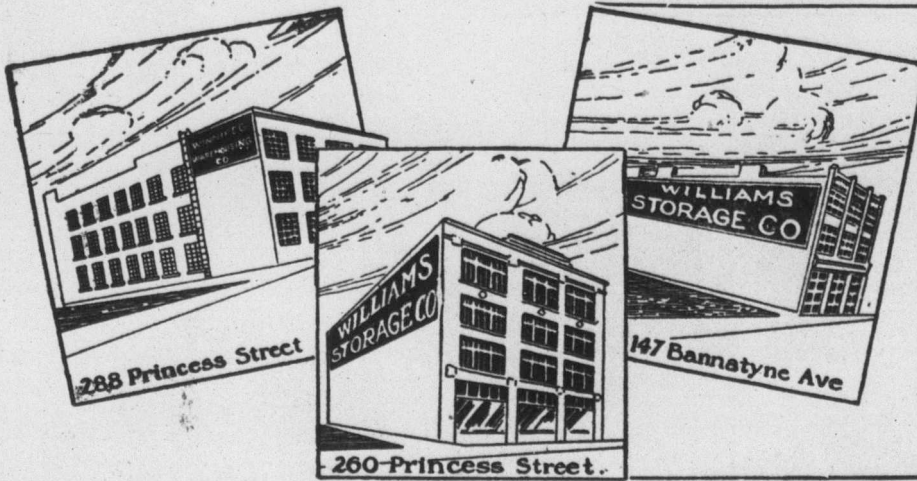
in the marketing of your products.

LET US SHOW YOU.

"BEST IN THE WEST"

**HEAD OFFICE:
 WINNIPEG, MAN.**

Branches: REGINA SASKATOON EDMONTON CALGARY VANCOUVER
 Also Saracen's Head, Snowhill, LONDON, E.C. 1, England



**The Largest
in Western Canada**

We are the largest Storage, Distributing and Forwarding House in the Western field. Total Storage space nintey-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.

OF INTEREST TO YOU

*We know the Western Market
like you know your Factory
and can get you the results
that you are looking for*

WE SOLICIT YOUR INQUIRIES, IT
MAY DO US BOTH SOME GOOD

HERALD BROKERAGE CO.

MANUFACTURERS' AGENTS

310 Confederation Life Bldg.
WINNIPEG

17-18 Board of Trade Bldg.
CALGARY

READ what John Drury, Gelert, Ontario says about results obtained from our Want-Ad. Page :

"Have received several applications for position as advertised in CANADIAN GROCER and from which I have secured a good situation."

If you are looking for a better position or want to buy a business or sell one, why not tell the grocery trade through this Want-Ad Page? The cost is only three cents per word for first insertion, two cents per word each subsequent insertion with five cents extra per insertion for Box Number. Replies will be forwarded to you.

CANADIAN GROCER 153 University Avenue
TORONTO, Ontario

Why So Fussy?

SAID A RECENT VISITOR

to our factory as he watched the minute inspection being given to the peanuts going into "NUTRO." It is a fact that much of this extra work is not apparent in the appearance of the finished product, but—and here's why we do it—IT IS PROMINENTLY IN EVIDENCE IN THE SUPERIOR FLAVOR!

Distributed
by the
Manufacturers



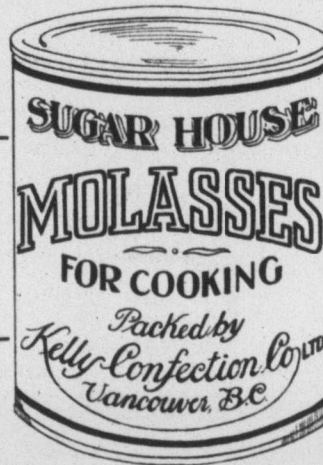
Distributed
by the
Manufacturers



Manufactured to meet the exacting taste of the most critical body of consumers in the world—**THE GREAT CANADIAN PUBLIC**, in whose estimation **QUALITY IS PARAMOUNT.**



Again on the Market
Splendid
Quality



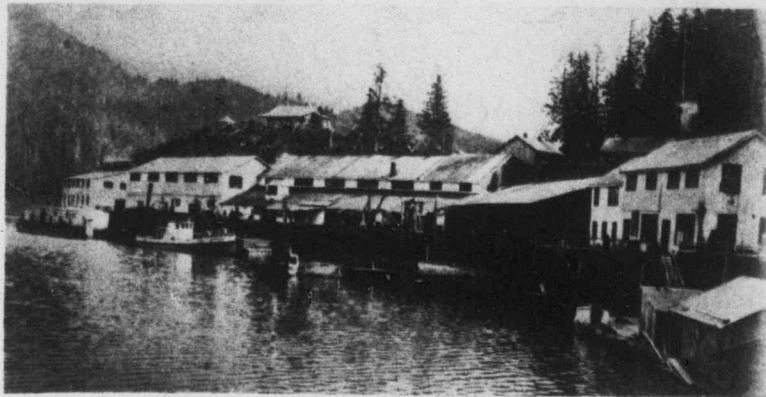
Again on the market
Splendid
Value

These products are prepared for you in what is generally conceded to be the most modern plant in the Dominion.

Distributed by
Mason & Hickey from all their offices

The Kelly Confection Company, Limited
VANCOUVER, B.C.

OUR CANNERIES ARE ON THE FISHING GROUNDS



PART OF ONE OF OUR SIX PLANTS

The Conditions
under which

Gosse-Millerd's

Ocean Products
are packed



PACKED
96 1/2-lb. Flats per case.
48 1-lb. Flats per case.
48 1-lb. Talls per case.



PACKED
96 1/2-lb. Flats per case.
48 1-lb. Flats per case.
48 1-lb. Talls per case.



PACKED
96 1/2-lb. Ovals per case.
48 1-lb. Ovals per case.



PACKED
96 1/2-lb. Flats per case.
48 1-lb. Talls per case.



PACKED
96 1/2-lb. Flats per case.



PACKED
96 1/2-lb. Flats per case.



PACKED
96 1/2-lb. Ovals per case.
48 1-lb. Ovals per case.

Nothing could be more conducive to a better appreciation of our various canned sea foods than a visit to our canneries. Built over the water, with the restless tides ceaselessly laying the thousand cedar piles that support the buildings; fragrant with the odor of pine, spruce and cedar, for the ever-green forests stretch from the water's edge to the snow-line. The Eternal Snows of the mountains above supply the abundance of pure, ice-cold water with which the fish are thoroughly cleaned.

From the moment the fish are snatched, wriggling, from the icy brine, till they are processed in the can ready for your customer's table, they are subject to conditions and to methods that are nothing short of ideal.

Gosse-Millerd Quality is Guaranteed

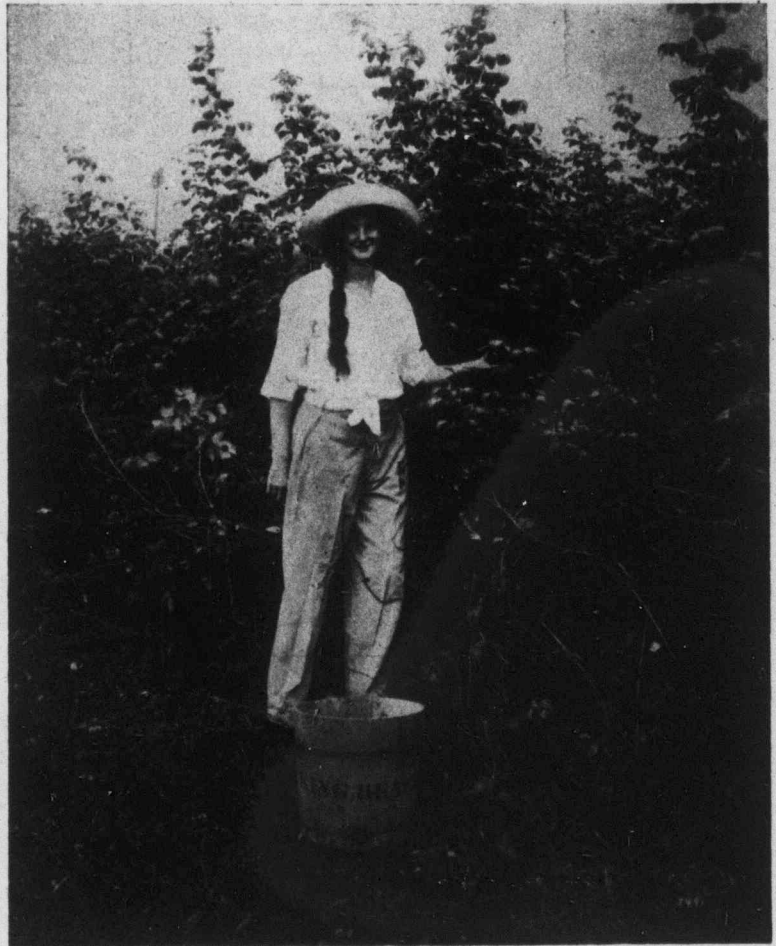
GOSSE-MILLERD PACKING COMPANY, LIMITED

Salmon and Herring Canners and Packers

Head Office, 597 Hastings St. West, Vancouver, B.C., Canada

100 GIRLS will be WANTED

to pick the fruit from the new 200-acre fruit farm we have recently acquired to take care of the ever-increasing demand for the



Brand

New Season's Jams put up in
Lithographed Cans

It Is Truly Said of King-Beach Jams.

"Packed Amid the Gardens while the Bloom is on the Fruit"

In our modern factory this delicious, Nature-ripened fruit is carefully prepared with pure cane sugar to form an exquisite blend of luscious jams.

Grocers everywhere find them remarkably good sellers because of their excellent flavor. Order your requirements now and insure prompt delivery.

THE KING-BEACH MFG. CO., LTD.
Mission City, B.C.

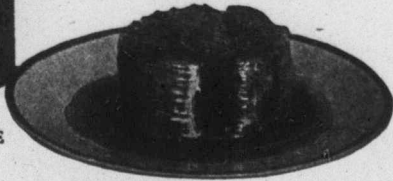
SELLING AGENT

MASON AND HICKEY

Winnipeg, Regina, Saskatoon, Calgary, Edmonton, Lethbridge, Brandon, Vancouver



EVERY MORSEL EDIBLE



“What’s That”? says Toronto jobber

“You have PILCHARDS two dollars cheaper than ‘ALBATROSS’? Say, young man, your people are not philanthropists. I can’t take the risk.”

Clayoquot Sound Canning Co., Ltd.
VICTORIA

AGENTS:

Ontario and Quebec: Alfred Powis & Son, Hamilton, Ontario
Manitoba & Sask.: H. P. Pennock & Co., Ltd., Winnipeg, Man.
Alberta & British Columbia: Mason & Hickey
J. L. Beckwith, Victoria, B. C.



MACARONI

“The Meat of The Wheat”

You may not handle meat in your store; but you can sell Macaroni with a higher food value than meat, and by judiciously pushing the sale of it you can increase your turnover and reduce the cost of living to your customers.

When you do this with COLUMBIA BRAND goods you have their thanks. Its supreme goodness and acknowledged superiority guarantees satisfaction and repeat business. Send in that trial order TO-DAY.

Manufactured by the

Columbia Macaroni Co., Limited

LETHBRIDGE, ALTA.

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 University Avenue
TORONTO

**Imperial Grain and Milling
Co., Limited**
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 Wil-
liam, Regina, Saskatoon, Moose Jaw; Tees
& Persse of Alberta, Ltd., Calgary, Edmon-
ton; 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 and Exporters

VANCOUVER

**BACK
FOR
MORE!**



Kiddies—and grown
folks — can't get
too much of the
genuine

Wantmore

**PEANUT
BUTTER**

It not only has a delicious
flavor but it is more
nourishing than
milk or eggs.

Your dealer has it and also
"Wantmore" Salted
Peanuts,

R. L. Fowler Company Limited
Calgary Saskatoon Regina

Over Two Million

readers of Canada's daily papers and
farm magazines are being constantly
reminded that "Wantmore" Peanut
Butter is "The Best Spread for
Bread."

Cash in on this big campaign, use
one of our cuts in your local ad-
vertisements. We'll gladly send
you electros.

R. L. Fowler & Co., Ltd.

Makers

Calgary

Regina

Saskatoon

Sweeping in the Profits with Megantic Brooms

The "Megantic" lines, of high grade brooms, are constructed from the finest materials in a manner that assures the longest wear and the greatest all round satisfaction.

They are made in numerous styles and shapes with smooth, polished handles of light, yet tough wood, and the 100% satisfaction that goes with them will prove a valuable asset in creating confidence in the other lines you handle. Megantic clothes pins, cheese boxes, etc., are made up to the same high standard of quality.

Try a sample order.

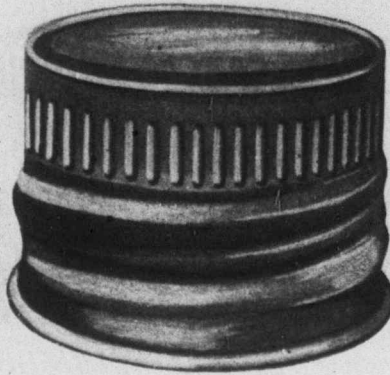
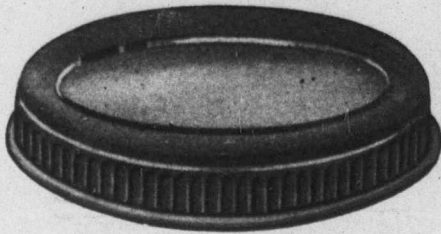


Megantic Broom Mfg. Co., Limited

Manufacturers of Brooms, Clothes Pins and Cheese Boxes
LAKE MEGANTIC, QUE., CAN.



Anchor



Caps



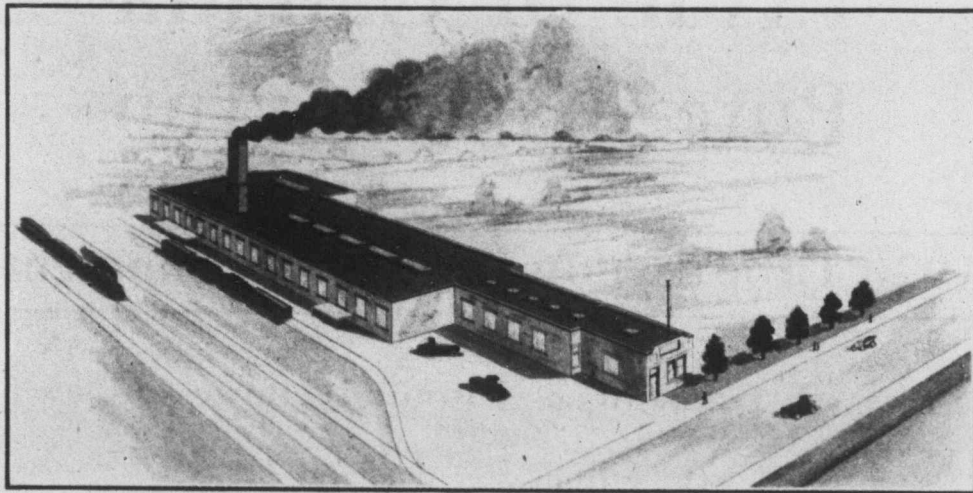
...the World's finest sealing medium

ANCHOR CAPS are the tightest and most secure seal on the market to-day. They will absolutely eliminate leakage and deterioration, and will keep the product hermetically sealed for years guaranteeing full flavor and freshness when opened.

They are easily removed, unaffected by fruit acids, vinegars, etc., odorless and absolutely free from in-

jurious effect on the product. Anchor Caps are handsomely designed (three styles shown above) and finished in gold lacquer, and their neat, trim appearance greatly improves the container and enhances its selling value.

Why not write us for further information on Anchor Caps—the incomparable seals?

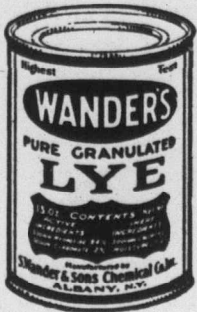


The above cut is a reproduction of the new Toronto "home" of Anchor Caps on Wallace Ave.

Anchor Cap & Closure Corporation

OF CANADA, LIMITED

HANDY SNAP TOP

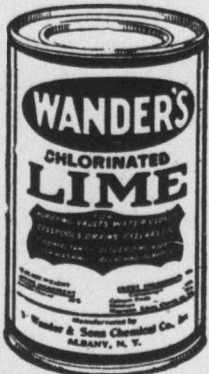


SANITARY **WANDERS** PRODUCTS

WANDER'S CHLORINATED LIME
WANDER'S HIGHEST TEST LYE Sells fastest
Their daily use keeps the Home Sanitary
Most profitable brand to handle

*Wander's Products Sell Themselves—
 Don't stay long on Dealers' Shelves*

HANDY SNAP TOP



S. WANDER & SONS' CHEMICAL CO., INC.
 EXPORTERS

Main Office and Factory: Albany, N. Y.
New York City Office: 501 Fifth Avenue

Wander's Chlorinated Lime
 has a special can on a safe-
 containing plan

Pride of Canada Pure Maple Syrup

1920 Crop is now ready for Shipment

Guaranteed Absolutely Pure

Order from your Wholesaler

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.

Maple Tree Producers Association, Limited

Offices : 58 Wellington St. W., Montreal, Canada



Wethey's condensed mincemeat has an established reputation.

Housewives have learned they can depend on the quality.

They know it is always exceptionally good and appetizing.

Order from your wholesaler.

**Still the
Housewife's
Favourite
1883-1920**



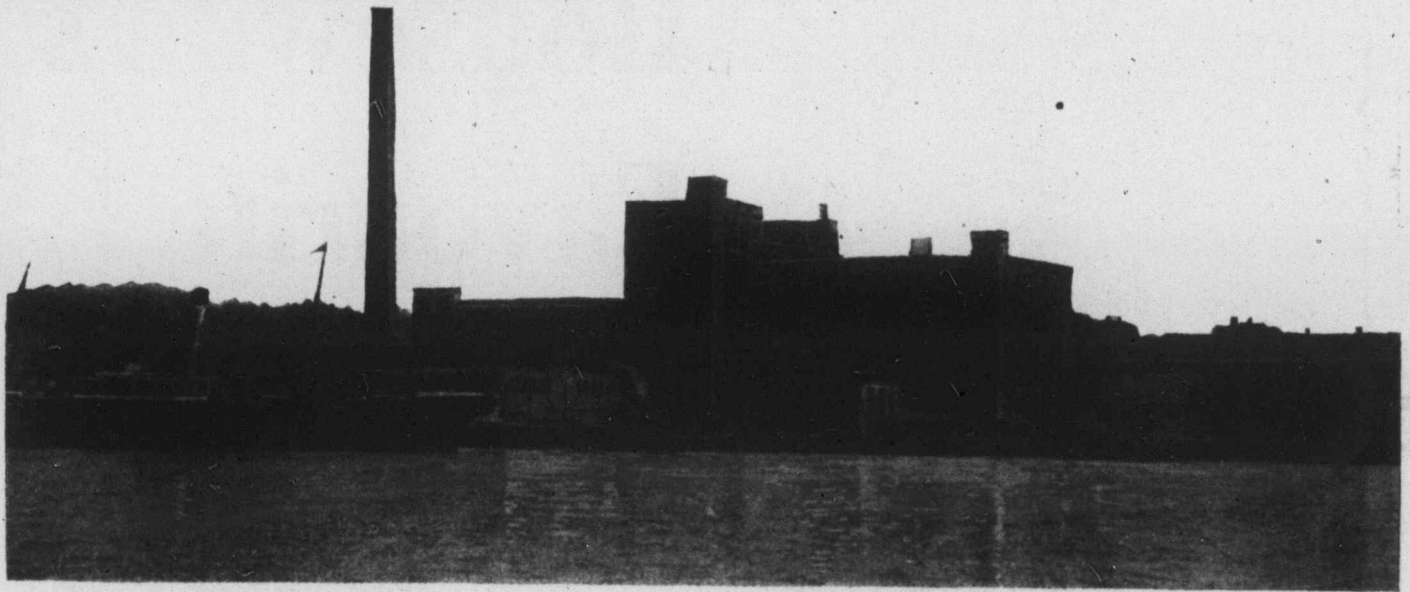
"EVERY GRAIN

Royal Aca



Royal Acadia is 100% pure and 100% sweet and its guaranteed quality never changes year in and year out.

You can fill your customers' sugar wants with Royal Acadia and know that it's all round goodness will win the perfect satisfaction that spells continued repeat orders.



PURE CANE" dia Sugar



From the time the raw cane reaches our large plant on opposite page until the finished product is packaged under our celebrated brand—every method is employed to make Royal Acadia the purest and best sugar on the market.

“Every Grain Pure Cane” is the best description of Royal Acadia that we can give you whether it is Royal Acadia your customers ask for or not, you can always recommend Royal Acadia and back it with your reputation.

When replenishing your sugar stock, remember that Royal Acadia stands for the highest quality sugar in the world.



Put up in 2 and 5-lb. cartons;
10, 20 and 100-lb. bags; half
barrels and barrels.

The Acadia Sugar Refining Co., Limited
Halifax, Nova Scotia

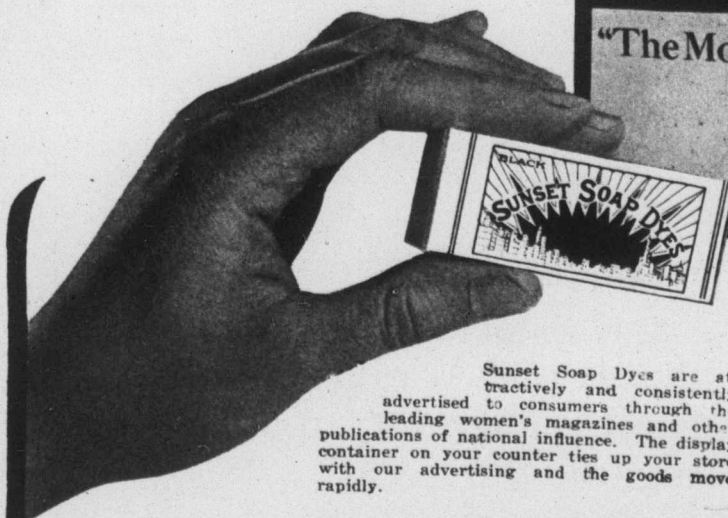
This Silent Salesman Makes
QUICK TURNOVERS

Packed in this attractive container, placed in a prominent position on your counter, a gross of

Sunset Soap Dyes

moves quickly into your customers' hands with minimum sales effort on your part.

22 beautiful, brilliant colors—real navy blue, real black, real dark brown and purple, and the other popular colors.



Sunset Soap Dyes are attractively and consistently advertised to consumers through the leading women's magazines and other publications of national influence. The display container on your counter ties up your store with our advertising and the goods move rapidly.



"The Most Wonderful Dyes in the World"
Cleanest—Easiest to Use—Most Satisfactory
Colors are Fast and Brilliant Will not Wash Out or Fade
MAKE OLD FABRICS LOOK LIKE NEW
Don't throw away old, soiled Wools and Drapes. Make them over with Sunset. It's so easy and so cheap. No More! No More—now it's all finished in thirty minutes.
NORTH AMERICAN DYE CORPORATION, Ltd., Toronto, Canada

Sunset is the complete line—absolutely fast—dyes all fabrics—made in all colors—cleans articles while dyeing them, does not stain hands or utensils. Why tie up your money in half a dozen different kinds of dye when you can please every customer with Sunset? There is good profit for you, and the repeat sales are wonderful.

Ask your jobber for prices and discounts, or write to
Sales Representatives for U.S. and Canada.

HAROLD F. RITCHIE & CO., Inc.
Toronto, Canada 171 Madison Ave., New York

Manufactured by NORTH AMERICAN DYE CORPORATION, Ltd., Toronto, Can.; Mount Vernon, N.Y.

A Million Advertisements Every Day!



FAM-LY-ADE advertising will be read by over one million people every day! It will be read by people who are hot and thirsty—your prospective customers.

Grocers will make big profits this year on FAM-LY-ADE. You can get your share of these profits by stocking FAM-LY-ADE NOW—before the advertising campaign begins. FAM-LY-ADE advertising will appear every day in the newspapers listed below:

Montreal Star
Montreal La Presse
Montreal Gazette
Toronto Globe
Toronto Star
Toronto Telegram
Ottawa Citizen
Ottawa Journal
Kingston Standard
Galt Reporter
Belleville Intelligencer
Guelph Mercury

Peterborough Examiner
Hamilton Spectator
Hamilton Herald
London Free Press
London Advertiser
Windsor Border Cities' Star
Brantford Expositor
Kitchener News-Record
St. Catharines Standard
Chatham News
Owen Sound Sun Times

Quebec Le Soleil
St. John News
Sherbrooke Record
Sherbrooke La Tribune
St. John Tel. Times-Star
Halifax Herald and Mail
Charlottetown Guardian
Winnipeg Free Press
Winnipeg Telegram
Port Arthur News-Chronicle
Fort William Times-Journal

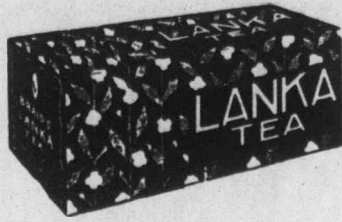
Five True Fruit Flavors

LIME LEMON ORANGE CHERRY RASPBERRY

Made in Canada by
Power-Keachie Limited
Duncan and Pearl Sts.
TORONTO



Representative for Quebec and Maritime Provinces
Frank L. Benedict & Co.
Montreal, Que.
Price \$3.00 doz.
10 per cent. discount on gross orders



Sales-Service Specialists

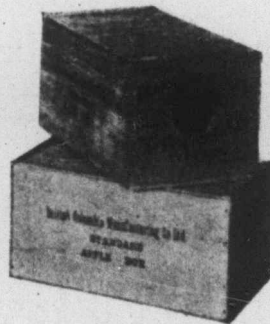
Have You a Sales Problem?

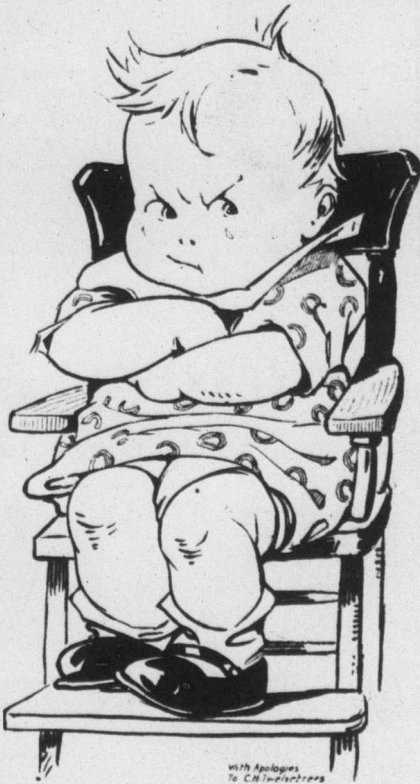
We've solved other ticklish ones.
There's a solution for yours, try us.



Peanut Lutter
Salted Peanuts

S. H. MOORE & COMPANY
Grocery Brokers and Manufacturers' Agents
EXCELSIOR LIFE BLDG., TORONTO





With Apologies
To Children

*You'll Find out Who's Boss around
here if I don't get some more
UPTON'S MARMALADE ~*

UPTON'S PURE JAMS and MARMALADES

are meeting with unqualified approval of discriminating consumers all over Canada. There are no better Jams and Marmalades made than UPTON'S. They have been making them for over twenty-five years. Just pure fruit and granulated sugar, preserved under ideal conditions.



UPTON'S ADVERTISING

is making new customers every week. It is covering Canada and telling the goodness of UPTON'S products. Link up your store with the National advertising.

Stock them liberally and display them prominently. Your customers will do the rest.

Have you a supply of store cards and recipe books. If not ask us to send you some.

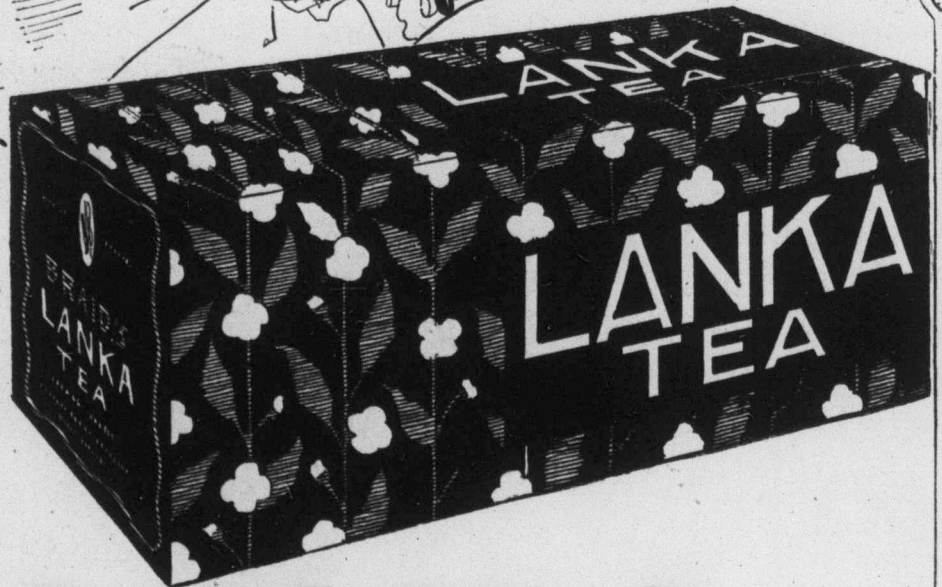
THE T. UPTON CO. HAMILTON, CANADA

Selling Agents:

S. H. Moore & Company,
Toronto, Ont.
Rose & Laflamme, Ltd.,
Montreal, Que.
Scott-Bathgate Co., Ltd.,
Winnipeg, Man.
Gaetz & Company,
Halifax, N.S.
Schofield & Beer,
St. John, N.B.
P. H. Cowan & Co.,
St. John's, Nfld.



Packed in
Glass
Jars and
Gold
Lined
Tins



**Reading
About**

LANKA

Every Day

Lanka Tea is imported and packed by

WM. BRAID & COMPANY, Vancouver, Canada

ONTARIO AGENTS: S. H. MOORE & COMPANY, 704 Excelsior Life Bldg., Toronto

WORTHY CONTAINERS

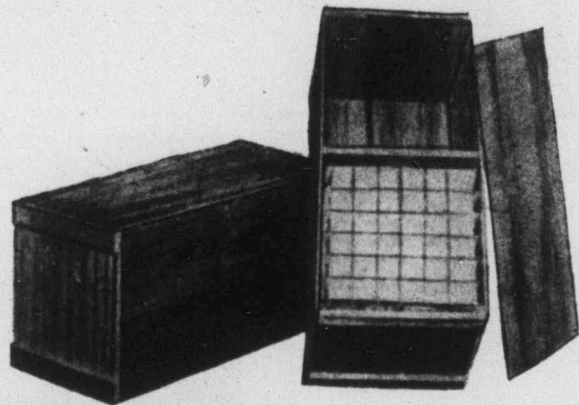
Ours, made from the abundant forests of British Columbia, are

Superior in Quality — Lower in Price

Here Are Three Leaders:

Our Standard Cottonwood Egg Case

Made throughout from the famous Fraser Valley cottonwood, which, after being cut and thoroughly air dried, becomes one of the lightest and strongest woods, admirably adapted for this purpose. Unequaled for cold storage use. We sincerely believe this egg case cannot be surpassed. We can supply carload lots at short notice.



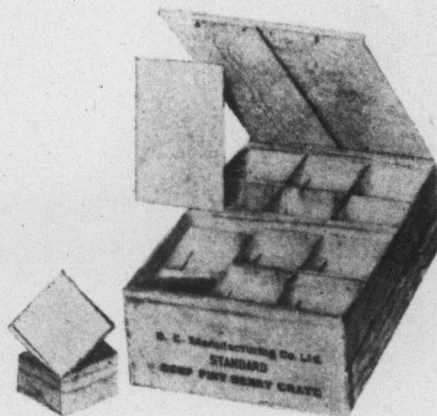
Our Apple Box

You know the reputation B.C. apples have achieved in recent years. A good deal of this has come as a result of the ideal packing it has been possible to do in our boxes. We are convinced there is no apple box on the Canadian market to compare with this one.

Our Deep Pint Berry Crate

Here is an ideal crate for strawberries. It can be shipped knock-down, with collapsible baskets and builds up as shown in the engraving. Rotary cut sides, tops, bottoms and decks in all our berry crates obviate all possibility of sawdust getting into the fruit.

We'll be glad to send you our Illustrated Catalogue.



**British Columbia
Manufacturing Co.,**

LIMITED

New Westminster, B. C.

Ontario Agents: S. H. MOORE & CO. Excelsior Life Bldg., Toronto

English Fruit Juices for Canada

Very pure, fresh and good Fruit Juices of great strength

LEMON
ORANGE
LIME

RASPBERRY
BLACK CURRANT
PINEAPPLE

in jars, casks and bottles, all made in England, specially for Canadian requirements, are now ready for distribution.

Fruit Cup

"O-T"

A specially prepared beverage for Soda Fountains, Cafes, and Restaurants. This beverage is best served with a little fresh fruit in each glass with soda water. The colour is as attractive as the flavour — reddy-golden-brown.

The most famous non-alcoholic drink in the British Empire—spicy, fruity and pungent flavour, makes a fine aperitif and a good digestive. Diluted freely with soda, hot or cold.

DISTRIBUTORS FOR CANADA:

Messrs. McConnan Smith Inc., 343 Water Street, Vancouver, B.C.
Messrs. Stroyan Dunwoody Co., 502 Confederation Life Bldg., Winnipeg
Messrs. Watt & Scott, Limited, P.O. Box 3204, Montreal

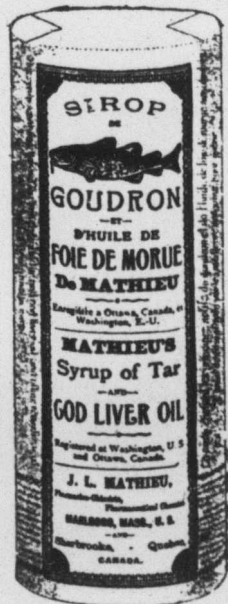


Mathieu's

Syrup of Tar and Cod Liver Oil

Mathieu's Nervine Powders

These two Mathieu Remedies have won a Canadian-wide reputation as efficient remedies for colds, la grippe, rheumatism, fever, neuralgia, etc.



Mathieu's Syrup of Tar and Cod Liver Oil -- a splendid body builder.



You will find them excellent sellers and their profit margin makes handling them a "worth-while" proposition.

You can back Mathieu remedies with your reputation and feel absolutely assured that they will live up to your highest recommendation.

J. L. MATHIEU COMPANY

SHERBROOKE

PROPRIETORS

QUEBEC



Two White Swan rapid sellers
 —“time-tested” profit earners—



“It has the Nip”

White Swan Mustard

The leader of its class and the best flavored and strongest mustard on the market to-day. **White Swan Mustard is not only superior to other mustards, but it costs less and yields a greater profit margin.**

Made from genuine English seed in our own Canadian factory. White Swan Mustard is put up in very attractive packages—Always sells well and every sale means a handsome profit. Stock up with White Swan — order to-day.

1/4 pounds \$2.25
 1/2 pounds 4.00

White Swan Wheat Flakes

Perfect, thin, appetizing flakes made from the very highest grade wheat and made in a way that brings out all the delicious flavor and all the body-building nutriment of the wheat.

Make room in your displays for “White Swan Wheat Flakes.” Draw your customers’ attention to this line and watch it repeat.

The White Swan Family

Every product that makes up the White Swan Family is pure, wholesome and economical. High-grade ingredients, careful selection and skilful blending have built up the White Swan reputation. You will find particular satisfaction in handling these products. They sell well and pay well. You will derive 25% clear on your turnover of all these goods and you are authorized to refund any customer’s money who is not entirely satisfied. We reimburse you.



At All Wholesale Grocers

White Swan Spices and Cereals, Limited
 Toronto, Canada



Popularizing

Garton's Custard



Garton's
CUSTARD

The New Custard from England

Pure—Wholesome—Nutritious

Enjoyed alike by old and young; its rich creamy flavour makes fruit puddings, etc., so tasty.

From all Stores, in Tins and Packets

Here are reproductions of two of the **Garton Custard** advertisements now running in leading Canadian Newspapers.

The Garton Campaign is now in full swing and is daily telling thousands of Canadians about **Garton Purity**, **Garton Quality** and **Garton Economy** in every Canadian city, town and hamlet.



Hurrah!

Garton's
CUSTARD

Give it freely to the children — it's so nutritious

Has a flavour all its own — rich and creamy — nothing quite like it.

From all Stores.



This extensive campaign will popularize **Garton Custard** with Canadian families and will help you increase your profits and sales on Garton's "Quality" Custard.

Line up with this "Goodwill" publicity by featuring your stock of Garton's Custard in window displays and on your counter.

Distributors for Canada

W. G. PATRICK & CO., Limited

HALIFAX

MONTREAL

TORONTO

WINNIPEG

“Quality” lines that are all quick, profitable sellers

Every product that the firm of W. G. Patrick & Co., Ltd., offer Canadian Grocers, has won public confidence through strict adherence to a high standard of quality. Look over these rapid sellers and fill your requirements for summer selling.

H.P. Sauce

Garton's Custard Powder

Bisto—The Gravy Maker

Kelto—Gravy Salt

Cerebos—Table Salt

Cerebos Health Salines

Curtis Marshmallow||Creme

Patrico Brand Belgian Peas

Patrico Brand Corn

Crossed Fish Sardines

Imported French Mushrooms

Imported French Capers

Imported French Marrons

Imported lines are gradually coming back.

*We invite your enquiries for
quotations for Fall delivery.*

W. G. PATRICK & COMPANY, LIMITED

— *Importers* —

TORONTO, ONT.

WINNIPEG, MAN.

HALIFAX

MONTREAL



Cans



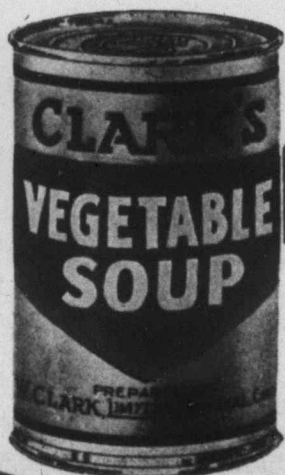
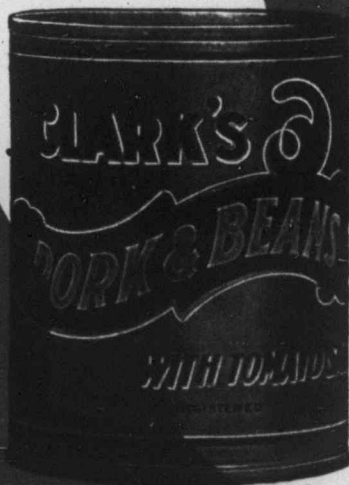
Cans for Every Purpose

*Meats, Vegetables, Milk, Syrup, Fish
Standard Packer Cans, Solder-Hemmed
Tops, Paint, Etc.*

Open Top Sanitary Cans

Tell us of your needs. If there is a problem involving cans let us solve it for you. We guarantee service and quality.

A. R. Whittall Can Co.
Montreal, Canada





Here is our record!—You are the judge

Twenty-eight years ago we commenced business. In this space of time "SALADA" has grown from the first year's output of a few thousand packets to thirty million packets in 1919. During this period some hundreds of Packet Teas have appeared and disappeared from the scene. Practically all cried "Eureka! we have the tea that will put 'Salada' out of business," but they flourished for a day and were gone. Nearly all have dropped out of the contest now and they left behind them a trail of packets on the grocers' shelves which eventually had to be sacrificed at a considerable loss to the said grocer.

Surely we have established the claim to be recognized as a permanent institution and that "SALADA" affords the public a quality that cannot be substituted. Many wise traders, of course, have realized the profitable course is to abandon all other teas for "SALADA" and reap the returns from the constantly increasing demand.

Just to clinch our argument we would say that EVERY WEEK of this year has shown a tremendous increase over the corresponding week of last year and our total increase for the 16 weeks of 1920 to date is 736,333 pounds.

SALADA TEA COMPANY OF CANADA, LIMITED

Huaon Hébert & Co.
Limited

Wholesale Grocers
and
Wine Merchants

18 De Bresoles Street
Montreal
Canada

The Tea That Meets The Economical Needs of the Hour

YEARS ago, if we could have foreseen that tea would be as high as it is to-day, we could not have made up blends which would have better fitted in with present conditions.

WHEN we put Red Rose Tea on the market 25 years ago, we emphasized its economy. Year after year, we have told the public about the economy of using a tea that consisted chiefly of ASSAM teas—the richest and strongest in the world.

WITH tea prices at their present level, the economical features of Red Rose Tea are appreciated more than ever—and the emphasis we have put on these features in our advertising during past years has an accumulative effect to-day that is shown in the exceedingly strong, nation-wide demand for Red Rose Tea at the present time.

WHEN people think of an economical tea they instinctively think of Red Rose Tea.



T. H. Estabrooks Co., Limited

St. John

Montreal

Toronto

Winnipeg



Calgary

Edmonton

SERVICE—

Everything desirable in the distribution of groceries is summed up in the word—SERVICE.

Whether it be buying power and low prices because of turnover, despatch and minimum transportation charges owing to location, liberal treatment and ability to supply the largest account by reason of financial strength, SERVICE comprehends the whole.

Our four warehouses are rendering SERVICE of the highest degree to the Grocers of Northern Ontario.

Are you using the advantages we offer?

Phone Free to Buyers

NATIONAL GROCERS LIMITED

NORTH BAY SUDBURY SAULT STE. MARIE COCHRANE

CANADIAN GROCER

VOL. XXXIV

TORONTO, MAY 7, 1920

No. 19

"Self Serve" Doubled My Business

"Plan Takes Well With the Public From the Very Start," Says George V. Kneen, of Montreal—Majority of Old Customers, However, "Stick" to Regular Department

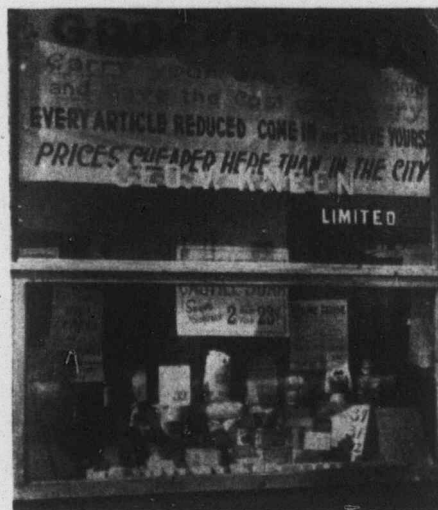
MONTREAL.—Since the first of January I have conducted a Self-Serve grocery department. It has been a success. My business in groceries has just doubled since then, and this new business has been found business. For my old customers continue to come to the regular grocery department, and I estimate that ninety per cent. of them still trade there, the remaining ten per cent. coming to the Self-Serve department, where, of course, they must pay cash.

The plan has taken well with my trade from the very start. All goods carried in the regular grocery department are stocked in the Self-Serve, and are marked in plain figures, each class of goods having its own price ticket. This gives the customer, at once, the information that she wants, and if the article appeals to her she will take it; no questions are asked.

Must Use Basket

The department occupies a space that we formerly used as storage room. This was not giving us any definite return on the investment, and so I turned the space—at least a part of it, 18 by 24 feet—into what I have called a Self-Serve grocery. It will now more than pay its way, and I am well pleased with the results already.

In entering the store, a customer is directed to the Self-Serve section by signs which are placed above the entrance to this part of the store, and she must, on entering, take a basket in which to put her purchases. No matter if it is but one article, the basket is to be used. We also have a little paper hand bag which we sell at ten cents extra to those who want it. When the articles wanted are gathered, they are taken to the lady cashier at a small wrapping up counter, the basket is emptied of its contents, one by one, and the price is registered on our counter adding machine. In doing



this we treat each article separately. For instance, six bars of soap at 10 cents each might be bought. Instead of making one operation of the machine to register 60c, we register 10c six times. Thus, the number of entries recorded must correspond with the number of articles bought.

Sales to New Customers

Since starting his plan we have seen many new faces. One customer, a teach-

Business in "Self-Serve" Section is All Extra and Trade Has Not Declined, Where Those Who Like the Old System Still Find Service

er from one of the Westmount Schools, comes in several times a week, and usually brings someone else. (Westmount is several miles distant). Just at this time, there are five customers in the department and all are new faces to me.

Then it brings the children. They come with their sleighs, and we try to treat them just as carefully as we treat their parents. They will some day be grown up, and we believe it good policy, anyway, to treat them well. Parents can send them and expect that they will be well looked after.

Then we try to interest the men of the industrial plants near. They tell their friends if they are satisfied and then they too come along and buy from us. One of the remarkable things about the Self-Serve plan has proved to be the new faces that it has brought to the store. The busiest time of the day is from 2 to 5 p. m.

In addition to bringing in a lot of cash (Continued on page 115)



A view of the Groceteria Department in the George W. Kneen store.

Displays Mean More Business, Attractive Windows Catch Eye

Horace E. Yeomans, a Graduate Chemist, Mount Forest, Ont., Sells Both Groceries and Drug Lines—Lays Great Stress on Importance of Properly Showing Goods—Believes It is the Only Way to Increase Sales

“WE find we can run a grocery and drug store very well together,” stated Horace E. Yeomans, of Mount Forest, Ont., to CANADIAN GROCER. “There are a great many things that are common to both, such as spices, teas and coffees, candies, and numerous specialties that fit in very well in the stock of either a grocery or a drug store.”

Yeomans' store has been established in Mount Forest. It was founded by L. H. Yeomans, the father of the present proprietor and the two departments have always constituted the business. Novelties are a feature in the drug section, and prior to Christmas, an active trade is done in toys and holiday gifts. The store itself is a spacious one, and as the accompanying pictures show, the arrangement is very attractive. One side is utilized for the groceries and the other for drugs and drug sundries, with the office in the centre. Tables, too, are used for the display of china, and silent salesmen are conspicuously placed. The store front itself is one of the finest in Western Ontario, and Mr. Yeomans makes great use of displays. His windows are always decorated with timely and seasonable suggestions, and they are changed from week to week.

Displays Mean Business

“Our trade in groceries is naturally heavier than in the drugs and kindred lines, but there is no doubt about it,” stated Mr. Yeomans, “that one helps the other. For instance, when one comes

into the store purposely to buy groceries, and they are attracted by a nice display in the drug side, they invariably make a purchase. The same is true of the person who comes in solely for something in drugs, and whose eye is drawn to the grocery section. Thus is the value of display convincingly illustrated. ‘Always display’ is the Yeomans motto, and it has brought more business to the store than almost any other method.”

Window displays, counter displays, and displays on special tables for the purpose, are all a part of the merchandising ideas of Mr. Yeomans. He uses space in the town weekly paper regularly and this fact coupled with a tasteful arrangement of goods, put where they are going to catch the eye of the customer, get business where other methods fail. A couple of weeks ago, Mr. Yeomans put in a window of requisites for housecleaning, the season being opportune for pushing sales in these lines. He made a feature of a certain kind of cleansing powder and also furniture polish, putting brooms and mops in the window, too, in order to make complete, all that is needful for spring work of the busy housewife.

Introduces New Article

On the counter in the grocery department, a new preparation for cleaning wall paper was shown. As each customer was served, she was reminded of this new wall paper cleaner that has just come on the market. It was Mr. Yeomans' first trial at selling the article, and he was more than pleased with the

initial results. “It sold very well, indeed,” he remarked to the GROCER, “and I think it is going to take with the public. I will continue to suggest and recommend it to my customers, as I believe it is a good thing.” Other housecleaning lines sold well, too, during the week that this campaign of selling was diverted to these articles. While cleansing powder is now practically a staple line, and sells well all the time, sales were increased by this special effort. The same is true of furniture polish, and mops and brooms.

Sells Twenty Hams in a Week

Getting behind various articles with a view to increasing sales is good business, and the staff of Yeomans' store are properly devised in this regard. There is always selling effort introduced, apart from taking the regular every day orders of the customers. At Easter, that is, during the week preceding the festival, a window of cured meats was arranged, and Mr. Yeomans and his clerks talked hams and bacon to the clientele. The chief point of concentration was in selling whole hams. Mr. Yeomans buys his hams and bacon from the one man all the time. He believes the quality is of the finest, and his trade is well satisfied with the same. During the week of the special sale he sold twenty hams, a very fair record, it is admitted, for a grocery store. “Selling the hams whole,” Mr. Yeomans added, “no time is lost in slicing, and the profit is clear of any loss. We did not sell



Store interior of Horace E. Yeomans' store at Mount Forest, Ont., where groceries and drugs are both sold.



One of the many attractive window displays that are a feature of this store.

them at a cut price either, but realized the regular price for them all."

Service is Paramount

Service to his customers is paramount in the Yeoman's store, and ideas for their convenience and comfort are not lost sight of. In this regard, there is a very fine rest room for ladies. It is fitted up, with the one thought of being comfortable, and Mr. Yeomans stated that it was very much appreciated, particularly by the women from the country, who found it very convenient as a place to wait and rest.

Another novel idea is the promotion of business in the Yeomans' store, and which Mr. Yeomans claims does a great deal to boost sales in the autumn months, is the celebration of the anniversary of the founding of the business by his father. The interior as well as the windows are gayly decorated, and an orchestra is secured for the occasion. The store is kept open for a couple of evenings. Refreshments are served, and the store is thronged. This has proved a great

stimulus to the trade. Mr. Yeomans remarked. "The people like it, and look forward to it, and it certainly builds a reputation for our place.

Mr. Yeomans is a dispensing chemist, a graduate of the Ontario College of Pharmacy, and is therefore well qualified to look after all prescription work. The two departments work hand in hand, and Mr. Yeomans is of the opinion that they can be a help to each other rather than a detriment.

HOW MY "SELF-SERVE" DOUBLED MY BUSINESS

(Continued from page 113)

every day, this new idea has helped my other business. The trade in our regular grocery department has been normal; business done in this Self-Serve section is extra. Then, too, it has helped our phonograph department, and we sell many records.

A considerable open space has been purposely left at the front of the Self-

Serve section. We find that people like this. When they come in, they can see the department before reaching it, and there is no urging to buy. The signs we have lettered point the way, and the baskets are right there at the entrance. With no further explanation necessary they can proceed to pick out what they want.

While we are doing some advertising in one of the Montreal evening papers, we expect the best advertising will be that of the savings that our customers are able to report to others among their acquaintance, and after all this is excellent advertising. We usually have one of the phonographs playing when the store is filled with customers. This helps them to feel more at ease, and they talk more freely. It helps make a better atmosphere for those who are buying.

Last year was the best, in point of sales, that we have had for phonographs, and also for records. We sold about fifty phonographs last year, and most of these are of the cabinet design, a popular seller being the \$135 cabinet.

In the short time I have been operating the Self-Serve department, results have been very satisfactory. I had offered to sub-let this part of the store for \$75 per month; now, with this new department going so well, I would not take \$150 a month for it.

As an inducement to those buying \$5-worth or more, we have recently been delivering. We can do this owing to having a delivery arrangement for the regular department, and it has been possible to make use of this in this manner without any interference, and with practically no overhead expense.

Paying Clerks on Commission Basis

"ABOUT a year ago I started to pay my clerks on a salary and commission basis," remarked a merchant in a small town in Saskatchewan recently to CANADIAN GROCER. At his own request his name is withheld, but the method appealed to the GROCER representative, and is reproduced here in the hope that it may be a suggestion for some other retail man.

"Last year I paid the manager of my branch store \$100 a month as a base and one per cent. commission on the cash intake for entire store. That is he gets a commission on the actual money taken in, which is an incentive for him to do cash business. In July and August when our charge business is the heaviest, and money is scarce, I do not have to pay out so much commissions, as the clerks do not get them until the money actually is paid in the fall.

"Another good point about this, is that a clerk is not liable to leave you coming on the busy times in the fall. He would lose a good share of his commission by so doing. Then in January and February, when business is quiet, you do not have to pay out so much salary, and if the clerks do get dissatisfied and quit, it is not so serious.

"I have four clerks and pay them all on this basis, only of course my base in most cases is less than \$100. This year I pay the branch manager the same salary and commission as last year, and in addition pay him a bonus of 2 per cent. on the increase of cash taken in this year over last. Last month he doubled the business over a year ago without any more help in the store. It means that he gets big wages but I can afford to pay it if he gets results.

"Some merchants prefer to pay their clerks commission on their individual cash sales, instead as I do on sales for entire store. This may work all right in a larger place, but in a country town where very few clerks are employed it does not work out well. For instance many of the customers bring produce to the store to trade for goods who take more time to wait on than a cash customer. For this the clerk would not receive any credit.

"Then a clerk might have to spend half a day in the warehouse unpacking goods and cleaning up, when at the same time another would be in the store waiting on the customers and not working nearly as hard but receiving commission and the other fellow none. This method tends to lessen the service all around the store only to cash customers, while the other method keeps their interest in the whole store at heart."



Interior of J. McTaggart's store, Vancouver, B.C. Mr. McTaggart recently moved from the main street to another district.

Transient Trade is Lost But Family Trade is Gained by This Move

J. McTaggart, Vancouver, B.C., Solves Problem of High Rents in Business Section and Opens New Store in Another Part of the City—Character of the Trade is Entirely Changed

VANCOUVER.—There are several Vancouver retail grocers whose rents are fast approaching a prohibitive figure. The north end of Granville Street and the west end of Hastings Street, where the traffic is the heaviest, are getting altogether too high-priced for a retail grocery store. Notwithstanding the fact that it is the presence of these stores that makes the property so valuable, the rents are being boosted beyond the point where a retailer can pay them and still make a profit.

Seeing the trend of affairs, it is with no small interest that the trade is watching the recent move of the McTaggart Grocery. Thirty years ago J. McTaggart opened a small grocery store on Granville Street at what was then the extreme south end of Granville Street, beyond his store a tangle of standing timber, ferns and creepers. Mr. McTaggart worked in the C.P.R. shops, and his good wife ran the store. To-day Granville Street extends six miles south to the Fraser River, and McTaggart's Grocery, now grown to a premier position among the retail stores of the West, has moved off

Granville, one block west to the corner of Robson and Howe Streets.

Studies Grocery Problem

The other day the class on economics at the B.C. University studied the effect of McTaggart's move off Granville, and the many phases of the subject are worth some attention from other grocers who may have to face the same problem. On the busy main streets it was impossible for an automobile to stop in front of the McTaggart store—traffic laws would not permit it. Now the motoring customer can park his car within a hundred feet of the store entrance. Against this, of course, is the loss of business that is always offering at a car transfer point. The many small sales that the

transient makes while transferring always contributes toward the higher rents asked for these locations.

"We undoubtedly lose some transient trade by moving off the main street, but after two months' operations I can say that the increased family trade has more than offset the loss of transient trade," remarked Mr. McTaggart to CANADIAN GROCER, in discussing the move. "Many neighborhood customers can now run across to make a few purchases without being fully dressed for the street, which they would not have felt able to do while our store was on the busy corner."

Won't Send Kiddies

"Another feature," continued Mr. McTaggart, "is that we are now getting a much larger trade from those who send their children to bring home their parcels. There are a lot of good customers who like to telephone their requirements and then send one of the children with the money to bring home the purchases. They will not send the children across the very busy streets. We are getting a greater volume of that business now."





He finds the character of his business has changed from a transient to a family trade.

Service and Economy Are Both Factors

H. S. Higgins, Manager of A. F. Higgins Co., Ltd., Winnipeg, Man., Believes Most Effective Policies of Selling Summer Lines Are Window and Counter Displays—"Suggest Something to the Passer-by," He Says

COMBINATION of service and economy has been effected by H. S. Higgins manager of the A. F. Higgins Co., Ltd., Winnipeg, grocers. The Higgins Company operates one of the most largely patronized retail grocery stores in the city, and in an interview with a representative of CANADIAN GROCER Mr. Higgins cited some of the methods adopted to assist in the development of the business.

The original object of the interview was to obtain from Mr. Higgins some pointers on how he boosts the summer lines, particularly campers' requirements, in the way of canned foods, beverages, cooked and preserved meats, pickles, paper plates and serviettes, etc. He had some very decided opinions with regard to policies he had found most effective in selling these species of merchandise. During the conversation he mentioned other matters which, though not bearing upon the subject in hand, are just as interesting to grocers.

Displays the Best Method

Apropos of summer lines, Mr. Higgins declared that during his long experience

he had found good counter and window displays the most effective selling methods. A window layout suggesting to the casual passerby—who may be a potential purchaser—the delights of camping, and at the same time suggests the idea that he requires for instance a tin of canned meat or fish, a jar of pickles, a box of biscuits, a can of prepared soup, all of which can be purchased within—is an ideal selling medium.

A line of suggestion should be followed, Mr. Higgins believes. The basic idea of the window display may be to represent a small camp, with a diminutive tent, campfire, etc. If such is the case, no other goods but those required under such circumstances should be shown in the same window, and these should be grouped in the most attractive way that comes to the mind of the window dresser. The goods ought not to be crowded too closely to the main display, as that will detract from it, but should be placed in a way that will be certain to attract the eye of the onlooker.

Coming to the interior of the store for this special occasion, Mr. Higgins ad-

vocated special counter displays showing the seasonable goods exclusively. His own policy, he said, had been to group these summer lines on the counters nearest the store entrances to make certain of their being brought to the notice of his customers. On these occasions, he leaves a space only a few feet wide in which the clerk can serve the customer.

Clerks Definitely Instructed

Occasionally the staff of clerks is given definite instructions on how to boost a single article or line of goods, or perhaps related lines of goods. A list of these special goods is prepared for each salesman and whenever possible he puts the questions:

"Madam, would you like to try so and so?"

"We've got an idea which, if put into practice, results in the customer doing all the walking, while our salesman exert themselves to a minimum," Mr. Higgins said. "The consequence is that our staff appears always to be fresh, courteous and in good humor."

Continued on Page 122

BRADLEY'S

Wednesday the Bradley Store closes at 12 o'clock noon—Saturday at 9:30 p.m.

Much of Real Advantage to Every Household in Bradley's Week-End Grocery Sale

Take notice of our wide variety of goods. It is our usual policy to give a price of prompt market conditions and the goods will be at a price that is a real value. You would realize the advantage and real worth of Bradley's.

JUST TRY BRADLEY'S WITH YOUR NEXT GROCERY ORDER.

PEANUT BUTTER, 28c lb. At 28c per lb. in 5 lb. cans. At 25c per lb. in 10 lb. cans.	CRISCO, 39c per tin The finest of the best vegetable shortening. In 5 lb. tins. At 39c per tin. In 10 lb. tins. At 37c per tin.
BRADLEY'S Special Black Tea, 58c per lb. This Bradley tea is recommended with every confidence. It is grown in gardens under sunny heat. Compared with the usual tea, many will say they prefer this Bradley tea to other brands costing from 35c to 50c per pound.	FRUIT AND VEGETABLES At special prices. See our window displays for the latest and best.

Bradley's Two Stores
78 ST. PAUL ST.
204 ST. PAUL ST.

3 PHONES
1332
1333
1072

BRADLEY'S

Wednesday the Bradley Store closes at 12 o'clock noon—Saturday at 9:30 p.m.

Bradley's Special Black Tea 58c per lb.

This Bradley tea is recommended with every confidence. It is grown in gardens under sunny heat. Compared with the usual tea, many will say they prefer this Bradley tea to other brands costing from 35c to 50c per pound.

Send in back to us to give the cost of every purchase. Bought in larger than the lot we do, we will give you the special price of the lot we do, we will give you the special price of the lot we do.

Just Try Bradley's With Your Next Grocery Order.

BRADLEY & SON
Cor. Market Square and Huron St.

BRADLEY'S

Wednesday the Bradley Store closes at 12 o'clock noon—Saturday at 9:30 p.m.

Needed For Preserving

FRUIT JARS
At special prices. See our window displays for the latest and best.

Macaroni, in 5 lb's, 12c Per Pound
12 Pounds for \$1.40

Italian style sea shell shape macaroni at this Bradley price. Made in the local factory pure wholesome food. Order any quantity - you will want more.

Red-Ripe Tomatoes, 60c Per Basket
Basket size, delicious flavor, red, ripe tomatoes, fresh from the garden tomorrow morning. Order more baskets at this price - the most popular of all fresh vegetables.

We deliver to all parts of the city without extra charge. Special free delivery to Merrifton and Thorold tomorrow.

Bradley's Two Stores
78 ST. PAUL STREET
204 ST. PAUL STREET

BRADLEY'S

Wednesday the Bradley Store closes at 12 o'clock noon—Saturday at 9:30 p.m.

BUY GRANULATED SUGAR BY THE BAG
100 lbs. for \$1.25

Three of the large sugar refineries have been closed because of the strike. This means that the quantity of sugar available is very limited. It is best possible to buy now while it is available. It is best possible to buy now while it is available. It is best possible to buy now while it is available.

Bradley's Mocha and Java Coffee, 50c per lb.
The best of coffee blended by Bradley's. Mocha and Java coffee. 50c per lb.

Peanut Butter, 28c per lb.
At 28c per lb. in 5 lb. cans. At 25c per lb. in 10 lb. cans.

Arketon Salmon, 12c tin, 3 tin 25c
Many grocers are getting the price of Arketon and trying to force the customer to a corner.

Seville's Premium Oleanargarine 40c lb.
It is a mistake to let the customer buy Seville's Oleanargarine. It is a mistake to let the customer buy Seville's Oleanargarine.

Kellogg's Toasted Corn Flakes, 12c pkg, 12 pkg, \$1.40
Buy your regular breakfast food by the dozen to effect the greatest economy. Fresh and of the finest quality.

Just Try Bradley's With Your Next Grocery Order.

BRADLEY & SON
PHONE 255, Cor. Market Square and Huron St.

Relies on Advertising to Move Their Goods

Quantity Buying is No Hardship to the Bradley Firm at St. Catharines, Ont., Because of the Splendid Results From Their Advertising

"WE have never missed a day advertising since we entered business," George R. Bradley of R. P. Bradley & Sons, St. Paul Street, St. Catharines, Ont., told CANADIAN GROCER, in the course of recent interview. "We rely on our advertising to move our goods and because of this fact we consider quantity buying no hardship. We can confidently state, that in a large measure, the success of our business is due to the splendid results we have obtained from our advertising."

Not a Heavy Cost

The Bradley stores, both at St. Catharines and at Niagara Falls, utilize large space in the daily papers. Their advertising schemes are figured in the cost of doing business, just as much as any other item, and on the whole, the allowance throughout the year, for advertising is not a serious consideration in the light of the returns that accrue from it. "Our advertising expenses only figure about one and a quarter per cent. of the cost of doing business," Mr. Bradley remarked. "That is a small amount when one considers the large number of people we are able to reach through the medium of our advertisements. The circulation of one of the papers in which we use space is 9,000 copies daily. This paper covers pretty thoroughly the Niagara district. When we first commenced using it, the circulation was only 1,500. It has grown with the expansion of the district, and the increasing circulation continues to be a factor in the growth and development of our trade.

We advertise nothing that we cannot actually guarantee in our store. We have gained the confidence of the public in this way, and our customers know that our prices will be as our advertisements state. We make a practice of refunding the money if our customers are not satisfied with the goods purchased.

Do Not Fear Mail Order Houses

"We always quote prices in our advertisements. Where values are not announced, we believe the advertisement is of little good, in boosting business. Merely stating generalities is not productive advertising. In the grocery trade it is necessary to tell the people not only what you have to sell, but the figure at which you will dispose of it. We do not fear the competition of big mail order houses, and for the reason of this fact, we are able to successfully compete with them. We like to meet their competition, and sometimes we are able to undersell them."

The Bradley stores feature a good many special sales in their advertisement

"We advertise nothing that we cannot actually guarantee in our stores. We have gained the confidence of the people in this way, and our customers know that our prices will be as our advertisements state. We make a practice of refunding the money if our customers are not satisfied with the goods purchased."

campaigns taking advantage of particular seasons to boost business in articles having certain selling qualities at these times. Early in this year the firm celebrated its coming of age year, 21 years in business. This idea was kept prominently before the public during January and February and was accompanied by some very special offers.

Attractive Layouts

The lay-out of the Bradley advertisements is always attractive, and a certain amount of originality in their make-up invites perusal from the reader of the paper. "Better Service—Better Values" is the Bradley motto. A panel insert in one of the accompanying advertisements such as the following, at once arrests the eye.

JUST TRY BRADLEY'S WITH YOUR NEXT GROCERY ORDER

You may feel complete confidence in buying at Bradley's. If you find any purchase not measuring up to your expectation when you get it home, we cheerfully buy it back.

TRADE THE BRADLEY WAY.

"We have survived all kinds of competition," Mr. Bradley continued, "and this has been largely due to our system of doing business, our daily advertisement, keeping people informed as to our special values."

Window Displays Valuable

Bradley advertising is not confined alone to newspaper advertising, but considerable circularizing is done throughout the Niagara Peninsula. Bradley's "store news" is a well planned little circular, containing plenty of fine information for the busy housewife. It is usually sent out monthly, covering a

BRADLEY'S
COMING OF AGE
1899—Anniversary Year—1920
BETTER SERVICE BETTER VALUES
Wednesday the Bradley Store close at 12 o'clock noon. Saturdays at 9.30 p.m.

Aristo Chocolates 49c lb.

These are so steadily gaining in popularity because of their superior quality. Each envelope covered with heavy chocolate coating. The more popular varieties are Bourbon, Peppermint, Cakes, Raspberry, Strawberry and Vanilla.

Visit either Bradley store tonight and take home a pound of Aristos at your work and ready for it. Note the price!

BRADLEY'S NEW MILK CHOCOLATE 50c PER POUND	BRADLEY'S NEW MILK CHOCOLATE 50c PER POUND
BRADLEY'S NEW MILK CHOCOLATE 50c PER POUND	BRADLEY'S NEW MILK CHOCOLATE 50c PER POUND

JUST TRY BRADLEY'S WITH YOUR NEXT GROCERY ORDER

Bradley's Stores
78 ST. PAUL STREET
204 ST. PAUL STREET

BRADLEY'S
Monday, Civic Holiday, Store closed all day. Open until 9.30 p.m. tonight

To-Night--Bradley's for Groceries

Many benefits, an excellent assortment of Christmas, Peppermint or Strawberry, most popular brands, 10c lb. weekly at Bradley's price, from which to make your selection. Try any of these:

Assorted Biscuits 50c per lb.	Butter 50c per lb.
Assorted Nuts 50c per lb.	Butter 50c per lb.
Assorted Nuts 50c per lb.	Butter 50c per lb.

Bradley's Special Blend Coffee 55c lb.

Until closing hour tonight, our special values mentioned in last night's circular are available. If you have not yet secured your share of these excellent special values, make up your order now.

Bradley's Two Stores
78 ST. PAUL STREET
204 ST. PAUL STREET

BRADLEY'S
Wednesday the Bradley Store close at 12 o'clock noon--Saturdays at 9.30 p.m.

Blended Cider Vinegar 45c per Gallon

Three times as strong as the average. It is made from the purest and whitest vinegar. It is sold at the same time as the other. These are the characteristics of the blended cider vinegar from Bradley's. For years it has never failed to give entire satisfaction. Sold in bulk--make any quantity.

Bradley's Special Black Tea, 50c Per Pound

Hold in bulk, so as to save the cost of their purchase. They will find the greatest value in this tea.

Whole Mixed Pickling Spice, 50c Per Pound

Now fresh spices--blend in to give the proper proportion to dressing. Also available in bulk. Price, 10c per lb.

Arbuthnot Salmon

Excellent Salmon--light in color, but packed in 10-1/2 lb. cans. Price, 10c per lb.

Justland Sardines

A Canadian Sardine in oil. The best made. A wonderful product. Price, 10c per lb.

WE DELIVER TO ALL PARTS OF THE CITY WITHOUT EXTRA CHARGE

Bradley's Two Stores
78 ST. PAUL STREET
204 ST. PAUL STREET

BRADLEY'S
Wednesday the Bradley Store close at 12 o'clock noon--Saturdays at 9.30 p.m.

Biggest Tea Value Sold To-Day
Bradley's Special Black Tea 58c per Lb.

Four packages of our tea for 1.00. You get the same quality and we will gladly refund the price paid for the second package if you are not satisfied. 1.75 per lb. for the first package. 1.00 per lb. for the second package. 1.00 per lb. for the third package. 1.00 per lb. for the fourth package.

CHOICE RIPE TOMATOES TUESDAY
12 Pounds for \$1.40

FRUIT JARS
Fruit Jar Rubbers, 3 dozen for 25c

BRADLEY'S SPECIAL BAKING POWDER 25c Per Tin

Granddaddy Sugar 85c 10 Pounds for \$1.00

Just Try Bradley's With Your Next Grocery Order

Bradley's Two Stores
78 ST. PAUL ST.
204 ST. PAUL ST.

Appears in Every Issue of the Town's Dailies

comprehensive mailing list. Mr. Bradley does not minimize the importance of these circulars in stimulating trade. The value of attractive displays not only in the front windows, but in the store, are not lost sight of. "We use window displays frequently," Mr. Bradley stated, "and everything in the store carries a price ticket. Having everything priced facilitates service, and saves a great deal of time."

A Good Accounting System

The Bradley firm, while laying great stress on the importance of advertising in the successful carrying on of their business, do not overlook the necessity of having an accurate accounting system. "We have a system in our stores of telling us the exact cost of doing business every month," Mr. Bradley remarked in the course of the interview with CANADIAN GROCER. "Each year on January first, we take an inventory, and find the actual result of the past year. We go carefully over them, and gauge our plans for the coming year, accordingly. We have daily cash reports submitted from each store, and from them a monthly report is made out by a disinterested accountant, who keeps a running audit of our books throughout the year." Mr. Bradley here expressed the opinion that faulty bookkeeping was very often responsible for a great many disappointments in the grocery trade, and a systematic accounting of one's business by an outside accountant shows the grocer exactly where he stands each month. From this survey, he is able to direct his energy and enterprise to the stoppage of leaks, if any, and generally improving his methods of conducting his store. "Last year," Mr. Bradley continued, "we were able to keep our cost of doing business down to a minimum, and

Always Quote Prices is the Bradley Idea —Where Values Are Not Announced, Advertisements Are of Little Use in Boosting Prices

lower than what is actually considered a necessary percentage to carry on business by the average grocer. Our system of accounting has helped us to do this. The expense of maintaining it is not a serious item, and it has proved its worth in our store. We turn our stock over quickly, and we buy in quantities. This enables us to sell at a close figure, the public reaping the benefit."

In the reproduced advertisements across the top of this page, it will be noticed that in several of them a small panel is enclosed, in which the firm has something to say to the reader about the service of the store, or setting forth some good reasons why it would be advantageous for the housewife to trade the Bradley way. Mr. Bradley pointed out that these have been effective, and he is convinced that they are read regularly and watched for by the people of St. Catharines. It is just another instance of what can be done in the way of attracting the public eye, and creating an interest.

R. P. Bradley and Sons opened their first store in S. Catharines, on February 15, 1899. Expansion has been their

watchword, and Mr. Bradley stated that their business has kept pace with the growth of the city. Their store in Niagara Falls, Ont., was opened in September 1905, and 1907 a branch was opened at Chatham, Ont. However, this latter store was disposed of in 1915. The second store on St. Paul Street, St. Catharines, was opened in August, 1918. The Bradley stores at the present time, employ a staff of twenty-five, and no stone is left unturned, in the way of giving the best possible service. Throughout the year the Wednesday half-holiday is observed, and the stores always close Saturday nights at 9.30.

CONSUMPTION OF TEA

(Continued from page 127)

"This coloring matter was applied to teas during the last process of roasting. About five minutes before the tea was removed from the pans, the superintendent took a small porcelain spoon, and with it he scattered a portion of the coloring matter over the leaves in each pan. The workmen then turned the leaves rapidly around with both hands, in order that the coloring be evenly diffused.

"During this part of the process the hands of the workmen were quite blue. I could not help thinking that if any green tea drinkers had been present during the operation their taste would have been corrected. It seems perfectly ridiculous that a civilized people should prefer these dyed teas to those of a natural green. No wonder the Chinese consider the natives of the West to be a race of barbarians.

"Our advertising expenses only figure about one and a quarter per cent. of the cost of doing business," George Bradley told "Canadian Grocer." "That is a small amount when one considers the large amount of people we are able to reach through the medium of our advertisements."



Present Owner of D'Argencourt's Registered, Montreal, Has Found Success in the New Order of Things, Following the Legislation Eliminating the Sale of Liquors

MONTREAL.—There are times when it behooves the grocer to consider an important change, a right-about-face," so to speak, with regard to the stock he carries. Such a consideration, while not really a problem, confronted d'Argencourt's Registered, 379 St. Denis Street, Montreal, after the recent liquor legislation had become operative. This involved the necessity of replacing, with other goods, a very extensive and excellent stock of wines and liquors, and it is interesting to note the comment of the present owner, Mr. Trottier, regarding the effect of so drastic a change.

"It has made no difference, this change, and our business is just as large as it was before, when we sold other lines, and it has been just as satisfactory and profitable," he said. In view of the fact that the new order has now been effective for over a year, Mr. Trottier has been able to judge as to the results he may expect, in a permanent sense.

Well Suited Fixtures

Of course the change meant that, while groceries had been stocked for a long time, this stock had to be greatly increased. There was, naturally, a big space to be filled in with goods that would sell to the select trade that had been built up over a period of many years, this store having served its trade for upwards of 25 years. During a great part of that time Mr. Trottier has been associated with the firm, first as salesman, and more recently as its sole proprietor, having purchased Mr. d'Argencourt's interests a year or two ago. The question was, "will these fixtures serve the purpose for grocery stock?"

"They are excellent," was Mr. Trottier's remark to CANADIAN GROCER, "and we like them well. For all kinds of goods such as we handle they are very satisfactory." As will be observed, these fixtures are readily adaptable to package goods. That is well, for so great a portion of the modern grocery stock is composed of package goods, and

fixtures that suit such stock must be adaptable. The two main fixtures, on either side of the store, are of oak finish, having sliding doors with glass panels, and are, in every way, suited to the spacious store with its 16 foot ceiling that had been prepared for them. With sliding ladders conveniently located, the salesman quickly secures any desired package that may be asked for.

How To Get In 'Right'

The grocer who is building for a permanency may take a tip from d'Argencourt's. It is this, "Sell nothing that you cannot stand behind. Nothing which you cannot fully guarantee." It is a motto

SOME D'ARGENCOURT AXIOMS

Sell nothing that you cannot stand behind—nothing which you cannot guarantee.

D'Argencourt takes no chances on supplying inferior goods. Trade is maintained by attention to supplying the higher quality groceries.

Price is not the important thing. Customers are willing to pay well for what satisfies them.

Taking business over the telephone is a time-saver to both the customer and the salesman. Serving in the store takes more time, and makes for more expense.

on which an extensive business has been erected, and Mr. Trottier proudly referred to the excellence of the trade which is served, in many parts of Montreal, by his firm. "It is all excellent trade, the very best in Montreal," he said.

This, then, has been the "Get in Right" motto, followed by this successful store. What has it meant, what will it mean in the years to come. Simply this, that the owner of this business will have but one thing, and one only to worry about—that of maintaining the trade he has won by attention to supplying the higher quality groceries, never taking a single chance on the inferior.

Note this. "Price is not the important thing," he said. We get good prices. What our customers want is the very best, and we give it them. They are willing to pay well for what satisfies them."

Asked as to whether his customers depended upon him for suggestions, Mr. Trottier's reply to CANADIAN GROCER was that he never substituted. He endeavored, always, to give the customer that which she asked. "But do many not leave this matter with you, and particularly when it is a new kind of goods "

To this he replied that, when such cases arose, he would send what he believed to be of equal quality, or even better. The important thing is that he will take no risk; will not send that which might be displeasing and unsatisfactory.

This is Important

As already stated, many customers are of long years' standing. They are solid with the firm, so to speak. It has become a daily habit to order what is wanted, and no risk taken in the matter of supplying them, promptly, with their requirements.

"We have two autos, and two rigs for delivery. The autos are very satisfactory for outside deliveries, and the rigs are better for close-in delivery. The autos are cheaper, too, spreading the cost over the year, and we are well satisfied with the results that have been secured, both from a cost and a delivery standpoint."

"What about getting good men to run this service, Mr. Trottier?"

"I have two good men. One of them has been here 19 years and one of them 11 years. They are very dependable, and take care of the cars. They also know the trade, the routes we cover, and their interest in the customers is valuable.

"Fully 75 per cent. of our business is taken over the telephone. This is a great time-saver to both the customer and the salesman. When having to serve a lady in the store, others may be waiting. This takes a lot of time and makes



D'Argencourt's, Montreal, have had no difficulty replacing business that was eliminated by liquor legislation.

for more expense. We believe it is a great saver all round to make extensive use of the telephone."

Enormous Egg Sales

One hundred dozen eggs, daily, are sold, on the average. This may not seem an excessive amount, but when it is explained that these eggs—every one of them—are guaranteed absolutely fresh, it really is a large quantity. And 100 dozen eggs split up into quantities of dozens and half a dozen is a round quantity.

"We get more for our eggs than anyone else," continued Mr. Trottier. "We buy them from the man who owns the hens that lay the eggs. We have to know that they are fresh and if we buy them from anyone who is a middleman, we cannot be sure. We have thus specialized on these fresh eggs, so that we can absolutely guarantee them to the customer, and they are always so fresh that they can be sold to and used by invalids. We always have new-laid eggs for our customers."

The same principle applies in the mat-

ter of butter. None but good butter is supplied to the customer. Therefore if a pound of butter is ordered, the customer does not question whether it is fresh; it is understood that there will be no disappointment.

Catering to this large household trade, much business is done in hams, bacon, lard, cooked meats and cheese. The first named principle of buying and selling only that which is absolutely of the best, plays an important part in the development of sales on these different products.

There are some features in the store which have helped make serving of customers easier and prompter. One of these is that of little run-ways or disappearing side sections where stock is stored for quickly affording the clerk access to surplus stock. The photograph of one side of the store interior illustrates this. Right behind the cashier's cage will be seen an opening in the shelving. It is through this very narrow passageway that the clerk passes to this supplementary store-room. Stock there is quickly secured and handed the cus-

tomers, no delay being experienced. Then, too, this space affords cloak-room and wash basin accommodation, ample lavatory privileges being arranged for both male and female employees. It is also, from one of these several side stock-rooms that access may be had to the basement. All this has been worked out in the re-adaptation of the store to the present large grocery stock.

The long ladders are indispensable. On their sliding track they are passed along, almost noiselessly, at will of the salesman, and any desired package quickly secured.

Altogether, the appointments are very satisfactory, and Mr. Trottier is well-assured that his fixtures suit the twentieth century grocery stock quite as effectively as is possible, affording his salesmen the minimum of waste motion. The best part of it all has been that of the ability of the firm to re-adapt these fixtures to a larger, more complete, and better stock of high-class groceries of every description, the sale of which yields good profits.

"It has made no difference, this change, and our business has been just as large as it was before, when we sold the other lines, and it has been just as satisfactory and profitable," spoke Mr. Trottier, of D'Argencourt's Registered, Montreal, in commenting to CANADIAN GROCER, on the replacement of their stock of wines and liquors. "While, of course, we have stocked groceries for a long time, in view of the situation, we had to greatly increase our stocks, and the fixtures and equipment used for the wines and liquors have been readily adapted for the display of package goods, and lines that are quick-sellers to a select trade."

Advertising Helps to Build Sales in Every Section of the City

"THE advertising that I have done in the daily papers has brought me business from all over the city," remarked W. G. Whidden, Saskatoon, Sask., to CANADIAN GROCER recently. Mr. Whidden's store is not situated in the business section of the town, but rather on the outskirts, and the fact that he says he is drawing trade from all parts of the city is sufficient proof that it pays to advertise. He has an attractive store, believes in arranging displays that count for trade, and lays stress on the importance of always having a full stock of groceries and grocery lines.

It will be noticed from the accompanying reproduction of one of his advertisements that he adopts splendid layout, setting forth his prices in a way that is bound to demand attention. He has made a specialty of selling ice cream in bricks, and it will be seen that he gives prominence to this feature in his advertisement, by suggesting to the public that a brick of ice cream is the very



Interior of W. G. Whidden's store at Saskatoon.

thing for Sunday. He states that he has sold a great deal of ice cream, even in the winter months.

From the above photograph it will be noticed that a long, silent salesman displaying candy is placed near the entrance to the store. This is a very attractive feature of the store, and the customer, on entering, meets an appealing display of choice confections. Mr. Whidden is selling, he states, large quantities of candies and a good many sales are made of some high grade box varieties. It is not an uncommon thing to sell boxes of candy with the regular orders and this feature of Mr. Whidden's business is showing gratifying increase. "It is all a matter of getting them out where people can see them," Mr. Whidden states. "If they are hid away where they cannot be seen, you cannot expect a customer to buy them. An attractive display means sales."

W. G. WHIDDEN

THE FAMILY GROCER

Corner Avenue H and 18th Street. Phone 3235

<p>JAMS</p> <p>King Beches Strawberry, 4-lb. tin \$1.40</p> <p>King Beches Raspberry, 4-lb. tin 1.25</p> <p>King Beches Black Currant, 4-lb. tin 1.25</p> <p>Only 1 tin of each to a customer.</p> <p>King Beches Blackberry, Apricot, Greenapple, Peach, and Plum, 4-lb. tin \$1.25</p> <p>Citmax Strawberry and Apple, 4-lb. tin90c</p> <p>Citmax Raspberry and Apple, 4-lb. tin90c</p> <p>Strawberry, per jar 30c</p> <p>Raspberry, per jar 30c</p> <p>Black Currant, per jar 30c</p> <p>Crab Apple Jelly, jar .30c</p> <p>Wagstaffe's, in Jars</p>	<p>RAISINS</p> <p>Sunmaid Seeded, in bulk, 4 lbs. \$1.00</p> <p>Sunmaid Seedless, in bulk, 4 lbs. \$1.00</p> <p>Sunmaid Muscatels, in bulk, 4 lbs. \$1.00</p> <p>TEA</p> <p>Our Plantation Blend, per lb. 60c</p> <p>Tea, Heather blend, 1 lb. 55c</p> <p>Coffee, in bulk, 1 lb. 60c</p> <p>CROUSE & BLACKWELL'S</p> <p>Marmalade, 4 lb. tin \$1.10</p> <p>Marmalade, 2 lb. tin90c</p> <p>ICE CREAM</p> <p>IN BRICKS IS THE VERY THING FOR SUNDAY</p> <p>Vanilla, per pint brick 50c</p>	<p>Swift's Premium Brand</p> <p>Bacon, side, per lb. 70c</p> <p>Bacon, Peamealed Back</p> <p>Sliced, per lb. 65c</p> <p>Whole or Half, lb. 60c</p> <p>Cooked Ham, lb. 75c</p> <p>Smoked Ham, Boned, lb. 60c</p> <p>Veal Leaf, sliced, lb. 45c</p> <p>Mixed Lunch, cooked, lb. 55c</p> <p>Sausages, Brookfield, lb. 40c</p> <p>Headcheese, per lb. 35c</p> <p>Oleomargarine, fresh egg yolk, 1 lb. 45c</p> <p>Cheese, Canadian, lb. 40c</p> <p>Lard, Silver Leaf, lb. 45c</p> <p>Boneless Codfish, Acadia Brand, per lb. 35c</p>
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FRESH CELERY JUST IN.

Service is our Motto For Satisfaction Buy Your Groceries from the Family Grocer **Prompt Delivery**

Advertising is a feature in Whidden store at Saskatoon.

SERVICE AND ECONOMY FACTORS

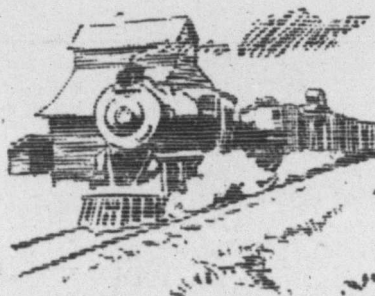
(Continued from page 117)

Elaborating, Mr. Higgins said the idea consisted in dividing the store into "departments" somewhat on the principle of the big departmental stores. This division has only lately been effected, and already it has had wonderful results.

At present there are in this store a fruit department, a candy and pastry department, a meat department, a tea, coffee and spices department, and a miscellaneous department. The departments are divided from each other by silent salesmen which form three parts of the square, with the actual salesman on the inside. All the goods are in full view of the customer, who simply has to point out the article he wishes to purchase. Signs, suspended from the ceiling, designate each department.

Teas and Coffees to the Fore

"There is a regrettable tendency on the part of retail grocers to relegate their teas, coffees, and spices to the back of the store," Mr. Higgins said. "I can't understand this, particularly when these goods are the leading articles of



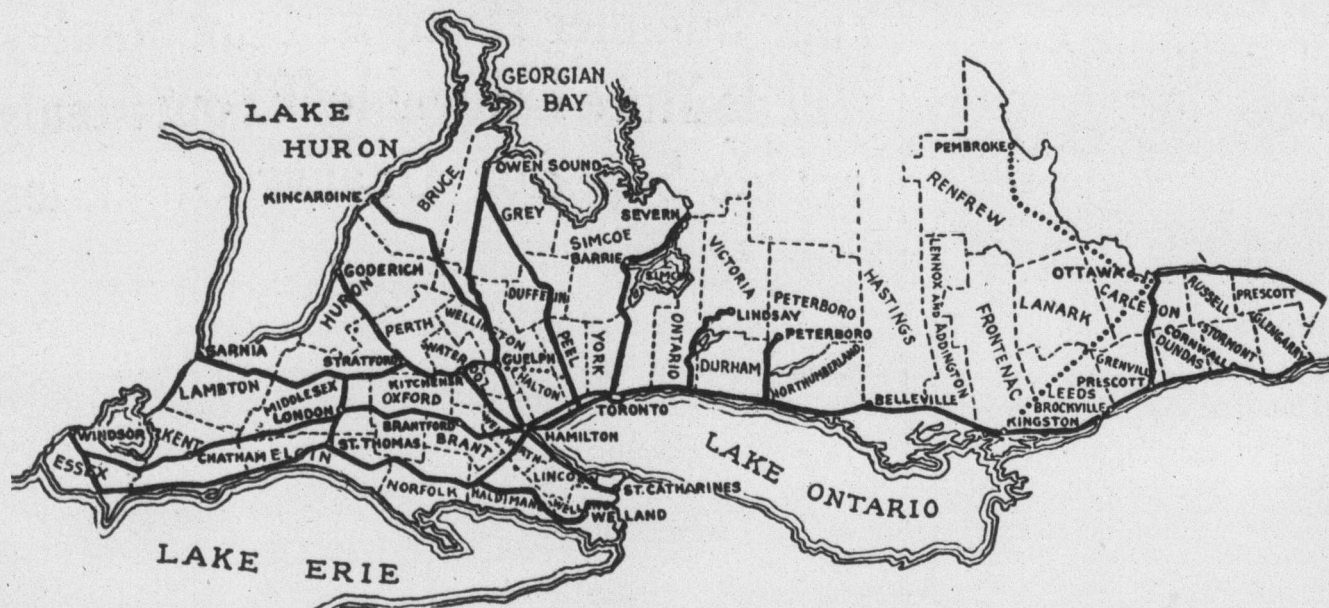
profit for us. In our own case we have removed these goods to the front of the store. In a short while we are to instal a coffee roaster, which, I believe is a new departure for a retail grocery store. We shall place the roaster in the window at first in order to familiarize the public with the innovation, and at the same time have something in the nature of a demonstration window display. I think this will attract many new customers.

"We strive to attain at atmosphere of sociability in our store," Mr. Higgins said later on. "I think one of the most difficult problems to solve in the grocery business is that of inducing salesmen to meet the customers courteously and endeavor to give them rapid service, such as, for instance, is obtained in a shore store. We have instructed our salesmen along this line, and I believe things are working satisfactorily."

Sells the Motorist Passing His Door

One Merchant Who Availed Himself of the Opportunity to Build Summer Business From the Many Cars That Traveled His Way—
Makes a Point to Familiarize Himself With Roads and Directions

Written by Staff Correspondent especially for this issue.



A map showing the Highways to be built throughout Ontario

IT WAS a warm day in July when a representative of CANADIAN GROCER was strolling along the streets of a mid-western Ontario city looking for stray ends of news and casting envious eyes at the automobiles filled with happy people apparently bound for the country to enjoy the day in the cool, shady woods or to picnic in some sequestered nook along the byways of the countryside. And thereby hangs a tale.

Made no Effort to Get Business

An inspiration flashed through the CANADIAN GROCER'S "think-tank" and he set out to find out just how the grocers were taking advantage of all these auto parties coming and going in a steady stream in all directions throughout the city. The first store visited was getting a certain amount of business from passing autos but it just "happened." No extra effort was made to entice this business. The next store and the next visited had about the same story to tell as the first. The reporter continuing the investigation finally arrived at the outskirts of the shopping district and noticed a line of four or five autos lined up in front of a grocery. Entering the store, he very soon got at the reason. One of the auto drivers was asking the merchant the direction to a certain point outside the city. Another chap piped up and inquired where the best "eats" could be obtained. Another was looking over a map to locate the best route to a certain town. The merchant was pleasant answering the questions put to him, by the auto drivers and

wrapping up their purchases—a box of chocolates to one, some biscuits and cheese to another while another appeared to be buying sufficient for a two days' camping trip.

Seized the Opportunity

When the pleasure seekers had all departed CANADIAN GROCER turned to the merchant and inquired "Why all this rush of business? Is this the information bureau?"

The merchant taking him by the arm replied: "You go out and take a look at that window and then come in and I will tell you the story."

In the centre of the window was a large card with a road map pasted on it and across the card was painted "Do you know the best road out?" and beneath the map "come in and find out." There were also two smaller cards one on each side of the large one reading thus:

YOU'LL BE HUNGRY BEFORE
YOU REACH THE NEXT
TOWN
SUGGESTIONS THAT WILL
MAKE YOUR TRIP MORE
ENJOYABLE

Arranged in front of the cards in neat piles were canned meats, biscuits, condensed milk, pickles, olives, chocolates in fancy boxes and canned heat outfits. The floor of the window was covered with imitation grass made with sea moss purchased from a florist and dyed green. In the rear of the window were potted ferns tipped a little. These ferns and

moss and the general arrangement gave the impression of the cool country roadside.

Acquaints Himself With Roads

Upon re-entering the store the merchant said: "I had so many cars stop here for directions that I thought I might as well get some business from this source. I set to work to get all the information I could about the different routes and the condition of the roads frequented by automobiles. This I was able to do by maps and also by inquiring from the people who came here to ask me to direct them to points out of the city. The result has worked out just as you have seen it. We have had as many as twenty cars a day stop to enquire the best road to take to a certain town, the best restaurant or perhaps the direction to a garage and invariably we sold them something. Perhaps it is just a package of chewing gum, a box of chocolates, while others have bought many dollars worth. These real orders we pack in corrugated boxes. These are boxes which we receive packed with goods and are carefully opened and then saved for this very purpose."

Now that the automobile has come to stay and that the Government has taken to building highways, and motor leagues are advocating better roads there will be more people than ever passing through the towns, villages and cities and the merchant takes advantage of this opportunity for more business by window display or otherwise is surely going to get the cream of the tourist trade.

Service to Customers Retains Them at Their Summer Homes, Even at a Distance of Twenty-three Miles

T. A. Rowat, London, Ont.,
Saw Possibility of Losing
Trade in Holiday Months

Plan of Distribution
Saves Situation

Salesman Personally Solicits
Orders, and Another Man
Distributes Them

GIVING service to customers who go to their summer residences 23 miles distant every year and giving as good a service as they were accustomed to get in the city is a problem that T. A. Rowat & Company has had to face year after year. Many of this firm's customers go to their summer homes at Port Stanley from the first of June to the end of September and practically all their trade was diverted to other channels for the summer season. In consequence Rowat & Co.—outside of the initial order that was packed when the family first went to the lake side—received only a small portion of the business until their return to the city in the fall.

A Plan That Was Profitable

A plan was devised, whereby the business that was going to another town was diverted, and which enabled Rowat & Co. to retain all the trade of their customers and to give an excellent service throughout the summer months, that proved profitable to the firm and a satisfaction to the customer.

Port Stanley is a lakeside resort, situated about 23 miles south of London. Transportation is facilitated by a radial line owned by the City of London with a freight and passenger service. A man is sent each Monday to call on the customers for their orders and also to pick up any other business that he can get. This man is an experienced salesman—not a mere order taker—and consequently a large volume of business is obtained. Rowat & Co. enjoy a reputation for coffee in London and vicinity and this line is featured by the salesman in soliciting business from hotels and restaurants. From this source much business is secured that it is a profitable revenue to the firm.

Your Summer Home at Port Stanley Will Be More Enjoyable If Your Meals Include Superior Quality Groceries

Rowat & Co., grocers, London, have completed arrangements to deliver to Port Stanley residents during the summer.

Rowat's Grocery maintains leadership by superior quality goods, properly and carefully handled, with a guarantee of satisfaction with every article.

Selected goods give greater nourishment. Eat of the best and your vacation will do you most good.

Order from Rowat's.

Seldom does the opportunity come to people at their summer home of being served by a grocery of such high standing. You are sure to be pleased. Order early.

T.A. Rowat & Co.

Mail Orders Promptly and Carefully Filled.

250 Dundas Street, London.

A typical summer ad. of the Rowat store.

How The Plan Works

The orders are assembled separately in a limited number of parcels to facilitate the distribution. The orders are then packed in cases together with a list containing the name, address and number of parcels for each customer. This is then shipped to one man at Port Stanley who looks after the distribution. "The whole secret of our success in handling this business is being fortunate in securing a reliable man in Port Stanley to distribute carefully and promptly," remarked Mr. Rowat to CANADIAN GROCER. "He knows just when the car is due to arrive, and he takes the cases from the car himself so that no unnecessary delay is incurred through the negligence of the railroad." The orders are always shipped on Tuesdays, but when special orders are received, then the man is notified by postcard when the goods will arrive. He then meets the train, gets the parcel and immediately delivers it to its destination. This sys-

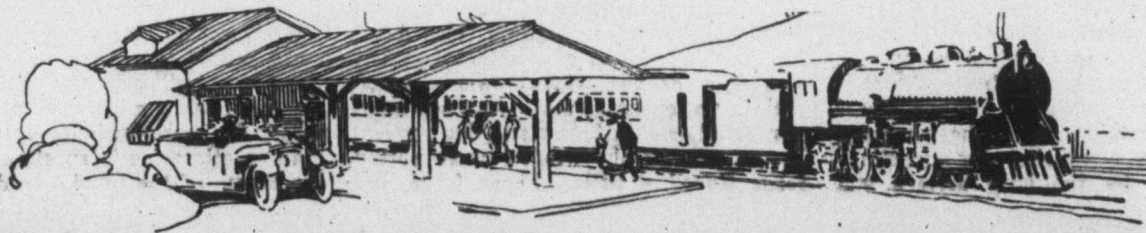
tem practically gives the customer the same service as he had in the city.

Supplying Green Goods a Feature

There is always a dearth of fresh fruits and green stuff in the stores of a small village, probably because the natives grow their own. Sales therefore are limited, and for that reason the stores do not stock them heavily. Rowat & Co. have taken advantage of this fact and keep their customers well supplied. This is easily accomplished by the system of distribution they have adopted.

Cost is Very Small

The cost of transportation and distribution is paid by the firm. The freight on a shipment weighing 780 pounds and containing 22 orders is \$1.84. The cost of distribution is ten cents an order or \$2.20. Thus the total cost of delivering 22 orders is \$3.04 or about 14 cents each, practically the same amount that it costs to deliver from the store to customers in the city.



Where Service to Tourists Counts

Merchants in Lake of Bays District Cater to Large Summer Colony
—Business Was on a Big Scale Last Year—Supply Boat, Jitney
and Telephone All Help Trade

IT is often the merchant in the small Country place who can show the City grocer, something in the way of enterprise, and in taking advantage of opportunities to develop business that means considerable increase in the year's turnover. The grocers in the small towns and villages in the Lake of Bays district, by getting after the tourist trade, have secured business that looms large in the year's aggregate. In fact in some instances it forms the major part of the earnings. But the business has not come readily to them. It has meant going after, and in some districts there has been considerable competition. Large city houses too have been in the field for this business, and it is with them that the merchants in the Country have had to principally compete. That they have done so successfully, has been largely due to the excellent service that they have been able to render the Summer cottagers. A personal interest in their needs, and an effort to give them prompt and efficient delivery has meant a good deal in building up this trade. However in some cases, delivery is not the rule, and the cottagers have been reached by telephone or by mail, and the goods are sent by way of stage, jitney or steamboat. One merchant in Huntsville operates a supply boat that has played a big part in the way of getting business while in another village, the fact that the merchant has the telephone exchange in his store, aids him in stimulating his summer sales.

Serves a Biz Colony

J. R. Boyd and Son, of Huntsville, Ont., have gone after Summer business with a supply boat, operating out of Huntsville, on Fairy and Peninsular Lakes, as far as the Portage, or the entrance into the Lake of Bays. In this area there are three large boarding houses, and 40 cottages. It may be well imagined that it takes a fair amount of food to feed a colony such as this. "The launch makes the trip twice a week," Mr. Boyd Jr. who operates the boat, told CANADIAN GROCER. "We take orders one day and then deliver on the second call. Knowing the days that we are expected a great many people write in their orders, and in this way save time and delivery. Last Summer was the busiest Summer we have had, and we have been serv-

ing this part of the Lakes for a good many years. We make it a point to have or get just what these people want. Summer resorters are usually good buyers, and because they are on a holiday, buy more freely than possibly they would ordinarily. We have no difficulty selling them, and fancy lines as well as the staples are brisk sellers."

A Large Turnover

Mr. Boyd intends to have a bigger launch this Summer, and is anticipating as large, if not greater trade than last year. He believes that a merchant, situated as he is, in close proximity to Summer resorts, can get all the business he wants, if he is sufficiently enterprising to go after it, and to give the very best possible service. As an indication of what a revenue producer this business is, it might be mentioned that last year, the season's turnover, as a result of the boat's operations was between five and eight thousand dollars.

With a telephone exchange comprising 130 subscribers in his store, G. W. Lankin, at Utterson, Ont., has first access to quite a large colony of Summer people at Port Sydney, which is just three miles from Utterson. Most of the

on the telephone," he said. "We have the stock, and we can give the service. We make it a point to satisfy. There are three or four stage routes, going to Port Sydney, and the problem is delivery is one that is easily solved."

In another entirely different section of the Lake of Bays district, and some distance removed from Huntsville and Utterson, by way of the water route, in the little village of Dorset, Fred. McKey is doing a thriving Summer resort business. "I had a big Summer last year" he remarked to a CANADIAN GROCER representative, "and I am expecting just as big this year."

"How did you build up this Summer business?" Mr. McKey was asked.

"Dorset is the nearest village for a great many people who spend their Summers in the Lake of Bays," he said. "The tourists naturally come here, when making trips in their launches, and the fact that there are general stores within easy reach, they frequently do their buying. By catering to their needs, and giving care and attention to service, the business has grown from year to year." Mr. McKey does not operate a supply boat, but he believes that another Summer like that of 1919, would warrant such a move. He did have a boat a few years ago, but the cottagers were not numerous enough to continue it, but with such activity as there was last year, he thought a boat could be operated successfully.

Selling gasoline had helped business in groceries, Mr. McKey maintained. Launch owners came to him for gasoline, and in a great many instances he was able to sell them grocery commodities as well.



Store interior of L. H. Ware's grocery at Huntsville, Ont., who caters to summer tourist trade in Lake of Bays.

cottagers at this place are wealthy people, and have telephones in their homes, and Mr. Lankin is able to keep in close touch with them, and they in turn find it a convenient matter to telephone their orders to his store. Port Sydney is situated on Mary Lake, which is one of the Huntsville chain of Lakes, and the Summer colony there comprise some fifty cottagers. There is only a small store at Port Sydney, the business of which is largely in ice cream and soft drinks. The Lankin store has the bulk of the trade from this district. Mr. Lankin told the CANADIAN GROCER representative that he did not deliver to these people. "The business is largely

In years gone by I used to say,
Delivery systems never pay.
But now I know that properly run,
There's nothing better under the sun.

A little suggestion for the season,
A little talk and a little reason,
A kindly word and a pleasant tone,
Will gather business over the 'phone.

"I have never seen a man who could do real work except under the stimulus of encouragement and enthusiasm and the approval of the people for whom he is working."—Charles M. Schwab.

Consumption of Tea Shows Heavy Increase in Dominion of Canada

An Article Treating of Tea and Its Early History—Why Some Teas Are Black and Some Green



A branch of the tea plant showing the young shoot.



A branch of the tea plant showing the seed pods.

JUST now the subject of tea is receiving a lot of thought, and is mighty interesting to grocers and consumers. The consumption of tea has greatly increased in Canada the last few years, due probably to the prohibition situation, which is causing many people to look around for new ways of using old beverages. Therefore the more the grocer can learn about tea, the better position he will be in to stimulate this tea interest.

Early History of Tea

Perhaps before we explain about the different kinds of tea, it might be as well to know about the early history of tea. To China must be given the honor of being the first to prepare and use tea as a beverage, although the best of authorities are agreed that tea is not indigenous to China but was imported there at an early date from India. Just at what date tea was first used in China is very difficult to discover, but various references to tea are to be found in the writing of Chinese philosophers as far back as 2700 B. C. One Chinese writer tells us that tea was used for medical purposes only down to the sixth century A. D., but after that it began to be used as a beverage.

The Chinese were a very exclusive nation in the early centuries and exported tea to Japan only, where tea-drinking soon became the fashion, tea houses were built and the manufacture of beautifully designed tea-caddies, pots and cups soon grew into an industry.

Gradually, by means of travellers and traders, tea found its way into various parts of the world. Tea was first introduced into England by the East India Company and in 1664 the first tea house was opened, by one Thomas Garroway, who advertised tea at 15 shillings to 50 shillings a pound.

One fact to bear in mind respecting tea is that all tea comes

from one kind of a plant. It is known under different names, depending upon the country in which it is grown, upon the position of the leaf on the twig, and upon the treatment of the leaf after plucking. But fundamentally the tea plant is the same everywhere, showing only such differences as are traceable to the climate, the soil and the method of manufacture.

Tea is obtained from a shrub called thea, which, if allowed to grow, will reach a height of eight or ten feet but for the convenience of picking is kept pruned to a height of three or four feet.

The varieties of tea depend upon the differences in age of plant, time of gathering and the position of the leaf on the stem.

The young shoot of the tea plant has two small leaves at the tip, which contain the least fibre and the most juice and therefore produce the finest tea. In Ceylon and Indian tea, these top leaves are called Flowery and Broken Orange Pekoe. The next larger leaf below is called Orange Pekoe. The next larger below this again is called Pekoe; the

next largest is called Souchong, and the leaf below that again is Congou. Thus it is seen that although these different kinds of tea have a different name, flavor and strength, they are all produced from the same plant.

But here is an important point. It does not necessarily follow that Broken Orange Pekoe is always a finer flavored tea than Souchong, because the climate and altitude in which the tea is grown has a great deal to do with the flavor. Souchong plucked from a plant grown in a high altitude is a finer grade than the Broken Orange Pekoe plucked from plants grown in a low, wet location, and also plants grown at an altitude of 6,000 feet produce better tea than the plants grown at an altitude of 5,500 feet. Therefore teas grown at high altitudes on the mountain slopes where growth is slower, are of a finer quality and contain more of the essential oil than those grown in the warm, humid climate of the valleys.

How Black and Green Tea Differ

The same plant also produces black and green tea; the only difference is in the treatment rendered the leaves after plucking. In the production of black tea the leaves are first allowed to wither by spreading the leaves on trays arranged one above the other, which takes from eighteen to twenty hours when the weather is favorable, but should the weather be unpropitious then the withering is done by artificial means. After the leaf is thoroughly withered it is transferred to the rolling machine which gently rolls the leaf, liberating the juices secreted in the cells of the leaf. When the leaf has undergone the process of rolling it is spread out on tables to ferment. It is this fermentation which takes from two to six hours and turns the leaf to a copper color and determines whether the finished product



Pickers at work in a Ceylon Tea Garden—note the even rows of the tea bushes.



Weighing the tea from the pluckers' baskets.

shall be black or green tea; and herein lies the difference in green and black tea. Black tea is fermented while green tea is unfermented. After fermentation the leaf is ready for the firing or drying process, which is performed by automatic machines, which has the effect of arresting fermentation and drying all the moisture contained in the leaf and also at the same time changing the tea from the copper hue to black. The tea is now run through the sifting machine, which sifts out all dust and by dropping through the different size screens separating the various grades.

In making unfermented or green tea, the leaf is emptied from the plucker's basket into revolving steel cylinders and a jet of steam turned on the leaf, which process softens the leaf, closing the pores which prevent fermentation. The green tea is now ready for the next operation, which is practically the same as for black.

In Formosa and the southern province of China, where Foochow and Oolong teas are produced, the leaf is semi-fermented, that is, the process of exposure to the air before firing is not carried so far as in the case of fully fermented or black tea, thus giving these teas a black color while the liquor is a light color with somewhat of a green tea flavor.

About Chinese Green Tea

China green or unfermented tea is familiarly known to us as Gunpowder, Imperial, Young Hyson and Hyson. It is interesting to know that the Chinese name for Gunpowder is Choo-Cha, or Pearl Tea, named so from its small, round form. It is generally prepared from the smaller of the younger leaves of the tea plant. Other grades are leaves being larger and less regular in appearance.

Imperial derives its name from being similar to that used in the Imperial household, and by the wealthier Chinese. It resembles the larger style of Gunpowder and is sometimes known as Big Gunpowder. The true Imperial tea,

Yu-he-Tsien or Early Spring, on account of being picked early in the season. The leaves of the finer grades are very small and almost wiry in texture, being prepared from the youngest and tenderest leaves just expanding. The leaves of the later pickings are correspondingly larger and looser in make and appearance, and inferior in drinking qualities to the earlier pickings.

Making Chinese Green Tea

When the leaves have been picked, they are left in large bamboo baskets, exposed to the sun, and stirred only occasionally. After two or three hours the baskets are taken into the house, or to the tea factory, and in the course of half an hour a series of manipulations commence, during which, at intervals of an hour, the manufacturer rolls the leaves until they become as soft as a piece of dressed kid. When this operation is concluded, they are ready for the application of heat, which, of course, is for the purpose of drying them and rendering them crisp.

The tea factories are large buildings, and are divided into several rooms, some for firing, others for weighing and packing and others for storing. The firing room contains many stoves of crude masonry, and sometimes circular fireplaces made of mud. On top of each fireplace or stove is an iron or copper pan into which several pounds of tea are cast. Each pan is cared for by a coolie, whose duty it is to keep turning the leaves over constantly until they are thoroughly dried. This process retains the natural green color.

known in China as Flower Tea, is never exported, as, like most perfect things it is produced in extremely small quantities. An old English account of this tea says that the laborers who gather its leaves are required — beginning some weeks before the picking — "to abstain from every kind of coarse food, or whatever might communicate ill flavor. They pluck the leaves also with no less delicacy, having on thin gloves."

Young Hyson is a name derived from the Chinese term

After the leaves have been sufficiently exposed to the heat, they are placed in a closely woven bamboo basket and thrown from it upon a table, where they are distributed into two or three different parcels. Another set of coolies roll the leaves into balls with great gentleness and caution, and by a peculiar mode of handling them, express any juice they may contain. The leaves after this are again taken to the hot pans, again turned with the hands and when heated are removed. They are then spread on a sieve, rolled again, and placed over a charcoal fire, great care being taken that the smoke does not injure the leaves. When the leaves become crisp and easily broken, they are removed from the fire and the process gone all over again, until the experienced manufacturer is fully satisfied with the condition and appearance of the tea.

Tea Coloring by Chinese

Although the importation of artificially colored tea is prohibited, the process as used by the Chinese in coloring green tea is nevertheless interesting. The following is a description of the process taken from Robert Fortune's notebook: "The superintendent of the workmen managed the coloring process himself. Having procured a portion of Prussian blue, he threw it into a porcelain bowl, not unlike a chemist's mortar, and crushed it into a fine powder. At the same time a quantity of gypsum was produced and burned in the charcoal fires which were roasting the teas. The object of this was to soften it in order that it might readily be pounded into a very fine powder, in the same manner as the Prussian blue had been. The gypsum, having been taken out of the fire after a certain time had elapsed, readily crumbled down and was reduced to a powder in the mortar. These two substances, having been thus prepared, were then mixed together in the portion of four parts of gypsum to three parts of Prussian blue, and formed into a light blue powder, which was then ready for use.

Continued on Page 119



Transporting the finished tea to the sea port.

Advertising Linked With Service Puts Business on Safe Footing

W. J. Falle, Westmount, Que., Couples Meats With Groceries and Has Proved to His Satisfaction That Both Can be Developed With Considerable Success

"Don't Let Your Customer Forget You"

Affords His Clientele Every Consideration — Householders Need Both Meat and Groceries, So Why Not Let Them Have Them in the Same Store?

MONTREAL.—Developing a business from both ends has been the experience of W. J. Falle, Prince Albert and Somerville avenues, Westmount, Quebec. Mr. Falle has conducted, for many years, both a grocery and meat business, the two occupying separate and distinct sections of the store, but in such a manner as to permit of easy and immediate access from one to the other. In addition, they have separate entrances.

"One department helps the other," said Mr. Falle to CANADIAN GROCER, "and we find both departments a success. There is one thing to say about fresh meat, nearly every household requires it every day. As it is a necessity, then, which all must use, there is an opportunity of at least bidding for the housewife's trade. Mr. Falle bids for it in several ways, and these have proved profitable, and therefore successful.

Don't Let Customer Forget

In the first place, once a customer is secured, that customer's trade, if possible, must be retained. It is very doubtful if the "odd" sale pays, particularly if the bill of goods is to be delivered, and if it be a bill of goods, delivery must naturally be made. How then, is the customer to be held, and repeat orders secured?

Mr. Falle has, for some considerable time, used the Montreal papers to advertise. "Once a week we advertise in both the 'Gazette' and 'Star.' It is costly—equal to about the cost of an additional clerk, but I believe that it pays. It helps to bring us new customers, and keeps our name and place before the people. And we always quote prices, I think it is a good plan to quote prices, and always have done this. Years ago, when I was located on the St. Antoine Market, I sold a great deal of cheese. I always had the price marked on it, and would perhaps get one or two cents a

Falle's Market Specials
We have secured some special Hams and Bacon for the Easter Trade.
Dined from the best
EGGS
BEEF
MILK-FED VEAL
CHOICE SWE LAMB
W. J. FALLE
Prince Albert and Somerville Avenues
Westmount 1825-2422-2902
Branch Store—Snowdon Junction

FALLE'S MARKET
Meats and Groceries
Ribs of Beef, rolled, 35¢
Chuck Roast, lb., 30¢
Veal—Legs, lb., 30¢
Loin, lb., 35¢
Chops, lb., 40¢
Liver and Heart, each, 40¢
Pork—Roasts, lb., 40¢
Sausage, lb., 35¢
Lamb—Legs at, lb., 40¢
Fruits at, lb., 25¢
Resp. Jam pure, 2 lb. pot., 75¢
Crosse and Blackwell's Orange Marmalade, 1 lb. pot., 40¢
New Laid Eggs, direct from the nest, doz., 60¢
Always a piece of good old Cheese at, lb., 45¢
Try a Coffee that will insure enjoyable beverage, at lb., 65¢
Results in cooking come from wisdom in buying from
FALLE
Prince Albert Avenue
Snowdon Junction
Westmount
1825-2422-2902

Falle's Market
Meats and Groceries
1 lb. of Beef, rolled, 35¢
Chuck Roast, lb., 30¢
Veal—Legs, lb., 30¢
Loin, lb., 35¢
Chops, lb., 40¢
Liver and Heart, each, 40¢
Pork—Roasts, lb., 40¢
Sausage, lb., 35¢
Lamb—Legs at, lb., 40¢
Fruits at, lb., 25¢
Resp. Jam pure, 2 lb. pot., 75¢
Crosse and Blackwell's Orange Marmalade, 1 lb. pot., 40¢
New Laid Eggs, direct from the nest, doz., 60¢
Always a piece of good old Cheese at, lb., 45¢
Try a Coffee that will insure enjoyable beverage, at lb., 65¢
Results in cooking come from wisdom in buying from
W. J. FALLE
351-353 Prince Albert Ave.,
Westmount
Branch Store—Snowdon Junction

Falle's Market
Meats and Groceries
Lent now being over no doubt you are looking for a change from fish and other fasting dishes. Our Meat Supply is right up to date and we offer you the opportunity of getting something really delicious.
PRIME BEEF
MILK FED VEAL
FINEST YOUNG LAMB
TRY OUR GROCERY DEPT. FOR QUALITY
W. J. FALLE
GROCER, BUTCHER AND PROVISION MERCHANT
351-353 Prince Albert Ave. Westmount
Branch Store—Snowdon Jct. Tel. W. 1825-2422-2902

Advertisements that bring business to W. J. Falle's store.

pound more for it than my competitors in the same place. People like to see prices marked in plain figures."

Gets Down to "Brass Tacks"

In the advertising which Mr. Falle contracts for from week to week, full use is made of this space. That is to say, no long introduction is considered necessary or wise in getting down to what it is desired to convey to the customer. "Falle's Market Specials," began one recent advertisement, prior to the Easter Season. Then—"We have secured some special Hams and Bacon for our Easter Trade. Hams, special, 47c lb., and so on, with eggs, beef, milk-fed veal and lamb prices given, followed with the location of store and telephone numbers. The point brought out again is that of definite price being quoted; it helps make sales 'right off the bat' and a woman will either call personally or ring in her order. She must know the price in the long run and it helps clinch many a sale."

This plan of pricing is carried on throughout the store with the same success attending sales of such goods as are

priced, as has been outlined. First a customer's attention is called to a given food; the next and very natural question arising is, "What's the price?" and the price ticket answers it. Mr. Falle says that this price, whatever it may be, will often complete the sale.

Keeping Sales Uniform

Christmas business, and in particular that of the whole month of December prior to Christmas, is a large business in the grocery store. With the special dainties that are then available from many climes, sales may be developed on a somewhat extensive scale, and some stores are very proud of their turnover.

Mr. Falle had an excellent trade last December. But he is very proud of the fact that his March business for 1920 exceeded that of last December, and quite as pleased that both February and January were within a few hundred dollars, each, of December sales. When it is recalled that, in a meat and grocery business, the poultry sales alone are usually extensive in December it speaks well for the sales of the cold winter months when totals are so large.

How Is It Done?

In the first place, Mr. Falle prides himself on affording his customers consideration. That means, really, service and this, again, means a great deal. It is just a bit difficult to differentiate between the importance of the various elements that make up service in the grocery store.

In the first place, and before some of the service which Mr. Falle extends is dwelt upon, great care is taken to buy the best of what eventually finds its way to the customer's table. For instance, "Eggs Direct From the Nest," appears in one of the recent advertisements. And this is literally true. "We secure our eggs from eight different sources, and all these are producers, so that we know our eggs are fresh. We have sold them, I believe, for five cents a dozen more than other stores nearby, all along."

The same plan is followed with butter, and of which sales are large every week. Only first-class creamery butter is offered for sale; no dairy butter being stocked. It has helped build sales, selling only the better butter.

Service — Read This

Last fall, prior to the holiday season, one of the salesmen called upon customers, and prospective customers, with samples of groceries — and especially fancy raisins, etc. Quite a number of orders were secured. Presenting a small card, herewith reproduced, and while the woman of the house was reading it, he would engage in his little sales talk. Even if business was not then secured, the card remained in the house, and would doubtless bring a sale soon after. The acquaintance was beneficial to the salesman, and as the card states, it was desired to "Let our salesmen get to know you."

Two Departments

Mr. Falle is one who feels satisfied with the results of the dual departments — groceries and meats. They are both needed by the

same customer, and needed every day. Growth has kept pace in each, and while, for a time, the meat department was checked over, as to stock and sales, each week, the two are now amalgamated. It is a matter of close supervision, to secure quick turning of stock, and this Mr. Falle exercises himself, for he has a branch store "over the mountain"—just on the opposite side of Mount Royal. It means some trotting around to check up both stores, but with a fortunate selection of salesmen it has been possible to leave the business in charge of the men, two of them being in the meat department and two in the grocery. Besides there are two salesladies, who also handle the office work.

A considerable amount of credit business is transacted, this totalling even greater than that of the cash, but as it is transacted with tried customers, Mr. Falle is satisfied with the results. Of late, with many, he has taken note settlements, with interest.

Let the Girls Do It

As stated, the salesladies are useful in assisting. Much of their time is spent in the office, naturally, "but they look after the candy sales, and also do the buying," said Mr. Falle. "And our candy sales have been growing."

Several cases are used for candy, and much "gross" candy is sold to the wee tots, there being many of them in the neighborhood. Then, too, sales of chocolates and mixture candy is improving, while a fair amount of trade is secured for box candy. The development is steady and satisfactory. The price ticket plan is followed here again, and Mr. Falle states that it has helped sales quite considerably.

FRUIT PRESERVATION

A new discovery, whereby fruit dipped in a harmless solution will be preserved for long periods without need of refrigeration, has been reported to the

Federal Department of Customs from West Australia. Successful experiments have been made and fruit unloaded in the tropics after a six weeks' voyage has been found to be in the same condition as which it was shipped. The cost of dipping and special packing is estimated to be 25 cents per case, but the difference between general cargo rates rates paid for treated applies and refrigerated space rates now being paid for all exported fruits, is so great that the net saving on a cargo of 50,000 cases is estimated at near \$25,000.

His Advertising Costs as Much as a Clerk, But It Is Profitable

"Once a week we advertise in a morning and evening paper. It is costly—equal to the cost of an additional clerk, but I believe that it pays. It helps to bring us new customers, and keeps our name and place before the people. We always quote prices. I think it is a good plan to do so, and always have done it. Years ago when I was situated on the St. Antoine market, I sold a great deal of cheese. I always had the price marked on it, and would get one or two cents a pound more for it than my competitors in the same place. People like to see prices marked in plain figures I waste no space in introductions, but begin at once to tell the public what I have to sell, and the price of it."—W. J. Falle, Westmount, Quebec, in the course of an interview with CANADIAN GROCER.



Interior of T. A. Rowat's store at London, Ont.

Do retail dealers realize that values have increased materially? Here are a few average increases on costs since 1914: Lumber, 120 per cent.; bricks, cement, nails, paints, etc., 190 per cent.; plumbing and heating, 112½ per cent. Wages of building trades, 57 per cent.



Peter Hutchison's grocery store at Bracebridge, Ont., from which every summer are distributed large quantities of supplies to tourists and campers in Muskoka. Mr. Hutchison goes right after the summer trade at the Lakes and the accompanying article tells something of his success in this line.

Sells \$1,800 Worth of Goods on Phone

Bracebridge Merchant Believes a "Personal Interest" in Tourists in His District Accomplishes Great Results—Tourist Trade in August Last Totalled \$11,000

SELLING \$1,800 worth of groceries over the telephone in one evening might sound almost improbable to the average merchant, but it is exactly what Peter Hutchison, of Bracebridge, Ont. did one night last Summer, when the tourist trade was at its height in the Muskoka district. It is getting after business, that, while it is not permanent the year through, has a certain degree of permanency, that gives promise of return in the Summers that are to come: These people return year after year, and a good service provided one season, is not lost sight of in the next. That is Mr. Hutchison's theory, and the experience of years, in dealing with the Summer visitors to the Muskoka lakes has proved to him, the advisability of giving tourists the very best possible service. There is an opportunity for every grocer, whose place of business is in close proximity to watering places, to greatly increase Summer sales. Mr. Hutchison's success might be emulated by many others, similarly situated, who perhaps have never yet gone after trade of this kind, but rather, were content to take what came to them, or let these people order through the city mail order houses.

\$11,000 in One Month

Forty per cent of Mr. Hutchison's business in the Summer months, is what he terms accounts. When one considers that his turnover in the month of

August last year, amounted to \$11,000, it is easy to realize what a substantial sum was directly due to the Summer visitors. Mr. Hutchison first started to get after this trade sixteen years ago. It commenced in a small way, but with the growth of the Summer colony in Muskoka Lake, his summer business has also grown. Being a firm believer in advertising, he began by circularizing the tourists, following this up by a call at their homes, taking orders. "There is nothing accomplishes as much as a personal interest in these people," Mr. Hutchison told CANADIAN GROCER. "Showing an interest in their places, in what they are doing, has its effect. An effort to please them, to get them some special article that they particularly like, plays a big part in securing this trade. I have Americans who have Summer homes in Muskoka, who have been customers with me for a good many years, and a goodly number of them have been retained because of some special accommodation, or the sale of some particular article that they liked, such as a certain blend of tea, and they continue to come to me for it. My one idea is to give these people service."

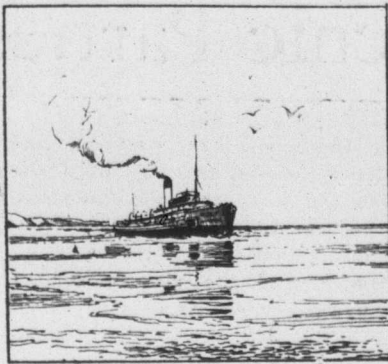
Telephone Helps Trade

When questioned in regard to the securing of \$1,800 worth of business in one evening, Mr. Hutchison told CANADIAN GROCER that the fact that a

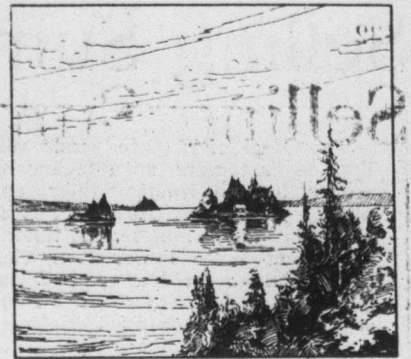
large number of the tourists had telephones in their Summer homes now, greatly facilitated trade. He also has a number of large boarding places in his district, and he gets after them for business. Some of the sales constituting this amount were in fairly large lots, and were accounts with these Summer hotels. "I have a list of the people with telephones," Mr. Hutchison added, "and I call them. Invariably the result is a good sized order. It is remarkable the goods people will buy if they are only told about them, and very often all they need is a reminder."

30 Families in One Colony

Situated eight miles from Bracebridge, there are two Summer places, called St. Elmo, and Big Island. These two colonies comprise thirty families, and Mr. Hutchison has captured a large amount of their trade. He gets a good deal of it on the telephone, and makes delivery. Sales all last Summer were very heavy, as it was the biggest season in the tourist business that Muskoka has ever witnessed. Merchants particularly in groceries, reaped the benefit, and Mr. Hutchison, through energetic effort, got his share of the trade in his vicinity. Directing special endeavor to securing this business required considerable time and labor, but the results were ample remuneration and Mr. Hutchison will continue to go after this trade this coming season as well.



Supply Boats Serve the Islands in Muskoka Lakes



Summer Residents in Muskoka Have All the Advantages of Town in the Way of Convenient Shopping and Delivery, Because of Service Provided by Wm. Hanna & Sons, Port Carling.

IT was well into the month of September. One of the busiest summer seasons that the Muskoka lakes had ever seen was nearing a close. Hundreds of tourists had come and gone. Every hotel, boarding place, cottage, and in fact every conceivable habitation in these popular lakes had been taxed to its capacity. But many lingered on into the Fall, and September, claimed to be the loveliest month of the year, saw numerous island homes still occupied, and the resorts with an unusually large number of guests. True it is, that the gayety and liveliness, that is so characteristic of Muskoka, at the height of the season, had spent themselves, but the natural beauty, and lovely charm, of a Country so richly endowed as this Northland, was there to be enjoyed to the full. September of last year excelled itself, and rose to its full stature, in the way of maintaining its well-known reputation. Filled with hazy days that lent themselves to the complete enjoyment of lake and wood, they pass all too quickly in Muskoka.

This month of changing seasons, with its absence of the ephemeral things of pleasure, that attract the excited throngs that fill these resorts in July and August, had been done

with, and those who remained found their diversion in revelling in the delights of forest and stream, which nature has so extravagantly bestowed in this part of Ontario. Travelling through these lakes, in and out the myriads of islands that dot the waters here and there, at this time, the beauty and enchantment of one's surroundings defies description. Flooding the shores is a far riot of red and gold, amid a plentitude of green, yet unaffected by nature's magic touch. The transition of Summer, gradually unfolding into Fall, is

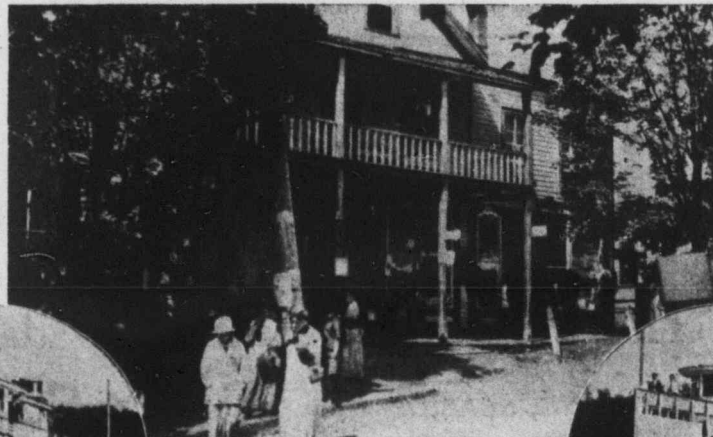
one of the joys of September and makes lovers of nature loth to leave the wilds.

A representative of CANADIAN GROCER was spending a holiday at the Port Carling House, in the month of September last year. W. Hanna & Co., who conduct a general store in this picturesque little village, operate two supply boats on the Muskoka chain of lakes, commencing early in the Spring when the ice has disappeared, and continuing until old Jack Frost makes navigation no longer possible. Of course, it is only in the busy Summer months that the two are kept going, but in Spring and late Fall, there is always one, circulating through the lakes, for the convenience of

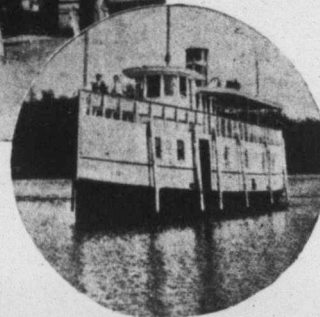
viding ample space for the purpose for which they are intended, namely, travelling grocery stores. They are specially built to carry supplies, and each is a well equipped grocery store, with accommodation also for a butcher business.

Leaving Port Carling on this particular the "Newminko" sailed out into Lake Rosseau, with the intent of taking care of all the calls at the islands and hotels, in Lake Joseph, within a certain radius, going the next day, right up to the head of the lake. Capt. James McCulley, of the "Newminko" has navigated these waters for many years, and his brother Capt. Wm. McCulley guides the "Mink" in all its voyaging through Muskoka.

Great rivalry exists between the two brothers, and keen is the competition, in the busy season, as to which boat will make the most calls. An engineer, two grocery clerks, and a butcher, completed the crew, and on this trip the representative of the GROCER was the only passenger. All members of the boat's staff had lived practically all their lives in Muskoka, and knew every island and channel in the entire chain. But all, with the exception of the captain, whose years would not permit, had left their homes, and pursuits, at the call of



Wm. Hanna & Sons' store at Port Carling, Ont., with the two supply boats, the "Minko" and "Newminko," in the inserts. The Hanna service to summer tourists is well known to Muskoka visitors.



customers, who otherwise would find it a difficult matter to secure supplies. After the 15th of September only one boat takes the trip, and it was shortly after this date, that the CANADIAN GROCER man, was invited by W. Hanna Jr., to enjoy the hospitality of the firm, on the "Newminko", on its daily rounds through Lake Rosseau and Lake Joseph. The "Newminko" is the sister craft of the "Mink". These two steamers are commodious in their appointments, and are capable of accommodating a goodly number of passengers, as well as pro-

war, and had seen service in France. They were back again to their occupations of pre-war days, and for the first Summer in three they were enjoying the scenes of former years.

"It is a lot different up here now, to what it was when I first started on these lakes" the genial captain remarked to the GROCER representative, as the "Newminko" sped along, winding in and out among the islands of Rosseau, into Lake Joseph. "There are more cottages, and they are building larger ones all the

(Continued on page 144)

Selling Summer Lines to Picnic Parties

The Macklaier store sends out lists to customers, as a means of aiding them in ordering their supplies. A special form is used, which is very complete, the names of almost three hundred articles being printed on four pages, the length of an ordinary sheet of foolscap. They are arranged in alphabetical order, and plenty of space is left for filling in, and a special column at the end provides for extras not mentioned in the regular list. There must be a big variety for this trade.

Chas. P. Macklaier, Montreal, Says Two-Thirds Trade is in Summer Lines Sold to Campers and Others at Summer Resorts—This Feature of the Macklaier Business Has Long Been a Profit-Yielder and a Source of Great Revenue

Based on an interview with Mr. Macklaier by A. H. Illsey

"These lists have proved exceptionally useful, and very often provide the very suggestions required when one is in doubt. Every conceivable article in the way of edibles and the general run of household necessities is mentioned in this list, and it is hardly possible to think of anything more complete for the customers living at Summer resorts or planning a picnic.

MONTREAL.—"Two-thirds of our summer trade is with camping, seaside and country parties. It is, and always has been, a very large part of our business, and is a good profit-maker, for prices are seldom asked."

In the foregoing manner, the brief story of selling to this class of trade is boiled down to "nut-shell" compass, but the manner in which this trade has been secured and held is of great importance, and Mr. Macklaier prides himself that his firm has built up a clientele which leaves the matter of selection largely to them. The Macklaier business, located

on St. James Street, Montreal, had an early beginning. To be exact, the business was established, though under a different name, in 1856. Mr. Macklaier entered as a salesman, when a young man, and from the first until to-day, although under various management and proprietorship, the name "Italian Warehouse" has been associated with the expansion of the business always. For the past year and a half or so, the business has been owned and managed entirely by Mr. Macklaier. And one of the most interesting sides to this long established business is that of the development of its special summer trade.

Where Trade Comes From

One must have, naturally, the possibilities, else he cannot develop a special trade. With the Macklaier business, the development of this special trade has been of long duration. With great care and much patience this feature of the trade was long ago considered to be a profit-yielder and a source from which

turnover could be much increased. It is most remarkable, indeed, that two-thirds of the summer trade of this grocery house should be with this class of customers. Close attention to its development has brought these results.

The Island of Montreal is a big territory in itself, when considered from the standpoint of population. The premier city of Canada, Montreal itself affords many campers who 'fit' each year to the 'South Shore,' the Laurentians, or elsewhere within easy train distance of the big city. And there they require supplies, quite as many as when in the

But here's a fruitful source of business that should bring pride to any grocer, and it unquestionably does bring pride to Mr. Macklaier. "We have customers coming up into Canada from the States every year who have been coming here for many summers. They require supplies for their party, and buy freely. Many of them leave the selection of supplies entirely to us. Others will wire us, say from Philadelphia, that they will leave on such-and-such a day for their old resort, and say: 'Will leave for—on Monday, duplicate last year's order, one extra in party.'

Price is No Object

One of the best features of this trade is that there is no difficulty in getting a good price for such groceries and provisions. These parties want good stuff; the very best. They sometimes do not ask the price, and give Mr. Macklaier carte blanche, so to speak. Is not this a tribute, again, and particularly from those who have for so many years sent in "repeats?" It is service such trade wants, and for it they are willing to pay well. That means, for the grocer, a trade that he can appreciate, for when one has rendered service and supplied the very cream of everything that is sent forward, he ought to have commensurate return for it.

Then again, the very nature of this business demands that good prices be charged. Listen: "We supply everything," said Mr. Macklaier, "even to a piano if they want it. Sometimes they ask for dry goods, hardware, and even medicines. Of course we always get them what is ordered, no matter what it is." This, then, is part of a real service, and those

MACKLAIER'S

Successor to Fraser, Viger & Co., Limited,

211 St. James Street - Phone Main 8060

The Leading House in Canada

FOR

CAMPING, SEASIDE AND COUNTRY STORES

In the Shape of

Choice Groceries and Provisions,

Fine Teas and Coffees,

Pure and Genuine Wines, Ales, Etc.

We are now preparing for OUR SUMMER SEASON OF 1920, by every incoming steamer, and by every line of railroad running to Montreal, we are receiving supplies from all quarters of the globe to enrich our stocks. Our deliveries by motor and waggon will cover the Island of Montreal, and we are prepared to deliver at customers' doors, all orders entrusted to our care. We propose to make this a memorable season in the annals of our trade. The Finest Goods the markets of the world afford at reasonable prices.

Careful and Experienced Packers. No Charge for Packing.

Purveyors to all the leading Clubs, Private Camping Parties and Seaside Hotels throughout Canada.

Recent advertisement of Macklaier's, Montreal, who specialize in summer lines for picnics.

city, and of foodstuffs more; the man with a change of air and tramping or hunting ahead of him will eat "three squares" every day, and perhaps throw in a bit extra later on, just for luck.

who want that will usually pay well for it.

Great Care in Packing

If there is one thing that this specialized "catering" requires, it is that of care in the manner with which shipments are packed. "We used to have three men who looked after this, but one of them died. These men know just how to pack; they pack too well, and sometimes I get impatient with them, but when the job is done the goods will carry anywhere," said Mr. Macklaier.

Of course there is special care required when hot weather comes, and perishables are ordered. These have to be packed so that they will reach their destination with no loss, and almost as fresh as when they leave. Employing special baskets and packing material, and in the case of goods that can be forwarded by express, sometimes crushed ice, it is possible to have these goods reach the customer in prime condition. Once there, and transferred to the refrigerator, they will afford the "party" such satisfaction that they may enjoy, even on the lake shore, the season's fruits and vegetables, cooked meats, dainties, fresh bread and cake, just as they are enjoyed where produced. It is this service, again, that counts. Of great importance has it been in building up this large percentage of summer business. Sometimes the "natives" will canoe to the nearest railway station and take supplies back the same day. This is important where fresh meats, fruits, etc., are desired.

Of course summer deliveries are maintained on the South Shore by motor truck. This service is given several times weekly—usually three, and it, too, is profitable. Mr. Macklaier is an advocate of the motor truck for such deliveries, as well as for those within the city.

Fill in Your List

In making ordering easy, a form is used. This is of foolscap size and contains an alphabetical list of all kinds of groceries and provisions, there being a margin for quantities and space for description of brand wanted. As Mr. Macklaier remarked: "We must have a big variety to satisfy the demand of this trade, even six different kinds, often, of a certain line of canned goods. It is very essential to have a big variety to choose from."

These lists are very useful. While many, as before stated, will leave the matter of selection entirely to the store, some want to choose their own. In such cases these lists are just the thing, for a suggestion is excellent for one in doubt. These lists ought to be well worth their cost, for the extra "suggestions" they make, resulting in just that much increased business.

Customer Needs Reminder

Of course publicity plays an important part in the development of Picnic Party Trade. For many years the "Italian Warehouse" advertising has occupied its

place, regularly, in a morning paper. The name is kept constantly before the public, and particularly before that class of trade which can afford to satisfy desire, in purchasing, and order the very best.

In considering the near-approach of the Camp Trade Season, a timely advertisement was recently run, and this directed attention to the ability of the

Macklaier Store to undertake such business. "The Leading House in Canada for Camping, Seaside and Country Stores," it began, followed by a brief description of the manner in which this business was handled, supporting this argument with reference to the fact that "Leading Clubs, Private Camping Parties and Seaside Hotels throughout Canada" were catered to.

Getting After Picnic Trade in His Town

Fred. W. Chambers, Pembroke, Ont., Has Soda Fountain in His Store—Features Sales of Fresh Fruits, Vegetables and Package Goods

FRESH fruits, vegetables, package goods, confectionery and a soda fountain are the main topics of activity in the very attractive store of Fred. W. Chambers at Pembroke, Ont. During the last year Mr. Chambers has been fired—or rather burned out—twice, and now is established in a bright new store of his own building with 26 foot frontage. He has taken care to provide an impressive front in the new establishment in the form of two large display windows, which are placed at an angle from the sidewalk, leaving a wide entrance-way to the door. In the left-hand window, cakes, pies, and other confections are arranged on glass stands and pedestals, and twice a week the display is completely changed. Mr. Chambers is particular never to allow his windows to appear mussed or untidy in any way. The right-hand window is used for the fresh fruits and vegetables. Two large cabinets are provided in the soda fountain where these fruits and vegetables are stored and kept fresh at all seasons. This crisp freshness to everything on display is one of the outstanding features of the store and its window suggestions. An electric fan is used in each of the windows as well.

Soda Fountain a Feature

As one enters the fresh, airy interior, which even in the hottest weather looks as well as feels cool, one spies at the left-hand side of the store one of the handsomest soda fountains to be seen in a day's journey. It is entirely of Italian onyx, fully equipped with taps and all the other requisites for producing the most delectable of hot weather beverages. Opposite this fountain is a long wooden counter which is doing duty until the new glass counters are installed. These will be used for displaying and selling the package goods which are shelved on that side of the store. One

high glass display case is already in use at the end of the wooden counter, where boxed candy is attractively arranged.

An archway connects this part of the store with the tea room, where brown pebble glass door-windows and two more electric fans keep the air in motion in warm weather, and, being away from the sun, it is always cool. A wide mirror is hung on the wall of this room facing the entrance and is just one more item in providing the whole store with an appearance of spaciousness which is so enticing to customers wanting to select fresh, cool summer supplies.

Caters to Picnickers

Just recently a fine new bakery has been added to Mr. Chambers's equipment and there he makes all the pastry, cakes, pie, etc., which form the window invitation to passersby. With this equipment Mr. Chambers is able to make up special orders at any time to suit customers. He also does good business in the picnic season, which is almost all summer long, since there are so many fine picnic spots up the Ottawa River to which steamboats carry parties daily. For these occasions and also for such seasons as Christmas, Easter, and Thanksgiving, Mr. Chambers is always ready with a nice list of suggestions which he announces through the two town newspapers and displays in his windows.

Package Goods Trade Grows

"The business which we do in package goods," remarked Mrs. Chambers, who has charge of the whole store, "is growing fast. People like to get a quantity not too much to keep conveniently in these days of more and more small houses and apartments, and they realize, too, the advantage of goods being put up complete in a modern factory and not passing through several pairs of hands and finally resting in the merchants' bins for perhaps months."



Str. City Queen a Model Grocery on Georgian Bay

W. E. Preston, Ltd., Midland, Ont., Covered Wide Territory in Summer Months With Supply Boat—Season's Turnover Has Averaged \$30,000 in the Past, and a Busy Summer This Year is Anticipated



FITTED with all the completeness of real grocery and provision store, the supply boat, Str. "City Queen," operating out of Midland, and owned by W. E. Preston, Ltd., is possibly the finest of its kind on the Northern Lakes. It provides a splendid service to the hundreds of people that spend their Summers on Georgian Bay. It covers an extensive territory, from Midland as far as Sans Souci or Moon River, which is just 17 miles from Parry Sound. The long trip is made twice a week. These require two days, and on the remaining two days, a shorter "run" is made, taking in Honey Harbor, Drummon's Dock, and Minnicogashene.

In an interesting interview with W. E. Preston, CANADIAN GROCER was told something of the success that has followed the launching of this venture, also something of the failures encountered, before it became the well established, going business that it now is. Mr. Preston has been operating this supply boat for the past fifteen years, and when one considers that the turnover, the last few years, has approximated \$30,000, one realizes something of the success that has been attained. It is estimated that on an average through the busy season, the City Queen serves over 5,000 people. Included in this number are eight large boarding houses and hotels, to say nothing of the large number of cottages. At the two docks in Go Home Bay alone, between five and six hundred people are served weekly. Of course, Summer resort populations fluctuate considerably, but the past Summer saw a greater influx of tourists than ever before, and right on through the season, there was maintained a population that exceeded all previous records. Hotels were taxed to their capacity, and cottages were all open, large house parties occupying many of them.

Difficulties Encountered

Starting in a very small way, 15 years ago, Mr. Preston certainly had his ups and downs, in getting the supply boat business on a sound basis. The Str.

"Trader" was the first boat that was operated as a travelling store for the benefit of the Summer residents. The "Trader," a smaller boat than the "City Queen," was fitted up similarly, but it was during its regime, that most of Mr. Preston's bad luck in the supply boat business, was encountered. It was sunk on two or three occasions, the first time while going into Honey Harbor. Watermelons, canned goods, and anything that would float, went sailing over the lake, and this time the Indians made a great clean-up. Quite a loss was entailed, but on two other occasions similar occurrences were experienced. Once the supply boat sank in the dock, and a

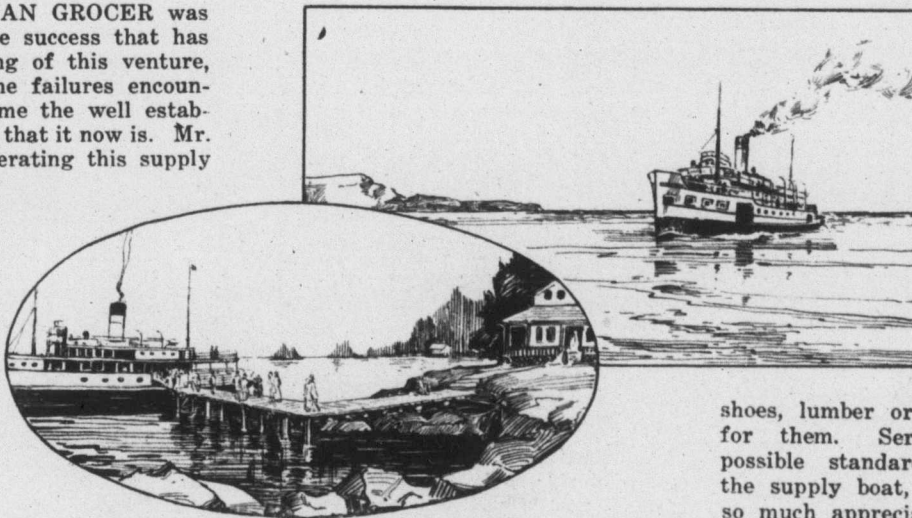
CANADIAN GROCER. "We also carry meats, fresh smoked and cooked. Our refrigerator space is ample for good sized stocks, enabling us to give the best possible service." The boat is fitted with a counter, and other store accessories. The visitor for the first time is at once impressed with the fact that this is a real grocery store, modern in every particular. There is a fine silent salesman, in which is displayed the boat's stock of candy. Only the finest grades of candy are carried. Apart from the regular lines of groceries, an effort is made to supply all the needs of the cottagers. Fishing tackle, cameras and camera supplies, and in fact anything they want,

is carried on this boat. "If we haven't got what they ask for," Mr. Preston remarked, "we take their orders and bring it to them on the next trip." From his department store in Midland, it is an easy matter to supplement the stocks of the boat, and if a cottager wants dry-goods, boots or

shoes, lumber or paint, it is procured for them. Service of the highest possible standard, is the slogan of the supply boat, and it is this service so much appreciated by the cottagers, that has made this Summer trade, the success it is to-day. Thousands of gallons of gasoline are sold by the supply boat every year, and this feature of serving the Summer residents is one that saves them much trouble and inconvenience. Mr. Preston told CANADIAN GROCER that the supply boat was a great feeder to the store at Midland. He stated that it can now be operated at a minimum of cost, the set-backs and losses of its earlier history having been overcome.

Freight and passengers are also carried on each trip. The boat is a double decker, and ample accommodation is afforded for a fair number of people. A dining room on board is an added feature, and tourists taking the two-day trip can have their meals on board.

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heavy supply of groceries was lost in the bay. These were the discouraging features, but Mr. Preston was undaunted, and with absolutely no exceptions, each summer he has operated this supply boat, for the past fifteen years. The service is one that is much appreciated by the Summer colony, and in Mr. Preston's opinion, provides a revenue that makes the venture exceedingly attractive.

Service of a High Order

A fully complete grocery store, moving from island to island in Georgian Bay, is the Str. "City Queen." Customers step on to it, and at once they are in a well stocked grocery store, equally as nice as they can find in their own home town. "We carry everything in the grocery line," Mr. Preston told CAN-



Selling candy is a feature in D'Argencourt's Ltd., Montreal. Candy and biscuits are prominently displayed.

Pulling in \$500 Monthly for Candy

With the Best Candy the Biggest Seller, D'Argencourt's Registered, Montreal, Builds Sales Up to \$500 Monthly — Makes a Special Effort to Stimulate Sales at Christmas and Easter

MONTREAL.—Five hundred dollars worth of boxed and loose candy is the total sales on the average, in the grocery store of d'Argencourt's Registered, St. Denis Street, Montreal. Quite an excellent amount of business in this department, and a turnover that naturally yields excellent returns. For confectionery is one of the best lines, and one of the greatest profit yielders the grocer can stock, according to the experience of the firm, as well as the expressed opinion of many others, scattered throughout many parts of Canada. Candy is, indeed, coming to be an important and leading part of many grocery stores, and Mr. Trottier, the proprietor of this store, is delighted with his success in this line.

There are reasons, of course, when sales are heavier, Christmas and Easter holiday sales being stimulated by the holiday spirit. It is at such times that special efforts are put forth.

Makes Generous Display

Candy will not sell unless it is well displayed. That is to say, if this department is to enjoy growth there are a few things that must be borne in mind, some ideas to develop.

Shortly before the last Eastertide, in April, Mr. Trottier had an excellent display arranged in his large display window. This was arranged along generous lines. The whole window was given over to it, and boxes of tempting sweets were placed throughout the window. In carrying out this plan there was no crowding, no 'stuffing' of the window to spoil the impression. Various-sized packages were shown, and these were filled with a variety of soft and hard centre confections. Then, too, there were glass-filled jars, and to finish off the Easter spirit in this display, chocolate Easter eggs were exhibited in their original cardboard boxes, with a 'nest' of excelsior. Surely the effort was splendid, and a neat card, "Joyeuses Pacques," suitably lettered in lilac or heliotrope shades, told the message.

A Good "Follow-Up"

Of excellent value is this display window, and the advantage of display is fully made use of, in that inside arrangements carry the plan through, and help close sales. Note the fine cases that contain candy. Immediately to the right, as one enters, trays of loose chocolates are displayed in a high case, and have

that "buy some" suggestion that is responsible for a big share of the weekly sales.

Then, again, full advantage is taken of the silent salesman to display boxed candy. Note case displays again. In one two and five pound packages, the sales are increasing, and this development has come through interesting the housewife. With the d'Argencourt firm the sales are mostly with households, making the mistress an excellent prospect for candy. Asked whether the telephone sales were of much consequence Mr. d'Argencourt replied that they were. And he also stated that the better candy is wanted, usually, and many leave the selection of this to the salesman. The important thing is that the quality must be unmistakably good. If any carelessness is permitted in this respect, then the damage done is most difficult to repair.

\$1,000 Worth Easter Eggs

In the window referred to, attention was called to the sale of Easter Chocolate eggs. "But we do not sell as many as we used to sell," was Mr. Trottier's comment when asked about this line. "They do not make them as they used

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Chinese Menace in Western Canada

Written for CANADIAN GROCER by E. H. Scott

Few Towns in West Without Quota of Chinese People

Have Invaded the Farthermost Outposts of the Peace River Country, and the Mining Camps

HOW many Canadians are aware of the fact that the invasion of Western Canada by the Chinese is now an established fact?

One hears a lot about the foreigner in the Prairie country—the European peasantry who are monopolizing their share of the land, demanding the highest prices for labor and developing slum districts in the larger centres, but practically nothing has been said about that more insidious invasion of the West by the Orientals.

A few years ago it was a popular fallacy that the severe cold of the Winters would forever keep the Chinese out of the West, but swiftly and silently they have poured in from the Coast until there is scarcely a town, village or hamlet that has not its quota of Chinese. They are everywhere in the West, even to the farthestmost outposts of the Peace River country, and far north in the mining camps. They practically control the restaurant business in the West, compelling hundreds of hotels to close their dining rooms since they are unable to compete with them. In many places they are operating the hotels, while there are numerous Chinese confectionery stores, and a few Chinese general stores. Chinese laundrymen and clothes pressers are legion.

Restaurants in Chinese Hands

In scores of Western towns personally visited by the writer last Summer, there were found to be anywhere from three to five Chinese restaurants. In many of these towns the hotel dining rooms were operated by Chinese by special arrangement. In their restaurants they handle many of the legitimate lines formerly handled by the merchants such as candy, fruit, cigars, tobaccos, canned goods and groceries. They are often termed "blood-suckers" on the community. The hive together frequently in none too clean places where they do business. They have no interest in the life of the town. They spend little for clothing, food, or luxuries. They hoard their money for the happy day of the future when they return home.

In a very great number of cases they do not even buy their supplies from the local merchants, but direct from the wholesale houses. The first indication that there was some alarm at the growth

That there is some alarm at the growth of the Chinese population in Western Canada, there is no doubt, but there has been little or no action taken in regard to the situation. A long discussion of the matter took place at the convention of the Western Retail Merchants' Association last year. Resolutions were passed, calling the attention of the Government to the menace. The question was to have been investigated, but nothing further has been heard. For a brief time, an attempt was made, with some success, to fight this Chinese invasion in the town of Cabri, Saskatchewan. In the premises formerly occupied by a restaurant is now located the Post Office. The Chinese are also operating general stores in the West, although the number of them is not so large as in the case of restaurants and confectionery stores. It is a popular belief that rich Chinese syndicates control the Chinese business in Western Canada on the chain system. This is the only solution to the problem as to how the various enterprises are financed.

of this Chinese population and its inroads on trade was shown at one of the convention of Western Retail Merchants' Association last year. Here the matter provoked a long discussion, and resolutions were passed calling the attention of the Government to the situation. While I was in Medicine Hat last July I was informed by the secretary of the Retail Merchants that the matter had been brought to the attention of the Manitoba Provincial Government. He said a reply had been received that the matter was being investigated, but nothing further has been heard.

Westerners are Tolerant

The generous nature of the Westerner is helping the Chinese to entrench themselves solidly in business. In most towns it is customary to fraternize with the Chinese. They are made to feel at home. They are addressed familiarly by their first names and they are exceedingly well patronized, for having practically little expense, and employing as they do cheap Chinese labor, they can afford to put up cheap meals, and none can compete

Chinese Control Practically All the Restaurants

Many Are Handling Legitimate Grocery Lines, Such as Candy, Cigars, Fruit and Canned Goods

against them. Wherever one meets commercial travellers, the Chinese situation comes under review, for it is sometimes a galling thing to be directed again and again by hotel proprietors to the Chinese restaurants as the only eating places in town. The Chinese are slowly throttling the hotel business. Since prohibition came into effect, thereby ending one of the chief sources of revenue for the hotels, about all they had left as a money-making proposition was the dining room and the soft drink and cigar trade. These Chinese have taken control of this end of the business.

The development of the Orientals as business men is almost uncanny. It is a popular belief among travellers that rich Chinese syndicates control the Chinese business in the West on the chain system. This is the only solution of the problem as to how the various enterprises are financed. There appears to be some underground system of scouting for Chinese business locations. Not a town is left uncovered. If a new railway line is projected, the Chinese restaurant keeper will usually be found far in advance of steel in the new settlements.

Start Business on Small Capital

They have the faculty of starting business on a shoe string. Given a small vacant store, some second-hand lumber, a few dishes, and some pots and pans, a Chinaman has the wherewithal to make a start. Invariably he puts up a lunch counter, then a series of rough stalls down one side of the store, curtained off and equipped with oilcloth-covered kitchen tables. Some kitchen chairs complete the ensemble. The rest follows in due course, including a soda fountain, a line of cigars and candy and fruit. In the meantime the Chinaman can live on practically nothing. His place of business is his home. He can live on a few cents a day for food, and his bill of expenses for clothing and amusement is nothing. Their restaurants, with curtained dens, become meeting places for the youth of the town. They keep open night and day. They are on the job all the time, taking no part and having no interest in the community life beyond what it can yield them in dollars and cents. They take everything and give nothing in return.

Continued on Next Page

Selling Bananas at a Profit

Refrigerator System Renders the Handling of Fresh Fruit Profitable in Hot Summer Months

THERE are just four reasons why we can make a success of our banana business in this store," replied Geo. Barron of Robt. Barron Co., Ltd., Yonge St., Toronto, when asked by CANADIAN GROCER as to how they increased sales of bananas. "In the first place we have one of the best and most careful fruit buyers in the Province. Knowing just when, where and what to buy is most important. The amount to buy is largely determined by the sales and the facilities for handling fruit. Secondly, we have the facilities for taking care of any amount of fruit. Our bananas are only in the store during the day. They do not hang in the sun and at night they are taken down to our special refrigerating room. Here they are kept from over-ripening and spoiling. Customers, thoughtlessly, are tempted to handle and pinch bananas. This practice costs the grocer money and customers, can, by a polite suggestion, either by word or by a dainty card, be reminded of the damage and the practice is thus stopped. The public takes the suggestion very kindly if given in the proper spirit.

Buyers Only the Best

"Thirdly, we only buy the best fruit but aim to do so only at a careful price. It is much better, if necessary, to charge the people more than the prevailing price, and give the best quality. We find that it is cheaper to always handle the best. It is certainly the most profitable in the long run. The customer remembers the quality of the goods long after they have forgotten the price. The best is always the cheapest both to the grocer and to the customer. It creates confidence. Gradually a name of handling only high-grade goods is developed and that is a big factor in the grocery business.

Display an Important Factor

"The fourth and last reason for our success in handling bananas is the way we display them. This is not necessary always in the window. Bananas are better kept out of the sun, particularly if they are ripe. It is an easy matter to rub over a stock lightly once a day with a damp cloth and so remove all dust and freshen the color. Aim to make bananas an extra sale every time. They may be hung in a conspicuous place without being in the way. Our plan is to hang the stocks over the table where we display the oranges. They then are out of the way, yet in their natural place. It always pays to make a study of every line in the grocery business. It can always be developed just a little bit more with a little bit of effort and enterprise.

No Loss on Fresh Fruit

For the purpose of eliminating the loss on fresh fruits, French & Co., Lon-

don, Ont., have built in the rear of the store a large refrigerator similar to the kind usually seen in a butcher store. This refrigerator measures 7 by 9 feet inside, and reaches to the ceiling. The side facing the interior of the store is almost entirely of glass. It is arranged like a show window, including electric lights. This window is kept dressed with fruits and when the lights are turned on it is an attractive sight.

Saving of Fruit a Big Factor

"The cost of installing this refrigerator has been more than repaid by the saving of fruit that otherwise would have spoiled. Particularly is this true on imported strawberries," stated Mr. French to CANADIAN GROCER. "They are shipped in refrigerator cars and therefore will not keep many hours after being taken from the cars. We sell a great quantity of them. Our sales average 400 boxes a day as long as the season lasts and we often buy, when the market is right, 40 cases at a time, and then when the local berries arrive, we invariably have as many as 2000 boxes

come in in the late afternoon for the next morning's trade. If the day happens to be extremely warm, you can readily imagine what would happen to the berries if they were left piled up in the store over night. Placed in the refrigerator, the fruit comes out in the morning in as fresh a condition as when first picked."

"There is another advantage," continued Mr. French, "in having this refrigerator. We often keep fresh fruit long after the season is closed and therefore have lines to sell that other stores do not have and, of course, incidentally we get a larger profit."

Have Goods That Are Scarce

French & Co. handle fancy groceries and fruits and pay particular attention to goods that are scarce and they seem to have the happy faculty of procuring goods when they practically off the market. For example, French cherries have not been offered to the trade for many months but this firm had a nice display in a case in the store. At another time, when there was a dearth of figs and dates, French & Co. were never out of them, probably due to their forethought in buying sufficient quantities to carry them over, and also to having proper facilities for taking care of the stock.

CHINESE MENACE IN WESTERN CANADA

Continued from page 136

Unlike the Greeks and Italians, who have established high-class eating houses and confectionery stores at Western centres, the Chinaman seems incapable of operating anything of the kind. Nevertheless there are Chinese restaurants where an attempt is made to raise the standard, and where typewritten menu cards are now the rule. In the basement of one of the finest hotels in Calgary there is a restaurant operated by Chinese in dress uniform.

One could go into details with regard to the foothold the Oriental has in the West. It is only the traveller who systematically visits all towns who fully realizes the scope of their invasion. They are as much a part of every town as the local implement house—quiet, wise-looking yellow men who constitute a silent force that is rapidly growing and developing. To the West they present about the same problem as an unsportsmanlike poker player at a stag party, who is unpopular because he never gives the other fellow a chance, forever staying out until he gets a big hand. The Chinaman sits in at the game of business like a pot hunter. He refuses to have anything to do with other merchants.

He does not aim to let the community have any part of his earnings.

There is this to be said for the Chinaman, however, that he shows rare courage and pluck to face the risks of business against the odds and handicaps that beset him. He must first learn the language, and in this, by the way, he is aided by kind-hearted, well-meaning church people, who teach him in Sunday School. Then he must face the business adventure in a strange community with little capital. It is more or less a commendable trait in him that he seeks to enter business for himself rather than work for wages as does the average white man, and it is also commendable that he has dispensed with the queue and assumed the dress of the Westerner.

Unlike the European foreigners who produce on the land, these Chinese produce nothing. In the case of the Europeans there is the prospect of their being gradually assimilated by means of education of their children in the public schools, but the Chinese can never be assimilated. As they increase in numbers their problem will increase. One thing is certain, they are located all over the West to stay. What is the West going to do about it?

Proper Care in Handling Pickles. to Realize the Greatest Profit

Avoiding Waste is Important and Reliable Pickles Must be Bought—Greater Attention is Required for Sour Pickles Than for the Sweet Variety—Value of Display in Creating Sales

The accompanying story was written specially for CANADIAN GROCER by M. C. Hubell of the T. A. Lytle Co., Sterling Road, Toronto. Mr. Hubell is thoroughly conversant with methods of preserving pickles and his remarks on the care and handling of the same should be of interest to every grocer.

PICKLES are prepared in a variety of ways for sale in bulk in the store. The most common varieties are Sweet and Sour Gherkins, Midgets, Mixed and Chow and Sweet Mustard, and then there is the non-vinegar pickle—the delight of the professional man and the actress, the hope of the dyspeptic—the delectable Dill. The containers, found most satisfactory, are crocks of a gallon capacity, and oak kegs from 10-gallon capacity up to 40 or 50 gallons.

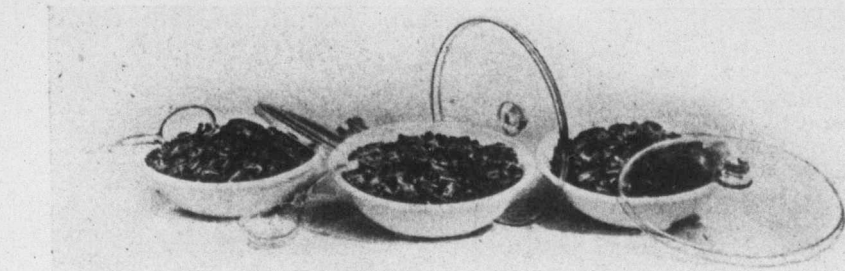
The interest of the grocer naturally centres around the best method of selling these goods at a profit. To sell at a profit, wastage must be avoided to the greatest extent.

Buy Reliable Pickles

The first essential in avoiding waste, is to buy the pickles that have a reputation as being reliable, and salable goods. Pickles bought cheaply are dear at any price and loss is to be expected, both of the goods and the good-will of the consumer. The real manufacturer of pickles selects his seed and his soil to get quality in his vegetables, and then he carefully prepares his product of pure ingredients under sanitary conditions, and the whole process from start to finish is under the supervision of his experts, who are paid to maintain the good reputation of the firm.

Caring for Sour Pickles

In sour pickles, the preserving agent is vinegar only. In cold weather, as a rule, there is no trouble, provided the grocer use ordinary common sense and does not place them against the radiator, hot-air register or near the stove, or where they will freeze. They should not be subjected to different temperatures; the store should not be above 60 degrees



One way to display pickles.

in the winter. In the summer, more care must be exercised. The safest plan is to have some kind of container holding a couple of gallons of the pickles, which will serve as a display jar. Fill this jar up every day putting the balance after the day's sale in the keg, which should be kept in the cellar, where the temperature is cool. This applies to winter also. If in spite of all precautions, a scum is formed on the top of the pickles, take the pickles out of the keg and wash them thoroughly especially the pickles near top then replace in keg after washing carefully and add fresh vinegar sufficient to cover them. Do not at any

as a rule is four months from date of shipment, and sixty days in the case of dills.

Displaying Dills

On Dills, a scum forms very readily but it need not worry you at all except for appearances, as the uninitiated customer may not understand it. The best way to handle Dills is to lay a cotton cloth on the surface of the pickles, then place the head of the barrel broken in two pieces over this and place a stone, preferably a piece of granite or what is known as a hardhead. The scum is then on the top and will come away with the cloth. Dill pickles displayed on the counter should be put out dry, preferably on a generous sized platter, and returned to the keg at the close of every day's business. But if you insist on showing the Dills in brine, then strain the brine through a couple of thicknesses of cheesecloth when it gets troublesome.

A little midget fly that continually buzzes around the bananas has developed a liking for your pickle keg, particularly sour and dills: when she desires a good home for her young. If you allow your pickles to become so bad that they attract her she will not hesitate to find a way in. Very shortly you will have little worms about one quarter of an inch long or less to contend with, and you will have to be extra careful in the washing of both pickles and keg.

Don't place your pickles near the bananas; agitate your pickles every day and no trouble will ensue

Sweet pickles are easier to handle and require less attention. They are preserved in vinegar with a very heavy sugar content. Strange to say, the midget flies trouble them hardly at all.

Many different devices are on the market for displaying bulk pickles but apparently the most satisfactory article for this purpose consists of a store-ware bowl about 15 inches in diameter made to sit in the top of the 10-gallon keg and is covered by a plain glass top with a handle, through which the pickles are shown in a very tempting and sanitary manner. A small glass dipper with a hole in the bottom for draining gener-

A FEW PICKLE DON'TS

DON'T be afraid to buy a 10 gallon keg. It is a safer package to handle and you can sell the keg.

DON'T leave the keg unopened.

DON'T fail to stir all the pickles on opening.

DON'T, when the first scum comes on sour pickles, stir it up with the rest of the pickles. You have heard of the ostrich burying its head in the sand. The acts are synonymous.

DON'T leave your paper pails standing top side up so the dust can settle in them after the boy sweeps up at night. Stand them bottom side up. Remember some of your lady customers may have a keen imagination.

time let the pickles get bluched up around the sides of the keg where they will be dry. When the day's supply is taken out to be put in the Display Jars, level the pickles so they are under the vinegar. If in a few days after washing them they proceed to cause trouble again inspect them and if you find some of them slippery or very soft so they fall apart on being squeezed, then the best thing is to do is lay for the fellow that sold them, provided you have taken proper care of them and have not had them longer than the guaranteed period, which

ally accompanies the outfit. These are for sale by some of the larger packing concerns. With this display outfit set up in a keg on which is tacked a colored card indicating the kind and price of pickle displayed, and the whole placed on a paper-covered box so that the pickles are about flush with the top of the counter, you have a silent salesman that will reduce your waste to a minimum and will enhance your pickles sales wonderfully. You may have only a couple or three gallons in the keg (the balance being in the basement) and so the element of risk is reduced very considerably.

Selling Left-Over Liquor

Some grocers sell mixed pickles by the pint and quart and gherkins by the dozen.

while others sell them by the pound. In selling by the pound, the paper pail is included with the pickles, and generally the price can be the same as by the pint or quart. Ordinarily, some sweet liquor is left over after the pickles are sold. Strain this and bottle it and the women will be pleased to buy it in summer for salads, etc.

When the bulk pickles are first opened they should be stirred thoroughly. It is a fact that they happen to have been standing on the same end for some time, the virtue of the vinegar to a great extent settles to the bottom of the keg. You will improve their flavor and keeping qualities by a thorough stirring. Bulk pickles are not troublesome when handled with care and where set up as outlined they enjoy a steady sale and

prove as profitable as any article in the store. The expense of providing proper display outfits is a very small matter in comparison to the expense entailed in furnishing containers for coffee, butter and meat departments and the margin is much greater.

Not many people go to a store with the express purpose of buying pickles. They may go after flour, tea, bread, jams—these are staples—but they need reminding about luxuries. They will frequently buy pickles if they see them temptingly displayed and know that the brand assures the quality. Care and cleanliness, therefore, from start to finish must be a factor in the sale of bulk pickles, if they are to appeal strongly to the appetite and purse of the consumer.

Eliminates Waste in All Bulk Goods

St. Catharines Merchant Pays Careful Attention to Weighing—
Always Gets 100 Pounds of Sugar From a One Hundred Pound
Sack—Sells Broken Biscuits at Same Figure as Whole Ones

GETTING one hundred pounds of sugar from a one hundred pound sack, sixty pounds of lard from a sixty pound pail, or, in fact, the full weight from any bulk shipment, is not always easy, and there are a great many grocers who maintain that it can be very rarely done. They contend that there is always a certain amount lost in the weighing out to customers, that a minimum of waste cannot be avoided, and a retailer must figure on some loss, at any rate, in the handling of these goods. As revealed in an investigation by CANADIAN GROCER some weeks ago, out of a large number of inquiries made, there were very few who claimed they could weigh 100 pounds of sugar from a sack purchased as that weight.

But an interview with George H. Sherwood, in his store in Queen St., St. Catharines, Ont., a short time ago, brought to light at least one grocer who pays considerable at-

attention to this very necessary feature in the conduct of a profitable grocery business. Mr. Sherwood told CANADIAN GROCER that great care should be exercised in the weighing of bulk goods, and he maintains that if the sack of sugar or the barrel of biscuits is the correct weight on its arrival at his store, he can get that aggregate weight, in the distribution in small parcels, to his customers. An elevator in close proximity to the rear entrance of the Sherwood store, carries all sugar, biscuits in barrels, and similar bulk goods, to the sec-

ond floor, where spacious quarters, allow for their storage, until time is convenient for weighing them out.

Along one side of the wall is arranged a long table, on which is fitted an automatic scale. "In the case of sugar," Mr. Sherwood told CANADIAN GROCER, "we always weigh it out in two, four and six pound bags. The different sizes are piled neatly in sections on the long table, and the counters in the main store are supplied from here. Since sugar has been higher in price, people do not buy in such large quantities. A great deal of sugar is sold in two pound lots, and also in four pound sacks. In having a man weigh up this sugar away

opened on a busy day, a clerk in lifting sugar from a drawer to the scale on the counter, spills it in some way. Our plan avoids such accidents, and we always have sufficient supplies on hand, so as to always have it ready to hand out to customers."

Purchasing barrel lots of biscuits is very often done in the Sherwood store, and these are weighed out in similar manner to the sugar. "Very often we encounter a good many broken biscuits," Mr. Sherwood remarked, "but we do not sell them cheaper than the whole ones. We make a practice of putting a few broken biscuits in with the good kind. In this way, there is no particular objection on the part of the customer, and we are not suffering any loss. We are getting as good a figure for the broken stuff as for the perfectly whole biscuits."

Methods as outlined in this article of getting full measure in weighing out bulk goods is one that should recommend itself to the average grocer. George H. Sherwood, of St. Catharines, does not lose out on a one-hundred pound sack of sugar, or on a sixty-pound pail of lard. Careful handling of these goods eliminates waste, and the accompanying article outlines methods to counteract loss in this way, and shows how broken biscuits and the ends of meats can be sold at the same figure as the better goods.

from the main store, and uninterrupted by the requests of customers, he is able to give proper care and attention to the weighing, and in this manner, we are able to get one hundred pounds of sugar from the average sack."

Mr. Sherwood does not approve of weighing sugar over the counter. It is in this way that so much waste takes place. "A customer comes into the store," he said, "and asks for so much sugar. If the clerk has to stop to weigh it out, he not only loses time, but it is here that loss takes place. Perhaps, as it so often has hap-

being made that so much waste of necessity be waste. But what is true in the case of sugar and biscuits is also true of lard, bacon and ham. Mr. Sherwood always weighs out his lard in pound and two pound parcels. He does not handle it from the pail as the customer requires it, but has it wrapped in butter paper in the refrigerator. In bacon and ham he has no trouble selling the ends, that are sometimes a source of worry to grocers. Like the biscuits he puts the small pieces in with the good ones, and sells them all at the same figure.

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

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EDITORIAL NOTES

SELL what the people want. Sell it the way they want. Keep the kind of store they want. If you study your customers, learn what they want and supply it; you will make a big success. It's up to you.

* * *

"HAVING discovered exactly what can be done with one staple commodity, devote yourselves to that every day and every week, then seek out every other thing on which you can show similar earnings and push that, too. Thus shall you be working for real profit—not merely for volume, nor for fun, nor your health."—Paul Findlay.

* * *

THINK of your business always as one returning you a liberal net profit. Buy weekly. It is better to buy often than to overload with stock that is not moving. Push some lines all the time. Specializing is good business.

* * *

SUMMER lines offer opportunities for quick turnovers at good profits. Are you, Mr. Grocer, going to make the best of them this coming season?

THE ANNUAL SPRING NUMBER

THIS issue of CANADIAN GROCER is the thirty-fourth annual Spring Number and is the earnest effort on the part of the staff to present to its readers an issue that will be read with pleasure and profit and afterwards used from time to time for reference.

The purpose held before us in gathering together the material used in this big issue was that practical suggestions, ideas and methods of aggressive merchants from all over the Dominion could be presented in a form that could be utilized to the best advantage.

This is the result of many trips on the part of the editorial staff to various parts of Canada, that the best stories might be obtained. All preaching and theorizing so often found in the pages of trade papers is eliminated from the pages of CANADIAN GROCER.

Special attention should be paid to the articles dealing with the spring and summer selling suggestions that have been successful with other merchants. The window displays and store layouts are also worthy of special mention. There are also articles containing suggestions on advertising and others in reference to buying. All of which is useful information and we heartily recommend all merchants to pass this issue on to the clerks that they also might profit by the experience of other merchants outside their own line of vision.

WEEKLY HALF HOLIDAY

WITH the approach of the summer months the weekly half holiday question comes prominently to the fore. For some years past CANADIAN GROCER has issued a booklet for the convenience of traveling salesmen, giving names of cities and towns with information regarding weekly half holidays. The fact that several thousand copies are required each year to supply traveling salesmen indicates that a large army of men is greatly affected by weekly half holidays. Reference to this book, however, shows that the holidays are spread over practically the whole week, from Tuesday to Saturday. This represents a tremendous loss of time and money to traveling salesmen, manufacturers and wholesalers. Trips are badly disorganized, general confusion reigns in the traveler's life during the summer months.

CANADIAN GROCER would welcome suggestions from travelers and retailers as to how the present unsatisfactory situation could be remedied. A uniform weekly half holiday has frequently been suggested for all towns and cities. Perhaps a good discussion of the matter would help towards a solution.

EVER HAVE THIS EXPERIENCE?

WITHIN the past week or so the New York "Sun," the New York "Herald" and the Quebec "Telegraph" have drawn attention to the matter of sending postage stamps when replies to communications are wanted. And in this matter grocers are interested, inasmuch as they frequently get letters from "the other side" enclosing stamped and addressed envelopes, the latter bearing stamps which are of no earthly use in Canada. It can hardly be supposed that Canadians are, generally speaking, better informed upon things American, such as the postal regulations of Canada and the United States respectively, than are the people of the country to the south, but it is a fact that Canadians in the U.S.A. are credited with never affixing Canadian postage stamps to their letters, while it is said to be a constant occurrence to find Americans in Canada using United States stamps on letters posted by them in this country, and Americans in the United States sending addressed envelopes with United States stamps affixed for replies from Canada, notwithstanding their absolute lack of value in this country. It is inconceivable, almost, how anyone can do this, yet every man in business has addressed envelopes come in every week with stamps affixed which are utterly worthless on this side of the line.

INCREASING SALES

"THE best time to increase sales is before you have to." The foregoing remark, credited to a remarkably successful business man, emphasizes a point which is kept clear to the forefront in the mind of the grocer at this season. There is no good reason for pessimism of any kind at the present time. The outlook for the balance of 1920 is exceedingly

bright. At the same time it is advisable to "cash in" right now on all the business that is available. There are very few merchants or salesmen who cannot, by a little extra effort, greatly increase the sales volume during the spring and summer months. Extra effort exerted at this time in selling and collecting will enable a merchant to build up a reserve which is bound to come in useful later on.

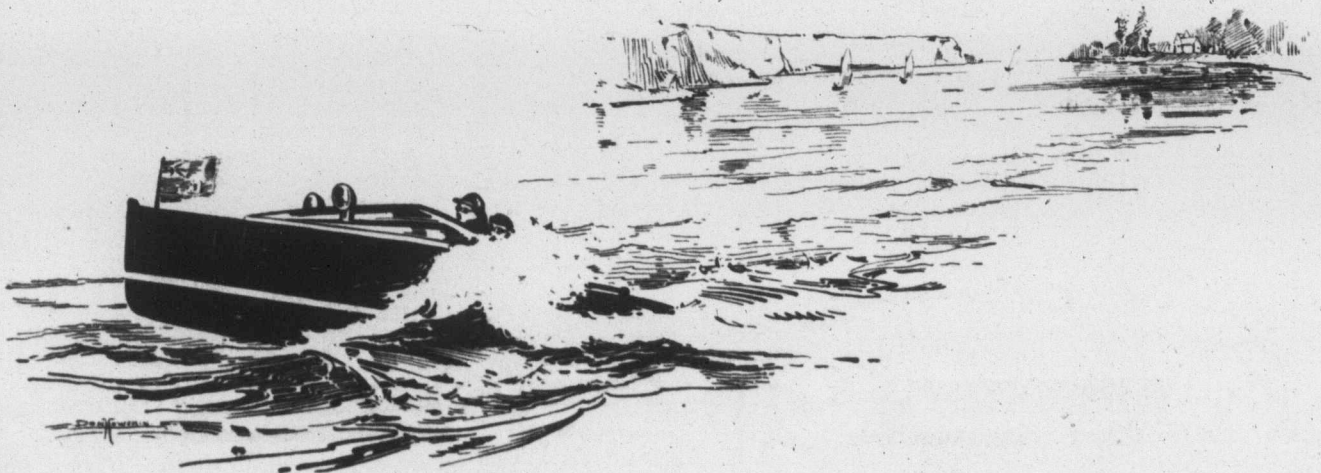
SUCCESS AND PROFITEERING

BARON LEVERHULME, of Sunlight Soap fame, recently referred to the prevailing habit of branding the successful business man as a profiteer. The spirit of to-day is one of cupidity and jealousy, he said, adding, "A feeling is running through the country that the primary sin of a business man is success. The man who has the ability to create, develop, organize and produce is considered as one who must be specially curbed, checked and controlled.

"Our war debts have to be paid by the persistent efforts of all to build up an enormous home and an enormous export trade. Taxation of wealth only means taking money out of one pocket and putting it back into another.

"The greatest disservice we can do the nation is to preach the doctrine that success is profiteering. There should be no interference with the enjoyment of the fruits of industry during the life of their producers."

There are many highly successful business men who have never been in the profiteering class, and there undoubtedly has been in Canada, as well as in England, a popular habit of describing as a "profiteer" almost every business man who, during recent years, has made a success of his business.



Soda Fountain Sells Groceries

R. N. Schefter, Mildmay, Ont., Proves by Experiment That His Soft Drink Trade Boosts the Sale of Groceries

I KNOW that my ice cream and soda fountain business brings trade to my grocery department, because I have proved it to my satisfaction," spoke R. V. Schefter, of Mildmay, Ont., to CANADIAN GROCER in the course of a recent interview. Mr. Schefter convinced himself of this fact in this way. For a period of two years, he was not handling ice cream. He did not have the fountain at the time, and he thought he would discontinue the ice cream trade. "But I found my grocery business was not nearly so large as when I had the ice cream," he said, "and I started selling it again, installing a fountain and also stocking a full line of soft drinks and light beers. I made an interesting experiment last year with this end of my business and I realize now what a real revenue producer this department can be made. Apart from the benefit of a soda fountain, in the way of a stimulus for a larger turnover in groceries, this ice cream and soft drink trade has netted me a good profit. From May first until December 31st last year, I kept close scrutiny of receipts and expenses from this source. After deductions for labor, rent and little incidental items that rightly were charged to this department, I found I had a profit of \$800. Is it not worth while?" Mr. Schefter asked, and the CANADIAN GROCER representative was convinced that grocers who are combining an ice cream and soda fountain trade with regular grocery lines are not making any mistake.

Grasping Opportunities

R. N. Schefter has been in business in Mildmay for the past 24 years. Mildmay is the centre of a prosperous farming community, and for a place of its size, possesses stores that would do credit to a much larger town. Mr. Schefter has not lost an opportunity in getting after trade that is merely waiting to be grasped. With this end in view he has not confined himself to groceries alone. His experience in ice cream and soft

drinks is one instance of what he has done in this respect. Cameras, camera supplies, stationery, cigars and tobaccos, household remedies, class candy, printing and developing amateur photographs, are all a part of his business, and he believes all can be "run" in connection with a grocery trade, and not to the latter's detriment, but rather to its advantage.

Uses Counter Displays

"I have time without number seen instances where my grocery trade has been increased, merely because I have these other lines," Mr. Schefter reiterated to the grocer. "I do a great deal in the way of counter displays, all the time, always showing something in groceries, where it is going to readily attract the eye. Getting after catch trade has been followed with a good deal of success. We are situated on a much travelled road. We are on the main road to Southampton, a popular resort on Lake Huron, in the Summer months. Motorists are continually passing through here and since I have installed my soda fountain, I can say without any exaggeration that the majority drop into my store for ice cream, or a cold drink of some kind. It is in selling these people, to a very large extent, that the grocery trade is helped. With always something on the counter to attract their interest, invariably sales are made. It may be a bottle of olives, some certain kind of cheese, a box of good chocolates, or something that will add to the enjoyment of the picnic dinner that they are to have farther on in the country. In the Summer months I average ten cases of beer and soft drinks each week, to say nothing of ice cream and sodas. Post cards are also profitable. Motorists taking trips want to send cards back to their friends at home. Then the men want cigars and cigarettes. These too, are big sellers to the Summer trade.

Heavy Sales of Candy

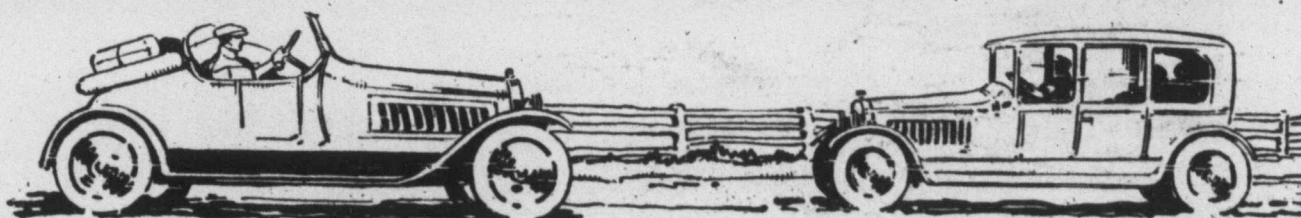
Silent salesmen are so placed in the Schefter store that people coming in

can't fail to notice displays. To the left, as one enters, is a fine salesman, showing box and bulk candy, and to the right is one displaying cameras and camera supplies. Candy sales are heavy in the Schefter store, Mr. Schefter stating that since Christmas, his sales of candy have been approximately 750 pounds. His stock of candy, too, is chiefly of a high grade quality. The counter displays are frequently changed. Of course with the ice cream business, Mr. Schefter keeps his store open in the evenings, and he sells a lot of groceries at night. The farmers come to town, particularly the younger element, in the evenings, and the ice cream parlor is invariably their place of meeting. Mr. Schefter is also the agent for the Victrola. He sells a large number of records, and this too, is also a factor in building grocery sales.

Prohibition Boosts Soft Drinks

The advent of prohibition has undoubtedly in Mr. Schefter's opinion, been a "booster" for the ice cream and soft drink trade. It is not an uncommon thing, he says, to see elder men going down the street eating an ice cream cone and they are frequent customers for the light beers.

"All these departments can be run at a minimum of expense," Mr. Schefter remarked, in conclusion. "When we are busy in the grocery department, the help from the ice cream parlor can be diverted to the counter." There is in the Schefter store a room at the rear for the serving of ice cream, also an onyx counter with stools in front for those who wish to sit up to it. It is here that the Victrolas are also shown, while on the opposite side to the grocery counter are the show cases, with cameras and cigars and on the shelves, stationery, current magazines and drug sundries. A few years ago Mr. Schefter went to Rochester and took a course in photography at the Eastman Kodak plant. His work in printing and developing is on a fairly large scale, last season's turnover being in the neighborhood of \$500 from this source alone.



Where Store Equipment is a Factor

Refrigerator, Silent Salesmen, Modern Counters With Bins, Computing Scales, Meat Slicer, Computing Cheese Cutter, All Combine to Give Service in the Store of R. Snowden, Oshawa, Ont.
—Disposes of Large Quantities of Fruit in the Summer Months

MODERN fixtures play an important part in the store layout of R. Snowden, Oshawa. Located on the main street and no far from the residential district, it is possible to cater to the class of people who appreciate a store of this kind. It is equipped with modern conveniences for the purpose of handling foodstuffs in a clean, sanitary manner. The complete arrangement of the store is a little out of the ordinary in grocery, and makes for a very neat appearance.

Arrangement of Counters a Feature

The centre service is unique, in that it leaves the side shelves, which completely encircle the store, open to the customers, who are free to examine the goods at will, and of course has a tendency to promote sales. On this centre serve system Mr. Snowden told CANADIAN GROCER that the idea of placing the counters in the centre instead of on the side of the store as is the usual case, has proved to be very satisfactory. The shelves being handy to the customers has its advantage, in that customers often bring the goods themselves over to

the counter to be wrapped, thereby greatly assisting us during the rush hours. The centre counters are modern in every way, being equipped with different size bins which are used for goods that are mostly in demand, and especially bulk goods that require weighing. On each counter is an up-to-date computing scale. On the end of one counter is a computing cheese cutter in a case. Across the front of the store and forming one side of the centre service is a refrigerator silent salesman used for displaying cooked meats and bacon, and on top of this is the cash register. "Everything right at our finger tips," said Mr. Snowden.

Equipment That Counts

Near the entrance is situated the meat counter and close by is the meat slicer mounted on a pedestal. The window near the meat counter is used for displaying bacon, cooked meats, butter and eggs, and has been the means of greatly increasing the profit from this department.

On one side of the store is a biscuit

cabinet accommodating sixty tins with glass-covered bins below for biscuits in wooden boxes. Along this same side there is also a glass case for bread and one for cakes.

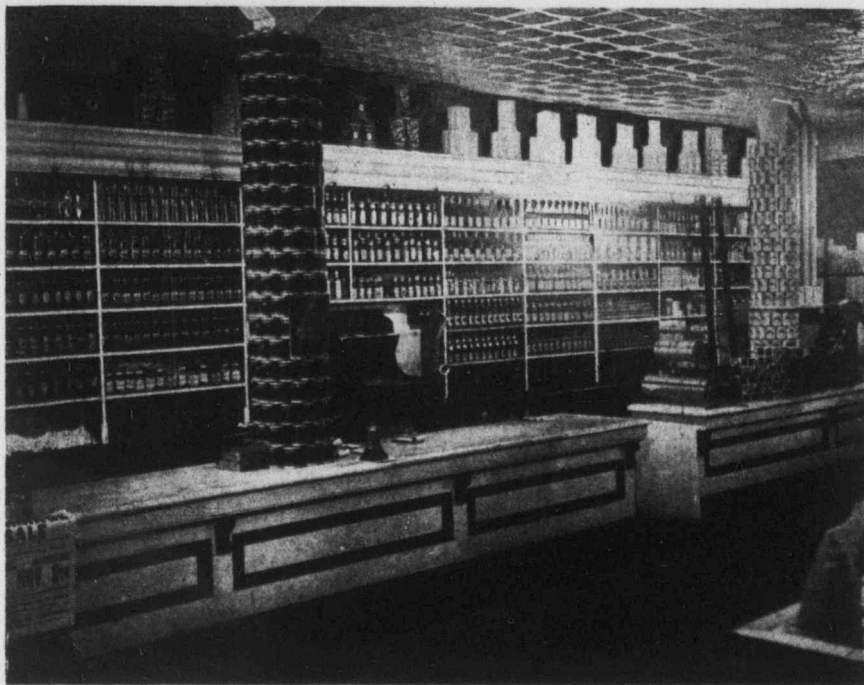
One window is used for displaying fruit, and this part of the business plays an important part in the Snowden store. Oranges, grapefruit and lemons, with a backing of prunes and figs in boxes made a very attractive window display and was the means of making many extra sales.

During the summer season large quantities of the various of fruit are disposed of. "I buy all the small fruits direct from the grower, getting fresh supplies every day, and when a car of the larger fruits such as peaches, plums and pears arrive, I go personally to the car and pick out each basket. In this way I know exactly the kind of fruit and see the quality before buying. There is no doubt that a lot of money can be lost in the fruit business, but by careful buying as to quantity and quality and to the method of handling there is also a good profit to be made."



Store equipment is a big feature in this store. Interior of R. Snowden's store at Oshawa, Ont.

Unique Equipment Facilitates Business in Hare Bros.' Store



IN THE store of Hare Bros. at Bracebridge, Ont., is an arrangement of pipes from the store room on the second floor, to the scales on the counter, for the conveyance of sugar, rice and beans. By pulling a lever, these goods drop into the bag, and are immediately weighed. There are three pipes alongside each other, and the filling of orders for these lines is greatly facilitated. The pipes are not directly over the scales, but just to one side. It is a most convenient system, and on a busy day, when there is a great rush of orders to be filled, business can be handled expeditiously. A similar arrangement down the side of the wall, at the rear of the counter, provides chutes for oats, wheat, barley, and buckwheat. The chutes are all fed from bins on the second floor. Shipments of sugar, and grains are carried to the second floor by an elevator, a big convenience in the successful working of the chute system.

The whole store of Hare Bros. is one that is designed for the quick handling of trade, and modern equipment and labor-saving devices are much in evidence. Two silent salesmen are used for display, and Hare Bros. also lay great stress on the importance of the two front windows for this purpose. These windows are run on pulleys and can be easily raised. In the summer months, when there is a great deal of fruit and vegetables for sale, the sliding windows serve a very useful purpose, and sales are made right on the street. In the winter months, large quantities of fish are sold, and fish boxes for the showing of the different varieties are arranged along the front.

Delivery is also on a systematic basis, and two trips are made in the day. The town is divided into three parts, and the deliveries are at nine, ten and eleven o'clock in the mornings and at three, four and five in the afternoons, each section having a certain hour. Customers are familiar with this schedule, and give their orders accordingly. There is no Saturday night delivery.

SUPPLY BOATS SERVE THE ISLAND

(Continued from Page 131)

time. When Mr. Hanna first went into the supply boat business, it was in 1888. He first rented a steamer, and ran it four days a week. We didn't carry much in those days, and we used to take it off the boat every night. A few years later a larger boat was rented, but unfortunately this boat was burned. The hull was rebuilt and lengthened, and it was

specially fitted for carrying supplies. In 1909, the "Newminko" was built, and two boats then provided the service. Three years later the "Mink" was constructed, taking the place of the older one, and now these two fine crafts of steel frame, ply these waters in the interest of Wm. Hanna & Co."

Pioneers in Supply Boat Business

Wm. Hanna & Co. are pioneers in the supply boat field in Muskoka. The trade has grown enormously from its first in-

ception, and with the ever-growing Summer colony comes greater and increasing business. Even though it was the end of the season, and many of the island homes were closed, it was evident to the newspaperman, that the trade transacted by these boats is by no means on a small scale. Calling at the individual islands, the "Newminko" must have made between thirty and forty calls on this day. "We endeavor to give the tourists and the Summer residents, the very best service possible," Mr. Hanna remarked, in discussing this feature of his business with CANADIAN GROCER. This was evident in the well stocked shelves and counter and people coming on the boat at the various islands found little difficulty in filling their needs. The supply boat carried everything in the way of groceries and meats, and anything in the other lines that was required, could be ordered, and it was delivered on the next trip. "Our customers come right on the boat, and have every opportunity to see what they are getting," Mr. Hanna continued. "We have things fresh and good and we do not fear city or town house competition. People naturally expect to pay a little more for goods sold and delivered to their islands, but the extra charge has been no bar to business."

Selling Ability Counts

The CANADIAN GROCER representative witnessed the turnover of large orders of groceries, and selling ability figured largely in stimulating sales. Mrs. —, for example, came on to the "Newminko" and purchased a full line of groceries, and was influenced to buy goods, that she possibly would not otherwise have thought of, had it not been for the suggestion of the alert salesman. Expense does not seem to be a factor in the purchasing of the average Summer resident, as was apparent, in the lavish manner in which customers bought their groceries. "We have proved to our Summer clientele that they can buy to better advantage from our supply boats, than they can from the mail order houses," Mr. Hanna added, "and that the service is appreciated, is demonstrated in the growing patronage."

FIRM ESTABLISHED IN 1881

The general store of W. Hanna & Co., at Port Carling, was first established in 1881, by Wm. Hanna Sr., starting in a small way. The present premises have been enlarged two or three times, and the departments embrace groceries, hardware, dry goods, boots and shoes, china, and the Post and Telegraph Offices are also located here. The firm consists of the father Wm. Hanna, and his two sons, W. F. Hanna and W. A. Hanna. In the busy Summer season, a staff of thirty is carried, but in the winter months, this is greatly reduced.

Customers Have Choice of 3 Rebates

George H. Sherwood & Co., St. Catharines, Ont., Has System of Rebates in Operation in Their Store—Was First Introduced to Meet Competition of Trading Stamps

GEORGE H. SHERWOOD & COMPANY, St. Catharines, Ont., for some time past have had in operation in their store a system of rebates to customers that Mr. Sherwood claims has been worked with a good deal of success. It is briefly this plan: The customer has the choice of three rebates, cash, groceries or furniture. If cash is taken, three cents is allowed on every dollar; if groceries, value is returned to the amount of four cents; and if furniture, the rebate is the equivalent of five cents. The second floor of the Sherwood store is devoted to a fine display of furniture and household articles. Quite a number of customers take advantage of this opportunity to secure furniture, and Mr. Sherwood believes that this service is not only valuable as a stimulant to his grocery trade, but that it is thoroughly appreciated by the public.

"This system of rebates was first introduced," Mr. Sherwood stated, "to meet the competition of trading stamps a number of years ago. My father, who did not approve of trading stamps, launched this scheme, and we have long since been convinced of its value as an attractive factor in bringing trade to our store. That it has not only survived, but has developed and grown throughout a long period, is possibly the best testimony as to its usefulness in our business."

A Great Believer in Display

Within comparatively recent date, the Sherwood Company moved into new premises on Queen street. Quarters that are spacious and commodious, arranged with all the convenient devices of a modern city grocery, attract the eye. The arrangement of the interior, with the idea of setting forth the stock to the best possible advantage, might well be copied by a great many grocers, looking for better ways of improving and rendering more attractive their stores. "We are great believers in display, as an inducement to better business," Mr. Sherwood remarked to CANADIAN GROCER. "We change our windows every week. We keep our showcases at the front of the store constantly renewed with fresh stock." One showcase, in which is shown a high-grade chocolate, is a productive source of trade, and Mr. Sherwood told the CANADIAN GROCER representative that they sold on an average fifty pounds of chocolates weekly to their regular customers. "We also keep a large table in the centre of the store for purposes of demonstration and display. We aim to have as many demonstrations as possible, and any new goods that recommend themselves to us, and the manufacturer desires to demon-

FURTHER ADVANCE IN STORE-EQUIPMENT LIKELY

In discussing increasing costs of goods since 1914 and 1915, a manufacturer of store equipment gave CANADIAN GROCER some very interesting figures the other day. This firm makes store counters. Their list in effect this year shows prices 80 per cent. higher than in 1915. That is, a counter selling at \$5.00 per foot then, now sells at \$9.00. This is a reasonable advance when one considers that oak selling in 1915 for \$35, \$45 and \$65 per M. for common, selects and firsts and seconds now costs the manufacturer \$150, \$190 and \$210 per M. Basswood that cost \$28 and \$30 in 1915 now costs \$75 to \$80 per M. Pine culls and spruce have doubled in price. Glue has advanced from 13c to 38c per lb. Hardware is up about 100 per cent.; oils, turpentine, varnishes, fuel, cartage, taxes, etc., about 100 per cent.; glass 300 per cent.; labor 125 per cent. in wages and this manufacturer states with 20 per cent. less production. Show cases which are 60 per cent. glass change in price with the fluctuation in glass.

trate them practically, we are glad to have the demonstration in our store."

Church Sales in Store

Inviting ladies' organizations in the city churches to hold their sales of home-made cooking in the store on certain Saturday mornings is also done by Mr. Sherwood. "Co-operating with these societies in this way is good business," Mr.

Sherwood added. "These sales bring a lot of women to our store and a proper display of goods, once they are here, induces buying. Besides, the good-will created, by permitting these sales, is worthy of consideration, and customers are often permanently gained in this manner."

"Our policy is to endeavor to give our customers what they ask for," Mr. Sherwood replied to the query of the CANADIAN GROCER representative as to whether he made a practice of introducing new lines to any extent. "But, of course, if there is a new line comes on the market, and it recommends itself to us, we display it and talk it to our people. Recently we had a certain kind of jam that was moving slowly. We put it out on the table in the centre of store and it was remarkable how quickly it was disposed of."

Handles Goods Easily

The facilities for handling goods in the Sherwood store are worthy of note. Storage space is amply provided for, not only in the basement, but in the rear of both the first and second floors. An elevator carries stock to the second floor. Here all sugar is weighed out and parcelled, and consequently is never handled over the counter. What this means in the actual saving of time on a busy day and in the elimination of waste is of inestimable value. Likewise a number of other bulk lines are prepared beforehand for distribution. In the store itself the putting up orders by the clerks in wire baskets before they are gathered for delivery is also an innovation that is practical. This avoids mixing of orders, and renders the checking of the same much easier.



Attractive interior of George H. Sherwood & Co.'s new store at St. Catharines, Ont., where modern equipment predominates.



Novel Schemes That Have Helped Business

An Advertisement That Is Unusual

Here is an unusual heading for an advertisement which was used by Carroll's Cash-and-Carry Stores, Hamilton, Ont.:

This week six hundred cases —. This corn is solid pack and unbleached. Just the corn as it comes from the cob. Before buying it we opened tin after tin. We also tried it on our own table and gave it to



others to try. Everyone who tried it pronounced it to be the best corn tasted this season. Despite this it is labelled "seconds" and the reason is this: In one end of almost every tin there is a dark spot, sometimes about the size of a pea, sometimes as big as a cent. What it is or why it is nobody knows. It is something that has been bothering canners this season both in Canada and the States. Analysts have not been able to determine its exact nature, but think it is something in the soil on which the corn is grown. It is not dirt and it will not hurt. All you have to do is to watch when you open the corn. If it is on the top remove it, if it is not on top empty contents carefully, watch for it and remove it if it is there. It will either be on the top or bottom if it is in the tin at all. I unhesitatingly recommend this corn as being good corn and tremendously good value at 13c per tin, or 2 tins for 25c.

Using a Pillar To Advantage

A post in the middle of a store is often the despair of a merchant trying to arrange his fixture. To use a pillar of this sort to the best advantage was a puzzler to the McTaggart store, Vancouver. Mr. McTaggart incorporated this post in a cashier's cage, which had to be built some place, anyway. The effect is far from disfiguring.

This Store Known by the Biscuits It Keeps

"This Store is Known by the Biscuits It Keeps," states the legend on the biscuit carton in a Vancouver grocery. "You mean the ones you sell," smiled one customer. "No," said the grocer, "by the ones we keep — WE KEEP ALL THE BROKEN ONES."

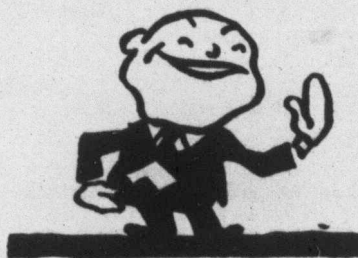
Puts a Sticker On Each Parcel

OUR APPRECIATION
of Your Purchase Sticks to
Every Package
JONES & COMPANY

The above is a gummed label, 1¼ by 2¾ inches in size, which is used to good effect by a grocer in Ontario. Every parcel that leaves the store has one of these labels attached.

Does Not Believe In High-up Displays

There is a grocer in Vancouver who does not believe in big displays of merchandise high up. The theory in this case is that it is not an advantage to put anything to take away the customer's attention from the merchandise for sale at her hand.



Let Customer Decide Fixture Locations

In a certain drug store in a Quebec town, the proprietor of the store lets the customer, so to speak, decide the location of his fixtures. Sounds a bit funny, doesn't it?

"I noticed," said this proprietor, "that when the average customer walked into the store, a certain pathway would be followed toward the counter, or the silent salesman used for serving. This made me decide to put certain cases there, right where the goods I wanted them to see would be displayed. And so I changed the location of another case,

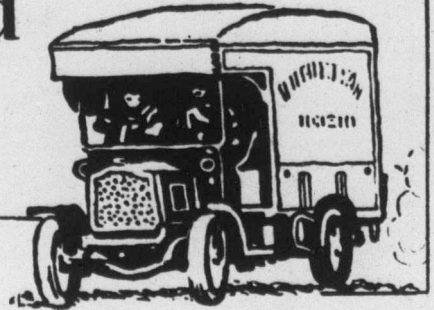


and made changes once in a while, of the goods we wanted the people to buy."

A good plan this. Where do your customers naturally go after they have entered the front door? 'Tis an easy matter to find out, and by observing, for a day, or a week, where the majority of them make for, it will be possible for the grocer to soon decide where to place a given class of goods that it is desired to sell. The candy case, for instance. Would it sell more chocolates if placed where the customer is likely to stop, even momentarily? In the evening, is a strong light directed right on the candy trays, the dainty array of bon-bon boxes, the glass jar sweets? Or even the arrangement of water-ice wafers and fancy biscuits?

The suggestion seems to be a good one. Ever try it? Should be worth a good trial, shouldn't it?

Ideas That Have Proved Profitable To Other Grocers



Getting Goods Delivered on Time

One of the greatest worries the grocer has to contend with is getting goods delivered to customers at the time required. In the rush of a busy morning very often an order is forgotten until a call comes over the phone that Mrs. Jones is awaiting her order. Then there is a scramble and a rush to locate the order, and as it sometimes happens, a special delivery is sent kiting off with the order so that Mrs. Jones might still remain a satisfied customer.

To eliminate this forgetfulness and so there will be no excuses why

	NAME	TIME WANTED
✓	Mr. Jones 45 King St.	9 A.M.
✓	Smith 100 Adelaide	2 P.M.
✓	Clark	no time

orders did not go on the proper delivery, T. A. Rowat & Co. adopted a plan whereby these maddening errors are done away with, and also places the blame for non-delivery of orders upon the proper person.

Sheets of paper are ruled like the illustration, a column for checking, name and address and the time the order is wanted. When an order is taken over the phone or over the counter, the salesman or telephone clerk immediately registers the order on the sheet.

One clerk is held responsible for the delivery. As each delivery leaves the store this register is referred to, and every order that is marked up for that trip is got away on time.

Shows Sample of Each Kind of Biscuit

To stimulate the sale of biscuits, W. J. McCully, Stratford, has a flat glass case about two inches in height on the counter in which are displayed a sample of every biscuit he carries in stock with the name of each biscuit and the price per pound on a strip of paper attached beneath each variety.

Customer May Have Article on Display

A large number of people have the idea that articles displayed in the windows are in some measure superior to those in the store and for that reason a grocer in a Western town has had his windows built low so that if a customer wishes she may have the article on display.

Disposing of Goods on the Top Shelf

A retail grocer placed some lightweight articles on a high shelf, with a long hooked pole standing nearby. He reduced the price slightly and put up this sign:—

"Pull one of these down, and then pay the cashier 39 cents—you save the 'overhead expense.'"

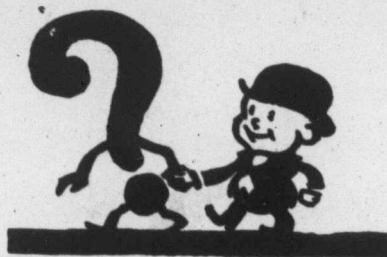
Montreal Grocer Has Time Clerk

Do you employ a time clock to check your men? Does the idea appeal to you as a grocer? Will it secure such results as to make its cost worth while?

D'Argencourt's, St. Denis Street, Montreal, uses one. It is placed right at the entrance to the store—immediately to the side of the door entrance. The salesmen are required to punch their key, and thus indicate clearly when they arrived in the morning, how much time taken for lunch, etc.

"How does this idea work?" was asked of Mr. Trottier, the proprietor, by CANADIAN GROCER.

"Alright; it is satisfactory. We know just what time the men are putting in, and it helps to keep them more regular, if anything, with their

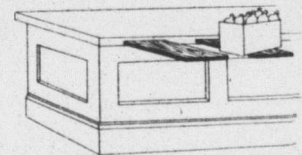


hours. Of course, we do not deduct for any little time that they may lose, but they are more inclined to be prompt. We have used this clock for a number of years and it is working out alright."

This clock serves another purpose. Being easily seen from the store entrance, and without coming right into the store, customers, or others passing, may "get the right time." It serves to make an impression upon the mind of the customer, or the prospect, whose store this is.

Sliding Shelves Built on Counters

The majority of delivery boys and also clerks have a great habit of putting boxes on the counters when being filled with an order to be delivered, and also when replenishing shelves, cases are set upon the counter with the result that the counters soon become scratched. To overcome this bad habit, A. J. Clark & Co., London, Ont., have built into their coun-



ters sliding shelves (see illustration) similar to those found on office desks. When the shelves are not in use they are pushed in out of the way.

Accommodates Returning Summer Tourists

In an effort to secure as much trade as possible from people returning to town after their summer at their lake or country homes, an enterprising grocer anticipated the move by writing them a letter asking them for their order to be delivered at their house immediately on their return. This effort to have their supplies waiting for them, without any inconvenience, was appreciated by a great many and also brought business to the grocer.



Novel Schemes That Have Helped Business

Orchard Atmosphere In the Windows

During "Orchard Week" Almy's, Limited, had a unique and effective window in which only oranges were displayed. The setting was very effective. Miniature orange trees, set in large wood tubs, painted green, were effectively arranged with oranges of varying sizes, depicting well-formed fruit in various stages of growth. Some oranges were small, some large, and with their orange color and close-to-the-natural tinge, they gave every appearance to the on-looker of being the real thing.

Of course, the color scheme was green and orange. Little piles of oranges here and there, with leaf-green material interspersed, made an effective scheme that quite clearly breathed the atmosphere of the orange grove. Surely there could be nothing quite more effective, if as much so, in bringing the buyer to the point of decision. With advertising directed to buying oranges this week, here was one of the very surest ways of putting sales across. The plan was well conceived and cleverly carried out.

Mirror in Window Tempt the Ladies

E. Noel, grocer, Maitland and Dundas Streets, London, Ontario, has shown rare discrimination in installing in one of his windows a large clock bearing the inscription, "Correct Standard Time," and in the other a mirror. No woman passes without a glance in the mirror to see that her millinery is not askew, and a man likes to know the time without the bother of taking out his watch, thus the gaze of many pedestrians is daily directed to the windows, which are always trimmed with seasonable goods.

A Mailing List For Sending Circulars

Every merchant some time or another has use for a mailing list to be used in sending out circulars or other store news. To go over the directory for names every time a list is needed is laborious work. A grocer in Ontario has a simple method of obtaining a list. He keeps handy an indexed book and when orders are received, the name and address is noted in the book under the proper letter. At another time he secured a number of sample bottles of a certain sauce, and an advertisement containing a coupon was inserted in the daily newspaper, stating that a sample bottle of sauce would be given to each person signing the coupon. In this manner hundreds of names were secured for the mailing list.

Book Covers Free For School Children

An idea out of the ordinary used by Hayes & Company, London, was that of giving paper book covers free among the school children. These were made of strong manila paper, so cut as to serve the purpose effectively, and gummed so that they might be secured in place. On the back was an advertisement, something like this:—

FREE

We give these book covers to anyone having a book he wishes to cover. Tell the folks at home that they can get them also by simply calling at our store.



Plant Seed In the Window

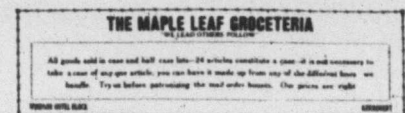
Every grocer sells garden and flower seeds in the spring and early summer months. The majority put the display case in the window or on the counter or somewhere else in the store in a more or less conspicuous place. Mrs. S. Ross, grocer, at the corner of Humberside and Dundas



Streets, Toronto, has tried out a new idea this spring which is working to splendid advantage. The delivery boy arranged three good-sized boxes in a south window where they would get plenty of sun, planted radish and lettuce seeds, also onion sets, and some flower seeds. These could gradually be seen coming up from time to time, so that now they are well above ground. This display has attracted a great deal of attention, and has been the means of getting Mrs. Ross more business in seeds. A display of the garden seeds she had in stock, in the original case, is right beside one of the boxes. The healthy plants coming up is strong evidence of the existence of the germ in the seed.

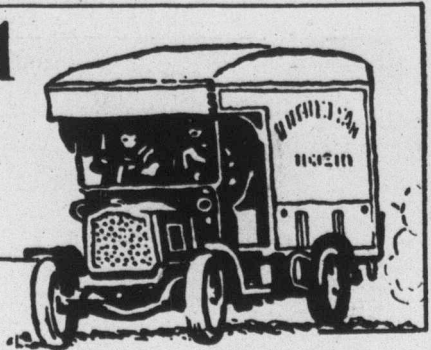
Beating the Mail Order Houses

The above is a cut of an advertisement from Kerrobert, Sask. This ad. was 5 by 15 inches in size, and reads as follows: "All goods sold in case and half case lots—24 articles



constitute a case—it is not necessary to take a case of any one article, you can have it made up from any of the different lines we handle. Try us before patronizing the mail order houses. Our prices are right."

Ideas That Have Proved Profitable To Other Grocers



Where Is the Cashier's Cage?

Some grocers have given close attention to the location of the cashier's cage. Where the system of handing customer a ticket for presentation to the cashier for settlement is followed, many have wisely located the cage near at hand where it will be most readily accessible. This is done, in a Quebec store, a few steps from the point where the customer received slip thrown out by the cash register. A few steps only are needed to take customer to the cashier, another slip being returned as a receipt for the one surrendered.



In two Montreal stores—in fact, in several of them, the location of these cages has been figured out in such manner as to save time and steps. In at least two instances they are so well placed as to save any movement by the customer, more than to turn around and make two to four steps, immediately opposite. In the Macklaire store on St. James Street, and in D'Argencourt's, on St. Denis Street, this plan is followed. It is an important consideration.

Has Coffee Mill Near the Front Door

The coffee grinder in the McTaggart store, Vancouver, is located at the door, where the aroma of the fresh ground roasted coffee will float out and assail the nostrils of the passerby. Mr. McTaggart maintains that many a man, and women, too, are brought in for coffee as a result of a good "whiff" of the fresh ground, as they passed. While CANADIAN GROCER was speaking to Mr. McTaggart, a lady asked for coffee, not naming any brand. "We have all

the popular brands," said Mr. McTaggart, and volunteered the remark, "We're selling a lot of our own freshly ground." She walked out with a pound of McTaggart's coffee done up in a neatly-printed wax-paper bag. "Our bulk biscuit business has jumped up immensely," stated Mr. McTaggart, "since we started putting up all bulk biscuit orders in our own folding cartons—they insure the biscuits getting home in an unbroken condition."

Street Cars Stop In Front of the Store

As you are probably aware, the traffic all turns to the left in Vancouver. It is being strongly urged that the rule of the road be changed to conform to those in other parts of the Dominion. When they change the street cars will stop in front of McTaggart's store. "And that's one thing I hadn't figured on," chuckled McTaggart.

Cold Storage That Is Inexpensive

If all the cold storage that the grocer needs could be had without cost of up-keep, then, indeed, one of the great handicaps and worries which every grocer must face in the hot weather would be done away with.

Here is a unique cold storage which costs absolutely nothing for upkeep. It is that of D'Argencourt, Registered, 379 St. Denis Street, Montreal. Located in the basement—to the rear of the regular wine and storage cellar, a second cellar has

been provided, and which is used for the storage of various products that require a cool, even temperature; for the most part it is used for



vegetables and fruits. Its advantage rests in the evenness of the temperature, there being little variation. Even in the hottest summer months this compartment is cool and clean. And it is kept cool through the adoption of a simple principle.

Immediately above is a garage—used for the storage of the delivery cars used by the firm. The floor, walls, ends and ceiling of this spacious storage are of concrete. This, then, is the secret of the cool, even temperatures which are always maintained, that of having the enclosure "vault like," all uneven temperatures being effectively shut out.

The room is large, about 25 feet square, and a full car of potatoes, other coarse vegetables, oranges, lemons and other fruits, or different kinds of produce, can be accommodated.

Gummed Paper Strips Remind Customers

Having gummed paper strips printed as follows: "It is time to reorder," a grocer in Western Canada pasted them near the bottom of the bottles or jars of vinegar, or oil or jam or anything he sold in a glass container. He called the attention of his customers to the fact that it might save them possible disappointment if they heeded the warning on the paper strip as soon as the contents of the jar reached the level of its edge.





Bulk Display Always Sells Oranges

Harriston Grocer Sells 50 Dozens on a Saturday by Placing Them in Bulk in the Window—The Only Method

SELLING oranges by a bulk display is the only way to stimulate sales. R. A. Cormon, Harriston, Ont., recently sold fifty dozen in this way on a Saturday, and believes it is the only method to get oranges moving. He put them in the window loosely, filling it up, and put a price ticket on them. He was gratified with the experiment, and intends to adhere to it in the future. Mr. Cormon has only been established in Harriston a little over a year. He does a strictly cash business, and only delivers orders over 2. However, delivery is not a matter of great concern in his place for the reason that the bulk of his trade is with farmers. He told CANADIAN GRO-

CER that he had a mailing list of five hundred customers, chiefly in the country, and these he circularized weekly with the announcement of specials available in his store at the week-end. He found this plan of reaching his buying public advantageous, and he stated from the standpoint of returns very profitable.

PULLING IN \$500 FOR CANDY MONTHLY

Continued from Page 135

to. The chocolate eggs that such and such a firm makes are not first-class, and if we could only get the eggs we used to

A. H. Atkinson, Deloraine, Man., believes in an attractive interior, as this photograph shows. He lays great stress on the importance of display, both in his windows and also in his store. He has a rest room at the rear of his store. It will be noticed that he has silent salesmen for the display of high-grade candy, of which his sales show steady increase.

buy from Blank & Co., and also from Dash & Co., they would sell, and sell well. Why, we used to sell as much as \$1,000 worth of these eggs during the Easter season, when we could get the reliable kind."

This complaint of Mr. Trottier's was given seriously, and he feels that with more care exercised in making these specialties, the manufacturers would find it greatly to their advantage. As it now is, they suffer, the whole trade suffers.

Asked as to the reasons why these Easter eggs were not up to the mark, Mr. Trottier stated that, whereas the better eggs he used to be able to get were of ideal quality, and also of almost perfect imitation, as compared with the natural eggs, those available to-day are of inferior grade, and imperfect imitation. This displeases the customer.

With the use of display, both interior and windows, the d'Argencourt candy trade is bound to grow, and grow greatly.

Display of Appetizing Bowl of Cooked Apricots Sells 400 Cases in a Week

When a representative of CANADIAN GROCER strolled into the store of A. Beattie & Co., Stratford, recently, he noticed an appetizing bowl of cooked apricots temptingly displayed on the counter and nearby was another bowl containing a splendid sample of dried apricots. Upon remarking upon it, Mr. Beattie stated, "When the invoice arrived for those apricots I was amazed at the price. I hadn't the faintest idea that the cost would be so high. I had to get 60 cents a pound to make a profit. This selling price seemed to be prohibitive and we drifted along in the usual method of trying to sell them by opening a box on the counter. A few pounds were sold, but not many, and it looked as though the reason was that the price was too high. I did not want to cut the price and schemed to hit upon a plan to move them off. I put a half pound to soak over night and in the morning had them cooked. I then placed them on the counter together with another bowl of dried ones, just as you see it there. The result was that immediately sales were made. People had no idea that a half pound of dried apricots would swell to such a large quantity."

"How many did you sell?" the GROCER representative asked.

"I sold ten cases in a week," Mr. Beattie replied.

This is an instance where a little thought put into the selling of any line will move it off with a profit to the merchant and satisfaction to the customer.

STR. "CITY QUEEN" A MODEL GROCERY

Continued from Page 134

It is not possible to call at all the cottages in these trips up through the islands in Georgian Bay, but stops are made at Central points. The blowing of the whistle announces to the cottagers that the supply boat is approaching, and knowing just about the time, it will reach a certain place, they come in all manner of small craft to make their purchases. This is a busy time for the staff, which usually consists of two and sometimes three clerks, and the boat hands too are pressed into service, when there is a great rush. Knowing just what quantities the people usually buy, an effort is made to have the bulk goods already made up, and this greatly expedites matters in taking care of the needs of all the people who come on to the boat.

The steamer "City Queen" usually starts her trips about the end of June and continues until September 20.

Prompt Following of Market Changes

Brings Big Results on Staple Perishables in Which Everybody is Interested—How One Produce Jobber Gets Effective Co-operation From the Local Retail

A CERTAIN town of 80,000, not a final market, not located on through lines of travel, has a rather enterprising produce jobber. He has his troubles to get effective co-operation from the local retail, who is slow to sense changing conditions and act with the promptness necessary to cash in on them.

Being in such a market, this jobber had always handled strawberries by the case, buying at second hand, shipping in by local express and necessarily selling at prices which no more than meet outside competition without netting him any profit to speak of. But once, a season or two ago, some peculiar circumstances operated to land an entire carload of berries on his siding on very short notice. He knew on Friday that they would be in Sunday or Monday.

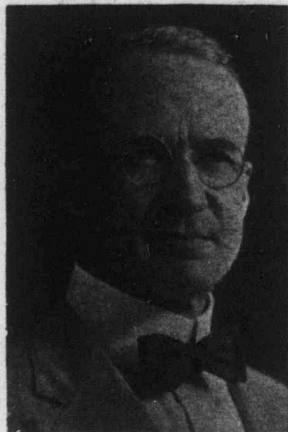
He reasoned thusly: "Monday sure is the worst time for berries for two important reasons: First, it is washday; second, folks have just had their Sunday feast." But the berries were rolling in and must be handled, or lost. So he took what he thought was an almost desperate step: He advertised them, setting the retail price on them, and got away with it!

Retail Merchants Jealous of "Prerogative"

He knew, as we all know, that retail grocers object strenuously to any hint from the jobber as to what price they shall make. They say to him: "You get your price from us. Then the goods are ours. It's none of your business what we sell them for—you keep out of that end of it!"

But he also knew that the grocers who had been paying him \$4 for 24s, and selling them for 20 cents, the pint box would not make up to the new market conditions suddenly enough to move the berries unless he helped them along. His new price was to be \$1.80 for 24s, so at 10 cents the box the grocer would make 25 per cent. on sales and undoubtedly move lots of berries. So he advertised fresh arrival of handsome, full-flavored Southern berries at **TEN CENTS THE BOX** in the Sunday and Monday morning papers. The car rolled in on Sunday and he took care of it. He was on hand extra early Monday morning and had his telephone men primed to talk the stock from seven o'clock on.

The men mentioned the berries and the new price on them as they took phone orders; but despite this effort, the sales made over the phone were a dab—would not have influenced the carload perceptibly. But along about 9.30 things began to happen. The telephone bells jangled steadily and every grocer, in-



Henry Johnston, Jr.

cluding the entire list of those who already had turned down the offer of berries, bought heavily. They came back for more so repeatedly that by night there was no danger that any berries would be lost.

What had happened? Why, housekeepers all over town had seen the ads and a cost reduced from 20 cents to 10 cents the box had hit them so forcibly that they could not choose but feel that this was the cheapest dessert they could get. So, at the end of each grocery order, the woman said: "And a box of those strawberries." Back came the grocer's answer: "Why, we have no berries." "Oh, you must have. I saw them advertised at **TEN CENTS** in the morning paper." So the grocer put them down. Then he investigated the new cost, found he could sell for 10 cents very nicely and make fine money, so he hustled in his orders.

Perishable Market Must Be Followed Pronto!

There were two happy effects. One, the grocers never seemed to suspect or be conscious even of the fact that anyone had trespassed on their preserves. They got busy selling berries and made such a nice, quick cleanup on them that nobody thought to kick because the jobber had forced their hands in this effective way. Second, the berry market was stimulated—all in 24 hours—in such a permanent way that nobody had to educate or persuade merchants to buy or customers to absorb full arrivals on the new level. That town handles berries in carlots now as a matter of course.

That is just one illustration of the way merchants must be up and coming if they are to reap the best results from their perishables. Because a certain

condition ruled last year, or some years ago, is no sign in the world that similar things will occur again. No, sir! That is the best reason for expecting opposite conditions to rule now.

A time ago the orange crop was heavy. When that happens there is an excess of small sizes and they are comparatively cheap, while then large and medium sizes may be dear. Right now there is a small crop and, because the energy of the trees goes into fewer fruits, they grow extra large. Hence, large sizes are now cheaper, relatively, than either medium or small ones—in fact, small sizes are high.

In such circumstances, there is no use bewailing the absence or high cost of your "favorite sizes" for conditions are there, cannot be changed, are against the possibility of getting just what you think you want and must have. The right move is to change promptly with changed conditions. Make a virtue of the necessity to handle large fruits; buy them, price them in line with their cost—just now so very moderate—put real salesmanship behind the work and make money out of being thus prompt to seize on prevailing conditions.

The fruit business is no place for the easy-going laggard. It is the finest kind of picking for the man who is alertly on his toes to grasp and utilize the ever-changing circumstances that must surround the production and distribution of any natural product.

Another Statement

A man who has two stores sends me figures from his branch for analysis as follows:

Stock value, Jan. 1, 1919	\$ 4,064.09
During the year we charged goods valued at	20,716.91
Cost of handling those goods	785.70
	\$25,566.70
Cash	\$19,418.46
We credited this store with	
Produce	1,409.44
Goods returned	238.07
Government road camp accounts transferred to and collected through main store	3,351.04
Stock, Jan. 1, 1920	4,778.10
	\$29,195.11

Our total cost of doing business in 1919 was \$2,245.26, of which amount \$1,745.26 was paid in cash, balance of \$500 is for proprietor's salary. Our cash receipts for the year were \$24,297.03. If we add to this produce valued at \$1,409.44, and amounts transferred of \$3,351.04, the total business was \$29,057.51. Produce is taken in trade and is therefore considered as sales. What was percentage of cost of doing business and of profit for the year?

The debtor and creditor sides do not
(Continued on page 155)



Interior of W. H. Stone Co. main store at Winnipeg, Man., showing a very attractive arrangement.

Grows From a Small Beginning

W. H. Stone Grocery Co., Winnipeg, Man., Celebrates 35 Years in Business—Development and Progress of Concern is Closely Allied With That of the City Itself

A FEW weeks ago, the W. H. Stone Grocery Co., Winnipeg, Man., celebrated thirty-five years in business. The history and development of the Stone stores is one of the interesting chapters in the growth and progress of Winnipeg. It now embraces three retail stores, as well as an extensive country sales department. It takes in not only groceries, but hardware and allied lines. As early as 1885, W. H. Stone, the father of the company, started a small grocery business in Winnipeg with A. Bryson. Each put \$300 into the business, and with only one employee started what is now one of the largest concerns of its kind in the City of Winnipeg. In 1889 the partnership was dissolved, Mr. Stone taking over his partner's interest.

A Little Shop the Start

The little shop continued its trade in staple and fancy groceries until, in 1907, expansion of business necessitated the removal to larger quarters. The present property was then purchased, and a store built. In the fall of 1910, the first branch was opened in the north end of Winnipeg. So great was the development of this branch store, that the busi-

ness grew too big for its premises, and another purchase of property had to be made, and another new store built. So varied were the demands made on this store that the management decided on a departure from "strictly grocery trade" and embodied in the lines of goods carried, hardware, paints, china and footwear, with the grocery trade remaining the basis of the business.

The impetus given to the development of trade during the years of wealth and plenty abated very little during the early years of the war as far as the W. H. Stone company was concerned. Steady increase in business was what the barometer regularly registered for this concern until in the fall of 1916 the success attained merited the inauguration of still another branch. The expansion of the city to the south and the enlarged population of the Fort Rouge district made a splendid trade opening for the W. H. Stone Company, and in the fall of 1916 a third branch was opened.

Success in Country Sales

In the meantime the rural phase of the business, conducted at the present store since 1912, had been developing and expanding until the territory served

embraced all of Manitoba, Saskatchewan, Alberta and even British Columbia. By virtue of the volume of business handled, this branch of the trade has now acquired a status of its own and has attained to the dignity of a separate department, known as the Country Sales department, with the result that its imposing proportions have created a demand for new quarters. It was for this purpose that the company secured the top floor of the William Davies building, and suitable office accommodation on the first floor of the same building.

The Founder Himself

Mr. Stone is an Englishman by birth, and a grocer, not by inclination or accident, but by training and experience. He was born in Somerset, Eng., and shortly after leaving school became apprenticed to the grocery trade. When quite a young man he migrated to Canada and, guided by the hand of fortune, made his home in Winnipeg. For a short time prior to entering business for himself, he was associated with the Co-operative Grocery, a firm now extinct. In 1885 he first established his little business in conjunction with Mr. Bryson, as referred to above, and since that time Mr. Stone's

personal business record has been identical with the record of the W. H. Stone business. Mr. Stone remained actively connected with his business until about 1910, when declining health forced him to withdraw from the strenuous task of controlling operations. In the winter of 1910-11 Mr. Stone retired, and has established a permanent residence in Victoria, where he enjoys the fruits of his previous labors. He has retained association with the business and is a director of the firm and an able adviser as to the policy and operations of the business.

Limited Liability Company Formed

Following the dissolution of the partnership with Mr. Bryson, Mr. Stone conducted an individual business until April 1907, when a limited liability company was formed to administer the business, with W. Hooper Stone, Mrs. Ellen K. Stone, Archibald F. White, William E. McCrea and W. Percy White as original shareholders.

The original directors of the company were: Mr. Stone, A. E. White and W. E. McCrea.

When Mr. Stone withdrew from active participation in the work of the firm, A. E. White assumed a considerable part of the responsibilities and purchased a portion of his stock in the company; and now Mr. White is president and general manager of the entire business, the other directors of the firm being Mr. Stone, W. P. White and Mr. McCrea.

Maple Syrup "Run" Surprisingly Good, Says Quebec Merchant

F. P. Houlahan, Sherbrooke, Que., Has Built Up Reputation for Maple Syrup and Fills Orders in Many Parts of the World—Demand Greater Than Supply

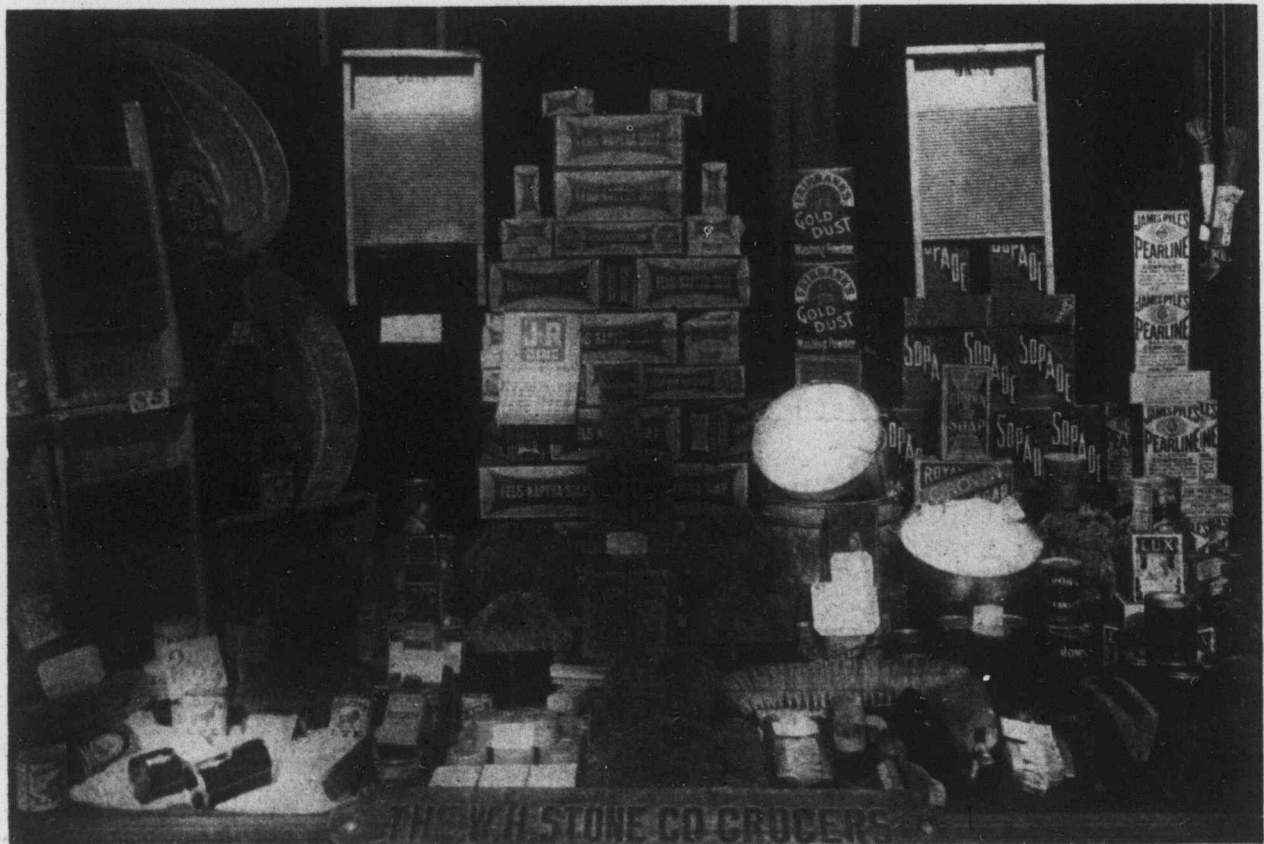
"WE have orders here for maple syrup and maple sugar to be sent not only all over North America but to South America, England, Ireland and France," said F. P. Houlahan, of Sherbrooke, Que., producing a sheaf of orders for maple syrup in answer to an inquiry made by CANADIAN GROCER as to the maple sugar crop this season. "Yes," continued Mr. Houlahan, "the sugar crop was not expected to be much this season but it was surprising when the run began. The results have been very good. We are right in the centre of the finest sugar maple district in the world and it is only natural that there would be some export.

Service Pays

"You enquire," he continued, "how some foreign orders should find their way to this grocery store in a little town in Quebec. There are several reasons. First this grocery store has been here on this

very corner in Sherbrooke, Quebec, for sixty-three years. I started here as a messenger boy. Our one aim is quality and service; a satisfied customer as a result. The aim has been carried out to the best of our ability in every line whether it be maple syrup or a box of matches. The result has been that we never lose a customer, even when they move away. In the spring they want some of the Canadian Maple Syrup, and they always remember where they can get the best the season has produced. They tell their friends, they tell others, and so in years we have found customers whom we have never seen and whom we will never likely see. Service pays. We have filled orders for 500 gallons this spring and still we are unable to fill all the orders we have received.

"There are different grades of maple syrup. We have some of each here, but we also have different prices, letting the customers thoroughly understand that they have a choice. It is only in fairness to our own business and the future of our prestige in the sugar line."



This illustration shows how the W. H. Stone Co., Winnipeg, displays house-cleaning lines.

CURRENT NEWS OF THE WEEK

Canadian Grocer Will Appreciate Items of News from Readers for This Page

QUEBEC

The first passenger vessel of the season from Europe steamed up the St. Lawrence and docked at Montreal Tuesday evening last. It was the S. S. Saturnia, of the Cunard line. This event have been looked forward to in business circles because it inaugurates the import business to Montreal that has been crippled since the declaration of war. The hope is expressed that the importations may relieve prices considerably in the produce line and in so many lines that have come from England. The Saturnia is the first of the large liners to steam into Montreal harbor.

ONTARIO

McIntosh and Cranston, Sterling, Ont., have dissolved partnership.

The town of Welland, Ont., has again adopted daylight saving.

Kitchener has adopted daylight saving. It went into effect on Sunday.

Commencing May 6th, Bolton stores are closing at 12 noon on Thursdays.

L. J. Lacey, Bracebridge, recently purchased a grocery in St. Catharines, Ont.

John C. Webb, Acton, Ont., has purchased a grocery store in Castorville, Ont.

Stratford merchants are closing their stores Saturday evenings now at 9 o'clock.

McJannet's store at Gravenhurst was recently burglarized and considerable stock removed.

Norwich, Ont., will close its stores at noon on Wednesday during May, June, July, August and September.

J. M. Carruthers, vice-president and general manager of the Crescent Pure Milk Co., has submitted his resignation, the same taking effect on April 30.

Members of the Newmarket U. F. O. and U. F. W. O. societies have decided on the establishment of a store at Newmarket.

H. Goulet, Eganville, Ont., has made extensive improvements to the McDermott block which he now occupies with a fruit and grocery store.

G. C. Cunningham, assistant manager of the Weyburn Grocery Co., has been transferred to Yorkton where he will take a similar position with the Yorkton Trading Co.

Jake Silver, Toronto, was fined \$10 and costs or 14 days for having 45 prints of dairy butter that were three pounds and two ounces short in all. The individual print shortage ranged from three-fourths of an ounce to two ounces.

The City Council recently passed an early closing by-law that became effective

on May 1st. All stores must close at 7 p. m. on week days, with the exception of December 20 to 31, both dates inclusive.

The Nobility Chocolate Company at St. Thomas, Ont., recently added to the beauty of their grounds by the addition of a hedge of spirea to screen the lawn section of their grounds from the rear part.

The town of Bracebridge has also recently passed an early closing by-law and makes it illegal to remain open after 10.30 on Saturday nights after April 24.

BUSINESS CHANGES

W. F. Silk, Toronto, has sold his grocery to J. Drummond.

J. K. Neill, Aylmer, Que., has been succeeded by T. A. Perry.

George E. Beauvais & Co., Montreal, has sold out his stock.

Simeon Miller, Toronto, has sold his grocery to John Traynor.

Wm. Brathby, Toronto, has disposed of his grocery business to S. Best.

Herbert J. Perkins, Toronto, has disposed of his grocery store, being succeeded by A. R. Mackay.

The store of Donald Cameron, 164 Main Street, Toronto, will, in the future, be occupied by the United Cigar Stores Co.

PROMINENT WHOLESALER DEAD

Archibald Miller Was a Past President of the Wholesale Grocers' Association

Owing to the death of Archibald Miller, the president, the following officers of Whitehead & Turner, Limited, have been elected:

President, Lt.-Gen. Sir R. E. W. Turner, V.C.; vice-pres., Evan E. Turner; sec.-treas., D. R. Wilkinson.

OLD GROCERY STORES ARE CHANGING

With changing conditions, retailers in Montreal have recently had to consider a new program, some of these requiring change.

The old Fraser Viger & Co's. store, for so many years one of the St. James Street retail businesses, will shortly move up town. Premises have been secured at 419 Union Avenue. This will bring the business nearer many of the larger retail groceries of the city, and while Mr. Macklaier stated to CANADIAN GROCER that he did not welcome the change for many reasons, the purchase of the property for bank extensions has made the move inevitable. This business was started in 1856, and has

always carried the name, "Italian Warehouse."

John Robertson & Son, a long established St. Catherine Street grocery, has also decided on a change, recently selling at auction its stock and fixtures. CANADIAN GROCER understands that the premises occupied have been sold for other commercial purposes.

MAKING NEW STOCK ISSUE

Sherer-Gillett Company, Chicago, Ill., and Guelph, Ont., are making a \$500,000 stock issue of 7 per cent. cumulative preferred stock. In a letter to the underwriters, Straus Bros. Co., of Chicago, the president of the company, says: "The Sherer-Gillett Company, an Illinois corporation with headquarters in Chicago, represents a combination of the E. W. Gillett Company (founded in 1852 and for half a century engaged in the manufacture of extracts and baking powder), and W. G. Sherer & Company (founded in 1882 and for twenty years engaged in the manufacture of grocers' display counters)."

The proceeds of the issue will be used as additional working capital. The rate is 97 and accrued dividend.

ST. THOMAS RETAIL CLERKS ORGANIZE

An Effort will be Made to Have the Stores Close Saturday Nights at Nine O'clock

The retail clerks and store assistants in St. Thomas, Ont., have formed an organization for the purpose of not only fostering a still greater spirit of co-operation between employers and employees, but also for the purpose of educating all salespeople more fully along their respective lines of work, to the mutual benefit of not only the employers, but also the buying public. The executive is in communication with several men, representing some of the largest retail stores in the cities of Toronto, Detroit and Chicago, who will address the clerks in the near future.

In view of the fact that London, Stratford and several other near-by cities are obtaining early closing Saturday nights, it is suggested that St. Thomas fall in line and try and get all business houses closed at the hour of 9 o'clock Saturday nights.

The sports committee is considering forming a mercantile baseball league, and it is earnestly desired that all salesmen interested in baseball be present at this meeting. They also wish an expression from the ladies about starting a tennis club and bowling on the green.

Enables Board of Commerce to Refute Profiteering Charges

Regulation of Board Having Retail Grocers Make Monthly Returns is Also Beneficial to the Trade as Well as a Means of Settling Complaints

IN REGARD to the regulation of the Board of Commerce, requiring retail grocers to make returns each month, there has been considerable misunderstanding as to exactly how this report should be made out, the reason for the board's requiring these figures, etc. Recently additional instructions have been sent out, which should now clearly set before the grocer his position in this matter.

What is Required

The retail grocer is required to keep records of goods purchased, name and quality of same, from whom purchased, quantity received, net unit cost, unit of freight, and total. These are the simple details of your purchases and should be recorded at the time the goods are received in all cases. Figures of sales, insofar as "high prices," "current price" (by which is meant prevailing selling price during the month, or, in other words, the ruling figure at which you dispose of the different commodities for the greater part of the month) and low price for the month are concerned, should be easily arrived at, as they must be at hand at all times. In the columns for margin of profit, the grocer is not required to complete unless he wishes to do so for his own records, as these figures can be worked out by the Board of Commerce staff.

Object in Obtaining Returns

As full particulars are being called for and recorded covering all classes of commodities affecting living costs, it will be obvious, the board points out, that groceries must be included, in fact, considered the leading line. Figures in all cases (covering food, fuel and clothing) are called for from the source of supply to the consumer, the actual costs and spreads (gross profit) being carefully scrutinized through the different stages of handling so that the board will have available at all times accurate data covering costs, spreads and selling prices. The main point of advantage to the trade (outside of the value the figures will be to yourselves), of the board having these figures is that they will at all times be in a position to take up promptly and adjust complaints from the public regarding alleged overcharging or profiteering. There are a lot of such complaints coming in right along, and, by having figures at hand the board finds from experience that it is able to refute nine out of ten such charges immediately. If the board did not have figures at hand it would, of course, be necessary to take up and investigate each complaint, necessitating full figures and report from grocer involved as well as from others in the same locality for comparison's sake in each case. In other words, by furnishing the board with these reports accurately each

month the grocer places the board in a position to, at all times, be able to assure the public that they are being fairly treated and that the prices they are paying are legitimate. If, on the other hand cases of overcharging and excessive profit-taking crop up, which the board feels certain will be few and far between, it will be able to deal with same immediately, which should be a source of satisfaction to the fair and honest trader.

On the whole the making of this report will not only be beneficial and helpful to yourselves but will tend to create healthier and better business.

PROMPT FOLLOWING OF MARKET CHANGES

(Continued from page 151)

agree with the figures stated in my friend's letter. The columns of receipts and expenditures given above show cash receipts as \$19,418.46 and the total receipts of all kinds as \$24,417.01. It looks therefore as if he had doubled up on some items somewhere, for the figures do not correspond.

The difference between debit and credit columns is \$3,628.41. From that we must take the expense account as stated, \$2,245.26, leaving a net of \$1,383.15. Those figures show gross earnings of almost 14.86 per cent. The expense ratio is nearly 9 1-5 per cent., and the net profit just short of 5 2-3 per cent. on sales. That is an excellent showing both as regards expense and net earnings.

I cannot judge, of course, of the way expenses are kept and the items included therein, since no items are given. I should like to have the entire story, for there seem to be some loose ends and the showing might not come up to this mark on critical examination. The practice of regarding produce as sales because taken in trade for merchandise is sound only with certain limitations. It is just a trade of one kind of merchandise for another. The second kind must again be handled and disposed of on some basis. Hence, here we have a double handling charge. Maybe there is a disposition to favor the branch at the expense of the parent store. Such factors should be looked at fairly, frankly. Each tub should stand on its own bottom.

Turnover Somewhat Sluggish

Taking the stock at an average of \$4,400 for the year, the turnover is a little under 4 3/4 times, figuring on the basis of 15 per cent. gross margin, which is near the facts. Having in mind that this is a country general merchandise store, it yet seems to me that this is not a rapid enough turn. The aim should be for at least six times and eight would be better.

On the basis of six turns with a margin of 15 per cent., the stock could not exceed \$3,460, and on eight turns with the same margin, it must be reduced to \$2,600. To run the business on such a stock would require mighty active watchfulness. But stocks are about to depreciate in value and watchfulness is not only about to become very necessary but very profitable.

Hence, the proper course is to reduce stocks to the limit and increase the turnover thereof. This, you may have noticed, I have said before. You may expect to have me say it again. It is the soundest, sanest, doctrine I know how to insist on—especially right now!

Corn Syrups Advance 30 Cents a Case

Increasing Cost of American Corn Stimulates Values—Higher Prices of Cans and Cases Also Figure in the Stronger Syrup Market

CORN syrups have again advanced to higher levels. The advance registered is 30 cents a case. American corn, from which this product is made, has been steadily advancing, until to-day the price laid down in Toronto is \$2.20 per bushel against the price of \$1.15 per bushel one year ago. For several weeks past CANADIAN GROCER has particularly dwelt on this fact and has pointed out in previous market reports the exact condition of the corn syrup market, the situation in the grain market, and other indications that warranted an early increase in this commodity.

"In what proportion does the price of corn affect corn syrup?" inquired CANADIAN GROCER of E. L. Ruddy, general manager of the Canada Starch Co. "For every seven cents a bushel advance on corn," replied Mr. Ruddy, "the cost of corn syrup is increased one quarter cent

per pound. But corn is not the only increase that has taken place that affects corn syrup. Cans are up also, as well as cases. Two or three years ago we could buy cases at eight cents apiece, but to-day we have to pay forty cents each, and then of course there is the cost of labor, which is no small item."

"Has the high sugar prices affected the sale of corn syrup?" he was asked. "The consumption of corn syrup has increased about 100 per cent. and no doubt the price of sugar has something to do with it," replied Mr. Ruddy. As to what the future will be in regards to further advances, it will all depend on the cost of the raw material, which in this instance is American-grown corn. Canadian corn is not suitable for this purpose because the season here is too short. It does not allow the corn to fully mature. It is interesting to note that starch also advances at the same time as corn syrups and for the same reasons.

NEWS FROM WESTERN CANADA

WESTERN

P. C. Hardy has bought out M. E. Davey at White Rock, B.C.

C. L. Stuart has bought out Fred Aslin at Fort Fraser, B.C.

Mrs. J. Hinson has bought out W. L. Smith of Abbotsford, B.C.

Tassie Bros. have bought out A. S. Ulrich at Sapperton, B.C.

H. A. Lilley has sold out his business in Victoria, B.C., to J. H. Baines.

H. W. Driver, Victoria, B.C., has sold his business to Purdy & Mitchell.

E. J. Tye has bought out J. Hart, corner 7th and Maple, Vancouver, B.C.

Oliver George has bought out B. W. Grant at 1122 Davie street, Vancouver.

J. T. Ross has bought out J. W. Presley at 3637 4th street, West Vancouver.

Wright Brothers, at Royal Oak, B.C., have sold their business to E. J. F. Ax-ford.

Parade & Son, 12th and Oak streets, Vancouver, have sold out to Mrs. R. Emel.

J. H. Drummond has sold his business at 1875 Beach Ave., Vancouver, to T. Kenyon.

R. Escott has bought the business at 1316 10th street east, Vancouver, from J. McLeod.

F. D. Britton, at 42 Victoria road, South Vancouver, has sold out to H. Donnan.

Chadwick & Co., 34 Duke St., Toronto, over the business conducted by Linn and Pritchard.

W. H. French has bought out J. Whalley at 801 12th street, New Westminster, B.C.

M. Rothier has sold the business at 1684 Kingsway to Wm. McTaggart, Vancouver.

The Allies Grocery at 413 Georgia street, Vancouver, has been bought by Chinese, Lung Sang.

J. McDonald has bought out the business of McAskill Brothers at 3638 Main street, Vancouver.

J. B. Gilfillan's business will now be conducted under the firm name of Gilfillan & Rayfield.

Ashton Burton has sold out his business at Langley Prairie, B.C., to Bredon Brothers.

Another change is also reported from Fort Fraser. C. E. Reeves has sold to Wm. Bunting.

C. N. Sutherland has bought from J. C. Hager the business at 7th and Hemlock Sts., Vancouver.

The business at Matsqui, B.C., run by P. Grant, will now be run under the name of Grant & Crist.

The name of Standard Remedies, Ltd., of Winnipeg, has been changed to the Manitou Remedies, Limited.

F. W. Showler is the new proprietor

of the business at Whonnock, B.C., formerly conducted by N. C. Nelson.

Mrs. E. Aitcheson has moved from 4108 Gladstone Ave. to the corner of Grant and Slocan streets, Vancouver.

McLeod Brothers have sold their business at 26th and Main streets, South Vancouver, to D. MacAuley.

Mrs. L. M. McKinnon is now proprietor of the business formerly conducted by Mrs. Kelly at Barkerville, B.C.

The grocery business at Burn's Lake, B.C., conducted by Gerow and Wiggins, is now conducted solely by B. M. Gerow.

J. Neilson is now sole proprietor of the business at 27th and Main, South Vancouver, formerly called Neilson & Grant.

From Whytecliff, B.C., comes the news that H. Thorpe's business will now be conducted under the name of Thorpe & Downey.

M. Gray who operates the grocery and confectionery, corner of Notre Dame Av. and Arlington Street, has sold to F. Mackenzie.

Western Developments, Ltd., is the new proprietor of the business formerly conducted by D. A. McAskill at 330 Seymour St., Vancouver.

J. G. Campbell, formerly at the Granville Street Depot, Vancouver, is now conducting his business at the corner of Bidwell and Georgia.

The business formerly conducted by W. A. Grant at 2109 Granville street, Vancouver, is now conducted under the name of Groat & Slimmon.

Granville Fruit Market Co. is the title under which the fruit business at the corner of Smythe and Granville streets, Vancouver, will now be conducted. This was formerly conducted by Nick Janes.

The Western Grocery (J. Lowenthal) has sold to T. G. Bertram. This business, at the corner of 7th and Main streets, is one of the oldest in the Mt. Pleasant district, Vancouver.

Opens Produce and Fruit Business

Footit Co., Ltd., Start in Vancouver, B. C. Harold Footit is President of Concern

Vancouver.—A new firm has made its appearance on Water Street, the Footit Company, Ltd., having been incorporated to conduct a general produce and fruit business. The new firm opened for business at 151 Water Street or the 15th of April and is making a decided bid for a share of the trade. The president, Harold Footit, was, for fourteen years, buyer and sales manager for F. R. Stewart & Co., Ltd., one of the oldest fruit houses on the coast. W.

Longfellow was with the same house for many years, and was one of the senior representatives on outside points. W. T. Sinton was for nine years sole representative on the coast for Cowan's of Toronto. C. H. P. Sumner leaves the accountancy of the Vancouver branch of the Royal Trust Company to take charge of the financial affairs of the company as secretary and treasurer. Among other lines, the new company has been appointed agents for Cyders, Ltd., for B.C. points other than Vancouver and vicinity.

Emphasizes Value of R.M.A. Membership

Executive of Manitoba R. M. A. Meet and Discuss Important Questions

Representatives from all parts of the Province of Manitoba attended the recent conference in Winnipeg of the executive of the Retail Merchants' Association when a number of important questions were discussed. The president, A. G. Box, of Pierson, Man., was in the chair. A number of proposals of the Dominion Government were discussed.

The visiting merchants were entertained to luncheon by past and present city officers of the organization. During the lunch hour, C. F. Rannard and J. W. Kelly, past presidents, addressed the meeting on the need for a better understanding among merchants, regardless of whether they were doing business in the city or throughout the province. Fletcher Sparling, manager of the Hudson's Bay Company, gave a brief address on the value which his company has placed on its membership in the Retail Merchants' Association. He also emphasized the necessity for the retail merchant to be able to explain the reasons for the various operations in connection with retail distribution. He stated that dealers might very often be misjudged through the ignorance of the person presuming to pass judgment upon them.

Dominion President J. A. Banfield addressed the merchants after luncheon on his recent visit to Ottawa, where he had an opportunity of discussing the taxation proposals of the Dominion Government.

A. K. Ivey, principal organizer, using a map by way of illustration, outlined a plan for organizing the province into about twelve districts. This general idea was not approved of by the merchants present.

A resolution was submitted recommending a scale of fees rather than a flat rate, and the executive considered enlarging their programme of activities by introducing a fee large enough to take care of this extra.

WEEKLY GROCERY MARKET REPORTS

Statements from Buying Centres

THE MARKETS AT A GLANCE

ALL commodities in the grocery line continue to indicate a firm to higher tone. Advances have been registered on many lines. The scarcity of sugar and the advance on corn syrups are the features in all markets. Business, however, is reported to be good.

MONTREAL—The general tone of the market this week is very strong with higher prices prevailing in a great many lines. The vegetable market has firmed up with an increase in prices and oranges are dearer than they have been this season. The flour market is exceedingly strong and mills are only working at very short hours. As a result of this millfeeds are very high, having increased in price \$3.00 a ton. Reports on the new tea crops are very poor and the expectations are that higher prices will be in force on the new tea when it is marketed. The corn market is very strong and as a result cornmeal may be expected to jump in price in the near future. Almonds are cheaper this week and as a result of better distribution it may be expected. The opening of navigation and the import business may affect the price of spices and a good many of the imported lines. The feature of the market this week is the increase in the price of corn syrup and starches. Wrapping paper and paper bags are dearer this week and an increase of a cent a pound is experienced in kraft paper. The price of shoe dressing has increased on certain brands to the extent of 10 and 15 cents per dozen.

TORONTO—No improvement is shown in the supplies of refined sugar; wholesalers have practically none to offer and the refineries remain closed awaiting the arrival of raws. The reports from the raw sugar market show an improvement over last week, insofar as receipts are concerned, but prices remain at the same high level, around 18½ cents for Cubans and 19½ cents cost and freight for Porto Ricos. For several weeks past **CANADIAN GROCER** has pointed out that the indications were for an advance on corn syrups. This advance has now been registered and amounts to 30 cents per case. The market for molasses is strong with a tendency for even higher levels. The cereal market is ruling firm. Corn and oats continue to advance and the trend is for higher prices on corn and oat products. Pot and pearl

barley have advanced. Laundry and culinary starches have advanced one-half cent per pound. Quotations for teas in primary markets continue upward. Transportation at the present time is a feature in the tea market and detriment in getting in supplies, with the result that spot stocks are low. All lines of canned goods are well represented with an active demand noted. Owing to the extremely high cost of sugar, all commodities containing sugar, such as biscuits, jams, chocolate, jelly powders and puddings will be advanced in the very near future. An unsettled condition is manifest in the market for shelled walnuts and quotations are lower. Shelled almonds are steady and prices are maintained. Shelled filberts are very unsteady and a big spread is noted on quotations. Dried fruits are unchanged and stocks are moving freely. The market for spices is active with a shortage developed on cream of tartar and ginger. Southern fruits and vegetables are scarce. Potato stocks are light and prices remain at high level. Advances have been registered on stove and shoe polishes, salad dressing, coffee essence and Old Dutch.

Pork cuts have advanced one cent per pound. The decontrol on cheese in England has had the effect of stiffening the market and quotations are two cents per pound higher. Butter is easy. Eggs are firmer.

WINNIPEG—Supplies of sugar remain secure and higher prices are not unlikely. Corn syrups have advanced and the market is unsettled. Laundry and corn starches have advanced ½ cent per pound. There have already been preliminary increases on barley, rolled oats and split peas, which is an indication that a general advance on cereals is not unlikely. An advance of 8 cents per pound has been registered on Jamaica ginger. There is an indication that higher prices will prevail on the new pack of salmon. An advance of \$2.00 per case over present prices is predicted in some quarters. The tea market has strengthened and higher prices are quoted on Ceylons and Javas.

Receipts of hogs are light and very little activity is shown on the market. Cheese market is firm and stocks are becoming lighter. Receipts of eggs are increasing and a slump in prices is expected. Butter, margarine and fish are unchanged.

QUEBEC MARKETS

MONTREAL, May 7—A big jump in the price of corn syrup features the market. Oranges are dearer. Vegetables are also up in price. Wrapping paper is higher and paper bags follow suit. Eggs and butter are higher, while a good supply of fresh fish has eased the prices in that line. The prospects for the new tea crop are very poor, indeed. Feed has taken a big jump and wheat feeds are almost unobtainable. Flour is very strong and higher prices may be expected in a short time. Cereals will likely be higher in the corn line on account of the strong market on corn.

Sugar Market is Firm

Montreal.
SUGAR.—There has been no change in the sugar market since the new prices were enforced ten days ago. The sugar market is exceedingly firm and the expectation is held in many circles that higher prices will be current shortly.

Atlantic Sugar Co., extra granulated sugar, 100 lbs.	19 00
Acadia Sugar Refinery, extra granulated.	19 00
Canada Sugar Refinery 18 50	
Dominion Sugar Co., Ltd., crystal granu.	18 50
St. Lawrence Sugar Refineries 19 00	
Iceing, barrels 19 40	
Do., 25-lb. boxes 19 60	
Do., 50-lb. boxes 19 40	
Do., 50 1-lb. boxes 20 70	
Yellow, No. 1 18 60	
Do., No. 2 (Golden) 18 50	
Do., No. 3 18 10	
Do., No. 4 18 20	
Powdered, barrels 19 10	
Do., 50s 19 30	
Do., 25s 19 50	
Cubes and Dice (asst. tea), 100-lb. boxes.	19 60
Do., 50-lb. boxes 19 70	
Do., 25-lb. boxes 19 90	
Do., 2-lb. package 21 00	
Paris lumps, barrels 19 60	
Do., 100 lbs. 19 60	
Do., 50-lb. boxes 19 80	
Do., 25-lb. boxes 20 00	
Do., cartons, 2 lbs. 21 00	
Do., cartons, 5 lbs. 21 00	
Crystal diamonds, barrels 19 70	
Do., 100-lb. boxes 19 70	
Do., 50-lb. boxes 19 00	
Do., 25-lb. boxes 21 00	
Do., cases, 20 cartons 20 75	

Big Jump in Corn Syrup

Montreal.
MOLASSES.—In consequence of the high market on raw sugar the molasses market is also very high. Refiners prefer to turn their raw product into granulated sugar than to manufacture molasses. As a result molasses is very scarce and marketing is at a high price. The molasses market like the sugar market is very strong.

CORN SYRUP.—There is a sharp advance in the price of corn syrup. Cases are up thirty cents and bulk is up ½ cent a pound.

Corn Syrups—	
Barrels, about 700 lbs., per lb.	0 09 1/4
Half barrels 0 09 3/4	
Keys 0 10 3/4	
2-lb. tins, 2 doz. in case, case.	6 20
5-lb. tins, 1 doz. in case, case.	7 15
10-lb. tins, 1/2 doz. in case, case.	6 85
2-gal. 25-lb. pails, each 3 00	
3-gal. 38 1/2-lb. pails, each 4 45	
5-gal. 65-lb. pails, each 7 15	
White Corn Syrup—	
2-lb. tins, 2 doz. in case, case.	6 80
5-lb. tins, 1 doz. in case, case.	7 75
10-lb. tins, 1/2 doz. in case, case.	7 45
Cane Syrup (Crystal Diamond—	
case (2-lb. cans) 8 60	
Barrels, per 100 lbs. 12 25	
Half barrels, per 100 lbs. 12 50	
Glucose, 5-lb. cans (case) 6 85	
Prices for	
Barbadoes Molasses—	Island of Montreal
Punchoons 1 60	
Barrels 1 63	

Half barrels 1 65	
Fancy Molasses (in tins)—	
2-lb. tins, 2 doz. in case, case.	6 00
3-lb. tins, 2 doz. in case, case.	8 25
5-lb. tins, 1 doz. in case, case.	6 80
10-lb. tins, 1/2 doz. in case, case.	6 65

Package Starch Higher

Montreal.
PACKAGE GOODS.—There is no change in the price of package goods at the present time apart from the change spoken of last week in corn flakes. There is the usual summer demand for package cooked cereals and a strong market is in evidence. There has been an increase of ½c a pound in package starch. CANADIAN GROCER is informed that shortly there will be a sharp advance in the price of package flour and self-rising flour.

PACKAGE GOODS

Breakfast food, case 18 2 85	
Cocoanut, 2 oz. pkgs., doz. 0 78 1/2	
Do., 20-lb. cartons, lb. 0 36	
Corn Flakes, 3 doz. case 3 50 3 65 3 50 4 25	
Corn Flakes, 36s 4 15	
Oat Flakes, 20s 5 40	
Rolled oats, 20s 6 50	
Do., 18s 2 42 1/2	
Do., large, doz. 3 00	
Oatmeal, fine cut, pkgs., case. 6 75	
Puffed rice 5 70	
Puffed wheat 4 25	
Farina, case 2 35	
Hominy, pearl or granu., 2 doz. 3 65	
Health bran (20 pkgs.), case. 2 60	
Scotch Pearl Barley, case. 2 60	
Pancake Flour, case 3 60	
Pancake Flour, self-raising, doz. 1 50	
Wheat food, 18-1 1/4s 3 25	
Buckwheat Flour, case 3 60	
Wheat flakes, case of 2 doz. 2 95	
Oatmeal, fine cut, 20 pkgs. 6 75	
Porridge wheat, 36s, case. 7 30	
Do., 20s, case 7 50	
Self-raising Flour (3-lb. pack.)	
doz. 3 05	
Do. (6-lb. pack.), doz. 6 00	
Corn Starch (prepared) 0 13	
Potato flour 0 16	
Starch (laundry) 0 11 1/4	
Flour, Tapioca 0 15	
Shredded Krumbles, 36s 4 35	
Cooked bran, 12s 2 25	
Enamel Laundry Starch, 40 pks.	
case 4 00	
Celluloid Starch, 45 pks. case. 5 20	

Currants Seem to be Weaker

Montreal.
DRIED FRUITS.—There was a stronger market on currants evidenced last week but the market shows tendencies to break at the present time. There is no change in the price, however. The opinion has been expressed that the currant market will be a little easier in a short time. There is a good supply of dried apples and the prices are as low as may be expected. The other lines are firm at present prices.

Apricots, fancy 0 35	
Do., choice 0 34	
Do., slabs 0 39	
Apples (evaporated) 0 19	
Peaches, (fancy) 0 36	

Do., choice, lb. 0 28	
Pears, choice 0 30	
Drained Peels—	
Choice 0 34	
Ex. fancy 0 30	
Lemon 0 45	
Orange 0 44	
Citron 0 65	
Choice, bulk, 25-lb. boxes, lb. 0 22	
Peels (cut mixed), doz. 3 25	
Raisins (seeded)—	
Muscates, 2 Crown 0 23	
Do., 1 Crown 0 25	
Do., 3 Crown 0 24	
Do., 4 Crown 0 19 1/2	
Fancy seeded (bulk) 0 25	
Do., 16 oz. 0 24	
Cal. seedless, cartons, 12 ounces	
Do., 16 ounces 0 21	
Do., 16 ounces 0 26	
Currants, loose 0 20	
Do., Greek (16 oz.) 0 24	
Dates, Excelsior (36-10s), pkg. 0 15 1/2	
Fard, 12-lb. boxes 3 25	
Packages only 0 19	
Do., Dromedary (36-10 oz.) 0 19	
Packages only, Excelsior 0 20	
Loose 0 16	
Figs (layer), 10-lb. boxes, 2s, lb. 0 40	
Do., 2 1/4s, lb. 0 45	
Do., 2 1/4s, lb. 0 45	
Do., 2 1/4s, lb. 0 50	
Figs, white (70 4-oz. boxes) 5 40	
Figs, Spanish (cooking), 22 lbs.	
boxes, each 0 12	
Figs, Turkish, 3 crown, lb. 0 44	
Do., 5 Crown, lb. 0 46	
Do., 7 Crown, lb. 0 52	
Figs, mats 4 75	
Do. (25-lb. boxes) 2 75	
Do. (12 10-oz. boxes) 2 20	
Prunes (25-lb. boxes)—	
20-30s 0 37	
30-40s 0 30	
40-50s 0 27	
50-60s 0 23	
60-70s 0 22	
70-80s (25-lb. box) 0 20	
80-90s 0 19	
90-100s 0 17 1/2	
100-120s 0 16	

Spice Market Firm

Montreal.
SPICES.—All spices are very firm this week at the prices listed. This trade has been, up to the present time, relying on the American importations for their supplies. As a result prices are very high and firm. There is an expectation, however, that the opening of navigation and the beginning of the import business will, to some degree, relieve the strain on spices. There is no change, however, up to the present time and prices are very firm and a strong market is experienced.

Allspice 0 23	
Cassia (pure) 0 53	
Cocoanut, pails, 20 lbs., unsweet-	
ened, lb. 0 44	
Do., sweetened, lb. 0 34	
Chicory (Canadian), lb. 0 30	
Cinnamon—	
Rolls 0 36	
Pure, ground 0 35	
Ocloves 0 55	
0 50	
Cream of tartar (French pure) ... 0 75	
American high test 0 30	
Ginger (Jamaica) 0 40	
Ginger (Cochin) 0 35	
Mace, pure, 1-lb. tins 1 00	
Mixed spice 0 30	
Do., 2 1/2 shaker tins, doz. 1 15	
Nutmegs, whole 0 60	
64, lb. 0 45	
80 lb. 0 43	
100, lb. 0 40	
Ground, 1-lb. tins 0 65	
Pepper, black 0 41	
Do., white 0 52	
Pepper (Cayenne) 0 35	
Pickling spice 0 28	
Paprika 0 30	
Tumeric 0 28	
Tartaric acid, per lb. (crystals	
or powdered) 1 00	
Cardamom seed, per lb., bulk. 2 00	
Caraway (nominal) 0 30	
Cinnamon, China, lb. 0 20	
Do., per lb. 0 40	
Mustard seed, bulk 0 35	
Celery seed, bulk (nominal) 0 75	
Pimento, whole 0 18	
Cream of Tartar, pure, French. 0 85	
For spices packed in cartons add 4 1/2 cents a	
lb., and for spices packed in tin containers add	
10 cents per lb.	

Tea Market is Strong

Montreal.

TEA.—The present price of tea is very firm with a strong market. The reports for the new crop are very poor and it is expected that quotations will be even higher than the price on the present stocks. There is no change this week in the price of tea.

Ceylons and Indians—		
Pekoe Souchongs	0 48	0 54
Pekoes	0 52	0 60
Broken Pekoes	0 56	0 64
Broken Orange Pekoes	0 58	0 66
Javas—		
Broken Orange Pekoes	0 58	0 65
Broken Pekoes		0 50
Japans and Chinas—		
Early pickings, Japans	0 63	0 65
Do., seconds	0 50	0 55
Hyson thirds	0 45	0 50
Do., pts.	0 58	0 67
Do., sifted	0 67	0 72
Above prices give range of quotations to the retail trade.		
JAPAN TEAS—		
Choice (to medium)	0 70	
Early picking	0 75	
Finest grades	0 80	
Javas—		
Pekoes	0 42	0 45
Orange Pekoes	0 46	0 45
Broken Orange Pekoes	0 43	0 46
Inferior grades of broken teas may be had from jobbers on request at favorable prices.		

Coffee Market Unchanged

Montreal.

COFFEE.—There is no change in the coffee market this week, prices remaining firm at the quotations recorded last week. The coffee market is to be strong for some time.

COCOA.—No change in the cocoa market is reported this week although the demand is far above the average demand on cocoa. So far the manufacturers have been able to supply the increased demand but the shortage is being felt and a strong market is a result.

COFFEE—		
Rio, lb.	0 33 ¹ / ₂	0 35 ¹ / ₂
Mexican, lb.	0 49	0 51
Jamaica, lb.	0 46	0 48
Bogotas, lb.	0 49	0 52
Mocha (types)	0 49	0 51
Santos, Bourbon, lb.	0 48	0 50
Santos, lb.	0 47	0 49
COCOA—		
In 1-lbs., per doz.	6 25	
In ½-lbs., per doz.	8 25	
In ¼-lbs., per doz.	1 70	
In small size, per doz.	1 25	

Almonds Are Lower in Price

Montreal.

NUTS.—There has been a good demand for walnuts during the past ten days as a result of a break in the market. Almonds are a little lower this week, being quoted at 26c. Filberts are quoted at 22c, a break in the price of 6c a pound. This should result in a more brisk demand for this product. All other lines are firm at the prices quoted in the accompanying list:

Almonds, Tarragona, per lb.	0 24	0 26
Do., shelled	0 60	0 68
Do., Jordan	0 75	
Brazil nuts (new)	0 28	
Chestnuts (Canadian)	0 37	
Filberts (Sicily), per lb.	0 20	0 22
Do., Barcelona	0 25	0 26
Hickory nuts (large and small), lb.	0 10	0 15
Pecans, No. 4 Jumbo	0 24	0 25
Peanuts, Jumbo	0 19	0 24
Do., "G"	0 19	0 20
Do., Coons	0 16	0 16
Do., Shelled, No. 1 Spanish	0 24	0 25
Do., Shelled, Spanish, per lb.	0 29	0 30
Do., Shelled, No. 1, Virginia	0 16 ¹ / ₂	0 18
Do., No. 1 Virginia		0 14

Peanuts (Salted)—		
Fancy wholes, per lb.	0 38	
Fancy spits, per lb.	0 33	
Pecans, new Jumbo, per lb.	0 32	0 35
Do., large, No. 2, polished	0 32	0 36
Do., Orleans, No. 2	0 31	0 24
Do., Jumbo	0 29	0 30
Pecans, shelled	1 60	1 70
Walnuts	0 29	0 35
Do., new Naples	0 34	
Do., shelled	0 60	
Do., Chilean, bags, per lb.	0 33	
Note—Jobbers sometimes make an added charge to above prices for broken lots.		

Corn Meal Higher Likely

Montreal.

CEREALS.—The future of the cereal market to-day is the high price of corn. This will doubtless lead to stronger prices on corn meal and other corn products, although there is no change, at the present time, in the prices. Corn meal may be expected to be higher in the near future.

CEREALS—		
Cornmeal, golden granulated	5 50	5 50
Barley, pearl (bag of 98 lbs.)	8 00	8 25
Barley, pot (98 lbs.)		7 25
Barley (roasted)		7 25
Buckwheat flour, 98 lbs. (new)	6 00	
Hominy grits, 98 lbs.	6 50	
Hominy, pearl (98 lbs.)	6 25	
Graham flour	6 00	
Do., barrel		13 25
Oatmeal (standard granulated)	6 00	6 75
Rolled Oats (bulk), 90s.	5 30	5 75

Shoe Polish Advances

Montreal.

MISCELLANEOUS.—There is an increase in the price of some lines of shoe dressing to the extent of 10 and 15c a case. The glycerine dressing is now \$1.50 per case, and combination is now \$2.50. Jelly powder has advanced in some brands 10c, now quoted at \$1.45. McLaren's jelly is now worth \$1.70 per case. Wrapping paper is now 9c per pound and manila 9¼c. Kraft paper is now 14c per pound. The discount on automatic paper bags has been decreased ten per cent., making them considerably dearer.

Canned Goods Unchanged

Montreal.

CANNED GOODS.—There is no change this week in the price of canned goods. The demand is as usual with very firm prices listed. Some lines asparagus, and some brands of peas are very short at the present time and expect to be almost unobtainable in a very short time.

CANNED VEGETABLES		
Asparagus (Amer.), mammoth green tips	4 50	4 85
Asparagus, imported (2½s)	5 50	5 55
Beans, Golden wax	2 00	2 00
Beans, Refugee		2 00
Corn (2s)	1 70	1 75
Carrots (sliced), 2s	1 45	1 75
Corn (on cob), gallons	7 00	7 50
Spinach, 3s	2 85	2 90
Squash, 2½-lb., doz.		1 50
Succotash, 2 lb., doz.		1 80
Do., Can. (2s)		1 80
Do., California, 2s	3 15	3 50
Do. (wine gals.)	8 00	10 00
Sauerkraut, 2½ lb. tins		1 60
Tomatoes, 1s	1 45	1 60
Do., 2s		1 50
Do., 2½s	1 80	1 95
Do., 3s	1 90	2 15
Do., gallons	6 50	7 00
Pumpkins, 2½s (doz.)	1 50	1 55
Do., gallons (doz.)		4 00
Peas, standards	1 85	1 90
Do., Early June	1 92 ¹ / ₂	2 05
Do., extra fine, 2s		2 00
Do., Sweet Wrinkle		2 00
Do., fancy, 2½ oz.		1 87 ¹ / ₂
Do., 2-lb. tins		2 75

Peas, Imported—		
Fine, case of 100, case		27 50
Ex. Fine		30 00
No. 1		23 00

CANNED FRUITS

Apricots, 2½-lb. tins	6 25	6 50
Apples, 2½s, doz.	1 40	1 65
Do., new pack, doz.		2 20
Do., 3s, doz.	1 80	1 95
Do., new pack		6 75
Do., gallons, doz.	5 25	5 75
Blueberries, ½s, doz.	0 95	1 00
Do., 2s	2 40	2 45
Do., 1-lb. tins, doz.	1 85	1 90
Currants, black, 2s, doz.	4 00	4 05
Do., gallons, doz.		16 00
Cherries, red, pitted, heavy syrup, No. 2½	4 80	5 15
No. 2		20 00
doz.	4 75	4 80
Do., white, pitted	4 50	4 75
Gooseberries, 2s, heavy syrup, doz.		2 75
Peaches, heavy syrup—		
No. 2	3 65	4 00
Do., gallon, "Pie," doz.		9 50
Do., gallon, table		10 00
Pears, 2s	4 25	4 50
Do., 2s (light syrup)		1 90
Do., 2½s		5 25
Pineapples (grated and sliced), 1-lb. flat, doz.		1 90

Rice Scarce and High

Montreal.

RICE.—The rice market is very strong at the present time and offerings in Siam rice are the only feature of the market. Siam rice is offered at 14½c. The other lines are very scarce and high in price.

RICE—

Carolina, ex. fancy	19 00	21 00
Do. (fancy)		18 00
Rangoon "B"		14 00
Rangoon "CC"		13 75
Broken rice, fine		10 00
Tapioca, per lb. (seed)	0 12 ¹ / ₂	0 13 ¹ / ₂
Do. (pearl)	0 12 ¹ / ₂	0 13 ¹ / ₂
Do. (flake)	0 11	0 12 ¹ / ₂
Honduras, fancy		0 20
Siam		0 14 ¹ / ₂

NOTE.—The rice market is subject to frequent change and the price basis is quite nominal.

Oranges Are \$1.00 Higher

Montreal.

FRUIT.—Oranges are very scarce this week and a little dearer, as a result of the freight tie-up in the United States. Navel oranges are quoted a dollar higher on 126's. Bananas are probably a little easier and are in good demand. There is a very poor supply of apples on the market at the present time and little hope for anything better being gobbled.

Apples—

Baldwins		8 00
Ben Davis, No. 1	6 00	7 00
Greenings	7 50	8 00
Apples in boxes	5 00	5 50
Bananas (as to grade), bunch.	6 00	7 00
Grapefruit, Jamaican, 64, 80, 96.		5 00
Do., Florida, 54, 64, 80, 96.		6 00
Lemons, Messina		8 00
Oranges, Cal., Valencias		10 50
Do., 100s and 150s		8 50
Do., 176s and 200s		10 50
Cal. Navels—		
80s, 100s		6 50
126s		7 00
150s		7 50
176s, 250s		10 50
Florida, case		6 00
Tangerines		4 00
Cocoanuts		13 00

Vegetables Are Higher

Montreal.

VEGETABLES.—Despite the easier vegetable markets of last week there are much firmer prices quoted at present on the Montreal market. New beets are 50c a bag higher. Montreal cabbage is quoted at \$7 a crate, an advance of \$1 on prices offered last week. The first Egyptian yellow onions are on the market offered at \$14 per hundred pound bag. This is much higher price than

quoted last week, but the product is supposed to be much superior to anything offered of late. Red onions are still higher, being quoted at \$15 per sack. Montreal turnips are quoted 25c a sack higher and Florida celery is worth \$10, an advance of \$1 a crate. Lettuce is also up 50c a box.

Asparagus, Cal., case	10 00
Beans, new string (imported) hamper	8 00 9 00
Beets, new, bag (Montreal)	3 50
Cucumbers, doz.	3 00
Chicory, doz.	0 50
Cauliflower, Am., doz. dble crate	7 00
Do., single crate	3 75
Cabbage (Montreal), barrels	7 00
Do., crate	8 00
Carrots, bag	1 75
Garlic, lb.	0 50
Horseradish, lb.	0 60
Lettuce (Boston), head, crate	5 50
Leeks, doz.	4 00
Mint	0 87
Mushrooms, lb.	1 00
Onions, Yellow, 75-lb. sack	14 00
Do., red, 75 lbs.	15 00
Do., crate	3 00
Do., Spanish, case	8 00
Do., large white, per 100 lbs.	15 00
Oyster plant, doz.	0 50
Parsley (Canadian)	0 75
Peppers, green, doz.	0 50
Parsnips, bag	1 75
Potatoes, Montreal (90-lb. bag)	5 50
Do., New Brunswick	5 50
Do., sweet hamper	3 75
Canadian Radishes, doz.	0 75
Spinach, barrel	6 00
Turnips, Quebec, bag	2 00
Do., Montreal	1 25 1 50
Tomatoes, hothouse, lb.	0 40
Florida lettuce (hamper)	6 00
American parsley, doz.	2 00
Florida Celery (4-doz. crate)	9 00
Watercress (per doz.)	0 75
Lettuce (curly), 3 doz. in box	5 50
Parsley (American)	1 50
Tomatoes (Florida), crate	8 00
New Cabbage, Florida, crate	8 00
Green Onions, doz. bunches	1 50
New Carrots, hamper	1 75

Flour Market Very Strong

Montreal.

FLOUR.—Millers are only working at the best on half time and the production

of flour is very low. As a result the market is very strong at the price allowed by the Wheat Board. There is a chance that the opening of navigation may stimulate the flour market for exportation, this is doubtful, however, and the strong market remains as it has been for the last two weeks. Corn meal flour is up from \$4.75 to \$5.10.

Spring Wheat Flour	13 30
Winter Wheat Flour	11 60
Blended Flour	12 70
Graham Flour	12 70
Whole Wheat Flour	12 70
Corn Meal Flour	5 10

Big Jump in Millfeeds

Montreal.

FEED.—There has been a sharp break in the feed market this week as a result of the stoppage in the milling process. All ground feeds are up from \$3.50 to \$4.00 a ton, there is no wheat feed offered on the market. The new prices are very firm and the market is exceedingly strong at the new prices. Chicken feed and crushed oyster shell are up five dollars per ton.

Hay—

Good, No. 1, per 2,000 lb. ton	28 00
Do., No. 2	27 00
Do., No. 3	24 00
Straw	15 00

Oats (bulk)—

No. 2 C.W. (34 lbs.)	1 22
No. 3 C.W.	1 18
Extra feed	1 18
No. 1 feed	1 17
No. 2 feed	1 15
Tough 3 C.W.	1 16

Barley—

No. 3 C.W.	1 60
No. 2	1 60
No. 4 C.W.	1 60
Feed barley	1 60
Prices are at elevator.	

Crushed Oats, per ton	83 00
Ground Feed	74 25
Hog Feed	83 00
Cracked Corn	88 00
Crushed Oyster Shell	35 00

Corn Syrups Are Higher

Toronto.

CORN SYRUPS.—For several weeks past CANADIAN GROCER has pointed out that indications were for an advance in corn syrups. This advance has now taken place and amounts to 30 cents per case.

MOLASSES.—The market for molasses is firm with a tendency for higher prices. Fancy Barbadoes is rather scarce and prices are ruling around \$1.50 per gallon.

Corn Syrups—

Barrels, about 700 lbs., yellow	0 09 1/4
Half barrels, 1/4c over bbls.; 1/4 bbls., 1/2c over bbls.	
Cases, 2-lb. tins, white, 2 doz. in case	6 80
Cases, 5-lb. tins, white, 1 doz. in case	7 75
Cases, 10-lb. tins, white, 1/2 doz. in case	7 45
Cases, 2-lb. tins, yellow, 2 doz. in case	6 20
Cases, 5-lb. tins, yellow, 1 doz. in case	7 15
Cases, 10-lb. tins, yellow, 1/2 doz. in case	6 85

Cane Syrups—

Barrels and half barrels, lb.	0 08
Half barrels, 1/4c over bbls.; 1/4 bbls., 1/2c over.	
Cases, 2-lb. tins, 2 doz. in case	7 00

Molasses—

Fancy, Barbadoes, barrels, gal.	1 45
Choice Barbadoes, barrels	1 50
West India, bbls., gal.	0 56
West India, No. 10, kegs.	6 50
West India, No. 5, kegs.	3 00
Tins, 2-lb., table grade, case 2 doz., Barbadoes	7 75
Tins, 3-lb. table grade, case 2 doz., Barbadoes	10 75
Tins, 5-lb., 1 doz. to case, Barbadoes	8 95
Tins, 10-lb., 1/2 doz. to case, Barbadoes	8 60
Tins, No. 2, baking grade, case 2 doz.	4 20
Tins, No. 3, baking grade, case of 2 doz.	5 50
Tins, No. 5, baking grade, case of 1 doz.	4 60
Tins, No. 10, baking grade, case of 1 1/2 doz.	4 25
West Indies, 1 1/2s, 48s	4 60 6 95

Barley is Quoted Higher

Toronto.

CEREALS.—The cereal market is ruling firm. Corn and oats continue to advance and the indications are that prices on products of these grains will reach higher levels. Pot barley has advanced 25 cents per bag and pearl barley is up 50 cents per 98 pound bag.

Single Bag Lots F.o.b. Toronto

Barley, pearl, 98s	9 00
Barley, pot, 98s	7 50
Barley Flour, 98s	4 50
Buckwheat Flour, 98s	6 25
Cornmeal, Golden, 98s	5 50 6 00
Do., fancy yellow, 98s	6 50
Hominy grits, 98s	5 50 6 00
Hominy, pearl, 98s	5 25 5 75
Oatmeal, 98s	5 25 5 75
Oat Flour	5 50
Corn Flour, 98s	5 50
Rye Flour, 98s	5 00
Rolled Oats, 90s	5 60 6 00
Rolled Wheat, 100-lb. bbl.	8 00
Cracked wheat, bag	6 50
Breakfast food, No. 1	7 75
Do., No. 2	7 75
Rice flour, 100 lbs.	10 00
Linseed meal, 98s	6 75
Peas, split, 98s	0 08 1/2
Blue peas, lb.	0 09
Marrowfat green peas	0 11 1/2
Graham Flour, 98s	7 00
Farina, 98s	6 20

Starches Have Advanced

Toronto.

PACKAGE GOODS.—All starches, both laundry and culinary, have advanced 1/2 cent per pound. Package cereals are

ONTARIO MARKETS

TORONTO, May 7—No improvement is shown in the supplies of sugar. Wholesalers have practically none to offer. Corn syrups have advanced 30 cents per case. Pot and pearl barley have advanced, also starch. Tea and coffee markets remain firm. Canned goods are steady and prices are firm. Shelled walnuts have weakened and quotations are lower. Rice supplies continue short and quotations remain at high levels. Cream of tartar is scarce, also ginger and nutmegs. Southern fruits and vegetables are in scant supply and no relief is looked for until the termination of the railroad strike.

Sugar in Scant Supply

Toronto.

SUGAR.—No improvement is shown in the supplies of refined sugar. Wholesalers have practically nothing to offer and the refiners remain closed until the arrival of raw material which will probably be in the course of a couple of weeks. The reports from the raw sugar market show an improvement over last week, insofar as receipts are concerned, but prices remain at the same high level, around 18 1/2 cents for Cubans and 19 1/2 cents for Porto Ricos, cost and freight.

St. Lawrence, extra granulated, cwt.	19 21
Atlantic, extra granulated	19 21
Acadia Sugar Refinery, extra granulated	19 21
Dom. Sugar Refinery, extra granulated	18 71
Canada Sugar Refinery, granulated	18 71
Differentials: Canada Sugar, Atlantic, St. Lawrence, Dominion: Granulated, advance over basis: 50-lb. sacks, 25c; barrels, 5c; gunnies, 5/20s, 40c; gunnies, 10/10s, 50c; cartons, 20/5s, 60c; cartons, 50/2s, 75c.	

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, cartons, 50/2s, 70c. Yellows same as above.

firm with an upward tendency particularly on corn and oat products.

PACKAGE GOODS

Rolled Oats, 20s, round, case.....	6 50
Do., 20s, square, case.....	6 50
Do., 36s, case.....	4 85
Do., 18s, case.....	2 42½
Corn Flakes, 36s, case.....	3 90
Porridge Wheat, 36s, regular, case.....	6 00
Do., 20s, family, case.....	6 80
Cooker Package Peas, 36s, case.....	4 20
Cornstarch, No. 1, lb. cartons.....	0 13
Do., No. 2, lb. cartons.....	0 11¾
Laundry starch.....	0 11¼
Do., in 1-lb. cartons.....	0 13¼
Do., in 6-lb. tin canisters.....	0 15½
Do., in 6-lb. wood boxes.....	0 15½
Celluloid Starch, case.....	5 20
Potato Flour, in 1-lb. pkgs.....	0 16
Fine oatmeal, 20s.....	6 75
Cornmeal, 24s.....	3 65
Farina, 24s.....	2 90
Barley, 24s.....	2 60
Wheat flakes, 24s.....	5 60
Wheat kernels, 24s.....	4 50
Self-rising pancake flour, 24s.....	3 70
Buckwheat flour, 24s.....	3 70
Two-minute Oat Food, 24s.....	3 75
Puffed wheat, case.....	4 60
Puffed Rice, case.....	5 70
Health Bran, case.....	2 60
F.S. Hominy, gran., case.....	3 65
Do., pearl, case.....	3 65
Scotch Pearl Barley, case.....	2 60
Self-rising Pancake Flour, 30 to case.....	3 60
Do., Buckwheat Flour, 30 to case.....	3 60

Teas Remain Firm

Toronto.

TEAS.—Quotations for teas in primary markets continue upward and indications are that prices on local markets will also be somewhat advanced. Transportation at the present time is a big feature and a detriment in getting in supplies and importers state that it is more a matter of getting supplies than that of price.

Ceylons and Indians—		
Pekoe Souchongs.....	0 48	0 54
Pekoes.....	0 52	0 60
Broken Pekoes.....	0 56	0 64
Broken Orange Pekoes.....	0 58	0 66
Javas—		
Broken Orange Pekoes.....	0 58	0 65
Broken Pekoes.....	0 45	0 50
Japans and Chinas—		
Early pickings, Japans.....	0 63	0 65
Do., seconds.....	0 50	0 55
Hyson thirds.....	0 45	0 50
Do., pts.....	0 58	0 67
Do., sifted.....	0 67	0 72

Above prices give range of quotations to the retail trade.

Maple Syrup \$3.50 Gallon

Toronto.

MAPLE SYRUP.—There is a good demand for maple syrup and prices vary according to the brand. One gallon cans are quoted at \$3.50.

MAPLE SYRUP—

2½-lb. tins, 24 to case.....	17 35
8-lb. tins, 10 to case.....	19 95
10-lb. tins, 6 to case.....	15 75
5 gal. Imp. tin, 1 to case.....	14 70
15-gal. keg, per gal.....	2 90
16 oz. bottles, 24 to case.....	8 85
32-oz. bottles, 12 to case.....	9 15
Pure Maple Sugar, 1-lb. blocks,	

Canned Goods Steady

Toronto.

CANNED GOODS.—All lines of canned goods are in good demand and prices are ruling steady. Jams and canned fruits are especially active.

Salmon—		
Sockeye, 1s, doz.....	4 75	
Sockeye, ½s, doz.....	2 75	
Alaska reds, 1s, doz.....	4 25	4 50
Do., ½s.....	2 50	
Lobsters, ½ lb., doz.....	6 50	
Do., ¼-lb. tins.....	3 90	
Whale Steak, 1s, flat, doz.....	1 75	1 90
Pilehards, 1-lb. tins, doz.....	1 75	2 10
Canned Vegetables—		
Tomatoes, 2½s, doz.....	1 95	2 00

Peas, Standard, doz.....	2 25	2 50
Do., Early June, doz.....	2 40	
Do., Sweet Wrinkle, doz.....	2 50	2 70
Beets, 2s, dosen.....	1 45	
Do., extra sifted, doz.....	2 77½	2 82½
Beans, golden wax, doz.....	2 00	
Asparagus tips, doz.....	4 25	4 75
Asparagus butts, 2½s, doz.....	2 50	
Canadian corn.....	1 75	2 10
Pumpkins, 2½s, doz.....	1 35	
Spinach, 2s, doz.....	2 15	
Do., 2½s, doz.....	2 52½	2 80
Do., 10s, doz.....	10 00	
Pineapples, sliced, 2s, doz.....	4 75	5 25
Do., shredded, 2s, doz.....	4 75	5 25
Rhubarb, preserved, 2s, doz.....	2 07½	2 10
Do., preserved, 2½s, doz.....	2 65	4 52½
Do., standard 10s doz.....	5 00	
Apples, gal. doz.....	6 25	
Peaches, 2s, doz.....	3 55	3 90
Pears, 2s, doz.....	3 00	4 25
Plums, Lombard, 2s, doz.....	3 10	8 25
Do., Green Gage.....	3 25	3 40
Cherries, pitted, H. S.....	4 85	4 40
Blueberries, 2s.....	2 25	2 40
Strawberries, 2s, H. S.....	4 90	5 25
Blueberries, 2s.....	2 35	2 45
Jams—		
Apricots, 4s, each.....	1 08	
Black Currants, 16 oz., doz.....	5 00	5 15
Do., 4s, each.....	1 30	1 35
Gooseberry, 4s, each.....	1 03	
Do., 16 oz., doz.....	4 25	
Peach, 4s, each.....	1 02	
Do., 16 oz., doz.....	4 15	
Red Currants, 16 oz., doz.....	4 30	
Raspberries, 16 oz., doz.....	5 05	5 20
Do., 4s, each.....	1 35	1 40
Strawberries, 16 oz., doz.....	5 25	5 40
Do., 4s, each.....	1 35	1 45

Shelled Nuts Unsteady

Toronto.

NUTS.—An unsettled condition is manifest in the market for shelled walnuts with the result that quotations have somewhat declined. Bordeaux shelled walnuts are quoted this week as low as 60 cents per pound and other quotations range up to 65 cents per pound. Shelled almonds are steady and prices are maintained. Shelled filberts, however, are very unsteady and quotations range from 35 to 45 cents per pound.

Almonds, Tarragonas, lb.....	0 31	0 33
Butternuts, Canadian, lb.....	0 06	0 08
Walnuts, Cal., bags, 100 lbs.....	0 40	0 45
Walnuts, Bordeaux, lb.....	0 28	0 30
Walnuts, Grenobles, lb.....	0 23	0 25
Do., Marbot.....	0 30	
Filberts, lb.....	0 25	0 28
Pecans, lb.....	0 30	0 32
Cocconuts, Jamaica, sack.....	10 50	
Cocconut, unsweetened, lb.....	0 40	0 43
Do., sweetened, lb.....	0 45	0 48
Peanuts, Spanish, lb.....	0 26½	0 27
Brazil nuts, large, lb.....	0 32	0 37
Mixed Nuts, bags 50 lbs.....	0 32	
Shelled—		
Almonds, lb.....	0 65	0 70
Filberts, lb.....	0 43	0 45
Walnuts, Bordeaux, lb.....	0 60	0 65
Do., Manchurian.....	0 68	0 75
Peanuts, Spanish, lb.....	0 25	0 28
Do., Chinese, 30-32 to oz.....	0 20	
Brazil nuts, lb.....	1 10	
Pecans, lb.....	1 10	0 19½
Do., Java.....	0 19½	

Dried Fruits Unchanged

Toronto.

DRIED FRUITS.—There is no change in the dried fruit market. Stocks are fairly complete and are moving freely. Prices are unchanged.

Rice Supplies Short

Toronto.

RICE.—There is a shortage of all varieties of rice, particularly on the lower grades. Fancy Japan is quoted at 18½ cents per pound and Blue Rose Texas rice at 20 cents per pound.

Honduras, fancy, per 100 lbs.....		
Blue Rose, lb.....	0 20	0 20½
Siam, fancy, per 100 lbs.....		
Siam, second, per 100 lbs.....	15 00	
Japans, fancy, per 100 lbs.....	18 ½	
Do., seconds, per 100 lbs.....	15 00	

Fancy Patna.....	17 00	
Chinese, XX., per 100 lbs.....		
Do., Simiu.....		
Do., Mujin, No. 1.....		
Tapioca, pearl, per lb.....	0 12	0 12½
White Sago.....	0 12½	0 14
Do., Faking.....	14 00	

Cream of Tartar Scarce

Toronto.

SPICE.—The market for spices is active with a shortage developed on cream of tartar, ginger and nutmegs. Prices are likely to be higher on these lines. Supplies of pepper in primary markets are low and importers are expecting higher quotations.

Vegetables Are Scarce

Toronto.

VEGETABLES.—Supplies of Southern vegetables are still scarce. The railroad strike being still unsettled, many of these lines are brought in by express with the result that prices are higher. New wax and green beans are quoted in hampers at \$7.50. Texas onions are quoted at \$6.00 to \$6.50 per crate and \$7.50 in bushel hampers. Potatoes are \$5.75 to \$6.00 per bag. Supplies are light and prices are expected to remain high.

Carrots, per bag.....	1 50	1 75
Parsnips, per bag.....	2 75	
Radishes, Cal., doz.....	0 75	
Onions, Yellow Danvers, per lb.....	0 08½	0 10
Spanish Onions, large case.....	6 00	
Onions, white, large sacks.....	8 50	
Celery, Florida.....	7 50	8 50
Cauliflower, Cal., standard crate.....	6 50	
Potatoes—		
Out., 90-lb. bags.....	5 75	6 00
Quebec, 90-lb. bags.....	5 75	6 00
Jersey Sweet, hamper.....	3 50	3 75
Turnips, bag.....	1 25	1 50
Mushrooms, 4-lb. basket.....	4 00	
Lettuce, Cal., head, 4 to 5 doz. cr.....	4 50	5 00
Do., leaf, doz.....	0 30	0 40
Cabbage, Florida, large crate.....	6 00	
Do., Texas, barrel.....	8 50	
Do., Cal., case, 80 lbs.....	6 00	
Green Onions, doz., bunches.....	0 50	0 65
Green Peppers, doz.....	1 00	1 25
Rhubarb, doz., bunches.....	1 20	
Parsley, imported, per doz.....	1 00	1 25
Do., domestic, per doz.....	0 40	0 50
Florida Tomatoes, case.....		
Mexican Tomatoes in lugs.....		
Cucumbers, per doz.....	4 00	4 25
New Carrots, hampers.....	4 50	
Asparagus, Cal., per case.....	10 00	
New Beets, hampers.....	3 50	
Wax Beans, hampers.....	7 50	
Texas Onions, hampers.....	7 50	
Do., crates.....	6 00	6 50

Polishes Are Higher

Toronto.

POLISHES.—Shine stove polish, talls, have advanced to \$1.25 per dozen and flats to \$1.20 per dozen. Simplex shoe polish, black, tan and oxblood, is up to \$1.20 per dozen. White is now \$1.25 per dozen. Beaver shoe dressing has advanced to \$1.80 per dozen. Japanese stove pipe varnish is up to \$2.00 per dozen. Hawes floor wax is now quoted at \$6.00 per dozen.

Beans Are Steady

Toronto.

BEANS.—Beans are moving steadily in an unchanged market. Japanese beans are quoted at 9½ cents per pound.

Flour Market Firm

Toronto.

FLOUR.—No new developments have occurred in the flour market. The indications are, however, that prices will be higher.

Some Lines Advance

Toronto.

MISCELLANEOUS. — Royal salad dressing has advanced as follows: Small size, \$2.15 per dozen; 8 ounce or medium, \$4.00; 16 ounce or large size, \$7.50 per dozen. Kit coffee essence is \$3.70 per dozen. Old Dutch Cleanser has advanced to \$4.50 per case.

Strawberries Are 30 Cents

Toronto.

FRUITS.—Strawberries are now arriving freely and quotation on pint boxes are 28 to 30 cents. Oranges, lemons and grapefruit are rather scarce but this is only temporary owing to strike on U.S. railroads.

Cal. Navel Oranges—		
80s, per case	5 50
100s, per case	6 50
126s, per case	7 50
150s, per case	8 50
176s, 200s, 216s, 250s, per case	9 00
Oranges, Valencias—		
126s, 150s, 176s	6 00 7 50
Do., Seedlings	7 00 7 25

Bananas, Port Limons	0 68½
Lemons, Cal., 300s, 360s	4 00 4 75
Do., Messinas, 300s	4 60
Grapefruit, Florida—		
36s, 46s, 54s	5 00
64s, 70s, 80s, 96s, 126s	6 00 6 50
Grapefruit, Cuban—		
54s, 64s, 70s, 80s, 96s
Apples, Nova Scotia—		
Baldwins	6 00 8 00
Starks	6 00 7 50
Fallowatus	6 00 7 50
Russetts	7 50 8 50
Apples, Ontario—		
Spys, No. 1, bbl.	11 00
Do., Nos. 2 and 3	6 50 9 00
Baldwins	6 00 8 00
Box, all sizes, per box	5 50
Tangerines, Cal.	4 00
Cranberry, Cape Cod, ½ bbl., cs.	6 00
Strawberries, pints	0 28 0 30
Pineapples, Porto Rico—		
18s, 24s, 30s, case	8 50

Shorts and Bran Scarce

Toronto.

MILLFEEDS.—There is a keen demand for all shorts and bran that is offered. The supply is limited and not near enough to meet the demand.

MILLFEEDS—		
Bran, per ton	51 00
Shorts, per ton	58 00

WINNIPEG MARKETS

WINNIPEG, May 7—Indications are increasing that sugar and sugar products will go to unprecedented heights very shortly. According to a report received locally this week, a 1,000-lb. lot of sugar was sold in Chicago this week at 32 cents a pound. Immediately afterward, several more bids at the same price were received, but no further stocks were available. Jams, candies and syrups already have jumped in price and it is predicted that jams will take further leaps before the fall when canning is done.

Sugar Supplies Scarce

Winnipeg.

SUGAR.—The sugar situation still predominates in the local market. Dealers said this week that another large advance was not unlikely. Local stocks are being considerably depleted, and not a great deal is being received. It is reported that most of the Eastern refineries have been temporarily closed down. Sugar in Chicago, according to a report received in Winnipeg, was sold recently at 32 cents a lb. for a 1,000 lb. lot.

Redpath granulated	19 55
St. Lawrence granulated	20 05
Lantic	20 05
Acadia	20 20
Yellow sugar	19 55
Powdered sugar in 50-lb. boxes 65 cents less per hundred over granulated in 100-lb. bags.		
Loaf sugar, \$1.15 less on same basis.		

Syrups Are Higher

Winnipeg.

SYRUP.—As predicted last week, syrups were advanced in price 30 cents a case. The market still is uncertain, and depends upon the situation with regard to sugar supplies.

CANE SYRUP—		
Rogers, 2s	8 15
Do., 5s	9 65
Do., 10s	9 20
Do., 20s	9 05

CORN SYRUP—		
Cases, 2 lb. tins, white, 2 doz. in case	7 10
Cases, 10 lb. tins, white, 1 doz. in case	8 10
Cases, 10 lb. tins, white, ½ doz. in case	7 85
Cases, 2 lb. tins, yellow, 2 doz. in case	6 50

Cases, 5 lb. tins, yellow, 1 doz. in case	7 50
Cases, 10 lb. tins, yellow, ½ doz. in case	7 25
MOLASSES—		
2-lb. tins, 2 doz. case	7 85
3-lb. tins, 2 doz. case	11 05
5-lb. tins, 1 doz. case	9 00
10-lb. tins, ½ doz. case	8 75

Starches Advance

Winnipeg.

PACKAGE GOODS.—The market is firm and unchanged from last week. There is still a strong feeling, however, that higher prices will prevail within a short time.

STARCH.—Dealers announce an increase in the price of starch this week of ½ cent a pound.

PACKAGE GOODS		
Roller Oats, 20s, round cartons.	5 35	6 50
Do., 36s, case	4 85
Do., 18s, case	2 42½
Corn Flakes, 36s, case	3 60
Cooker Package Peas, 48s, case.	6 00
Do., 36s, case	3 75
Cornstarch No. 1, lb. pkts., per lb	0 11½
Laundry Starch in 1-lb. cartons, lbs.	0 12
Do., in 6-lb. tin canister
Do., in 6-lb. wood boxes
Gloss Starch, 1-lb. pkt., 40 in case, per lb.	0 12	0 13½
Do., 6-lb. tins, 8 to case, per lb.	0 15½
Celluloid Cold Starch, 1s, 45 in cs.	4 95
Potato Flour, 12 oz., 2 doz. case, per case	3 00
Cornmeal, 2 doz. case, per case	4 00
Wheat Flakes, 3 doz. case, per case	5 00
Puffed Wheat, 3 doz. case, case	4 60

Cereals May be Higher

Winnipeg.

CEREALS.—There have been preliminary increases on barley, rolled oats, and split peas, which is taken as an indica-

tion that a general advance in prices may take place soon. Otherwise, the market is firm.

Cornmeal, golden, 49-lb. sacks, per sack	2 40
Do., 10-lb. bags, 10 in bale, per bale	6 00
Barley, pearl, 98-lb. sack, per sack	8 00
Do., pot, 98-lb. sack, per sack	7 75
Buckwheat, Gritz, 100-lb. sacks	9 90	10 90
Rye Flour, 98-lb. sacks	5 25
Rolled oats, 80-lb. sack	4 85
Rolled wheat, 98-lb. sack	7 50
Linseed Meal, 100-lb. sacks, per lb.	0 12
Whole Yellow Peas, 60-lbs., per lb.	0 04
Do., green, 36 case, per case	3 75
Split Peas, 98-lb. sack, per sack	9 00

Jamaica Ginger Goes Up

Winnipeg.

SPICES.—An advance of eight cents a pound in Jamaica ginger featured the market this week. This is a result of the short supply and a big demand, as a good deal of Jamaica ginger has been withdrawn from the market for use in manufacture of soft drinks. The general spread of prohibition both in Canada and the United States has considerably increased the demand for this commodity.

SPICES—		
Allspice, in bulk, per lb.	0 14
Do., 5-lb. boxes, per lb.	0 20
Cassia, 1 oz. bundles, per doz.	0 60
Do., 5-lb. boxes, per lb.	0 36
Cloves, per lb.	0 75
Do., 1-lb. tins, per tin	0 90
Do., 5-lb. boxes, per lb.	0 85
Ginger, Jamaica, per lb.	0 38
Do., 5-lb. boxes, per lb.	0 42
Nutmeg, 5-lb. boxes, per lb.	0 42
Do., in bulk, per lb.	0 55
Do., pkts., per doz.	0 50
Pastry spice, 5-lb. tins, per lb.	0 33½
Black pepper, per lb.	0 48 0 49
White pepper, per lb.	0 55 0 55½
Cayenne pepper, per lb.	0 37½
Tumeric, per lb.	0 33
Japan chillies	0 30 0 32

Prunes Are Unsteady

Winnipeg.

DRIED FRUITS.—The market this week was firm, with the exception of prunes, which are reported to be shaky. Shipments of dried fruits are infrequent as yet, the local market not having recovered from the railwaymen's strike.

Evaporated apples, per lb.	0 24½ 0 25
Do., Apricots, per lb.	0 29
Currants, 90-lb., per lb.	0 28
Do., 50-lb., per lb.	0 24
Do., 8 oz. pkts., 6 doz. to case, per pkt.	0 17
Dates, Hallowee, bulk, per lb.	0 23
Do., Tunis, per lb.	0 26
Figs, Spanish, per lb.	0 16½
Do., Smyrna, per lb.	0 23
Do., Black, cartons, per carton	1 16
Do., Smyrna, table quality, box of 35	4 50
Loganberries, 4 doz. in case, pkt.	0 45
Peaches, Standard, per lb.	0 30
Do., choice, per lb.	0 29 0 30½
Do., fancy, per lb.	0 34 0 35
Do., Cal., in cartons, per carton	1 60
Do., unpitted, per lb.	0 24 0 25
Pears, extra choice, per lb.	0 30
Do., Cal., cartons, per carton	1 75
PRUNES—		
40-50s, per lb.	0 32½ 0 33
50-60s, per lb.	0 27 0 28
60-70s, per lb.	0 25 0 26
70-80s, per lb.	0 24 0 25
80-90s, per lb.	0 21½ 0 22½
90-100s, per lb.	0 20½ 0 21½
In Cartons, per carton	1 38
Raisins—		
Cal. pkg., seeded, 15 oz. fancy, 36 to case, per pkt.	0 25
Cal. bulk, seeded, 25-lb. boxes, per lb.	0 25½
Cal. pkg. seedless—		
11-oz., 36 to case, per pkg.	0 20
9-oz., 48 to case, per pkg.	0 18
Cal. bulk, seedless, 25-lb. boxes, per lb.	0 24
Cal. Bleached Sultanas—		
25-lb. boxes, bulk (fancy), lb.	0 33
50-lb. boxes, choice, fancy, lb.	0 30

New Pack Salmon Higher

Winnipeg.

CANNED GOODS.—There is talk of higher prices for the new pack salmon. It is said \$2 a case over last year's price will be the new demand, which will result in a high retail price for the best grades. The trade is generally skeptical with regard to the consumers taking the catch at the prices which will have to be charged. The offerings in canned fruits and vegetables are becoming lighter. The market seems to be well cleaned up in Eastern Canada, and holders of any of these commodities are asking stiff premiums over open prices for anything in these lines.

CANNED FRUITS

Apples, 6 tins in case, per case	3 60
Apricots, 1s, 4 doz. case, per doz.	3 25
Blueberries, 2s, 2 doz. case, case	5 10
Cherries, 1s, 4 doz. case, per doz.	4 00
Gooseberries, 2s, 2 doz. case, case	6 25
Lawtonberries, 2s, 2 doz. case, case	9 00
Peaches, 2s, 2 doz. case, per case	7 40
Do., 2 1/2s, 2 doz. in case, case	10 70
Do., sliced, 1s, 4 doz. case, doz.	3 50
Do., halved, 1s, 4 doz. case, doz.	3 50
Pears, 1s, 4 doz. case, per doz.	4 00
Do., 2s, 2 doz. case, per case	6 50
Pineapple, 2s, 2 doz. case, per case	9 25
Plums, green gage, 2s, 2 doz. case, per case	6 15
Do., Lombard, 2s, 2 doz. case, per case	6 15
Raspberries, 2s, 2 doz. case, case	9 50
Strawberries, 2s, 2 doz. case, case	10 50

CANNED VEGETABLES

Asparagus tips	2 75
Beans, Golden Wax	4 35
Beans, Refugee	4 15
Corn, 2s	3 90
Hominy, 2 1/2s	4 50
Peas, standard, 2s	4 25
Do., Early June, 2s	4 25
Sweet Potatoes, 2 1/2s	3 20
Pumpkin, 2 1/2s	2 85
Sauer kraut, 2s	4 50
Spagheti, 1s	1 39
Spinach, 2s	2 25
Tomatoes, 2 1/2s	4 20
Do., 2s	1 90

CANNED FISH

Shrimps, 1s, 4 doz. case, per doz.	2 70	2 75
Finnan Haddie, 1-lb., 4 doz. case	8 80	9 75
Do., 1/2-lb., 8 doz. case	10 50	
Herrings (Can.), 1s, 4 doz. case, per case	7 25	8 00
Do. (imported), 1/2s, 100 to case, per case	30 00	32 50
Lobsters, 1/2s, 8 doz. case, per doz.	4 09	
Do., 1/2s, 4 doz. case, per doz.	7 50	
Mackerel (imported), 6-oz. tins, 100 to case	28 50	2 10
Oysters, 1s, 4-oz., 4 doz. case, doz.	3 65	
Do., 2s, 8-oz., 2 doz. case, doz.	7 50	
Pilchards, 1s, tall, 4 doz. case, cs.	3 80	
Do., 2s		
Deep Sea Trout, 1/2s, flat, 8 doz. case, per case	15 75	
Salmon—		
Fancy Pink, 1s, tall, 48 in case	10 50	
Do., 1/2s, flat, 96 in case	12 25	
Cohoe, red, 1s, tall, 48 in case	14 50	
Cohoe, red, 1/2s, flat, 96 in case	16 25	
Sockeye, red, 1s, tall, 48 in case	19 50	
Do., 1/2s, flat, 96 in case	19 00	
Chum, 1s, tall, 48 in case	8 50	
Kippered, 1s, tall, 48 in case	12 00	

Nuts Are Firm

Winnipeg.

NUTS.—The market remains firm, with no price fluctuations. The tendency is upward, however, importers report.

NUTS—

Pecans, in shells, per lb.	0 30
Peanuts, in shells, roasted, lb.	0 20
Do., green, per lb.	0 18

NUTS, SHELLED—

Salted Peanuts, 10-lb. tins, tin	4 20
Spanish Valencia Almonds, lb.	0 62
Jordan Almonds, per lb.	0 75
Walnuts, Manchurian, per lb.	0 80

Exchange Affects Coffee

Winnipeg.

COFFEE.—A decline of a cent a pound

in Santos-coffee at the source owing to the drop in sterling exchange was reported this week. This stock, however, cannot possibly reach the local market for 90 days at least. Spot stocks are running low.

COFFEES—

Santos, per lb.	0 45	0 47
Bourbon, per lb.	0 46	0 48
Maracaibo, per lb.	0 52	0 54
Jamaica, per lb.	0 46	0 50
Mexican, per lb.	0 55	0 59

Ceylon Tea Advances

Winnipeg.

TEAS.—Ceylon and Java teas have advanced. Generally, the market is now recovering from the fall which occurred during the past month.

INDIAN AND CEYLON—

Pekoe Souchongs	0 50	0 52
Pekoes	0 50	0 54
Broken Pekoe	0 52	0 60
Broken Orange Pekoe	0 58	0 68
Japans, bulk tea	0 50	0 57

JAVAS—

Pekoe Souchongs	0 46	0 50
Pekoe	0 48	0 52
Broken Pekoe	0 50	0 56
Broken Orange Pekoe	0 54	0 64

Jams Will be Higher

Winnipeg.

JAM.—The effect of the constantly decreasing supplies of sugar is being felt by all sugar products. The latest commodity in which sugar is used to feel this effect is jam. All jams are scheduled to increase considerably, it was predicted this week.

Beans Show Strength

Winnipeg.

BEANS.—The market during the earlier part of the week was very low. Since the heavy demand, however, it has firmed up considerably. There are indications of considerable increases shortly. Importers already are asking 75 cents to \$1 over present prices.

Rice Supplies Short

Winnipeg.

RICE.—Supplies of rice are getting short on the Winnipeg market, but the prices remain unchanged. As in the case with nearly all grocery lines, there are possibilities that the prices will go up.

RICE—

No. 1 Japan, 50-lb. sack, lb.	0 17 1/2
No. 1 Japan, 100-lb. sack, lb.	0 17 1/2
Siam Elephant in 50-lb. bags, lb.	0 15 1/2
Do., in 100-lb. bags, lb.	0 15 1/2
Ground, medium, per doz.	1 55

VANCOUVER MARKETS

VANCOUVER, May 7—There is still a shortage on molasses; there have been shipments of Barbadoes and New Orleans recently, but the market has been bare and these shipments were speedily absorbed. Prunes are quoted at a lower figure. Figs are a drug on the market.

Figs Are a Drug on Market

Vancouver.

FIGS.—While the white cooking figs are selling freely at 15c and the black figs at 14c there really is no market price for the packages of California eating figs. In most cases the shipments arrived on or after Christmas and were

Do., No. 1, per doz.	2 15	
Do., 100s, per lb.	0 11	
Do., 50s, per lb.	0 18 1/2	
Do., 10 x 8 bags, per bag	1 00	
Sago, sack lots, 130 lb. 150 lb., per lb.	0 13 1/2	
Do., in less quantities	0 14	
Tapioca, pearl, per lb.	0 13	0 13 1/2

Fruits Get Scarce

Winnipeg.

FRUIT.—The market is quiet on account of the strike. Many cars containing new fruits have been lost in transit, or else sold as rolling cars to eliminate loss by rotting. Until a week ago, nothing was shipped from California for the several weeks of the railway-men's walkout. Oranges and lemons are slated to go up, while head lettuce and celery are almost cleaned out. Things will reach normal again by the end of next week, it is predicted. Valencian oranges are expected soon.

Navel Oranges—

80s, per case	5 50	
100s, per case	6 50	
125s, per case	7 50	
150s, per case	8 75	
175s, per case	10 00	
200s, 215s, and smaller, per case	10 75	
Cal. Blood Oranges, 176 and smaller, per case	10 50	
Lemons, Cal., per case	7 50	8 00
Bananas, red, per lb.		0 10 1/2
Strawberries, 24 pts., case		6 50
Grapefruit—		
36s, 46s		5 75
54s, 100s		6 50

Vegetables Tend Higher

Winnipeg.

VEGETABLES.—There is a tendency for vegetables to be higher all along the line. It is harder to buy than to sell these goods. Everything in the market is gradually being cleared out, with very little coming to replace it. The strike in the United States is beginning to be felt now as little shipments, with the exception of occasional rolling cars, are being received. To obtain an occasional shipment, dealers must pay a considerable premium to express companies. This helps in increasing prices.

Potatoes, per bushel	3 50	4 00
Turnips, per cwt.		4 00
Beets, per cwt.		5 00
Carrots, per cwt.		5 00
B.C. onions, per cwt.		
Cabbage, per cwt.	9 00	10 00
B.C. apples, box		3 50
Ontario apples, box		3 50
Tomatoes, Mex., per lug, 30 lbs.		5 00
Cauliflower, per case		4 50
Fresh rhubarb, lb.	0 15	0 18
Head lettuce, per case		5 50
Do., per dozen		1 50
Leaf lettuce, imported, doz.		0 75
Celery, per crate		

Continued on Page 168

PRODUCE AND PROVISIONS

Cooling System in Store Windows Aids in Selling Cooked Meats

Modern Equipment in Brown Bros.' Store at Owen Sound, Ont., Increases Business in Fresh Fruits, Meats and Vegetables—Stimulating Sales of Cooked Meats

SERVICE, Satisfaction and Sanitation," that is the motto of Brown Bros. store, Owen Sound, and is fully carried out in every particular. If there is anything in the old epigram that "Cleanliness is akin to Godliness" then this store is surely entitled to accept this title as being part and parcel of their equipment. Walls, ceiling and counters are finished in spotless white enamel with the trimmings in fumed oak.

The modern refrigerator system is the best manufactured, and is installed throughout the store enabling the firm to keep fresh meats, fruits and vegetables in perfect condition even during the hot summer months, and also permits the goods to be displayed to the best advantage. Another feature of this cooling system is that the whole store can be kept at an even temperature, having the effect of eliminating all flies and other insects, which hitherto has been looked upon as an impossibility in a store handling meats and groceries.

The summer season is the time when most housewives are looking around for foods that require no cooking, and is therefore the time to make a special effort to push these lines by window display, advertising or otherwise telling something about these goods that will set customers to thinking along the lines of cooked meats. Displaying cooked meats in the windows during the summer months is a real proposition, as these lines are very susceptible to heat, and

always an attraction to flies and other insects flying around, ready to pounce on the nicest looking article in the store. Realizing all this, Brown Bros. set about to devise some plan whereby this nuisance that is such a detriment to business could be overcome. A system of refrigeration is installed in the windows that answers the purpose admirably and permits the displaying of cooked meats even on the hottest day in the summer.

Also Sells Groceries

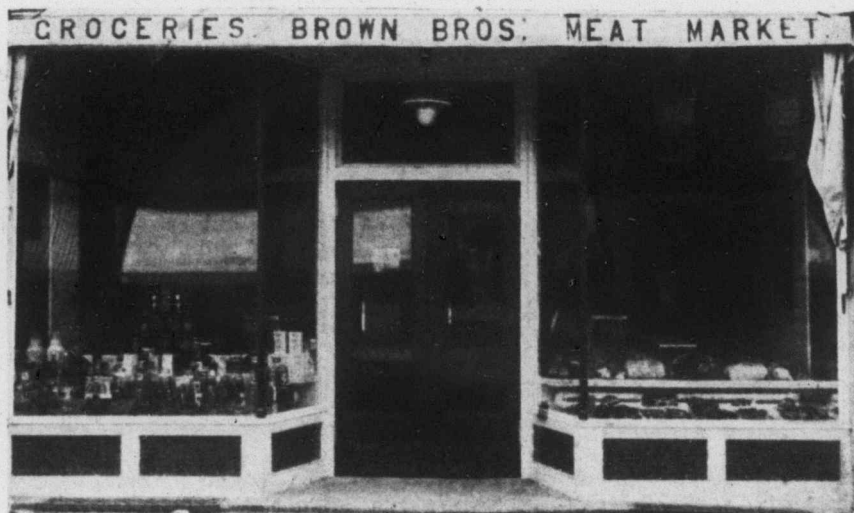
On each side of the store are arranged shelves for the purpose of containing the grocery stock of bottles, cans and packages. Beneath the counters are the bins for bulk goods such as tea, sugar, rice, cereals, etc., etc. Each counter is equipped with computing scales, meat slicer and cash register. This arrange-

ment is identical on both sides of the store, as to fixtures and the variety of stock carried. "The purpose of this plan," stated Mr. Brown to **CANADIAN GROCER** "is that it saves a great deal of time and the confusion of clerks chasing from one side to the other in order to get the goods required by the customer."

Deliveries From Rear

In the rear of the store is a large room used for a receiving department and also for the assembling of orders that are to be delivered. This department has a rear door sufficiently large to allow the trucks and wagons to back in, thereby permitting the loading and unloading to be carried on under cover during the wet and stormy weather. All orders that are to be delivered leave by this rear department. This is another innovation that saves a lot of confusion caused by the delivery boys loading from the front entrance.

All the meat, poultry and eggs handled by Brown Bros. is produced on their own farms and puts the firm in a position of knowing the quality of the article sold. They also get all the profit, from producer to the customer. They cure their own meats, make their own sausage, bologna, head-cheese, and do an extensive business in ground bone for chicken feed.



Exterior of Brown Bros. store, Owen Sound. Showing the cooling system installed in the window



Interior of Brown Bros.' store, Owen Sound, Ont. "Service, Satisfaction, Sanitation" is the motto of this store.

Believe Cash and Carry Only System

Arnold Bros. Operate Four Stores in Toronto, Selling Meats, Fish, Provisions and Groceries—All Stores Are Equipped With Modern Refrigerator Counters

WHEN a CANADIAN GROCER representative dropped into the Bloor Street store of Arnold Bros., Toronto, he was greeted with "Have a taste of our dairy farm sausage" from a young lady dressed in snow-white coat and apron standing behind a table covered with a white cover and laid out with electric cooker and dainty plates. There was also on the table a display of fresh sausage and shortening. The lady was genially handing out sizzling hot sausage to the crowd around the table, who were listening with much interest to the demonstrator tell something about dairy farm sausage, the method of making, the kind of meat used, the seasoning and other things about the products.

Demonstrator Doesn't Sell

One fact that impressed CANADIAN GROCER was that the demonstrator did not ask any person to buy or in her talk was there any indication that a purchase should be made. It was just a friendly chat upon the product. In referring to the demonstration George Arnold remarked, "We have our own demonstrator whom we place in our different stores to demonstrate our own brand. One week it will be tea, another coffee, baking powder or sausage. These demonstrations have been the means of creating a demand for these lines. We demonstrate only our own brands as for

instance—the baking powder is put up under our own label so that when a customer tries it and likes it she must then come to our store to get that particular brand. There is one thing that we firmly insist from our demonstrator, and that is, she must not under any consideration make a sale, because we do not want the people testing our goods to feel that they are expected to buy. Of course if a request is made for the goods then the demonstrator directs the customer to the department where the goods are sold."

Cash and Carry the Only Way

Arnold Bros. operate four stores in Toronto handling meats, fish, provisions, and groceries on the cash and carry plan. Hear what Mr. Arnold has to say on this system. "There is only one method of conducting a retail business to-day, and that is on the modern system of cash and no delivery. In the first place we have no bad accounts whatever to collect. The sale is made, and the money is received at once and that ends the transaction. In the second place we know at the end of each day how much profit is made without a lot of detail book-keeping. As for delivering, that is a thing of the past. We wouldn't think of returning to it. The tremendous upkeep of delivery system and the worry of getting the orders out is too great. People will carry their purchases alright, at least that is the way we find it."

Complete Refrigeration Plant

Arnold Bros. stores are equipped with a complete refrigeration plant, even the windows. This last enables meats, both cooked and fresh, to be displayed, even on the hottest day in summer and also eliminates the nuisance of flies—the bugbear of the food stores. Each department is conducted on a separate basis as to manager, clerks and cash register. Once every week the business of the department is balanced and a report handed to the general manager of the store so that he is in close touch with every department and he knows which department is showing a profit, and if a department does not show the necessary profit the firm is then in a position to know the reason and the trouble is rectified.

This firm also employs a great number of women clerks who are all uniformed in white cap, coat and apron. This gives the store an atmosphere of sanitation and cleanliness. In speaking of these clerks Mr. Arnold remarked. "We place a girl wherever it is possible, as we find them as a rule to give entire satisfaction. They seem to have the faculty of getting rid of the odds and ends of stuff at a profit, whereas a man is more inclined to allow these pieces to accumulate and eventually there is a loss. We pay these clerks good wages, in fact some earn as much as the highest paid man, outside of the manager."



Interior of Arnold Bros. New Store, on Bloor Street, Toronto. — Display is an important feature.

Refrigerator Counters Build Business

Goode & Mackay, Walkerton, Ont., Sell One Brand of Sausages Only, Making Them a Special Feature on Saturday—Sales Heavy

REFRIGERATOR counters have built up our business very considerably," remarked Mr. Goode of Goode & MacKay, grocers at Walkerton, Ont., to CANADIAN GROCER the other day. "We have had them now for the past seven years, and in that time, we can say that our produce and provision department has been a real source of profit. Not only from the standpoint of freshness and sanitary necessity are these refrigerator counters a good thing, but for the purpose of display, they are unexcelled."

Goode & Mackay are among the oldest established grocers in Walkerton. Their clientele covers a wide territory, and a very large farming trade is carried on. The store arrangement is effective in the way of attracting attention, and display is an important feature. The whiteness of the place at once conveys the impression of absolute cleanliness. The refrigerator counter, while not a large one, extends across one end of the store, at right angles to the main counter. It is divided into compartments, and hams and bacon, butter and eggs are attractively shown. Goode & Mackay do not sell fresh meat, with the exception of saus-

ages, and these they make a specialty of.

Selling Sausages

"We have endeavored to build up a reputation for sausages here," stated Mr. Goode, "and carry only the one kind. We have been selling this particular brand of sausages now for some time, and by confining our selling efforts to them alone, we find our trade won't have any other. Our week-end trade runs very high. We always make a feature of them, displaying them well, and suggesting them to our customers. But our trade in sausages has now become so well established that we do not have to talk them up very much, except to new people coming into the store for the first time. We get shipments two and three times a week, and always have them fresh. But our Saturday trade is the largest. The refrigerator counter has certainly helped these sales. The fact that people can get them fresh, and also that they can see them nicely displayed in the refrigerator, are strong factors in their sale."

Meat Slicer an Economy

"Have you a meat slicer?" the GROCER representative asked Mr. Goode.

"We have had one for years," he replied, "and wouldn't be without it. It is the only way to economically handle hams and bacon. We sell a lot of sliced bacon and ham here, and a slicer is the only way to cut it up, if a profit is to be made." Mr. Goode believes it is possible to sell bacon and ham at a profit. He states that they always do, and the small ends of bacon and ham can be disposed of, if attention is directed to this detail. The small pieces can be taken in slicing to avoid unevenness in the sizes of the pieces. Having the bacon cut up in quantities beforehand, is one way to eliminate carelessness in slicing, and in this way it can be very nicely shown in the refrigerator counter.

Goode & Mackay state that their butter and egg trade is very large. They carry on a large produce business, and pay some attention to making this end of their grocery trade, both profitable and a real service.

Selling Butter and Eggs

Butter and egg business in connection with their regular store trade is carried on by the merchants in Mildmay and Walkerton. Stephen Bros., in Walkerton

Ont., told CANADIAN GROCER that they did a very extensive trade in buying and selling butter and eggs. They pay cash for some of these supplies, but a good deal of this trade is a matter of exchange. The receipts are disposed of chiefly in Toronto.

Knectel & Knectel, in Mildmay, Ont., stated that their receipts of butter and eggs amount to \$200 on a Saturday, to say nothing of the large amount of cream

that they buy and ship out to Montreal. This is a big feature of their business and one that means much to their grocery and other departments. Getting the farmers coming to the store to sell their produce, they not only take away a goodly portion of the returns in goods, but are very often tempted to buy something that they had not intended purchasing, providing the same is sufficient well displayed.

certain in view of the fact that the retail price in England is still controlled. It is interesting to note that the receipts of cheese at Montreal for the twelve months ending April 30th, 1920, were 1,569,574 boxes against 1,718,947 boxes the previous twelve months, a decrease of 149,373 boxes.

A Good Fish Service the Best Kind of Advertisement

OUR fish trade is an a very heavy scale," remarked F. P. Houlahan, of Sherbrooke, Que., to CANADIAN GROCER in the course of a recent conversation.

"Our fish comes fresh from the fishing boats every Thursday night and we clean them ourselves in the basement of the store. There is a large ice box there where they are kept in the best possible condition. It pays to be careful in such

a trade because it only takes a very short time to get a reputation, either good or bad. Once the good reputation is attained it is only a matter of holding it and the business will develop itself into surprising proportions. We have succeeded in getting the business of supplying the dining car service with fish on all the through lines. A good fish service will advertise itself and will amply repay every effort put forward in its behalf."

Cheese Quotations Are Higher

Following the Decontrol of Cheese by the British Ministry of Food, Prices Take a Sudden Jump—Montreal Receipts for Year Just Closed Less Than the Previous Year

THE cheese market, after many months of marking time, has at last stirred itself and shipments of cheese that have been held awaiting the re-opening of export business will now go forward. The British Ministry of Food has decided that Canadian cheese would not be purchased direct by the British Government this season, and that the maximum importers' selling price would be removed but the maximum retail selling price of 1 shilling 8 pence (which figures to about 40 cents per pound) will remain in force. This has been the effect of considerably strengthening the cheese market, quotations this week are 2 to 3 cents per pound higher.

"We are not quoting cheese to-day," said one exporter to CANADIAN GROCER. "I know of some cheese being sold at 31 cents per pound, but I feel certain that prices will go higher; however, the market is unsettled and just at what price it will rest I am not prepared to say."

The major portion of old cheese available for sale is pretty well cleared up. One car lot of September cheese for export was sold at 31 cents. The stocks of new cheese coming forward are of course fodder made and consequently must go at once into consumption. The present price of this new cheese is ranging around 30 cents. Just to what the future will be in regards to prices is very un-

May Extend Time For Oleomargarine

Want Permission to Manufacture Oleo Until August 31, 1921, and Sell It Until March 31, 1922

The proposal of the Government to extend the time during which oleomargarine may be manufactured, imported and sold in Canada is apparently meeting with very little opposition in the House. The resolution is for extending the time during which oleo may be manufactured and imported into this country to August 31, 1921, and for sale until March 1, 1922.

Oleomargarine has had a large sale in Canada since restrictions on its sale were removed on December 10, 1917. Up to the present 18,358,046 pounds of this butter substitute have been manufactured, while 12,071,287 pounds were imported up to the end of February last.

A STRIKING OBJECT LESSON

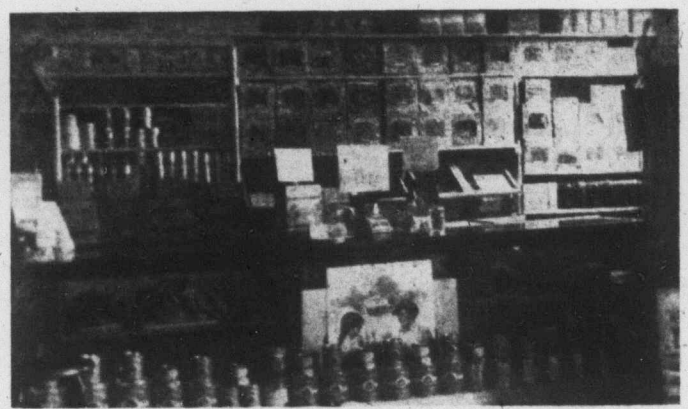
An Orillia, Ont., grocer has a striking object lesson in one of his windows. Three potatoes are shown, which, at the present price, are worth ten cents. These are flanked by bushels of beans, at ten cents a pound, and the economy of using the latter as a substitute urged. Potatoes are now a luxury, and comparatively few families can readily afford to buy them.

STEFANSSON WOULD TAP ARCTIC FOR WORLD'S FOOD SUPPLIES

New York, April.—Vilhjalmur Stefansson, noted Arctic explorer, arrived here to-day on the steamer St. Paul from Southampton and Cherbourg. While in England he urged a plan to tap the Arctic food reserves, to relieve the world shortage, and endeavored to organize an expedition to further that project. Stefansson said palatable food in unlimited quantities is available in the Arctic.



Goode & Mackay, Walkerville, Ont., believe in showing their goods to advantage as the silent salesman indicates.



Refrigerator counters are a great asset in a provision department, say Goode & Mackay, Walkerton, Ont.

WEEKLY MARKET REPORTS BY WIRE

Statements from Buying Centres, East and West

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Sask., May 7.—All staple lines of foodstuffs are again on the up-grade. Butter is firmer; fresh creamery is quoted at 72 cents per pound. Eggs are higher, selling at 48 cents per dozen. Potatoes have advanced \$1 per bushel, now quoted at \$3.75. Cooked meats are up 5 cents per pound, and fresh meats are also higher. Rhubarb is selling at 50 cents a case lower. There are very few vegetables obtainable owing to the strikes across the border, and what is available is commanding very high prices.

Beans, small white, Japans, bus.	5 40
Beans, Lima, per lb.	0 12½
Rolled oats, brails	5 00
Rice, Siam, cwt.	14 75
Sago, lb.	0 11½
Flour	5 40
Tapioca, lb.	0 14
Sugar, granulated, Western	17 94
Do., Eastern	18 20
Cheese, No. 1, Ontario, large	0 80½
Butter, creamery	0 72
Lard, pure, 3s, per case	21 60
Bacon, lb.	0 55
Eggs, new laid	0 48
Tomatoes, 2½s, standard case	4 47
Corn, 2s, standard case	3 96
Peas, 2s, standard case	4 60
Apples, gal.	3 25
Apples, evaporated, per lb.	0 26
Strawberries, 2s, Ont., case	9 75
Raspberries, 2s, Ont., case	9 75
Peaches, 2s, Ontario, case	7 85
Plums, 2s, case	5 00
Salmon, finest Sockeye, tall, case	18 80
Salmon, pink, tall, case	11 25
Peaches, Cal., 2½s	7 00
Potatoes, bushel	3 75

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., May 7.—Business is reported good and collections also. The markets for the most part are unchanged. Sugar is scarce and prices expected to be higher. Molasses has advanced to \$1.65. Eggs are plentiful at 46 cents per dozen. Potatoes are exceptionally high and the quality is low grade. Quotations are \$9.50 per barrel. Breakfast bacon is easier.

Flour, No. 1 patents, bbls., Man.	15 10
Cornmeal, gran., bags	6 25
Cornmeal, ordinary	4 40
Rolled oats	12 50
Rice, Siam, per 100 lbs.	15 00
Tapioca, 100 lbs.	15 00
Molasses	1 65
Sugar—	
Standard, granulated	19 10
No. 1, yellow	18 60
Cheese, Ont., twins	0 29½
Eggs, fresh, doz.	0 46
Lard, pure, lb.	0 31
Lard, compound	0 30
American, clear pork	52 00

Tomatoes, 2½s, standard case	4 25
Beef, corned, 1s	4 00
Breakfast bacon	0 42
Butter, creamery, per lb.	0 65
Butter, dairy, per lb.	0 60
Butter, tub	0 58
Raspberries, 2s, Ont., case	4 00
Peaches, 2s, standard, case	7 30
Corn, 2s, standard, case	3 80
Peas, standard, case	4 15
Apples, gal., N.B., doz.	4 75
Strawberries, 2s, Ont., case	9 00
Salmon, Red Spring, flats, cases	19 50
Pinks	11 00
Cohoes	15 00
Ohums	9 00
Evaporated Apples, per lb.	0 22½
Peaches, per lb.	0 27½
Potatoes, Natives, per bbl.	9 50
Lemons, Cal., case	7 00
Grapefruit, Cal., case	7 00
Apples, Western, box	4 75
Bananas, per lb.	0 09

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Alta., May 7.—Corn syrups have advanced 30 cents per case. Starch also advanced ½ cent per pound. Wagstaffe's strawberry jam in 4-pound tins now \$1.40. Lard has declined, 3s now quoted at \$17.60 to \$18.00. Local supplies of eggs are short and are being brought in from Saskatchewan. Cheese is firmer and quotations are higher. Kootenashi beans are selling at \$7 to \$7.50 per bushel. Nut bars, Egg-O baking powder and cocoanut in packages have registered declines. Holland sugar is being offered to arrive around 27 cents per pound. Potatoes are \$120 to \$140 per ton.

Flour, 96s, per bbl.	12 95
Beans, B.C.	8 00
Rolled oats, 80s	5 00
Rice, Siam	12 75
Japan, No. 1	15 50
Tapioca, lb.	0 10½
Sago, lb.	0 11
Sugar, pure cane, granulated, cwt	18 92
Cheese, No. 1, Ont., large	0 29
Butter, creamery, lb.	0 70
Do., dairy, lb.	0 55
Lard, pure, 3s	17 60
Eggs, new laid, local, case	15 50
Tomatoes, 2½s, standard, case	4 50
Corn, 2s, case	4 60
Peas, 2s, standard, case	4 20
Strawberries, 2s, Ontario, case	10 30
Raspberries, 2s, Ontario, case	10 30
Cherries, 2s, red, pitted	9 00
Apples, evaporated, 50s	0 21½
Do., 25s, lb.	0 22
Peaches, evaporated, lb.	0 25½
Do., canned, 2s	7 50
Prunes, 90-100s	0 18
Do., 70-80s	0 19
Do., 50-60s	0 20
Do., 30-40s	0 30
Do., 20-30s	0 38
Raisins, bleached Sultanias	0 27
Do., bulk, seedless	0 29
Do., package, 11 oz.	0 21
Currants, Australian	0 23
Filiatras Currants, lb.	0 22
Salmon, pink tall, case	10 25
Do., Sockeye, tall, case	17 50
Do., halves	18 00
Potatoes, Alta., per ton	120 00
Lemons	7 50
Oranges	7 50
Grapefruit	7 00

VANCOUVER MARKETS

Continued from Page 163

make a late delivery; there is invariably a loss to be borne. One Vancouver retailer has his window full of 10c packages of figs—for sale at 5c—somebody is unloading at a loss.

Prunes Slightly Lower

Vancouver.
PRUNES.—One of the wholesalers is selling prunes this week at the following prices:
60—70s.....18c
50—60s.....20½c
40—50s.....28c

Lard is Weaker

Vancouver.
LARD.—At present the lard market seems to have a weak tone and further slight declines are expected. The prices now ruling are:
For pure lard in 3 lb. tins..\$18 per case
Compound lard in 3 lb. tins.....\$17.40

Tunis Dates Arrive

Vancouver.
DATES.—A shipment of Tunis dates is selling rapidly. The packages weigh 12 ounces and wholesale at 25c per package. The other dates for sale here weigh but 10 ounces and have been selling at the same price.

Bean Market Weak

Vancouver.
BEANS.—While the market cannot be said to have declined on beans, it is stated that prices are not firm where actual business in any quantity is in sight. Nominally the market stands for Kootenashi beans a tfrom 7 to 8c.

Strawberry Jam Scarce

Vancouver.
JAMS.—Wholesalers advise that the stocks of strawberry jam are almost cleaned up. They also prophesy that prices will be higher next season by one to two dollars.

Canned Tomatoes Weaken

Vancouver.
CANNED GOODS.—The present market for canned tomatoes stands at around \$2 to \$2.25, but there are tomatoes offering from California and will be probably sold on this market at 20c less.

Molasses Supply Short

Vancouver.
MOLASSES.—There is still a shortage on molasses. There have been shipments of Barbadoes and New Orleans recently, these shipments were speedily absorbed, and it looks as if a shortage will continue. Prices at present stand at:
\$4.75 per case for 36.....1½s.
\$5.50 per case for 24.....2½s.
\$5.25 per case for 12.....5s.



When Quality is Called For— DAVIES is Chosen

During the time of high prices the Canadian housewife is constantly demanding "Quality" whenever she does any shopping.

That is why she chooses "Davies" Quality Products out of the many brands put before her.

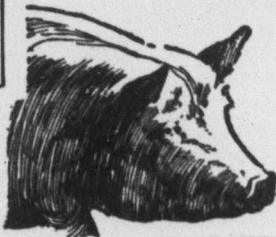
"Davies" Quality lines are well worth your while to feature—you will find them sure trade winners, as they give the utmost satisfaction.

Try some "Peerless" Brand Bacon. It has that sweet, mild cure that pleases.

"Davies" Cooked Hams, Bologna, Headcheese, Sausages, Pork Pies, Canned Meats, are what will help you build up a big volume of business.

Write us to-day, and, if we have a salesman in your vicinity, we will instruct him to call.

THE **DAVIES** COMPANY
WILLIAM **DAVIES** LIMITED
TORONTO -- MONTREAL



Produce, Provision and Fish Markets

QUEBEC MARKETS

MONTREAL, May 6—The Quebec produce market is very firm this week with some advances. Creamery butter is quoted a cent higher than last week with a stronger market. Eggs are in great demand for storage and packing, which points to higher prices. Eggs are quoted at 55c this week, an advance of two cents. Fresh meats are firm with slight changes in some choice cuts. Lard is firm and unchanged. Cheese is unchanged with a strong market. Exportation may affect cheese prices. Fresh fish is in good supply with easier prices. Lake fish are coming in and halibut is cheaper.

Fresh Meats Are Firm

MONTREAL.
FRESH MEAT.—The prices on live hogs are firm this week at the advanced levels. 21 cents a pound is quoted for live hogs. Some cuts are slightly higher as result of the advanced prices last week. Loins are quoted at 41c; shoulders are also higher, quoted at 29c. Price of beef is very firm, with a change in the prices of the dressed part. Hind quarters are selling at 22c and 28c; front quarters are quoted at 14 to 18c. Fresh lamb is almost unobtainable and prices are not quoted. Frozen lamb is firm at the prices quoted.

FRESH MEATS

Hogs, live (selects)	0 21			
Hogs, dressed—				
Abattoir killed, 65-90 lbs.	0 29			
Fresh Pork—				
Legs of pork (foot on)	0 36			
Loins (trimmed)	0 41			
Loins (untrimmed)	0 37			
Bone trimmings	0 23			
Trimmed shoulders	0 26½			
Untrimmed	0 28			
Pork Sausage (pure)	0 25			
Farmer's usages	0 20			
Fresh Beef—				
(Cows)	(Steers)			
\$0 22	\$0 28			
..Hind quarters..	\$0 25	\$0 30		
0 12	0 15	..Front quarters..	0 14	0 18
..Loins	0 40	..Loins	0 44	
0 28	..Ribs	0 30		
0 15	..Chucks	0 16		
0 22	..Hips	0 24		
Calves (as to grade)	0 22	0 28		
Lambs 50-80 lbs. (whole carcasses), lb., frozen		0 32		
Do., fresh				
No. 1 Mutton (whole carcasses), 45-50 lbs., lb.		0 20		

No Change in Cooked Meats

MONTREAL.
COOKED MEATS.—Prices are very firm this week in cooked meats. There is no change in listings, but quotations are very strong in this line.

Jellied pork tongues	0 46
Jellied Pressed Beef, lb.	0 33
Ham and tongue, lb.	0 38
Veal and tongue	0 25
Hams, cooked	0 52
Shoulders, roast	0 50
Shoulders, boiled	0 48
Pork pies (doz.)	0 75
Blood pudding, lb.	0 12
Mince meat, lb.	0 15
Sausage, pure pork	0 25
Bologna, lb.	0 14
Ox tongue, tins	0 64

Barrelled Meats Firm

MONTREAL.
BARRELLED MEATS. — There is no change in the price of barrelled

meats. The demand is very good, as the prices on fresh meats are very high. The prices are very firm as a result of the strong prices on all meats.

BARRELLED MEATS

Barrel Pork—	
Canadian short cut (bbl.), 30-40 pieces	57 00
Clear fat backs (bbl.), 40-50 pieces	56 00
Heavy mess pork (bbl.)	52 00
Plate Beef	28 00
Mess Beef	25 00
Bean Pork	48 00

Fresh Fish in Good Supply

MONTREAL.
FRESH FISH.—Haddock and steak cod are in good supply with slightly easier prices. Cod is quoted at 10c a lb. There are new arrivals of fresh halibut by express. Fresh lake fish is appearing on the market for the first time this season. Dressed perch, barbotte and pike are offered for sale. Smoked fish are in good supply. Finnan haddie, fillet, and smoked herring, are slightly easier in price.

FRESH FISH

Haddock	0 07
Steak cod	0 10
Market cod	0 07 ½
Mackerel	0 18
Flounders	0 10
Prawns	0 50
Live Lobsters	0 50
Salmon (B.C.), per lb., Red	0 30
Skate	0 12
Shrimps	0 40
Whitefish	0 20
Shad, roes, lb.	0 40
Do., bucks, lb.	0 30
Halibut	0 25
Gaspereaux, per lb.	0 06

FROZEN FISH

Halibut, large and chicken	0 16	0 17
Halibut, Western, medium	0 07	0 23
Haddock	0 07	0 08
Mackerel	0 15	0 14
Doree	0 17	0 17
Smelta, No. 1, per lb.	0 17	0 18
Smelta, extra large	0 17	0 25
Smelta (small)	0 09	0 10
Pike, headless and dressed	0 10	0 11
Market Cod	0 06	0 06 ½
Whitefish, small	0 12	0 13
Sea Herrings	0 06	0 07
Steak Cod	0 08 ½	0 09
Gaspe Salmon, per lb.	0 24	0 25
Salmon, Cohoes, round	0 19	0 20
Salmon, Qualla, hd. and dd.	0 12 ½	0 13
Whitefish	0 15	0 16
Lake Trout	0 19	0 20
Lake Herrings, bag, 100 lbs.	4 00	
Alewires	0 07 ½	0 08

SALTED FISH

Codfish—	
Large bbls., 200 lbs.	18 00
No. 1, medium, bbl., 200 lbs.	15 00
No. 2, 200-lb. bbl.	14 00
Strip boneless (30-lb. boxes), lb.	0 18
Boneless (24 1-lb. cartons), lb.	0 18

Ivory (2-lb. blocks, 20-lb. boxes)	0 16	
Shredded (12-lb. boxes)	2 40	2 50
Dried, 100-lb. bbl.	15 00	
Skinless, 100-lb. boxes	16 50	
Pollock, No. 1, 200-lb. barrel	13 00	
Boneless cod (2-lb.)	0 18	

SMOKED

Finnan Haddies, 15-lb. box	0 13
Fillet, 15-lb. box	0 19
Smoked Herrings	0 24
Kippers, new, per lb.	2 15
Bloaters, new, per box	2 00

Advance on Some Bacon

MONTREAL.
PROVISIONS.—Although there is no change in the price in hogs this week, there is just a shade of an advance in the price of bacon. This is only affecting a few lines of the best bacons. Smoked breakfast bacon is quoted one cent higher now at 41c.

Smoked hams are a little higher in some brands. The heavy hams are listed a half cent higher.

BACON—	
Breakfast, best	0 46
Smoke Breakfast	0 41
Cottage Rolls	0 36
Picnic Hams	0 30
Wiltshire	0 46
Medium Smoked Hams—	
Weight, 8-14, long cut	0 32
Do., 14-20	0 37
Do., 20-25	0 34
Do., 25-35	0 27
Over 35	0 26

Control on Cheese Lifting

MONTREAL.
CHEESE.—The control has been listed on the importation and sale of cheese in England. There is some doubt as to the effect this will have on the Canadian market. It may cause an increase in the price of cheese for home consumption, as there will be no restriction on the selling prices in the Old Country. The price of cheese this week is, however, firm at the quotations given last week.

CHEESE—	
New, large, per lb.	0 29 ½
Twins, per lb.	0 30
Triplets, per lb.	0 30
Stilton, per lb.	0 36
Fancy, old cheese, per lb.	0 32
Quebec	0 30

Egg Prices Advance

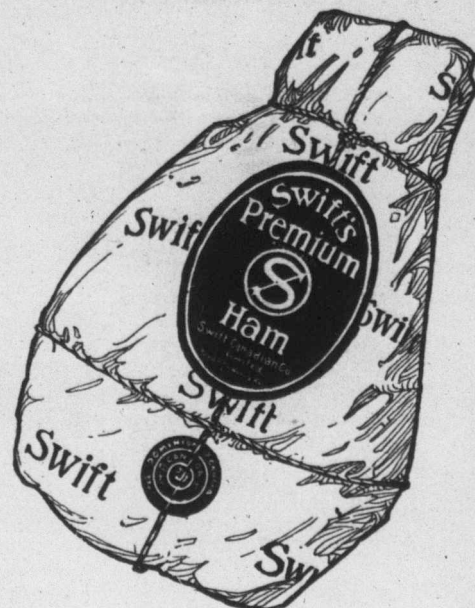
MONTREAL.
EGGS.—On account of the great demand for fresh eggs for packing and exportation, the prices firmed up to 55c a dozen. This is an advance of 2c on the prices quoted last week.

Butter One Cent Higher

MONTREAL.
BUTTER.—There has been a slight change in the price of creamery butter this week. The market has firmed up and quotations given on creamery butter in print are 64c a lb., an advance of 1c a lb. on the prices given last week. Creamery butter in solids is quoted at 63c a lb.

BUTTER—		
Creamery, prints, qual., new	0 64	
Do., solids, quality, new	0 63	
Dairy, in tubs, choice	0 48	0 56
Dairy, prints	0 57	

Four Ways To Increase Ham and Bacon Sales—



- (1) Take advantage of the season's demand. (Just now your customers are getting away from heavier meats! They want something tasty yet satisfying).
- (2) Tell them of the appetizing and dainty meals which can be prepared with Ham and Bacon. (The housewife will appreciate this suggestion).
- (3) Recommend SWIFT'S PREMIUM. (That means satisfaction, repeat orders and profit).
- (4) Point out the economy of buying a whole Ham. (The housewife can *bake the butt*, *boil the shank*, and *fry the centre slices*—and thus eliminate all waste).



Order

Swift's Premium Ham and Bacon

from our Salesman, or Direct

Swift Canadian Co.
Limited

Toronto

Winnipeg

Edmonton

Lard Prices Unchanged

Montreal.

LARD.—Lard is offered on the market at the prices quoted last week. There is a fair supply and indications are that lard will be easier in a short time, if the supply is not curtailed.

LARD—

Tierces, 360 lbs.	0 23 1/4
Tubs, 60 lbs., per lb.	0 28 3/4
Pails, 20 lbs.	0 29
Bricks	0 31

Shortening is Unchanged

Montreal.

SHORTENING.— There is no change in the price of shortening this week. The prices listed last week are very firm, with a fair supply on the market.

SHORTENING—

Tierces, 400 lbs., per lb.	0 26 1/2
Tubs, 50 lbs., per lb.	0 26 3/4
Pails, 200 lbs., per lb.	0 27
Bricks, 1 lb., per lb.	0 27 1/4

Margarine Unchanged

Montreal.

MARGARINE.—There is the usual

demand for margarine with firm prices. The sale may drop off with a better supply of butter, but this is doubtful, as the price of butter has taken another advance this week. Margarine is quoted at the same prices that have been in force for the last month.

MARGARINE—

Prints, according to quality, lb.	0 37
Tubs, according to quality, lb.	0 31

Poultry Scarce and Firm

Montreal.

POULTRY.—There is very little offered on the market this week in the poultry line. The prices are practically unchanged from those quoted last week. What little fowl was offered appeared on the retail market.

POULTRY (dressed)—

(Selling Prices)

Chickens, roasting (3-5 lbs.)....	0 38	0 44
Chickens, roasting (milk fed)....	0 42	0 46
Ducks—		
Brome Lake (milk fed green)...	0 47	
Young Domestic	0 42	
Turkeys (old toms), lb.....	0 55	
Do. (young)	0 58	
Geese	0 34	
Old fowls (large)	0 39	
Do. (small)	0 32	0 34

Cheese Has Advanced

Toronto.

CHEESE.—The decontrol in England on cheese, except to the retailer, has had the effect of considerably stiffening this market. Quotations on old and new cheese are 2 cents per pound higher, and produce dealers are of the opinion that prices will be even higher.

CHEESE—

Large, old	0 32	0 33
Do., new	0 30	0 31
Stilton	0 34	0 35
Twins, 1c higher than large cheese. Triplets		
1 1/2c higher than large cheese.		

Egg Market Shows Activity

Toronto.

EGGS.— Considerable activity is shown in the market for eggs. Supplies are not arriving as freely as could be expected for this season of the year. Some American eggs are rolling this way which have been bought at a lower figure than this market. Quotations this week are 54 to 55 cents per dozen.

EGGS—

Fresh	0 55
Fresh selects in cartons	0 58

Prices shown are subject to daily fluctuations of the market.

Butter Remains Easy

Toronto.

BUTTER.—The market for butter continues in an easy tone. Prices are unchanged.

BUTTER—

Creamery prints	0 67	0 68
Dairy prints, fresh, lb.	0 59	
Dairy prints, No. 1, lb.	0 56	

Margarine is Unchanged

Toronto.

MARGARINE.—No change has occurred in the market for margarine. The demand is steady and prices are as quoted below:

MARGARINE—

1-lb. prints, No. 1	0 36	0 37 1/2
Do., No. 2	0 35	
Do., No. 3	0 30	
Nut Margarine, lb.	0 31 1/2	

Shortening is Quiet

Toronto.

SHORTENING.—Quotations on shortening are ruling at 27 to 28 cents per pound. The market is quiet and demand normal.

SHORTENING—

1-lb. prints	0 29 1/2	0 30
Tierces, 400 lbs.	0 27	0 28

Lard Market Dull

Toronto.

LARD.—Lard is now selling at the same price as shortening, something that perhaps has never occurred before. The market is dull and the demand quiet.

Tierces, 400 lbs.	0 27	0 28
In 60-lb. tubs, 1/2 cent higher than tierces, pails 1/4 cent higher than tierces, and 1 lb. prints, 2c higher than tierces.		

Fish Market Quiet

Toronto.

FISH.—The fish market is very quiet, but stocks are well represented. Some fresh-caught haddock and halibut are arriving. Prices are unchanged.

FRESH SEA FISH.

Cod Steak, lb.	0 11	0 13
Do., market, lb.	0 4 1/2	0 07

ONTARIO MARKETS

TORONTO, May 7—Fresh pork cuts have advanced one cent per pound. Other fresh meats are firm. Bacon and hams are steady. Jellied ox tongue has advanced. The decontrol in England on cheese has had the effect of stiffening the market; quotations are 2 cents per pound higher. Eggs are firm. Butter, margarine, lard and shortening are easy. Poultry and fish prices are well maintained.

Pork Cuts Up One Cent

Toronto.

FRESH MEAT.—All fresh pork cuts have advanced one cent per pound. Live hogs are quoted at \$20.25 on the fed and watered basis. Beef market is firm and prices are steady. Spring lamb is in limited quantities, and prices are holding at \$14.00 to \$18.00 each.

FRESH MEATS

Hogs—		
Dressed, 70-100 lbs., per cwt.	26 00	28 00
Live off cars, per cwt.		20 50
Live, fed and watered, per cwt.		20 25
Live, f.o.b., per cwt.		19 25
Fresh Pork—		
Legs of pork, up to 18 lbs.	0 37 1/2	
Fresh hams	0 39	
Loins of pork, lb.	0 42	
Tenderloins, lb.	0 61	
Spare ribs lb.	0 26	
Picnics, lb.	0 25	
New York shoulders, lb.	0 30 1/2	
Boston butts, lb.	0 34 1/2	
Montreal shoulders, lb.	0 31 1/2	
Fresh Beef—from Steers and Heifers—		
Hind quarters, lb.	0 26	0 28
Front quarters, lb.	0 16	0 17
Ribs, lb.	0 28	0 30
Chucks, lb.	0 15	0 16 1/2
Loins, whole, lb.	0 38	0 42
Hips, lb.	0 22	0 24
Cow beef quotations about 2c per pound below above quotations.		
Calves, lb.	0 25	0 26
Spring lamb, each	14 00	18 00
Yearling lam, lb.	0 30	0 33
Sheep, whole, lb.	0 16	0 22
Above prices subject to daily fluctuations of the market.		

Bacon and Hams Steady

Toronto.

PROVISIONS.—All lines in this market are ruling steady. Medium-size hams are quoted at 40 to 42 cents per

pound. Breakfast bacon is selling at 42 to 52 cents per pound, according to the cut and trim. Barrel and salt meats are unchanged.

Hams—

Medium	0 40	0 42
Large, per lb.	0 33	0 34
Heavy	0 29	0 30

Backs—

Skinned, rib, lb.	0 49	0 50
Boneless, per lb.	0 54	0 57

Bacon—

Breakfast, ordinary, per lb.	0 42	0 47
Breakfast, fancy, per lb.	0 48	0 52
Roll, per lb.	0 30	0 31
Wiltshire (smoked sides), lb.	0 34	0 36

Dry Salt Meats—

Long clear bacon, av. 50-70 lbs.	0 28 1/2
Do., av. 80-90 lbs.	0 27 1/2
Clear bellies, 15-30 lbs.	0 31
Sausages in brine, keg. 35 lbs.	7 35
Fat backs, 10 to 12 lbs.	0 27 1/2

Out of pickle prices range about 2c per pound below corresponding cuts above.

Barrel Pork—

Mess pork, 200 lbs.	49 00
Short cut backs, bbl. 200 lbs.	56 00

Pickled rolls, bbl., 200 lbs.—

Heavy	48 00
Lightweight	54 00

Above prices subject to daily fluctuations of the market.

Jellied Ox Tongue 63 Cents

Toronto.

COOKED MEATS.—Jellied ox tongue has advanced to 63 cents per pound. Cooked hams are in active demand, and prices rule at 57 to 59 cents per pound.

Boiled hams, lb.	0 57	0 59
Hams, roast, without dressing, lb.	0 57	0 60
Shoulders, roast, without dressing, lb.		
Head Cheese, 6s, lb.	0 14	
Choice jellied ox tongue, lb.	0 63	
Jellied pork tongue	0 49	0 60

Above prices subject to daily fluctuations of the market.

**Recommend
Colman's Mustard
and Keen's Mustard
THE BEST MADE**

Used in Canadian Homes for 100 Years.
You Can Recommend Both for All Household Needs.

Magor, Son & Co. Ltd.

MONTREAL

TORONTO

Abbey's EFFERVESCENT
SALT
Makes Life
WORTH LIVING

Is Going Into the Grocery Stores

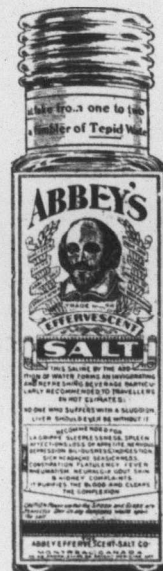
Grocers are finding out that Abbey's Salt is a very profitable side line to carry.

It is such a well-known remedy, and so widely used, that some stores think nothing of ordering half a gross at a time.

The advertising will run right through the summer. Big posters are on the billboards. Cards appear regularly in the street cars. All of which keeps up the sales and creates an increasing demand.

Order a supply of Abbey's Salt and go after this good paying business.

THE ABBEY EFFERVESCENT SALT CO., Montreal



Haddock, heads off, lb.
Do., heads on, lb.	0 09	0 17
Halibut, chicken 0 15	0 17	0 19
Do., medium 0 19
Fresh Whitefish 0 09	0 10
Fresh Herring 0 09	0 10
Flounders, lb.
FROZEN FISH		
Salmon, Red Spring 0 24	0 22
Do., Cohoe 0 20	0 22
Halibut, chicken 0 15	0 15
Do., Qualla 0 10	0 11
Do., medium 0 18	0 19
Do., jumbo 0 18	0 19
Whitefish, lb. 0 13	0 13
Herring 0 09½	0 13
Mackerel 0 12	0 13
Flounders 0 10	0 11
Trout 0 17	0 18
Pickrel, dressed 0 14	0 16
Smelts 0 15	0 26
Spanish Mackerel 0 20	0 26
Pike, round 0 08
Do., headless and dressed 0 09
SMOKED FISH		
Haddies, lb. 0 18	0 19
Filletts, lb. 2 40	2 40
Kippers, box 2 26
Bloaters, box 0 20
Ciscoes, lb. 0 20

Poultry Prices Maintained

Toronto.
POULTRY.—Supplies of fresh poultry are arriving in ample quantities to meet the demand, and prices are well maintained.

Prices paid by commission men at Toronto:

	Live	Dressed
Turkeys 0 40	0 45
Roasters, lb. 0 30	0 35
Fowl, over 5 lbs. 0 40	0 38
Fowl, 4 to 5 lbs. 0 37	0 37
Fowl, under 4 lbs. 0 30	0 30
Ducklings 0 40
Geese 0 18	0 25
Guinea hens, pair ... 1 25	1 50
Spring chickens, live ... 0 30	0 35
Prices quoted to retail trade:—		
		Dressed
Hens, heavy 0 42	0 40
Do., light 0 32	0 32	0 40
Chickens, spring 0 35	0 40
Ducklings 0 25	0 30
Geese 0 45	0 55
Turkeys 0 45	0 55

WINNIPEG MARKETS

WINNIPEG, May 7—Egg receipts are improving as the roads in the country are becoming passable after the spring thaw. Present prices, however, remain high. The hog receipts are still unchanged, and there are no prospects of improvement in this respect. Cheese stocks are getting smaller. Dairy butter is still available in very small quantities and creamery is still high.

Hog Receipts Are Light

Winnipeg.
HOGS.—With prices still ranging around \$20 a hundredweight, there is not much activity in the hog market. Receipts are still very light, a situation which has been unchanged for months.

HOGS—

Selected, cwt.	20 00
Heavy, cwt.	18 00
Light, cwt.	17 00 20 00

Cheese Market Firm

Winnipeg.
CHEESE.—Cheese remain firm, with stocks becoming lighter. Old cheese is light, and the Eastern market is very firm. Price are unchanged.

CHEESE—

Ontario, large, per lb.	0 31
Do., twins, per lb.	0 31½
Manitoba, large, per lb.	0 29
Do., twins, per lb.	0 31

Egg Receipts Improve

Winnipeg.
EGGS.—Eggs are being bought f.o.b. Winnipeg at from 45 to 48½ cents a dozen. Receipts are increasing rapidly with the coming of summer weather and the improvement in country roads. Dealers who predicted a slump in prices next week now are uncertain what trend the market will take.

Butter Unchanged

Winnipeg.
BUTTER.—Butter remains firm. There

is no change in prices. Dairy butter is still very scarce on the market.

BUTTER—

Finest creamery 0 72
Margarine, 1s 0 38

Fish Market Steady

Winnipeg.
FISH.—The fish market is unchanged. Prices are steady.

FRESH FROZEN FISH

Black Cod, lb. 0 14
Brills, lb. 0 09½
Herring, Lake Superior, 100-lb. sacks, new stock 0 17
Halibut, cases 300 lbs., chicken.. per bbl. 8 50
Halibut, broken cases, chicken.. 0 18
Jackfish, dressed 0 10
Pickrel, case lots 0 13
Salmon, Cohoe, full boxes, 300 lbs. Do., Cohoe, broken cases. 0 20½
Do., Red Spring, full boxes. 0 21½
Do., Red Spring, broken cases. 0 23½
Soles 0 24½
Baby Whitefish or Tulibeas. 0 09½
Whitefish, dressed, case lots. 0 09½
Whitefish, dressed, broken cases. 0 12½
Whitefish, dressed, broken cases. 0 13½

SMOKED FISH

Bloaters, Eastern National, case. 0 14
Do., Western, 20-lb. boxes, box Haddies, in 30-lb. cases, lb. 0 14
Do., in 15-lb. cases, lb. 0 14
Kippers, East. Nat., 20 count, per count 0 20
Do., Western, 20-lb. boxes, box Filletts, 15-lb. boxes, box 0 20

SALT FISH

Steak Cod, 2s, Seely's, lb. 0 16
Acadia Strip Cod, 30-lb. boxes, lb. 0 16
Acadia Cod, 12-2s, wood boxes, lb. 0 16
Acadia Cod, 20-1s, tablets, lb. 0 16
Holland Herring, Milkers, 9-lb. pails, per pail 0 16
Do., Mixed, 9-lb. pails, per pail Labrador Herring, 100-lbs. bbls.,

Public Should Bear Expense

Ottawa Grocers Protest Against Custom of Paying for Inspection of Scales

Editor **CANADIAN GROCER**:—You have a letter in this week's issue of the "**CANADIAN GROCER**" from J. A. Carroll of Lindsay, Ont., regarding the iniquitous charges made by the Government for the inspection of scales and measures.

Herewith I am enclosing you copy of resolution passed at a very largely attended meeting of the Ottawa Branch of The Retail Merchants' Association of Canada and may say, further, that our Dominion Board has interviewed the Government regarding this matter time and again in the last few years, without results.

The charges for inspection have been practically doubled this year and we are again taking the matter up and hope to have these charges abolished. We claim that the inspection is not for the benefit of the retailer, but for the general public. Consequently, the cost should be paid out of public or government funds.

Yours very truly,

The Retail Merchants' Association of Canada, Eastern Ontario and Ottawa. District

J. C. Campbell, Secretary.

The resolution is as follows:—

Resolved, that since the inspection of weights and measures is substantially in the interest of the public in general, that any expense attending such inspection should be borne by the public and come out of the general funds of the Government and that this meeting places itself on record as opposed to the continuance of this unjust enactment and requests the Government to have it amended at the earliest possible moment.

CANADIAN GROCER

"I have always been a subscriber to **CANADIAN GROCER** and it is an essential guide in my buying. Some weeks I am too busy to read it through but I make time to consult the market reports. Especially is one part of value and that is summary. I have always found it a reliable and serviceable consultant every week."—F. P. Houlahan, grocer, Sherbrooke, Que.

TRAVELLER WANTED

WANTED — BY HAMILTON WHOLESALE grocer, traveller for territory North of Toronto, good established trade. Prefer young, ambitious man with experience in groceries. Give full particulars. Advise when available. Apply Box 140, Canadian Grocer, 153 University Ave., Toronto.

PEEK FREAN'S

English

BISCUITS

Two Peerless and Popular Lines.

PAT-A-CAKE (Reg'd.)

Sweet, Crisp, Delicious
Genuine only when "P.F.'s"

"P.F." SHORTCAKE

Originated by P. F. & Co.
and largely imitated.

Send a card to the Agents for Samples
of these and other goods in demand.

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Toronto District—Harry Horne Co., 1297-1299 Queen St. W., Toronto

Winnipeg District—W. H. Escott Co., 181-3 Bannatyne Ave., Winnipeg

Vancouver District—H. W. Malkin Co., 41-61 Water St., Vancouver

Peek Frean & Co., Ltd.

Biscuit Manufacturers

London

England

British Chocolates and Sweets for CANADA

In the days of the war, the Canadian Contingent purchased large quantities of candy made by James Pascall Ltd., London, England. These Pascall candies and chocolates and sweets were so greatly enjoyed by thousands of our boys in the Expeditionary Forces that they would readily welcome the opportunity of again sampling their old favorites. Good business awaits all who are prepared to stock and push these Pascall specialties. Are *you* ready to do so? If so, why not get in touch with the Pascall representative who has still a few visits left to make in Canada.

If you will communicate with any of the firms mentioned below, an appointment will be arranged to suit mutual convenience.

Davies, Irwin, Ltd., 301 Read Bldg., 45 Alexander St., Montreal.

W. H. Escott Co., Ltd., 181-3 Bannatyne Avenue, Winnipeg, and at Regina, Sask., Saskatoon, Sask., Calgary, Alta., and Edmonton, Alta.

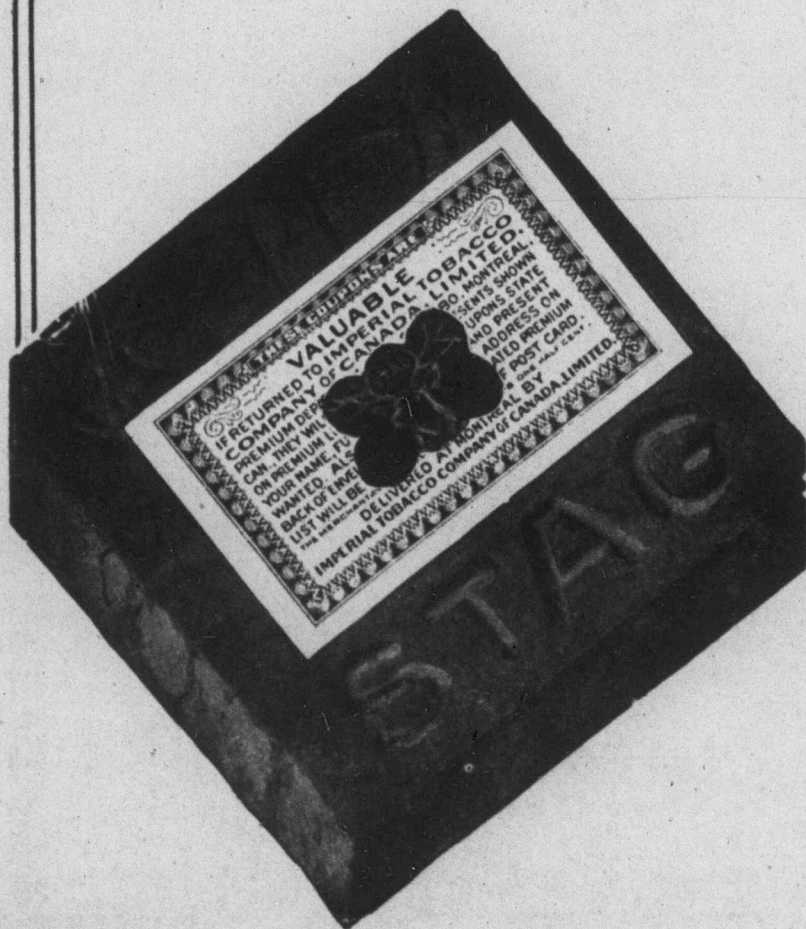
Oppenheimer Bros., Ltd., Vancouver, B.C.



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LONDON, S.E. 1, ENGLAND



Every plug of "STAG" you sell means a satisfied customer—and an enthusiastic boomer for this popular brand.



"STAG" is a trade winner.

Handled by all the wholesale trade.



The Greatest Seller of Its Kind
in the World

Quicker Sales!
More Sales!!
More Profits!!!

Marigold Oleomargarine

MORRIS & COMPANY, Chicago, U. S. A.

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Winnipeg and Manitoba

JAS. DALRYMPLE & SON
Montreal and
Province of Quebec

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Armsby: Private

Territory Covered:

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Province
British Columbia

Sainsbury Bros. Winnipeg 510 Confederation
Life Building

Provinces of Manitoba,
Saskatchewan, Alberta

Sainsbury Bros. Toronto 215 Bd. Trade Bldg.

Province of Ontario

Sainsbury Bros. Montreal 116 St. Nicholas Bldg.

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Sainsbury Bros. Halifax 223 Hollis St.

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New Brunswick, P.E
Island

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CALIFORNIA LIMA BEAN GROWERS
PRATT-LOW PRESERVING CO.
LYONS GLACE FRUIT CO.

CALIFORNIA WALNUT GROWERS ASSOCIATION
CALIFORNIA HONEY PRODUCERS EXCHANGE
NORTH ONTARIO PACKING CO. LOS ANGELES
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NATIONAL PECAN GROWERS EXCHANG

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No goods bought or sold for our own account.

Offices are also maintained at the following points:

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Market Street
San Jose, California

Cable Address : "Sabroco"

Sainsbury Bros.
88 Leadenhall St.
London, E.C. 4, England

Cable Address : "Artsainsy"

Sainsbury Bros.
Smalandsgatan, 20,
Stockholm, Sweden

Cable Address : "Sabroco"

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MOBILE POLISH

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NATURE'S FURNITURE
FOOD

We require one wholesale in every town and village. In large cities the territory will be divided. Our travellers will be calling on you shortly. VLIT is being advertised extensively from coast to coast. Will you consider a square deal that means big money for you?

See our representatives, or write us direct. Keep your eye on this space for something new.

The VLIT Manufacturing Co., Ltd.
Montreal

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For All Purposes, Sheet and Ground

**INDIA GUM
POTATO FLOUR
TAPIOCA FLOUR**

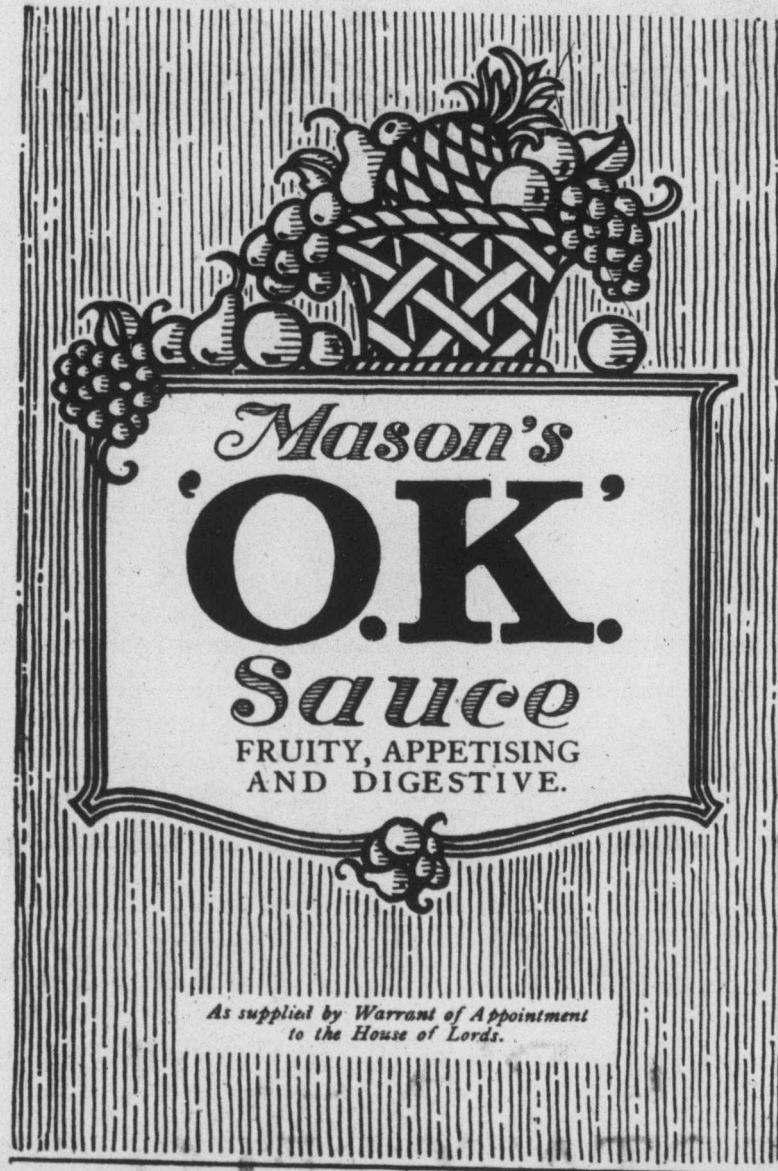
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A Rich, Full-flavored Piquant Sauce

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MASON'S GOLD SEAL (Worcestershire) SAUCE
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David Brown, 167 Cordova Street West, Vancouver, B.C.; F. Manley, 42 Silvester-Willson Building, Winnipeg; Bowring Bros. & Co., St. John's, Newfoundland.



This package brings quick profits and repeat orders

When it's a question of good shortening, the purity, economy and real dependability of Gunns' "Easifirst" make it first choice with Canadian housewives.

"Easifirst" pleases your customers.

Pleasing your customers means more business. Be prepared for the "Easifirst" orders and repeat orders.

'Phone Junction 3400

GUNNS LIMITED

West Toronto

Beaver Brand Canned Chicken

The Spring and Summer is the time for big sales in this line.

BUY NOW

We have on spot for immediate shipment: 1 lb. talls and flats, 4 dozen each to the case.

Order your requirements now and ensure your supply. Prices and samples gladly furnished.

J. W. WINDSOR, LIMITED
MONTREAL CANADA

ROSE BRAND

Food Products Which Promote Sales

FOR generations the Rose Brand has typified the choicest product of this mammoth institution. It is the mark of selected foods—skilfully prepared by an organization whose dominating ideal is—to produce pure food products of the highest possible quality.

Rose Brand are foods noted for their quality and distinctive flavor. Their wholesome richness and delicate appetite tempting flavors are due to the fact that they are the choicest of selected foods, skilfully prepared under ideal and scrupulously sanitary conditions.

Rose Brand products never disappoint. Each sale makes and retains a customer.

Our national advertising campaign now running in dailies, weeklies and magazines is creating a public demand for these superior pure foods. Capitalize it. Display Rose Brand products prominently. Sales will assuredly follow.

The show cards, window trims, hangers, folders, etc., which have been produced for the benefit of our purveyors are strikingly handsome, beautifully colored pieces that have an almost irresistible appeal. Merchants can use them to great advantage in improving their food department and special display.

Sent free on request—postpaid.

CANADIAN PACKING COMPANY, LIMITED TORONTO, ONTARIO

Packing Houses
Brantford
Toronto
Peterboro
Montreal
Hull

Branches
Fort William
Sudbury
Sydney, N.S.
Charlottetown, P.E.I.
Winnipeg, Man.



FISH

For Your Summer Trade

During the warm weather you will require fresh Fish.

Why not leave us a Standing Order?

We can ship all kinds of Fish at reasonable prices.

Send your Orders to the Old Reliable House:

D. HATTON COMPANY
MONTREAL

57

57



Heinz Pickles in bottles are especially cultivated cucumbers, cured when fresh from the vines and preserved in fine old Heinz vinegar.

A half century of pickling experience is embodied in every bottle of Heinz Pickles.

H. J. HEINZ COMPANY
Pittsburgh Toronto Montreal

57

57

Your Trade Is Made

better satisfied by being able to depend upon the Eggs, Butter and Poultry they obtain from you.

C. A. MANN & CO.

have a reputation for the uniformity of their produce. You do not take any chances when you deal with us.

*We Give Only One Kind of Service
—the Best*

C. A. MANN & CO.
LONDON, ONT.

Armour's

"Veribest" Pure Leaf Lard

GOES ONE-THIRD FARTHER—IS WORTH MORE

YEARS of constant research, the use of only pure leaf lard fat rendered in open kettles by methods that are strictly "Armour's" has made "Veribest" the choicest lard that can be obtained.

"Veribest" is sold in one pound cartons and three, five and ten-pound pails. Pails are made with friction-top covers that prevent all outside odors affecting this delicate, sensitive lard. The last bit used will be as good as the first. No waste. A strong inducement for your customers to buy "Veribest" lard in these containers.



"Veribest" makes lighter, flakier cakes, pastry and biscuits. It will stand 476 degrees of heat without burning. It will not smoke up the kitchen. Mention these facts to your customers.

"Veribest" is the lard for you to sell. There is no shrinkage to make good. There is no lard wasted by sticking to ladles and large containers and you increase your trade by making satisfied customers.

Armour's advertising is making the name of "Veribest" a household word. "Veribest" lard is kept up to a high standard of quality. The quality must be retained to meet the claims made for it and keep old customers and make new friends everyday. When you sell "Veribest" lard you have quick turnover, better profits and least selling effort.



Branch Houses:

Toronto, Ont.

Montreal, Que.

St. John, N.B.

Hamilton, Ont.

Sydney, N.S.

Order "Veribest" To-day

ARMOUR & COMPANY

HAMILTON - CANADA

ARE YOU EQUIPPED FOR SUMMER? BUTCHERS—GROCERS



An appetizing display sells the goods. This is one of Freeman's Dry Air Refrigerators. The glass doors allow a view of the goods. Displayed attractively they create the desire to buy.

DO NOT DELAY installing the necessary equipment
Spoiled goods are a total loss.

FREEMAN'S Dry Air Refrigerators

FREEMAN'S DRY AIR CIRCULATING SYSTEM is not an experiment. It has been tried and tested for years and found perfect.

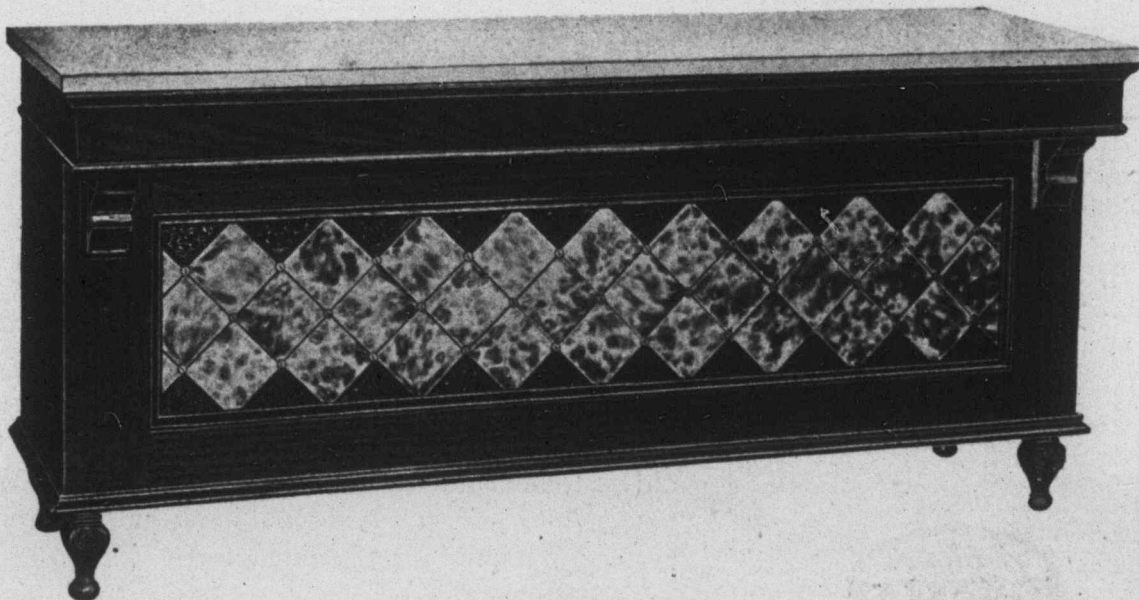
We originated and built the first "CENTRE AIR FLUE" ever placed in a Refrigerator. The flue is horizontal and discharges air from both sides. This special feature eliminates DAMPNESS ON STORE ROOM CEILING—WASTE OF MEAT—LOSS OF COLD AIR AND ICE by WARPING DOORS.

Saves its cost many times over.

Look into this NOW TO-DAY—before the hot weather comes. Send for our catalog or ask a representative to call.

IMMEDIATE DELIVERY.

WRITE OR WIRE YOUR IMMEDIATE WANTS.



No. 7006

A superior counter made in ash, oak finish, with either 1 inch oak top or marble top. Tiled panel in front, white or colored—6, 8 or 10 foot lengths. In stock for immediate delivery.

THE W. A. FREEMAN COMPANY, LIMITED

HAMILTON, ONTARIO

OTTAWA

TORONTO

MONTREAL

THIS EQUIPMENT WILL PAY FOR ITSELF IN INCREASED SALES AND SATISFIED CUSTOMERS

THE DISPLAY STAND

A necessity in every store selling green vegetables. An attractive display of green goods, always kept fresh and moist by the special "MIST MACHINE" at the top. Made of heavy galvanized sheet metal. Three and four tray sizes. Makes a tempting window display. Sells goods.

THE "DOSI" DISPLAY COUNTER

Advertise your goods by proper display. Create the desire to buy. Goods attractively displayed tempt the customer to buy.

The "DOSI" is the most modern method of counter display. A clear plate glass top protects the goods from dust, etc. Everything in plain view. Counter is well finished and adds to the appearance of your store.

YOU CAN ORDER NOW. PROMPT DELIVERY.



DISPLAY STAND



DOSI—The New Method of Display

A few of our principal lines for Butchers, Grocers and Confectioners.

ELECTRIC MEAT CUTTERS

ELECTRIC COFFEE MILLS

BUTCHER BLOCKS

SLICING MACHINES

COUNTERS, SHELVING

MEAT RACKS

LARD PRESSES

SAUSAGE STUFFERS

SAWS, CLEAVERS, HOOKS

ELECTRIC MOTORS and

FANS, PAPER BAGS,

WRAPPING PAPER

and TWINE, etc.

EVERYTHING FOR BUTCHERS, GROCERS and CONFECTIONERS.

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

OTTAWA

TORONTO

MONTREAL



**Schneider
Quality Wins**

**Supreme
Satisfaction**

Schneider's Pure Meat Sausage are exceptionally profitable and popular sellers. They are made from pure, selected Meat and prepared and seasoned to the last touch of perfection. Make your next order Schneiders and be sure.

J. M. SCHNEIDER & SON, LIMITED
KITCHENER, ONTARIO

Drop us a Card for Sausage and Smoked Meat Quotations. Satisfaction guaranteed on all mail orders.

**S & M
Bulk Chocolates**

These delicious hand-dipped chocolates are made in a large variety of Nuts, Fruits and Hard centres, coated with light and milk coating.

Write us for prices and discounts.
Correspondence solicited from jobbers.

Sole Canadian Distributors

Dominion Sales Company
Southam Bldg. Montreal

TOMATO PASTE

MADE WITH SELECTED FRESH, RIPE TOMATOES HEAVILY CONCENTRATED, AND HAS EIGHT TO TEN TIMES THE STRENGTH OF CANNED TOMATOES. Packed in 12-ounce tins—100 tins per case. Samples and quotations submitted upon request.

P. PASTENE & CO., LIMITED
340 ST. ANTOINE STREET - - - MONTREAL, QUE.



Scotch Snack

FOR YOUR SUMMER TRADE
for Picnics, Camping, Tourists,
Hotels, Restaurants

there is nothing like Scotch Snack for making Sandwiches, Salads, Croquettes, Spreads, Etc. Scotch Snack is packed in Glass Jars, attractively labelled.

*Scotch Snack is a Good Seller and Shows a Good Profit
Watch our Advertisements Appearing in this Paper*

ARGYLL BUTE, Reg., Montreal, Que.

Think How Much
More You
COULD DO
WITH



ARCTIC

REFRIGERATORS and
DISPLAY FACILITIES

To Coax the **EXTRA** Sales

Filling the same old orders, day in and day out—that means you're **STANDING STILL**. It's the extra sale here and there, the unintended purchase, the new trade attracted, that means **GROWTH, EXPANSION, LARGER PROFITS**.

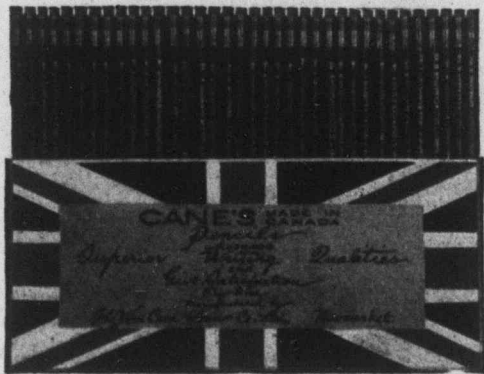
ARCTIC Refrigerators and Display Facilities help you grow by creating for you the **EXTRA** sales that ordinary display cannot attract. They reduce to the smallest degree all loss from spoilage, and give your store that modern, sanitary, progressive appearance by which new trade is attracted.

Let Us Re-equip Your Entire Store

Some of the most successful stores in the country are building increasing sales and profits on the sound foundation of Arctic Facilities. You can easily do the same. At least you could find out what it would cost. Write for our new Catalogue and prices, or tell us the size and nature of your store and trade and let us submit you, without any obligation whatever, specially prepared plans of how your store could be made to show much bigger profits at small cost to you.

JOHN HILLOCK & CO., LIMITED

Office, Showrooms and Factory: 154 GEORGE ST., TORONTO
AGENCIES:—A. Tilley, 54 McGill College Ave., Montreal; Geo. Cameron, Sparks St., Ottawa; J. McMillan, 200 Main St., Winnipeg; Western Butchers Co., Regina, Sask.; M. E. Watt, 572 Knox St., Vancouver, B.C.



**Good Pencils
Attractively Displayed**

mean considerably more business without a proportionate extra bother on your part. Send for your first order of Cane's Pencils to-day and watch the counter display earn you profits.

Wm. Cane & Sons Co., Ltd.
NEWMARKET, ONT.

"The Pink of Perfection"

**CASCADE
SALMON**

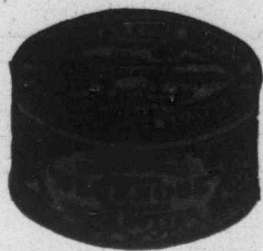
EVERY TIN IS GUARANTEED



**Pounds and Half
Pounds**

**British
Columbia
Packers'
Association**

Vancouver, B.C.



For Sea Voyages, Camping Parties Construction Gang Camps Exploring and Mining Expeditions

BLUENOSE BUTTER

BLUE NOSE BUTTER is an excellent summer seller and its pleasing flavor and uniform quality rapidly wins favor.

It is put up in one and two-pound tins and always

opens up in excellent shape regardless of climatic conditions.

If your customers have trouble keeping butter in hot weather suggest that they try "Bluenose," the butter that offers dealers a worth while profit.



Smith & Proctor

Sole Packers

Halifax

N.S.



The Line of Least Resistance



THOSE who handle the Shirriff line fully appreciate the quick, easy sales it brings—and the regular customers it attracts. With the prevailing prices, only goods of undoubted merit are in demand. The quality of the Shirriff Products is known and recognized throughout Canada — their reputation firmly established. Carry the line of least sales-resistance—Shirriff's should be in your store—in your window—on your counter.



Shirriff's

ORANGE MARMALADE

A delicious, full-flavored marmalade — as tempting and appetizing as Selected Seville oranges and pure cane sugar can make it. A sure seller all the year 'round—our national advertising and its own merit keep it in constant demand.

TRUE VANILLA

True essence of the Mexican Vanilla Bean — Shirriff's True Vanilla possesses that delightful flavor that only the genuine vanilla extract can give. So superior that every trial makes a constant user. Shirriff's Extracts are all of the same high quality.

JELLY POWDERS

are obtainable in a wide variety of fresh fruit flavors. Enticingly cool and refreshing for the summer meal. A package of Shirriff's Jelly Powder usually opens up a chain of profitable sales.

IMPERIAL EXTRACT COMPANY

TORONTO, CANADA



Selling Agents for Canada:

Harold F. Ritchie & Co. Limited

Toronto and Montreal

We Had to Move —

The firm of R. B. Hayhoe & Co. has lately been suffering from "growing pains" and in order to get relief we were forced to seek **larger quarters at No. 7 Front St. E.**

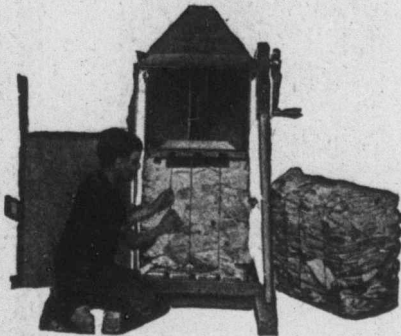
Our business has grown so rapidly during the last few years that we were compelled to make this move in order to keep pace with steadily increasing demands.

Hereafter you will find us at our new headquarters ready to give you the same high quality products and the same satisfactory service that has been instrumental in the success of this establishment.

R. B. HAYHOE & CO.

Importers

7 Front Street E., Toronto, Canada



Turn Waste Paper Into Money!

With the price of waste paper soaring these days thrifty merchants will find it profitable to save waste paper. "Climax" Steel Paper Balers are the most serviceable paper baler on the market—takes up

only limited space and is neat in appearance. Reduces your fire risk and keeps your place clean.

We manufacture 12 sizes.

Made in Canada. Over 2,000 satisfied users.

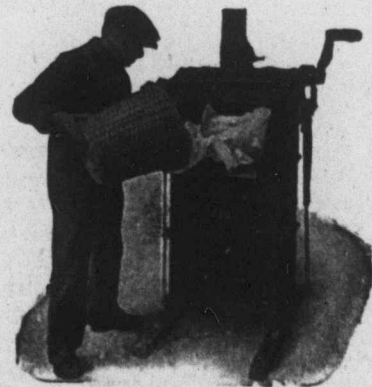
Our service department will find you a market.

Write to-day for Free Booklet "How to Turn Waste Paper Into Money."

CLIMAX BALER CO.

Burton Street

HAMILTON, Ont.



RICE

RICE FLOUR

RICE MIDDINGS

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

MILLS AT MONTREAL, QUE.
VICTORIA, B.C.

D. W. ROSS COMPANY

Agents
MONTREAL

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

THE McLAY BROKERAGE CO.
WHOLESALE GROCERY BROKERS
and MANUFACTURERS AGENTS
Take advantage of our Service
WINNIPEG MANITOBA

W. L. Mackenzie & Co., Ltd.
Head Office: Winnipeg
Branches at
Regina, Saskatoon, Calgary, Edmonton

Why Not Build Up Your Trade in the West, by Appointing Us Your Agents?
MOWAT & McGEACHY
(MANITOBA) LIMITED
Agents for MOIR'S Chocolates
Confectionery, Grocery and Drug Trade
91 Albert St., Winnipeg, Man. and at Saskatoon

C. DUNCAN & SON
Manufra. Agents and Grocery Brokers
Cor. Princess and Bannatyne
WINNIPEG Estab. 1899

Stroyan-Dunwoody Co.
Wholesale Brokers and Commission Agents
Confederation Life Bldg. - Winnipeg
Service coupled with Reliability brings Results
We want your business. Write us.

A. M. Maclure & Co.
MALTESE CROSS BUILDING
WINNIPEG
IMPORTERS, BROKERS
MAN'F'S. AGENTS
GROCERY, DRUG AND
CONFECTIONERY
SPECIALIES

C. H. GRANT CO.
Wholesale Commission Brokers and
Manufacturers' Agents
810 Confederation Life Bldg., Winnipeg
We have the facilities for giving manufacturers
first-class service.

Geo. W. Griffiths & Co., Ltd.
346 Princess Street
Winnipeg, Manitoba
Selling Agents and Brokers
Grocery Specialties, Druggists' Sundries
Pipes, Cigarettes, Tobaccos and
Smokers' Sundries

FRANK H. WILEY
Mfrs. Agent and Importer
Groceries and Chemicals
Car lots Refined and Raw Sugars a specialty
533-537 Henry Ave., Winnipeg

THOMPSON, CHARLES & CO.
selling to
GROCERY, CONFECTIONERY
and
DRUGGISTS' TRADE
We are open for a few more lines
SCOTT BLOCK, 272 Main St., WINNIPEG

Richardson Green, Limited
MANUFACTURERS' AGENTS
Calling upon the Grocery, Hardware and
Drug Trade.
Winnipeg Regina
Edmonton Saskatoon
Calgary
We work The Retail Trade

HERALD BROKERAGE CO.
Wholesale Commission Brokers and
Manufacturers' Agents.
We give you the best of service.
617 McIntyre Bldg. | 16 Board of Trade Bldg
Winnipeg, Man. | Calgary, Alberta

H. D. MARSHALL
Wholesale Grocery Broker
OTTAWA MONTREAL HALIFAX

WHEN ANSWERING ADVERTISMENTS KINDLY MENTION
NAME OF THIS PAPER

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.

Three cents per word first insertion, and two cents 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

The service department of Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

ONTARIO

CHADWICK & COMPANY -
COMMISSION BROKERS
 34 DUKE ST.
 TORONTO

Do you want Representation in Toronto and Eastern Ontario?
 WE ARE OPEN FOR NEW LINES

MACLURE & LANGLEY LIMITED
 Manufacturers' Agents
 Grocers, Confectioners and Drug Specialties
 12 FRONT ST. EAST, TORONTO

CRUICKSHANK & GUILD
 Manufacturers' Agents
 32 Front St. West,
 TORONTO and OTTAWA

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

LOGGIE, SONS & CO.
 Manufacturers' Agents
 Brokers, Importers and Exporters
GROCERS, CONFECTIONERS and DRUG SPECIALTIES



32 Front TORONTO St. West CANADA

C. MORRIS & COMPANY
 Importers Exporters
 Grocery Brokers
 Head Office: TORONTO U. S. Office: CHICAGO, ILL.

SCOTT & THOMAS
 Manufacturers' Agents
 Confectionery and Grocery Brokers
 32 Front St. West,
 TORONTO

J. K. McLAUCHLAN
 Manufacturers Agent and Grocery Broker
 Kellogg's Toasted Corn Flakes
 McLauchlan's Biscuits
 Waddell's Jam
 45 Front St. East, TORONTO.

BRITISH COLUMBIA

Squirrel Brand PEANUT BUTTER

W. H. Edgett Ltd.
 Vancouver Canada
 Wholesale Purchasing Brokers
 Exporters and Importers

C. T. NELSON
 Grocery Broker and Manufacturers' Agent
 534 Yates Street, Victoria, B.C.
 In touch with all British Columbia wholesalers and jobbers, and can place your line to best advantage. Agent for shippers of Oriental products.
 VICTORIA - VANCOUVER

PETER LUND & COMPANY
 Manufacturers' Agents
 Can sell, and if required, finance one or two additional staple lines for
 British Columbia Territory
 Interested manufacturers please communicate.
 505 Metropolitan Bldg., Vancouver, B.C.
 Reference Merchants Bank of Canada, Vancouver, B.C.

ALBERTA

PACIFIC CARTAGE CO.
 C.P.R. Carters
 Office: C.P.R. Freight Sheds. CALGARY
 Distribution of Cars a Specialty
 Storage and Forwarding Prompt Service

B. M. Henderson Brokerage, Ltd.
 Kelly Bldg., 104th St., Edmonton, Alta.
 (Brokers Exclusively)
 Dried Fruits, Nuts, Beans, Jams, Cereals, Fresh Fruits and Vegetables

Western Transfer & Storage, Ltd.
 C.N.R. Carters C.P.R.
 DISTRIBUTION - STORAGE - CARTAGE
 P.O. Box 666, Edmonton, Alta.
 Members of the Canadian Warehousemen's Association

Say you saw it in Canadian Grocer, it will identify you.

North West Trading Co., Ltd.
 Importers of Australian and Oriental Produce
SALMON BROKERS
 DOMINION BLDG. VANCOUVER

JOHN PRITTY, Ltd. Merchandise Broker and Manufacturers' Agent
 HEAD OFFICE: REGINA, SASK.
 Sales Connections in all the large cities of Canada and the United States
 We specialize in carlots Beans, Oyster Shells, Rice, Butter, Eggs, Potatoes and Grocery Specialties.
 Let Pritty represent you. A live, energetic organization purely Western.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcement appear on this page.

QUEBEC

ROSE & LAFLAMME
LIMITED
*Commission Merchants
Grocers' Specialties*
MONTREAL TORONTO

**Look These Over
THEN ORDER**
HALL SALMON, EPPS COCOA,
SYMINGTON'S SOUPS AND GRAVIES,
MAPLEINE, THUIS SARDINES,
HERRINGS.
J. C. THOMPSON COMPANY
MONTREAL, QUEBEC

AGENCIES WANTED
For Food Products, Confectionery, etc.
For the Dominion. Best References.
H. S. JOYCE,
Room 903 Southam Bldg., Montreal

MANUFACTURERS
Place your merchandise with a modern up-to-the-minute Agency in 1920.
O. M. SOLMON
MANUFACTURERS' AGENT, IMPORTER,
EXPORTER, COMMISSION MERCHANT
Is open to represent several new progressive manufacturers in the New Year.
4492 St. Catherine St. W., Montreal

PAUL F. GAUVREAU
Wholesale Broker
Flour, Feeds and Cereals,
84 St. Peter Street, Quebec.
I am buyer of flour, feeds, grains of all kinds, damaged grain, also cereals. Mail samples.

AGENCIES WANTED
For food products, jams and confectionery lines for the Province of Quebec, also for Egypt, Roumania, Bulgaria, Turkey, Greece and Italy. Good connections and best references. Levant-American Mercantile Co., Ltd., 408 Power Bldg., 83 Craig W., Montreal.

WANTED
Agencies for food products for the City of Montreal, best references
SILCOX & DREW
33 NICHOLAS ST., MONTREAL

AGENCIES WANTED
Our representative cover the Island of Cape Breton a regular intervals. No consignments accepted. Best references given by letter to interested parties.
INGRAHAM SUPPLY COMPANY, LIMITED
Wholesale Commission Merchants and Manufacturers' Agents
SYDNEY, N.S.

Potatoes, Oats, Peas, Beans, Hay, Etc.
in Car Lots
A. H. M. HAY
General Produce & Lumbermen's Supplies
Phone 5311 98 St. PETER ST.
Residence 6383 QUEBEC

You Try This
When you desire any information on matters pertaining to the trade it will be gladly furnished free upon application through the columns of this paper. If you enclose stamped, addressed envelope we will also reply direct to you. Don't hesitate to ask us. We will do our best.

TELEPHONE MAIN 7143
ST. ARNAUD FILS CIE
GROCERY BROKER
Importateurs & Exportateurs
Pois et Feves
Produits Alimentaires
Importers & Exporters
Peas and Beans
Food Products
ST. NICHOLAS BUILDING, MONTREAL

BRITISH GUIANA
Why not build up your trade in British Guiana and the West Indies, by appointing us your Agents?
McDAVID & CO.
Manufacturers' Representatives
41 Robb Street, Georgetown, Demerara, British Guiana
Exporters: Coconuts, Coffee, Rice, Cocoa.

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 3 cents a word first insertion and 2 cents 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

CENTURY SALT



A sparkling white salt refined to the utmost possible point of purity. Well advertised. Deservedly popular.

SIFTO SALT



Once the ladies try it—no other salt ever has a chance with SIFTO for table use. It flows freely in any weather. It is a true, white, sparkling salt.

DOMINION SALT CO. LIMITED. SARNIA

If your jobber cannot supply you, we invite your inquiry, when price lists and full information will be promptly sent 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

Catalogue and Price List on Application.

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS \$2.20 PER INCH EACH INSERTION PER YEAR

JAMS

DOMINION CANNERS, LTD.
 Halton, Ont.

"Aylmer" Pure Jams and Jellies, Guaranteed Fresh Fruit and Pure sugar only.

- | | |
|-----------------------------------|--------|
| Screw Vac. Top Glass Jars, 16 oz. | |
| Strawberry | \$5 15 |
| Currant, Black | 5 05 |
| Pear | 4 40 |
| Peach | 4 40 |
| Plum | 4 20 |
| Apricot | 4 50 |
| Cherry | 4 85 |
| Gooseberry | 4 50 |

"AYLMER" PURE ORANGE MARMALADE

- | | Per doz. |
|---|----------|
| 12 oz. Glass, Screw Top, 2 doz. in case | 3 25 |
| 16 oz. Glass, Screw Top, 2 doz. in case | 3 95 |
| 16 oz. Glass, Tall, Vacuum, 2 doz. in case | 3 95 |
| 2's Tin, 2 doz. per case | 6 15 |
| 4's Tin, 12 pails in crate, per pail | 1 00 |
| 5's Tin, 8 pails in crate, per crate | 1 25 |
| 7's Tin or Wood, 6 pails in crate | 1 74 |
| 30's Tin or Wood, one pail in crate, per lb. | 0 24 |

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 80 |
| 12 oz., Aylmer Quality | 2 55 |
-
- | | Per jug |
|-----------------------------------|---------|
| Gallon jugs, Aylmer Quality | \$1.65 |
-
- | | Per doz. |
|----------------------------|----------|
| Pints, Delhi Epicure | \$2.75 |
| ¾-Pints, Red Seal | 1.25 |
| Pints, Red Seal | 1 90 |
| Qts., Red Seal | 2.40 |
| Gallons, Red Seal | 6.45 |

BORDEN MILK CO., LTD.,

180 St. Paul St. West.
 Montreal, Can.

CONDENSED MILK

- | | Terms—Net 30 days. |
|--|--------------------|
| Eagle Brand each 48 cans | \$11 50 |
| Reindeer Brand, each 48 cans | 11 00 |
| Silver Cow, each 48 cans | 10 50 |
| Gold Seal, Purity, ea. 48 cans | 10 35 |
| Mayflower Brand, each 48 cans | 10 35 |
| Challenge Clover Brand, each 48 cans | 9 85 |

EVAPORATED MILK

- | | |
|--|--------|
| St. Charles Brand, Hotel, each 24 cans | \$7 15 |
| Jersey Brand, Hotel, each 48 cans | 7 15 |
| St. Charles Brand, tall, each 48 cans | 7 25 |
| Jersey Brand, tall, each 48 cans | 7 25 |
| Peerless Brand, tall, each 48 cans | 7 25 |
| St. Charles Brand, Family, 48 cans | 6 25 |
| Jersey Brand, Family, each 48 cans | 6 25 |
| Peerless Brand, Family, each 48 cans | 6 25 |
| St. Charles Brand, small, each 48 cans | 3 30 |
| Jersey Brand, small, each 48 cans | 3 30 |
| Peerless Brand, small, each 48 cans | 3 30 |

CONDENSED COFFEE

- | | |
|--|------|
| Reindeer Brand, large, each 24 cans | 7 00 |
| Reindeer Brand, small, each 48 cans | 7 00 |
| Cocoa, Reindeer Brand, large, each 24 cans | 6 25 |
| Reindeer Brand, small, 48 cans | 6 50 |

W. B. BROWNE & CO.
 Toronto, Ontario.

- | | |
|--|--------|
| Wheatgold Breakfast Cereal. Packages, 28-oz., 2 doz. to case, per case | \$5 30 |
| 98-lb. jute bags, per bag | 7 00 |
| 98-lb. jute bags, with 25 ¾-lb. printed paper bags enclosed, per bag | 7 50 |

HARRY HORNE & CO.,
 Toronto, Ont.

- | | Per case |
|--|----------|
| Cooker Brand Peas (3 doz. in case) | 4 20 |
| Cooker Brand Popping Corn (3 doz. in case) | 4 20 |

COLMAN'S OR KEEN'S MUSTARD

- | | Per doz. tins |
|--------------------|---------------|
| D.S.K., ¼-lb. | |
| D.S.F., ½-lb. | |
| D.S.F., 1 lb. | |
| F.D., ¼-lb. | |

- | | Per jar |
|-------------------------------|---------|
| Durham, 1-lb. jar, each | |
| Durham, 4-lb. jar, each | |

CANADIAN MILK PRODUCTS, LIMITED,
 Toronto and Montreal

KLIM

- | | |
|-------------------------------------|---------|
| 8 oz. tins, 4 dozen per case | \$12.50 |
| 16 oz. tins, 2 dozen per case | 11.50 |
| 10 lb. tins, 6 tins per case | 25.00 |
- Prices f.o.b. Toronto.

THE CANADA STARCH CO., LTD.
 Manufacturers of the
 Edwardsburg Brands Starches
 Laundry Starches—

- | | Boxes |
|--|---------|
| 40-lb., Canada Laundry | \$0 11¼ |
| 100-lb. kegs, No. 1 white | 0 11¼ |
| 200-lb. bbls., No. 1 white | 0 11¼ |
| 40 lbs., Edwardsburg Silver Gloss, 1-lb. chromo pkgs. | 0 13¼ |
| 40 lbs., Benson's Enamel, (cold water), per case | 3 50 |
| Celluloid, 45 cartons, case | 5 20 |
- Culinary Starch
- | | |
|---|-------|
| 40 lbs., W. T. Benson & Co.'s Celebrated Prepared | 0 13 |
| 40 lbs. Canada Pure or Challenge Corn | 0 11¼ |
| 20 lbs. Casco Refined Potato Flour, 1-lb. pkgs. | 0 16 |
- (20-lb. boxes, ¼c higher, except potato flour.)



“Fulcreem”

This means the leading English line of Custard Powders, Blancmange Powder, Egg Substitute, etc.

Highest award Paris Exposition, November, 1919.

This speaks for itself.

First shipment just arrived in Winnipeg.

Made by

PLAISTOWE & CO.

Limited

LONDON, ENGLAND

*For full particulars, prices, etc.
write to Sole Agent*

**F. MANLEY, 323 GARRY ST.
WINNIPEG**

Permit Us To Announce

The Best Little Business Builder

Since "WITCH" Soot Destroyer

**THE
POPULAR
SIZE**

**A
15c.
SELLER**



**What
Makes 'em
Come
Back?**

**What
Shows
A Good
Profit?**

U-NO

ARE BROKERS NEEDED? WE KNOW—WRITE US

CANADA WITCH CO., LTD.

325 Howe Street

Vancouver, B.C., Canada



Thank You
Gentlemen

With Your Co-operation, the Sales

of
Red Arrow Biscuits

in the West, are setting the pace

We are keeping
the Quality

UP



Line up with these natty packages

For Quality

For Value

The National Biscuit & Confection Co., Ltd., Vancouver

The National Biscuit Co., Ltd.

- Regina



FIVE DOLLARS REWARD

if you get this man. He will be in every retail grocery store, so if you recognize him, place your hand upon his shoulder and say: "You are Mackay, who makes 'CREAM OF BARLEY,' that delicious breakfast food cooked in three minutes. I have eaten it, it is fine." Clerks and proprietors of stores are entitled to this reward if you recognize this man. Keep your eye out for him. He will be your way shortly.

JOHN MACKAY CO., LTD.
Bowmanville, Ont.

Sani-Flush

(TRADE MARK REGISTERED)

Closet Bowl Cleaner

The more *Sani-Flush* you sell, the easier it is to sell more.

Sani-Flush makes good. It repeats.

Every housewife who has a water-closet to keep clean will be glad to have her attention called to *Sani-Flush*.

Harold F. Ritchie Co., Ltd.

10-12-14 McCaul St.
TORONTO - ONT.



LILY WHITE CORN SYRUP
2-lb. tins, 2 doz. in case....\$6 80
5-lb. tins, 1 doz. in case.... 7 75
10-lb. tins, 1/2 doz. in case.... 7 45
20-lb. tins, 1/4 doz. in case... 7 40
(Prices in Maritime Provinces '10c per case higher)

Barrels, about 700 lbs..... 0 09
Half barrels, about 350 lbs. 0 09 1/4

CROWN BRAND CORN SYRUP
2-lb. tins, 2 doz. in case.... 6 20
5-lb. tins, 1 doz. in case.... 7 15
10-lb. tins, 1/2 doz. in case... 6 85
20-lb. tins, 1/4 doz. in case... 7 60
(5, 10, and 20-lb. tins have wire handles.)

GELATINE
Cox's Instant Powdered Gelatine (2-qt. size), per doz... \$1 75
INFANTS' FOOD

MAGOR, SON & CO., LTD.
Robinson's Patent Barley— Doz.
1-lb.
1/2-lb.
Robinson's Patent Groats—
1-lb.
1/2-lb.

BLUE
Keen's Oxford, per lb. 0 27
In cases, 12 12-lb. bxs. to case 0 27

NUGGET POLISHES
Polish, Black, Tan, Toney Red, Dark Brown, White Dressing, each\$1.25 Doz.
White Cleaner (liquid).....\$2.00 Doz.
Card Outfits—Black, Tan, Toney Red, Dark Brown 4.80
Metal Outfits — Black, Tan, Toney Red, Dark Brown.... 5.60

IMPERIAL TOBACCO CO. OF CANADA, Limited
EMPIRE BRANCH

Black Watch, 10s, lb. \$1 20
Bobs, 12s 1 13
Currency, 12s 1 13
Stag Bar, 9s, boxes, 6 lb. 1 08
Pay Roll, thick bars 1 30
Pay Roll, plugs, 10s, 6-lb. 1/4 caddies 1 25
Shamrock, 9s, 1/2 cads., 12 lbs., 1/4 cads., 6 lbs. 1 25
Great West Pouches, 9s, 3-lb. boxes, 1/2 and 1-lb. lunch boxes 1 30
Forest and Str., tins, 9s, 2-lb. cartons 1 44
Forest and Stream, 1/4s, 1/2s, and 1-lb. tins 1 50
Master Workman, 2 lbs. 1 25
Master Workman, 4 lbs. 1 25
Derby, 9s, 4-lb. boxes 1 30
Old Virginia, 12s 1 70
Old Kentucky (bars), 8s, boxes, 5 lbs. 1 35

THE COWAN CO., LTD.
Sterling Road, Toronto, Ont.

COCOA AND CHOCOLATE

COCOA
Perfection Cocoa, lbs., 1 and 2 doz. in box, per doz.\$6 25
Perfection, 1/4-lb. tins, doz. 1 70
Perfection, 1/2-lb. tins, doz. 3 25
Perfection, 10s size, doz. 1 25
Perfection, 5-lb. tins, per lb. 0 45
Empire Breakfast Cocoa, 1/2-lb. jars, 1 and 2 doz. in box, doz. 3 50
Soluble Cocoa Mixture (sweetened), 5 and 10-lb. tins, per lb. 0 30

UNSWEETENED CHOCOLATE
Supreme Chocolate, 12-lb. boxes, per lb. 0 47
Supreme Chocolate, 10c size, 2 doz. in box, per box 2 35
Perfection Chocolate, 10c size, 2 doz. in box, per box 2 00

SWEET CHOCOLATE
Per lb.
Eagle Chocolate, 1/4s, 6-lb. boxes 0 38
Eagle Chocolate, 1/2s, 6-lb. boxes, 28 boxes in case.... 0 38
Diamond Chocolate, 1/4s, 6 and 12-lb. boxes, 144 lbs. in case
Diamond Chocolate, 8s, 6 and 12-lb. boxes, 144 lbs. in case
Diamond Crown Chocolate, 28 cakes in box 1 30

CHOCOLATE CONFECTIONS
Maple Buds, 5-lb. boxes, 30 boxes in case, per lb. \$0 49
Milk Medallions, 5-lb. boxes, 30 boxes in case, per lb. 0 49

Lunch Bars, 5-lb. boxes, 30 boxes in case, per lb. 0 49
Coffee Drops, 5-lb. boxes, 30 boxes in case, per lb. 0 49
Chocolate Tulips, 5-lb. boxes, 30 boxes in case, per lb. 0 49
No. 1 Milk Wafers, 5-lb. boxes, 30 boxes in case, per lb. 0 49
Chocolate Beans, 5-lb. boxes, 30 boxes in case, per lb. 0 45
Chocolate Emblems, 5-lb. boxes, 30 boxes in case, per lb. 0 45
No. 2 Milk Wafers, 5-lb. boxes, 30 boxes in case, per lb. 0 45
No. 1 Vanilla Wafers, 5-lb. box, 30 boxes in case, per lb. 0 45
No. 2 Vanilla Wafers, 5-lb. box, 30 boxes in case, per lb. 0 42
Nonpareil Wafers, 5-lb. boxes, 30 boxes in case, lb. 0 45
Chocolate Ginger, 5-lb. boxes, 30 boxes in case, per lb. 0 60
Crystallized Ginger, 5-lb. boxes, 30 boxes in case, per lb. 0 60

NUT MILK CHOCOLATE, ETC.

Nut Milk Chocolate, 1/4s, wrapped, 4-lb. box, 36 boxes in case, per box 2 35
Nut Milk Chocolate, 1/2s, wrapped, 4-lb. box, 36 boxes in case, per box 2 35
Fruit and Nut or Nut Milk Chocolates, lbs., unwrapped, 6-lb. box, 5 div. to cake, 24 boxes to case, lb. 0 47
Nut Milk Chocolates, 5s, squares, 20 squares to cake, packed 3 cakes to box, 24 boxes to case, per box 2 46
Fruit and Nut Milk Chocolate, 2-lb. cakes, 3 cakes to box, 32 boxes to case, per lb. 0 47
Fruit and Nut Milk Chocolate Slabs, per lb. 0 47
Milk Chocolate Slabs, with Assorted Nuts, per lb. 0 47
Plain Milk Chocolate Slabs, per lb. 0 47

MISCELLANEOUS

Maple Buds, fancy, 1 lb., 1/2 doz. in box, per doz. \$6 25
Maple Buds, fancy, 1/2 lb., 1 doz. in box, per doz. 3 35
Assorted Chocolate, 1 lb., 1/2 doz. in box, per doz. 6 27
Assorted Chocolate, 1/2 lb., 1 doz. in box, per doz. 3 35
Chocolate Ginger, 1/2 lb., 1 doz. in box, per doz. 4 50
Crystallized Ginger, full 1/2 lb., 1 doz. in box, per doz. 4 50
Active Service Chocolate, 1/2s, 4-lb. box, 24 boxes in case, per box 2 05
Triumph Chocolate, 1/4s, 4-lb. boxes, 36 boxes in case, per box 2 05
Triumph Chocolate, 1/2-lb. cakes, 4 lbs., 36 boxes in case, per box 2 05
Chocolate Cent Sticks, 1/2 gr. boxes, 30 gr. in case, per gross 1 15
20-lc Milk Chocolate Sticks, 60 boxes in case 0 80

W. K. KELLOGG CEREAL CO.,
Battle Creek, Mich.
Toronto, Canada.

Kellogg's Toasted Corn Flakes, Waxtite 4 15
Kellogg's Toasted Corn Flakes, Ind. 2 00
Kellogg's Dominion Corn Flakes 4 15
Kellogg's Dominion Corn Flakes, Indiv. 2 00
Kellogg's Shredded Krumbles 4 85
Kellogg's Shredded Krumbles, Ind. 2 00
Kellogg's Krumbled Bran 2 25
Kellogg's Krumbled Bran, Ind. 2 00

BRODIE & HARVIES, LTD.,
14 Bleury St., Montreal

XXX Self-Raising Flour, 6 lbs. packages, doz. \$6.00
Do., 3 lbs. 3.05
Superb Self-Raising Flour, 6 lb. 5.80
Do., 3 lb. 2.95
Crescent Self-Raising Flour, 6 lb. 5.90
Do., 3 lb. 3.00
Perfection Rolled Oats (55 oz) 3.00
Brodie's Self-Raising Panakee Flour, 1 1/2 lb. pack., doz. 1.50
Brodie's Self-Raising Buck-Flour, 1 1/2 lb. pkg. doz. 1.50

Cable Address: "JOEWARD"
The Atlantic Cable Directory Codes

Established 1879

Baltimore, A.B.C. and
and Private Codes used

JOSEPH WARD & CO.

MERCHANTS

115 Place d'Youville, MONTREAL

On account of unfavorable weather it is only now that seeding is beginning with us in the Province of Quebec and parts of Eastern Ontario. Handlers of Agricultural Seeds are bound to run short. Our stock is still pretty well assorted. We give you to-day's prices, as long as the stock lasts, ex our warehouse, Montreal:

Agricultural Seed Dept.

	Per pound
Ottawa Valley No. 2 G. S. & 1 Purity Timothy	\$.17
Montreal Valley No. 1 G. S. Timothy18½
Giant No. 2 G. S. Mammoth Clover70
Giant No. 3 G. S. Mammoth Clover68
Victor No. 2 G. S. Short Red Western Clover68
War No. 3 G. S. Short Red Western Clover63
Diploma No. 1 G. S. Alsike Clover70
Medal No. 2 G. S. Alsike Clover68
Meadow No. 3 G. S. Alsike Clover63
Alsike & Timothy25
Sweet Clover Seed G. S. No. 230
Alfalfa No. 2 G. S.64
White Dutch Clover Seed72
	Per bush
Golden Vine Seed Peas	4.25
Prince Albert Seed Peas	4.25
Spring Rye	2.75
Red Fyfe Wheat	3.75
Six Rowed Barley	2.60
Silver Hull Buckwheat	2.60
All varieties Seed Oats	1.65
Imported English Black Tares	5.00
Red Cob Seed Corn	2.60
Southern White Mammoth Seed Corn	2.60
Bags extra at cost	

Grocery Dept.

	Per pound
Blue Bell Blue Peas 100 lb. bags08
Scotch Green Peas, 150 lb. bags08½
Choice Yellow Evaporated Peaches 25 lb. boxes25
3 Crown Muscatel Raisins 25 lb. boxes27½
Sun Maid Thompsons Seedless Raisins, 25 lbs. boxes27½
Sunsweet California Prunes 30/40, 25 lb. boxes25
Sunsweet California Prunes 40/50, 25 lb. boxes23
Sunsweet California Prunes 50/60, 25 lb. boxes19
	Per doz.
California Yellow Peaches 2¼s, in Syrup	4.00
Simcoe Baked Beans in Tomato Sauce, 2¼s flat	1.85
Gallon Apples	5.90
	Per case
Autumn Leaf Cohoes Salmon ½s flat, 8 doz.	16.50
Autumn Leaf Cohoes Salmon 1s tall, 4 doz.	15.50
Shamrock Sockeye Salmon, ½s flat, 8 doz.	20.50
Shamrock Sockeye Salmon 1s tall, 4 doz.	18.00
Carnation Pink Salmon 1s tall, 4 doz.	10.00
Sovereign Sockeye Salmon 1s flat, 4 doz.	19.00
	Per doz.
Little Chief or Log Cabin Tomatoes 2¼s	1.85
Waupoos Tomatoes 2¼s tins	1.80
	Per pound
500 h/cs finest quality Japan Tea, 80 lb. each50
This Tea could not be replaced by us to-day under a cost of 55 cents pound.	

Job Lot Specials

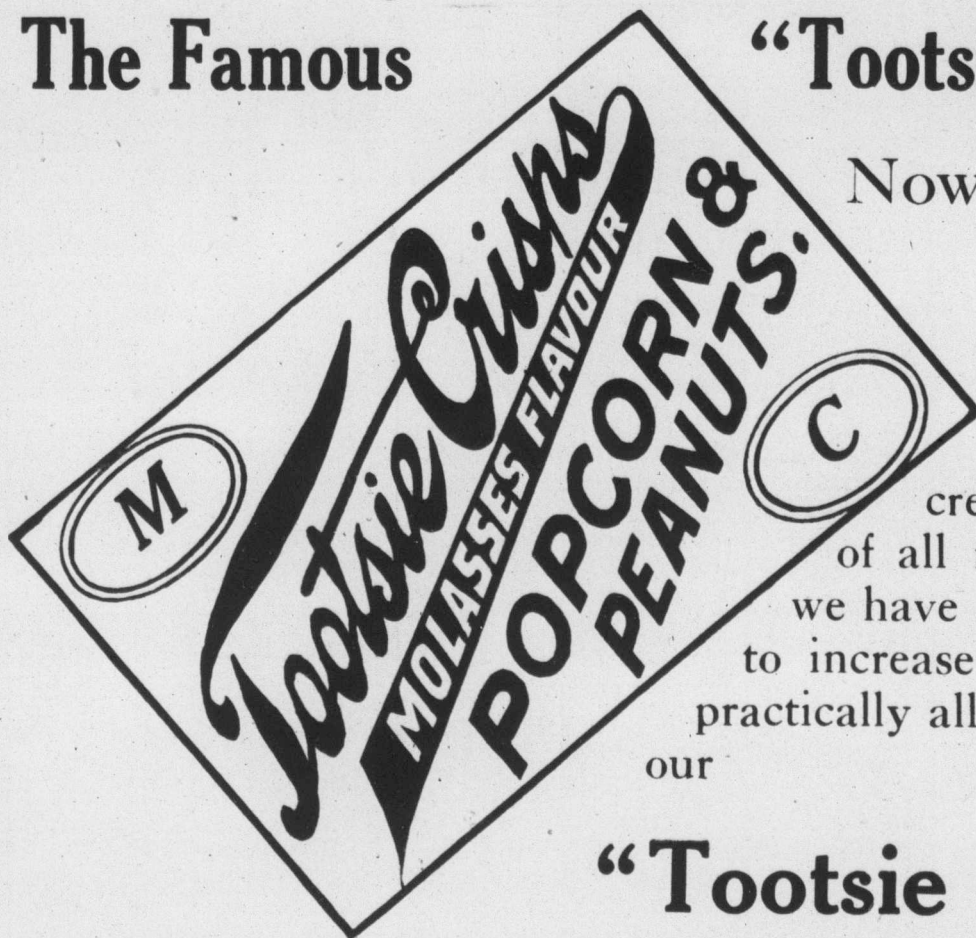
	Per pound
1,000 bags Brazillian Brown Beans, about 110 lbs. each03½
175 bags Rangoon Beans about 100 lb. each06
	Per bag
1,000 bags Damaged Rice ex. C. P. R. Fire	4.00
1,000 bags Damaged California Siam Rice	4.00
3,000 bags Damaged Spring Wheat Manitoba Flour	4.50
Some bags in these lots of Rice are only partly damaged, the same with the flour. It would pay buyers in carload lots to come and examine this stock.	

Grain Dept.

When in the market for Flour, Feed and Feed Grain in carload lots consult our Grain Department. We can give you prices f.o.b. cars your station. We can also supply Potatoes in carload lots and less.

The Famous

"Tootsie Crisps"



Now **6c.** Now
Retail

Owing to the continuous increase in the price of all raw materials we have been compelled to increase the prices on practically all our lines. And our

"Tootsie Crisps"

("Canada's best package of Popcorn")

is now Retailing at **6c.** Price Lists have been Mailed to all our Clients.

Our Justly Famous
"Maple Crispettes"

however still retail at **5c.** per package. Stock up now for your Summer Business.

Carried by all up-to-date Jobbers throughout Canada

Maple Crispette Co., Limited

84B Cathedral St. and 109A Windsor St.

Montreal, Canada



See how clean throughout, the stock is, in all Keystone Brooms

BROOMS

Of Uniform Quality

Every merchant who sells brooms will be interested to learn that after careful study and persistent effort, we have recently perfected a system in the sorting and grading of our Corn, which enables us now to absolutely guarantee a uniformity in quality never before equalled in the manufacture of brooms.

The following brands need no introduction to the women of Canada.

NUGGET
PATRICIA
KLONDIKE
ELGIN



EVANGELINE
JUBILEE
GREAT WEST
STERLING

If you have never handled the above Keystone lines, order a sample shipment to-day.

Manufactured by

Stevens-Hepner Co., Limited
Port Elgin, Ontario

SHEELY-MOTT COMPANY

Brokers and Manufacturers' Agents

MONTREAL
SELLING

HARRY HORNE'S Double Cream Custard and all other Double Cream Products.

DOMINION FOOD PRODUCTS Famous Scotch Marmalade, Sauces, Ketchups and Chutneys. Tartarine. Cooker Brand Peas

NU-JELL, THE PERFECT JELLY POWDER. De Hydrated Fruits and Vegetables. Evaporated Apples.

VIN SANATOR, A Patent Medicine But Some Drink Peas, Beans and all kinds of Cereals.

WE WORK THE RETAIL TRADE.

Malt Extract

for making Home-made Beer

Grocery Stores do not need a License to handle this product. Guaranteed to be pure and wholesome, and is easy to make.

Representatives required in all Provinces. Big sales. Write now.

CANADIAN MALT EXTRACT CO., REG'D
298 St. Urbain St., Montreal

Something New in Appetizers



Made in conjunction with our famous Blue Seal Products and made from the very finest ingredients.

Fine for Fish and all kinds of grilled meats, and gives a delicious piquancy to salad dressings, Mayonnaise Sauce, etc.

Maroma will captivate your most particular customer. Try a little display.

E. W. Jeffress Limited
Walkerville, Canada
W. G. Patrick & Co., Limited
Toronto and Winnipeg
Selling Agents for our Blue Seal Lines

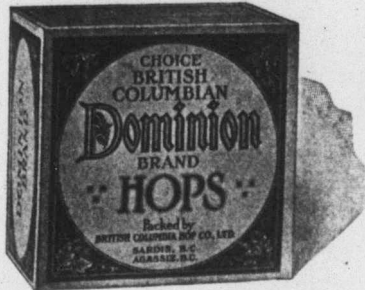


HOPS

In Quarter and Half Pound
Full and Short Weight Packages
BUY DIRECT FROM THE PRODUCER
BRITISH COLUMBIA HOP CO., LTD.

Ranches located at
Sardis, Agassiz,
B. C.

Head Sales Office:
235 Pine Street
San Francisco,
California.



Largest Hop Growers in Canada

Write for Prices—Samples

AGENTS: For Western Canada—Donald H. Bain Co., Winnipeg,
Man. Ontario—Raymond & Raymond, London, Ontario,
Quebec and New Brunswick—Arthur P. Tippet & Co., Mont-
real, Quebec. Newfoundland—Globe Trading Co., St. John's,
Newfoundland. Nova Scotia—Chisholm & Co., Ltd., Halifax,
N.S.

Freight Situation Better

Larger shipments coming through
and conditions will soon be normal.

ARRIVING DAILY

Strawberries - Cabbage
Oranges - - Lemons

ALSO DUE EARLY
NEXT WEEK

- 1 car Fancy Florida Cucumbers.
- 1 car Egyptian Onions in sacks.
- 2 cars Texas Onions in crates.
- 1 car New Maple Syrup.
- 1 car Fancy Boxed Apples.
- 1 car Florida Celery.

White and Co., Limited

Wholesale Fruits and Vegetables



Salt Salt Salt

For whatever purpose Salt is required,
the Canadian Salt Company products
lead in quality and purity.

Windsor Table Salt
(For general household use)

Regal Table Salt
(Free running—Sold in cartons)

Windsor Dairy Salt
Windsor Cheese Salt

These salts have won the confidence of
the public. Their reputation for re-
liability assures constant demand.

Made in Canada

THE CANADIAN SALT CO., LIMITED
WINDSOR, ONTARIO

Sell the Best

“**B**ETTER be sure than sorry.”
OCEAN BLUE is the highest
standard attainable in a Laundry
Blue.

True, it sells at only a few cents a
packet, but nothing has been sacrificed
to bring it down to a popular price.

As you want to please **ALL** your cus-
tomers sell them

OCEAN BLUE

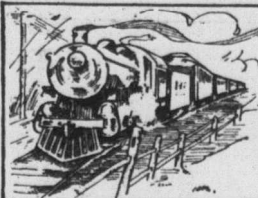
In Squares and Bags

Order from your Wholesaler.

HARGREAVES (CANADA) Limited

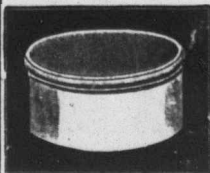
The Gray Building, 24 and 26 Wellington St. W., Toronto.

Western Agents: Hargreaves (Canada), Ltd., c/o
H. L. Perry & Co., Ltd., Winnipeg, Regina, Sas-
katoon, Calgary, and Edmonton. For British
Columbia and Yukon: Hargreaves (Canada), Ltd.,
c/o Johnston Storage Co., Vancouver, B.C.



BUYERS' MARKET GUIDE

Latest Editorial Market News



STONEWARE JARS

Place order for crocks before the season opens. They are going to be hard to get later. Our Catalogue shows complete line of Butter Jars, Meat Tubs, Jugs, Churns, etc.

The Toronto Pottery Co. Limited
Dominion Bank Bldg.
Toronto, Canada

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.

Agents:

W. Y. COLCLOUGH, 592 Kingswood Road
Beach 2170 Toronto

J. E. TURTON, Board of Trade Building,
Montreal

OPPENHEIMER BROS., LTD.
Vancouver, B.C.

BAIRD & CO., Merchants, St. Johns

Order from your jobber to-day.

"SOCLEAN"

the dustless sweeping compound

SOCLEAN, LIMITED

Manufacturers TORONTO, Ontario

THE CHARLES MUELLER COMPANY

Limited

Barrels and Kegs
Oak, Ash and Gum
From 5 Gals. to 50 Gals.

Waterloo - - - Ontario

Olivier's Cream Toffee

5 cent bars

O.K.—Almond—Cocoanut

The finest made

Brokers

Man. & Sask. - Watson & Truesdale
Calgary - Clarke Brokerage
B.C. - Robt. Gillespie & Co., Vancouver

G. F. OLIVIER (the toffee man)
MEDICINE HAT

We are offering to Jam Manufacturers,
Confectioners and Picklers, etc.

Fruit pulps of all kinds, Canned Goods,
Tomato Puree, Anchovies, Nuts, Peels in
Brine, etc., etc.

F. KESSELL & COMPANY
7-8 Railway Approach,
London Bridge, S.E. 1, England

HIGH COST OF SUGAR HAVING EFFECT ON MANY LINES

That a substantial increase in the price of commodities containing a major portion of sugar will be registered, there is no doubt. Manufacturers of chocolate, jelly powders, jams, biscuits, soft drinks and kindred lines, state that these products must keep pace with the cost of sugar.

CREAM OF TARTAR SCARCE AND PRICES LIKELY TO BE HIGHER

There is a scarcity noted for both French and American cream of tartar. Quotations are five cents per pound higher and the indications are that higher levels will be reached in the near future.

GROCERS

Will secure the very best selected eggs, creamery butter and fancy dressed poultry by getting their supplies from

C. A. MANN & CO.
LONDON, ONT.

Phone 1577

GASOLINE LIGHTING SYSTEMS FOR COUNTRY DISTRICTS

INSIDE and OUTSIDE LIGHTS OF ALL STYLES

Stores Halls Homes Farms & Every style of Building

SIX TIMES THE LIGHT - ONE THIRD THE COST

MANUFACTURERS R.M. Moore & Co. Ltd. VANCOUVER - B.C.

The SARNIA PAPER BOX CO., Ltd.

SARNIA, ONT.

Manufacturers of:

Ice Cream Cartons, Parafined.
Butter Cartons, Parafined.
Egg Cartons; Special Egg Fillers.
Folding Candy Boxes; also hand Parafine boxes for bulk pickles, Mince-meat, etc.

BEANS

Handpicked or Screened

Ask for quotations

Geo. T. Mickle, Ridgetown, Ont.

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
1/4-INCH CUSHION FILLERS
CORRUGATED FLATS

The TRENT MFG. CO., LTD.
TRENTON - - - ONTARIO

Fidelity Collection Agency Ltd.

Canadian Bank of Commerce Bldg., Winnipeg

Collections and Adjustment

"We collect anything anywhere"

References: Can. Bank of Commerce and Molsons Bank

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 \$2.20 per insertion
if used each issue in the
year.

Twice a Month

Tore the British Flag from the Wall

RACING STORIES

BY FRASER

HERE'S still another big feature in this number—the first of a series of new race-horse stories by W. A. Fraser, the master of turf fiction. Mr. Fraser knows horses and can weave better stories about the devious ways of the race track than any author living. "The Man From the Desert" is a corking good yarn, full of action and color.

Coming in early issues in this series, "A Safe Bet," "The Psychological Nut" and "The Night-Riders."

FURTHERMORE

The Calm at Ottawa.

By J. K. Munro.

A review of political activities.

The Thread of Flame.

By Basil King.

A powerful novel.

The Market Hunter.

By Robert W. Chambers.

A short story.

Baseball in Canada.

By George W. (Knotty) Lee.

An interesting article.

The Parts Men Play.

By Arthur Beverley Baxter.

A brilliant novel.

Binding the West with Bands of Steel.

By J. L. Rutledge.

M. J. Haney's story of the building of the C.P.R.

Bartering the Indies.

A review of press comment.

The Trade of England.

By Douglas Carswell.

A vivid poem.

IN the May 1 issue of MACLEAN'S (now on sale), appears an article by a young Canadian girl who was sent last Fall to teach the children of a German settlement in the West. The settlers, who belonged to a strange religious sect, were determined not to learn the English language or to adapt themselves to Canadian ways. The law demanded that they have a Canadian teacher, however, and so the writer went to live at the settlement.

She tells a graphic and sensational story of the conditions that she found there and of the hostility which showed itself in the tearing down of British flags and the turning of the King's picture to the wall.

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CANADIAN GROCER

CANADA'S NATIONAL GROCERY PAPER

Vol. XXXIV.

TORONTO, MAY 7, 1920

No. 19

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THE MACLEAN PUBLISHING COMPANY, LIMITED

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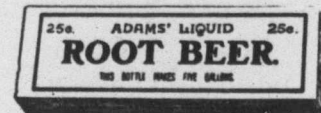
Will party who had replies addressed to Box 70 please call at Canadian Grocer office for reply.

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Brls. Ordinary New Orleans Molasses	45
Half Brls. Ordinary New Orleans Molasses	47

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WHICH GIVES THEM A FLAVOR
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Canadian Grocer, 153 University Ave., Toronto, Ont.

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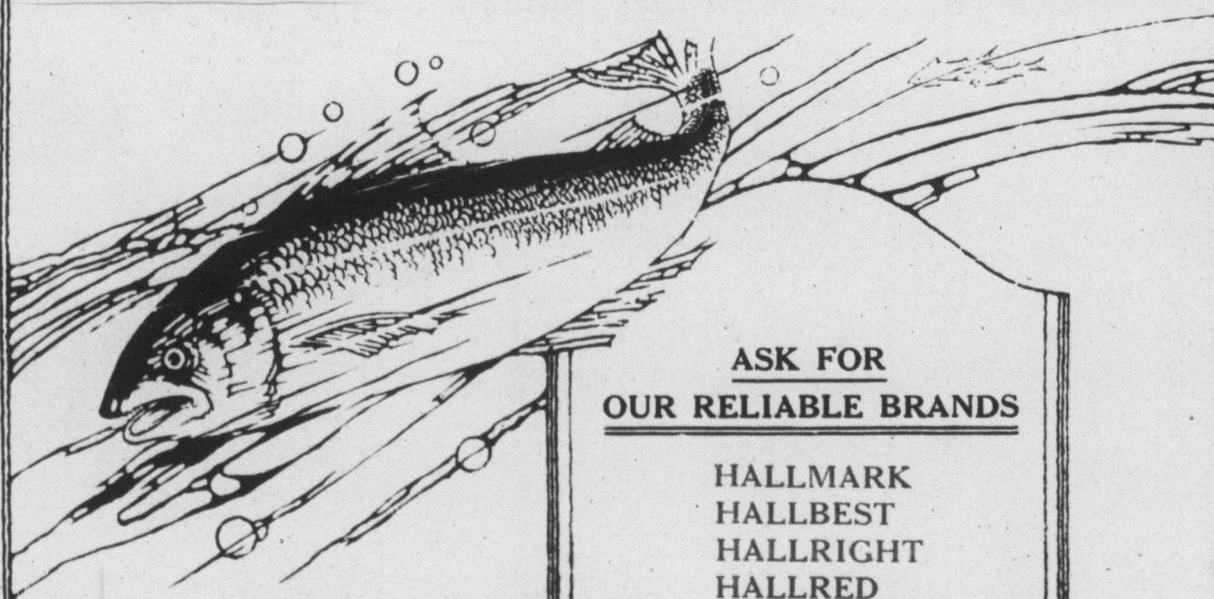
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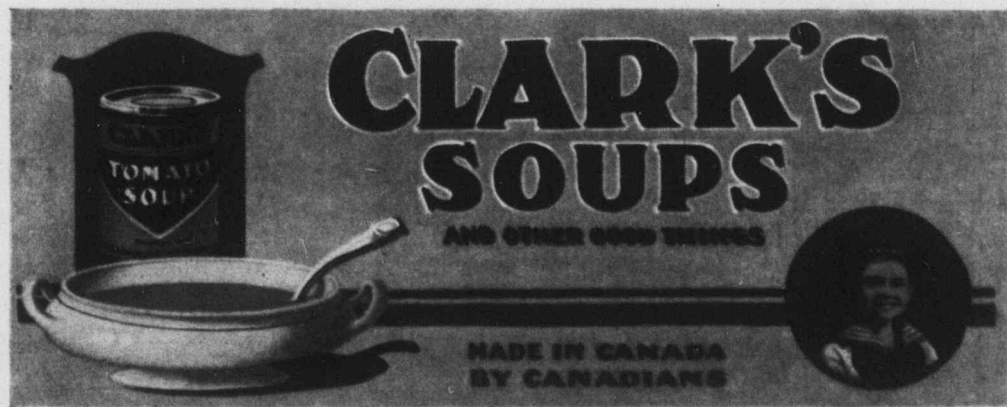
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